

2025

Core Creative

Branding & Digital



CORE

Brand Strategy + Solutions for *Rental Industry.*

Core specializes in crafting powerful and cohesive branding solutions tailored specifically for rental projects. With a deep understanding of fast moving opportunities within this sector, we deliver strategic branding that not only enhances visibility but also builds results and success.

CORE

We are artists by heart and visionaries by thought. Our team has a reputation for generating results through a pioneering spirit, commitment to innovate, and inspired creativity. The integrated and collaborative “team-based” relationship we build with our clients creates a synergy that maximizes communication at every level.



David Tsai
Partner / Strategy



Andrew Wu
Partner / Client Relationship



Si Huynh
Strategy & Operation



Ania Milewski
Art Director



Maico Melo
UX/UI Designer



Karsten Jedelhauser
Strategy / Creative Director



Bethany Franchi
Marketing & Project Manager



Hidy Wong
Project & Account Manager



Jaime Ward-Yassin
Director of Branding



Emily Ho
Designer



Sky Kao
Director of Technology



Core services

Branding

What story do you want to tell?

Successful brands are built on compelling stories that people love to share. At the heart of our work lies the creation of these narratives. Our approach is centred around developing communication platforms and impactful visual elements that enable brands to effectively convey their stories.

Market Intelligence

Naming & Positioning

Brand strategy

Copywriting

Brand identity

Print collateral

Environmental design

Advertising

Visuals art direction

Digital Marketing

Digital

Results driven experiences

The true potential of digital solutions lies in their ability to tell a story. Our priority is to transform a digital presence into a destination, effectively acting as virtual sales representatives. We aim to increase online engagement and deliver tangible results by providing engaging and memorable experiences.

Digital strategy

Content strategy

User experience

Art direction

Web development

Touchscreen

Interactive

Hosting



Creative solutions for *ambitious* real estate projects.

We are a branding and digital agency that excels in developing innovative and strategic marketing campaigns tailored to the real estate industry. Whether it's boutique projects, commercial, mixed-use, or large-scale master plans, we craft compelling narratives for places, spaces, and brands that serve to connect, inform, and inspire.

Learn more at: www.corecreate.co

Case *Studies*



WHO // PORTICO BY WESTHOME

Oakland's Luxury *Waterfront*

WHAT WE DID //

Project Brand Development
Naming & Positioning
Storytelling & Copywriting
Identity Design
Print & Digital Collateral

Print & Digital Advertising
Interior & Exterior Signage
Presentation Centre
Website
Online Marketing

➤ porticowaterfront.com



PORTICO
OAKLAND WATERFRONT

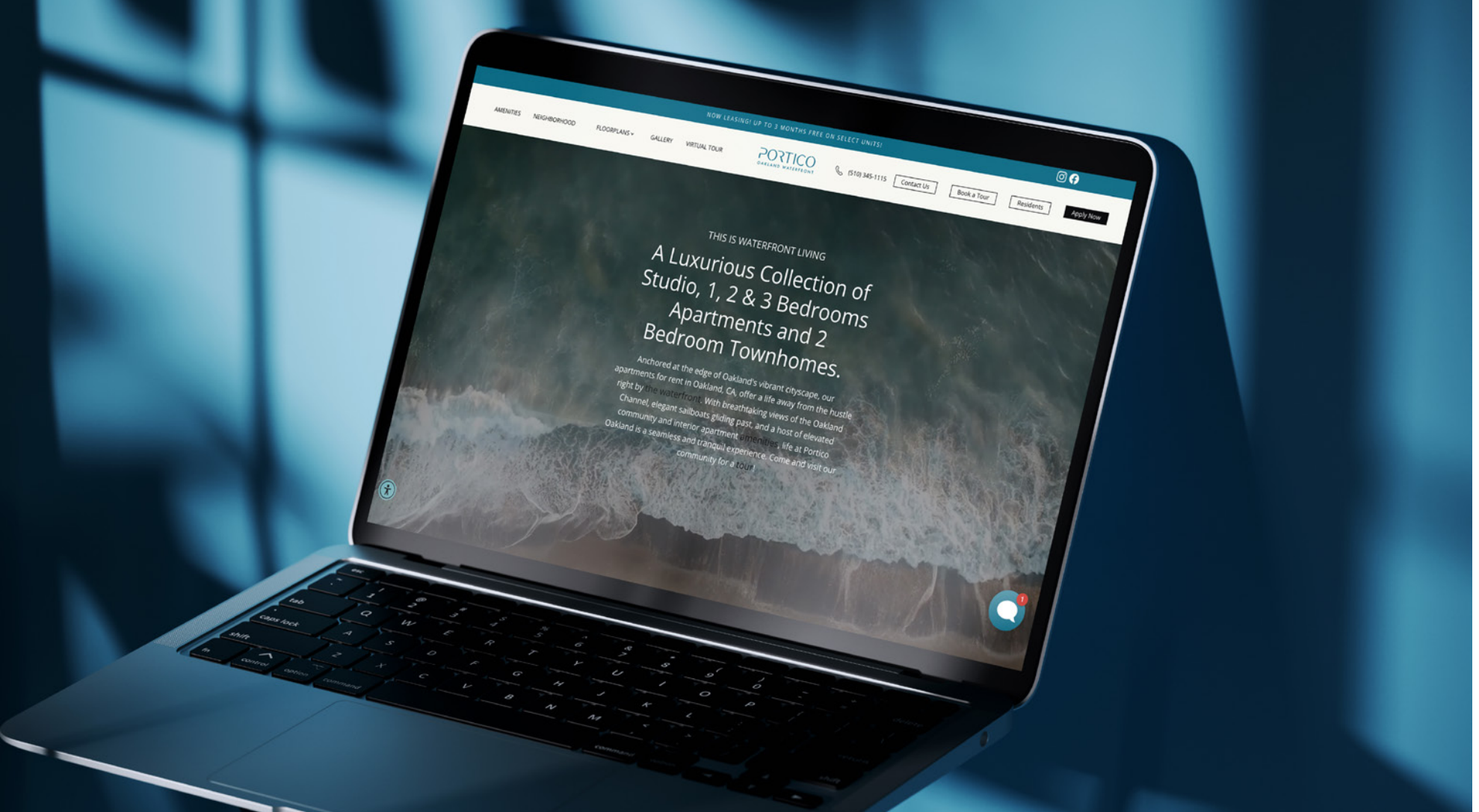
A photograph of a modern, multi-story apartment building with large glass windows and balconies. In the foreground, there is a rooftop swimming pool with a metal ladder. The pool deck is furnished with lounge chairs, striped umbrellas, and potted plants. In the background, a marina with many sailboats is visible, along with a body of water and distant mountains under a clear blue sky.

Oakland's Luxury Waterfront Apartments

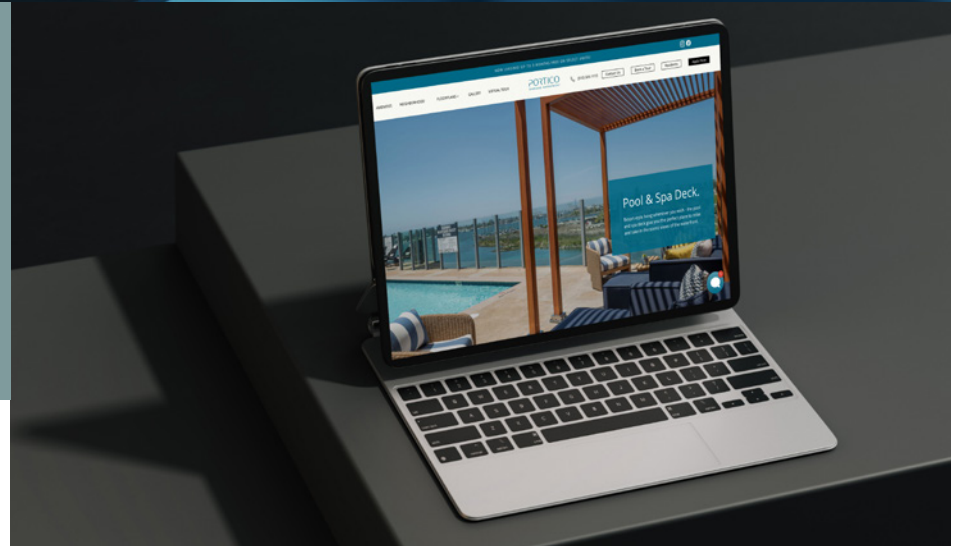








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WHO // ENRICH

Tune into your
own *vibe*.

WHAT WE DID //

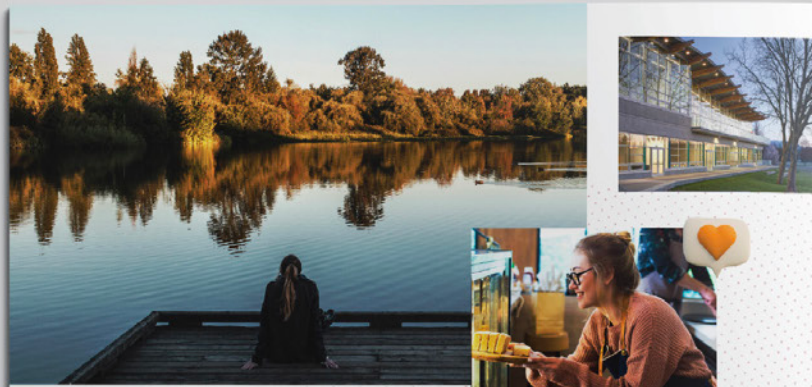
Project Brand Development
Naming & Positioning
Storytelling & Copywriting
Identity Design
Print & Digital Collateral

Print & Digital Advertising
Interior & Exterior Signage
Presentation Centre
Website
Online Marketing

➤ thebestainsbury.com



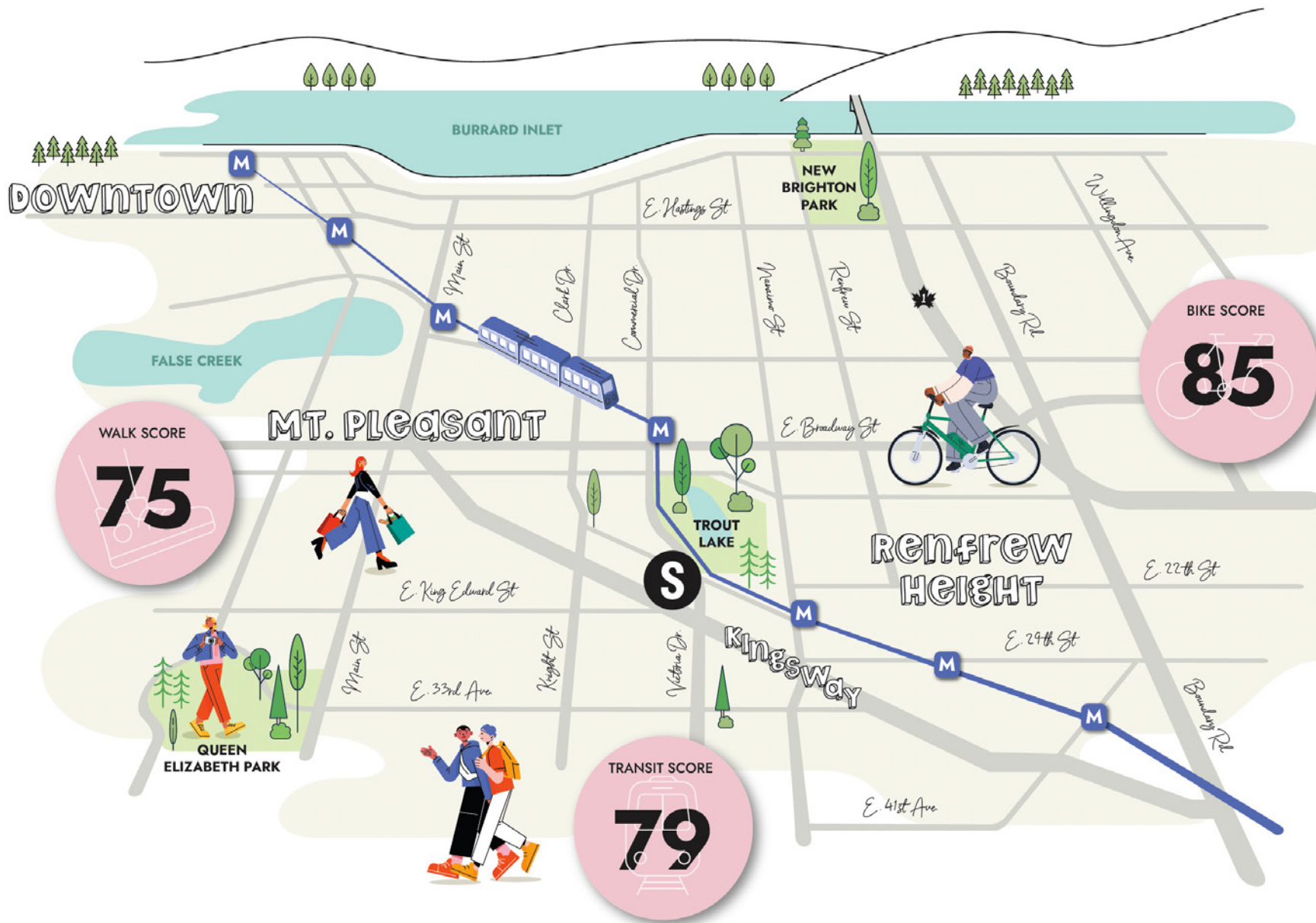
THE STAINSBURY



A Community Like No Other

Set between the bustle of Kingsway and Broadway is a community that plays its own tune. Here you'll discover an unexpected village in the city - where Sainsbury Street's shops, boutiques and bistros create a world within a world - and a welcoming little community that puts everything you want right on your doorstep.







WHO // CHROMA BY WAVE DEVELOPMENTS

Rent Vibrant,
Live Connected.

WHAT WE DID //

Brand Strategy
Project Branding
Positioning
Storytelling & Copywriting
Identity Design

Visual Identity Systems
Print & Digital Collateral
Print & Digital Advertising
Presentation Centre
Marketing Guidelines

➤ chromavancouver.ca



Rent Vibrant, **Live Connected.**

CHROMA



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**NOW
RENTING**

CHROMA

CHROMA

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in a vibrant neighbourhood

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chromavancouver.ca

WAVE
DEVELOPMENTS

VADA
PROPERTY MANAGEMENT

**NOW
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Retail Space from 1,000 sf
in a vibrant neighbourhood

REGISTER NOW

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chromavancouver.ca

WAVE
DEVELOPMENTS

VADA
PROPERTY MANAGEMENT

Let's create
success with
your *rental*
properties.

THANK YOU.

