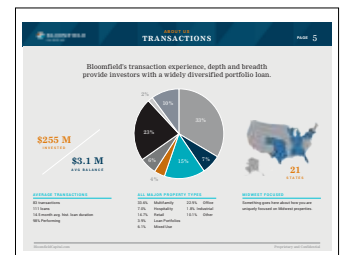
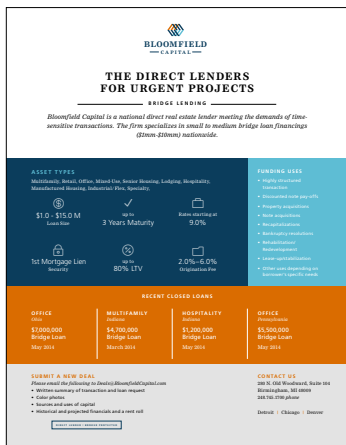


upshift

Modern, professional brand identity for a trusted partner in the competitive financial services and real estate arenas.



## challenge

Bloomfield Capital draws from a broad variety of real estate experience to provide short-term and bridge loans to high-quality commercial and multi-family residential real estate projects. They are a professional, capable team with a nationwide reputation for fiscal responsibility, high-touch customer relations, and quick turn-around that meets today's complex business transactions. They sought a polished, professional brand that fit with the solid reputation they cultivated.

## solution

UpShift created a modern, clean brand identity that includes logo design, brand look & feel, messaging strategy and the design of all marketing communications and website. We aimed for a contemporary look that also has established, traditional elements since many of their customers are in the conservative financial services and real estate markets. We also helped them tell their brand story in a visual way with concise, engaging diagrams and graphics.

## results

The brand and collateral was well received by the entire Bloomfield Capital team who praised UpShift for simplifying their brand and communications. Our templates allowed them to create more cohesive presentations in house, as well as communicate complex scenarios more efficiently. Their organization has grown from two midwest locations to a national reach with six offices. They have also expanded their services to offer equity investment. Additionally, the brand and website have won numerous design awards.

### industry

- B to B
- Business Services
- Financial Services
- Real Estate

### deliverables

- Logo Design
- Brand Strategy
- Brand Look & Feel
- Website Design
- Marketing Collateral

### website

- BloomfieldCapital.com