

2025

Core Creative

Branding & Digital



CORE

Brand Strategy + Solutions for *Presale Real Estate*

Core specializes in crafting powerful and cohesive branding solutions tailored specifically for presale residential projects. From boutique townhomes and low-rise developments to towers and masterplan communities, we deliver strategic branding that enhances visibility while driving 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 // REIGN BY WESGROUP

The Embodiment of *Sophistication*

WHAT WE DID //

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

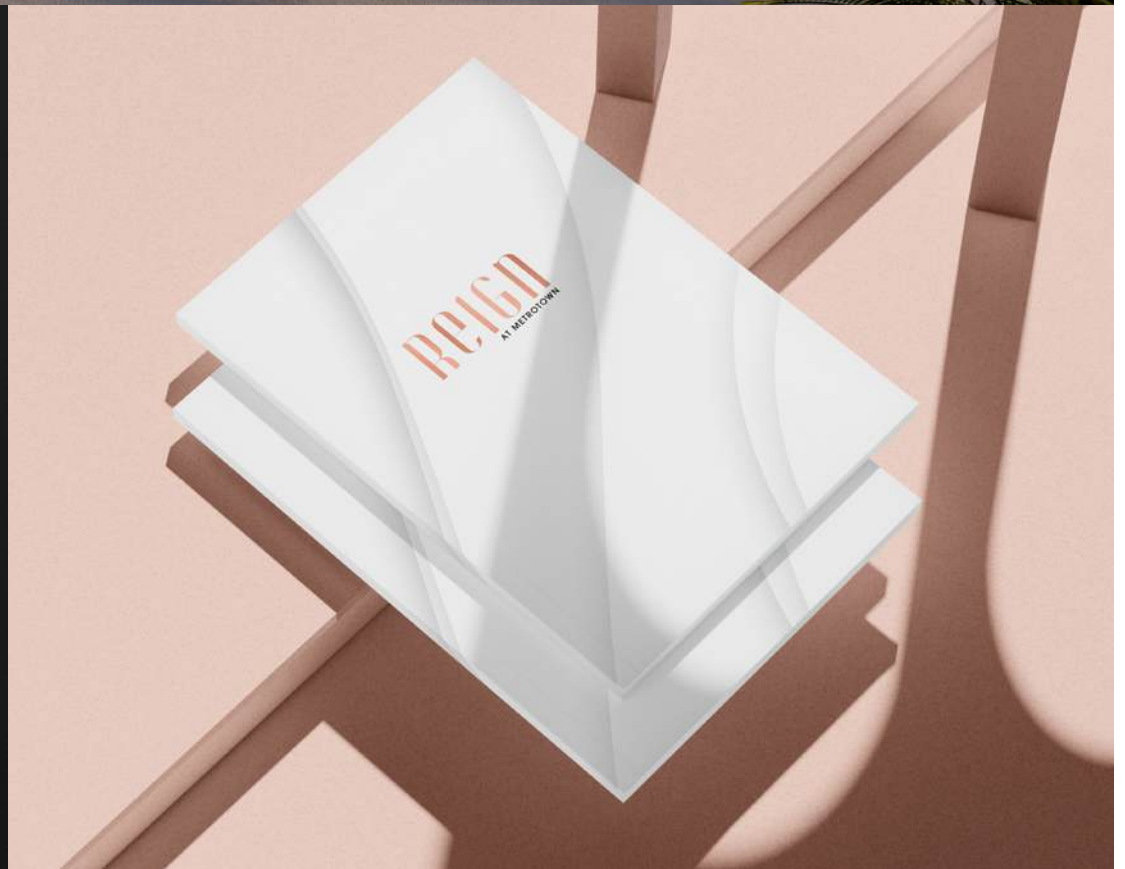
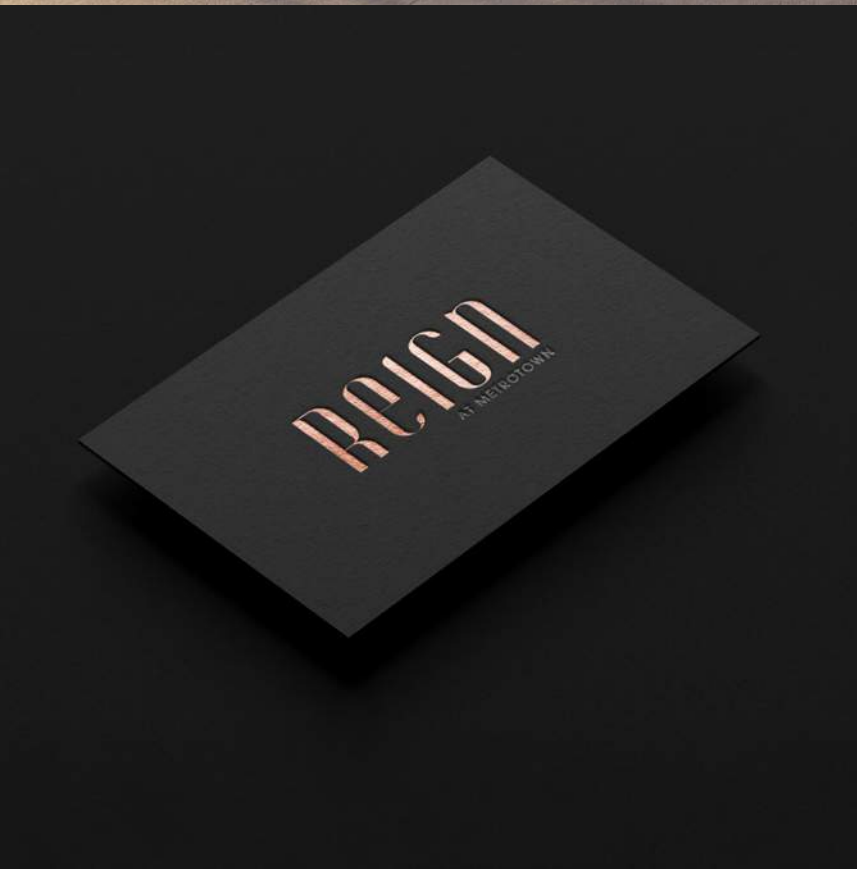
Print & Digital Advertising
Interior & Exterior Signage
Presentation Centre
Website
Interactive Displays

➤ wesgroup.ca/reign



REIGN
AT METROTOWN







INTERIOR

EFFORTLESSLY DISTINCTIVE

Each element of Reign's design—from the smooth form of its exterior to the intricate details found inside—is thoughtfully curated to create a space that's warm and inviting for every person that steps through your door. We focus on the subtleties of an intentionally-designed space that you'll look forward to coming home to every single day.

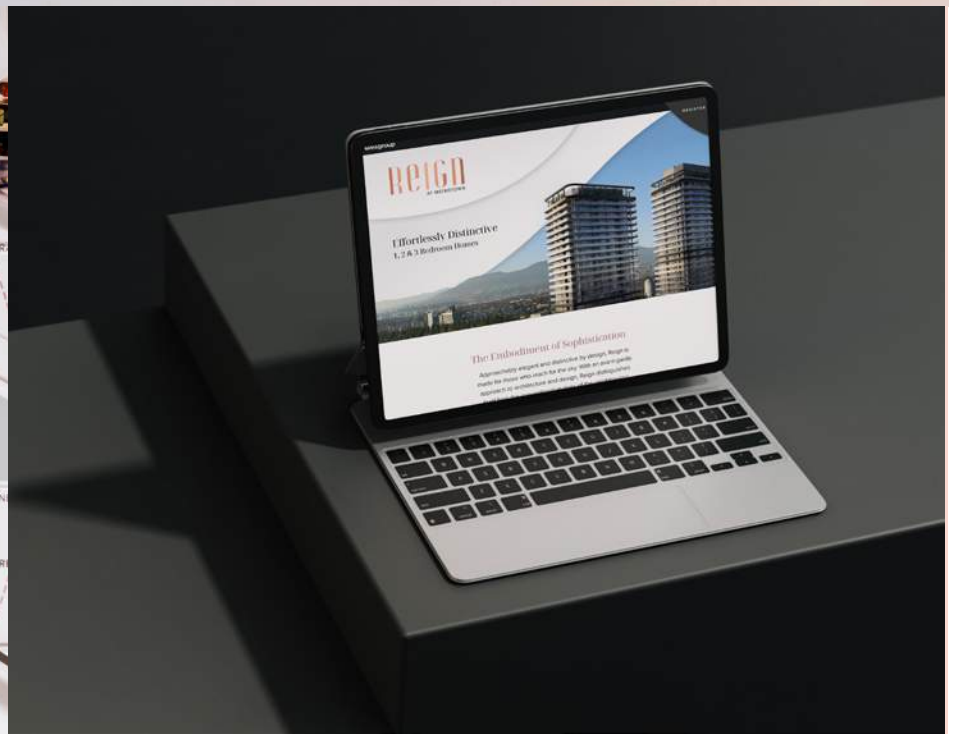


CONCERGE LOBBY

REIGN

AT METROTOWN

12



WHO // ENRICH

For Those Who *Know*

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

➤ thosewhoknowfrank.com

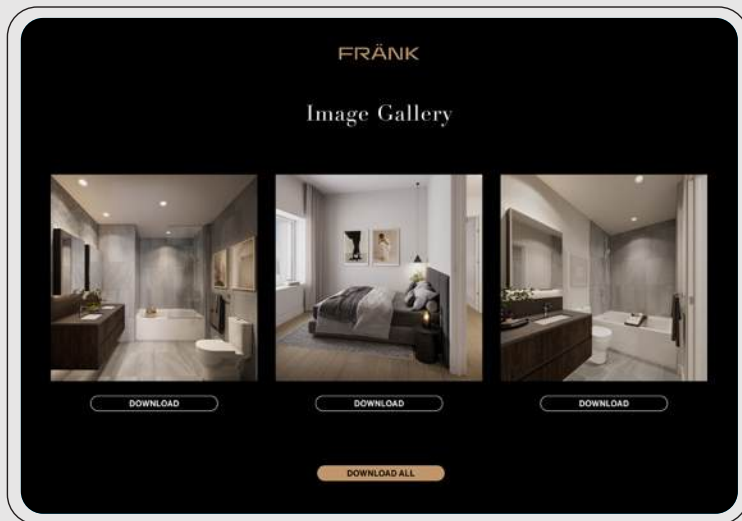


FRÄNK

FOR THOSE *WHO KNOW*



FRÄNK







WHO // CREATE PROPERTIES

An Urban *Sanctuary*

WHAT WE DID //

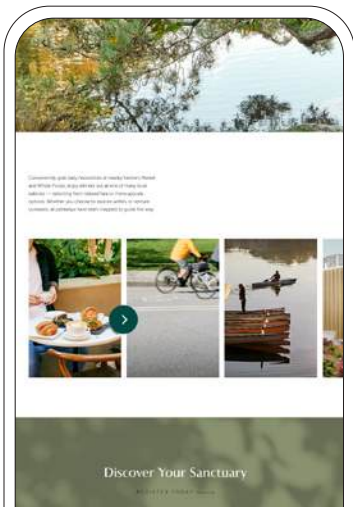
Brand Strategy
Project Branding
Positioning
Storytelling & Copywriting
Identity Design

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

➤ liveatforestwalkone.ca

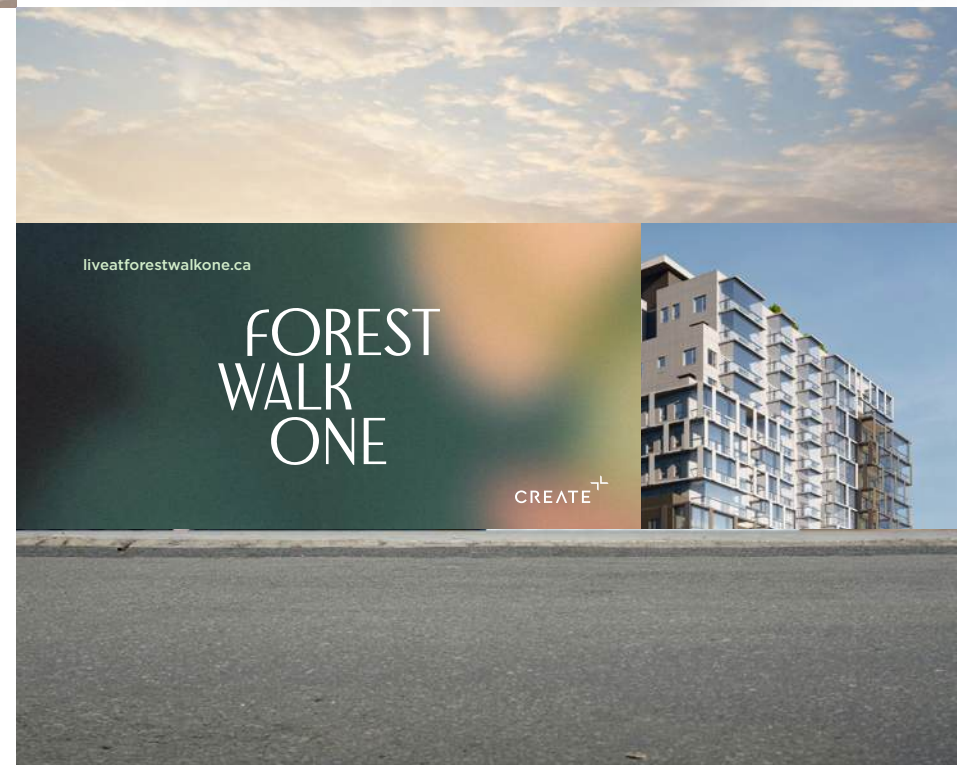


FOREST WALK ONE





19



WHO // BURQUITLAM PARK DISTRICT

Elevate Your *Perspective*

WHAT WE DID //

Brand Strategy
Corporate & Project Branding
Naming & Positioning
Storytelling & Copywriting
Identity Design
Visual Identity Systems

Print & Digital Collateral
Print & Digital Advertising
Presentation Centre
Wayfinding Systems
Interactive Displays
Marketing Guidelines

➤ burquitlamparkdistrict.com



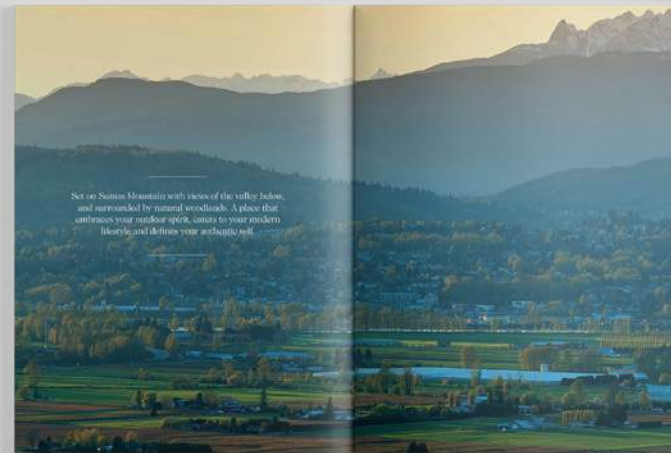


Where nature
meets *Luxury*

- Brand Strategy
- Project Branding
- Naming & Positioning
- Storytelling & Copywriting
- Identity Design
- Visual Identity Systems

- Print & Digital Collateral
- Print & Digital Advertising
- Presentation Centre
- Interactive Displays
- Marketing Guidelines





WHO // LINA AT QE PARK

Naturally at *Home*

WHAT WE DID //

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

Print & Digital Advertising
Interior & Exterior Signage
Presentation Centres
Website
Interactive Displays

➤ linaliving.com



Lina
AT QE PARK



25





WHO // ADERA

Live here.
Play *everywhere.*

WHAT WE DID //

Brand Strategy
Project Branding
Positioning
Storytelling & Copywriting
Identity Design

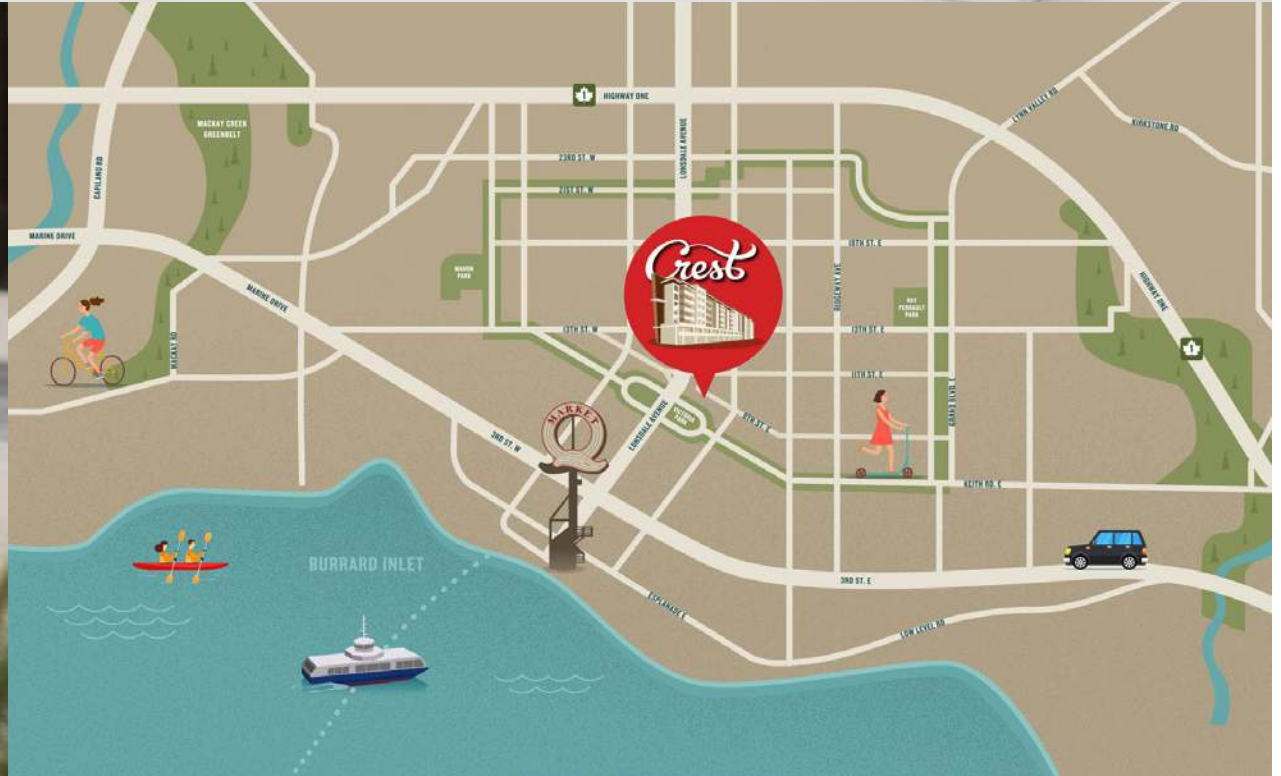
Visual Identity Systems
Print Collateral
Print Advertising
Presentation Centre
Marketing Guidelines







29





Masterplan *Experience*

CORE

WHO // UNION BAY ESTATES

Say hello
to *Tomorrow*

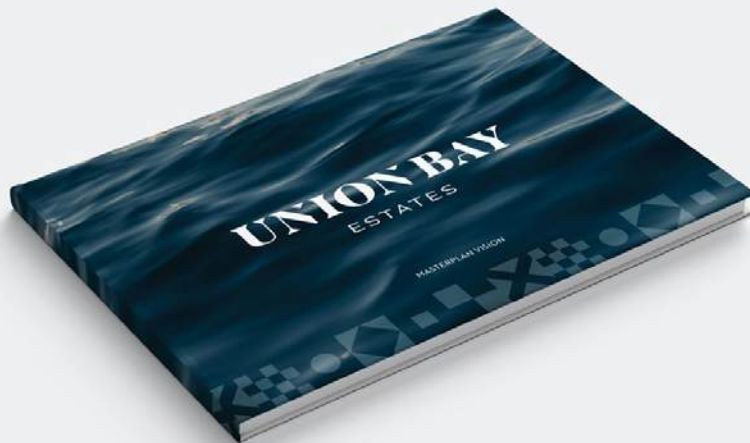
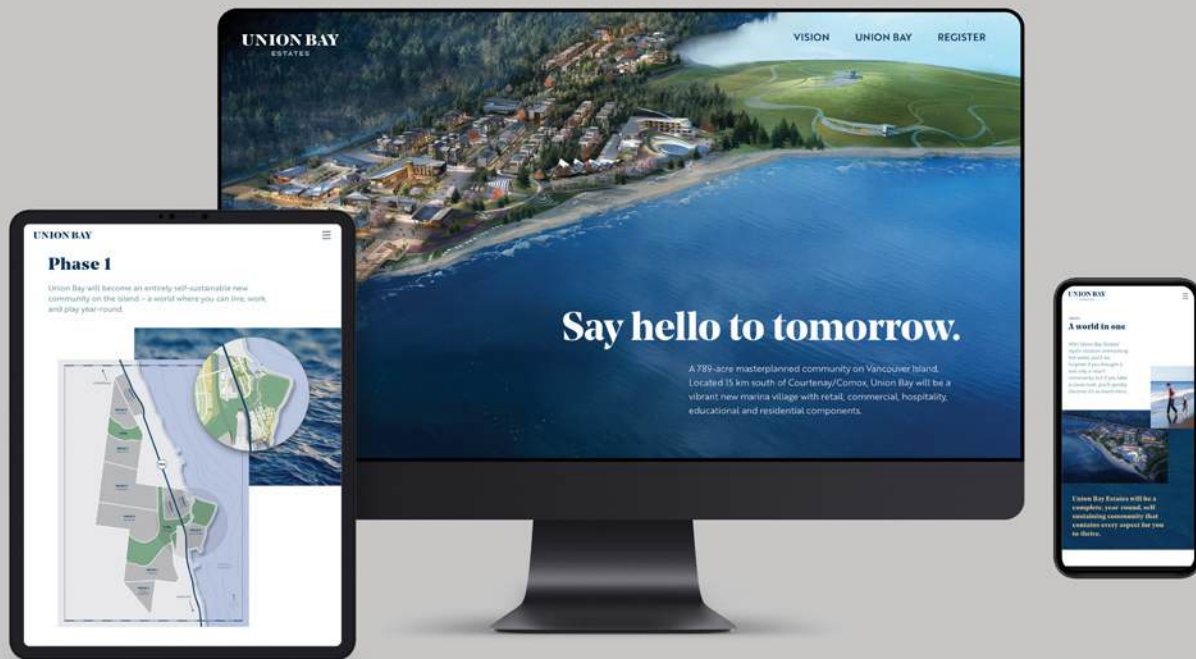
WHAT WE DID //

Brand Strategy
Corporate & Project Branding
Naming & Positioning
Storytelling & Copywriting
Identity Design
Visual Identity Systems

Print & Digital Collateral
Print & Digital Advertising
Presentation Centre
Wayfinding Systems
Interactive Displays
Marketing Guidelines

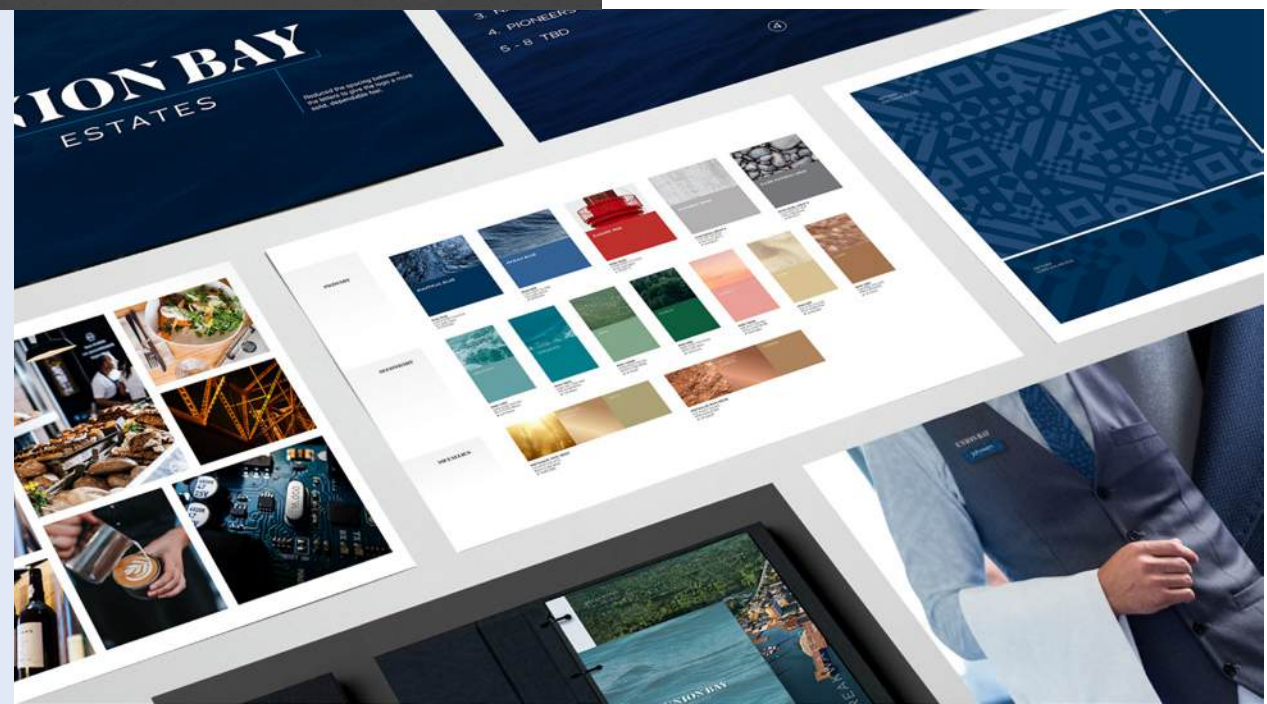
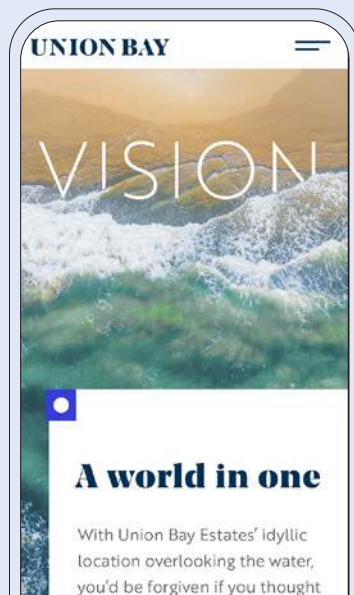
➤ unionbayestates.com

UNION BAY
ESTATES





34



WHO // SOCO BY ANTHEM

Bold &
Distinctive

WHAT WE DID //

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

Print & Digital Advertising
Interior & Exterior Signage
Presentation Centres
Interactive Displays

➤ socobyanthem.com



35





SOUTH COQUITLAM

With the SkyTrain a 5 minute walk away, transit right on your doorstep and a network of bike paths surrounding you, SOCO is as connected as you can get. Combined with north-south/east-west connectors, getting anywhere from SOCO couldn't be easier.



Shopping, dining, entertainment and wellness, SOCO redefines what it means to live in Coquitlam.

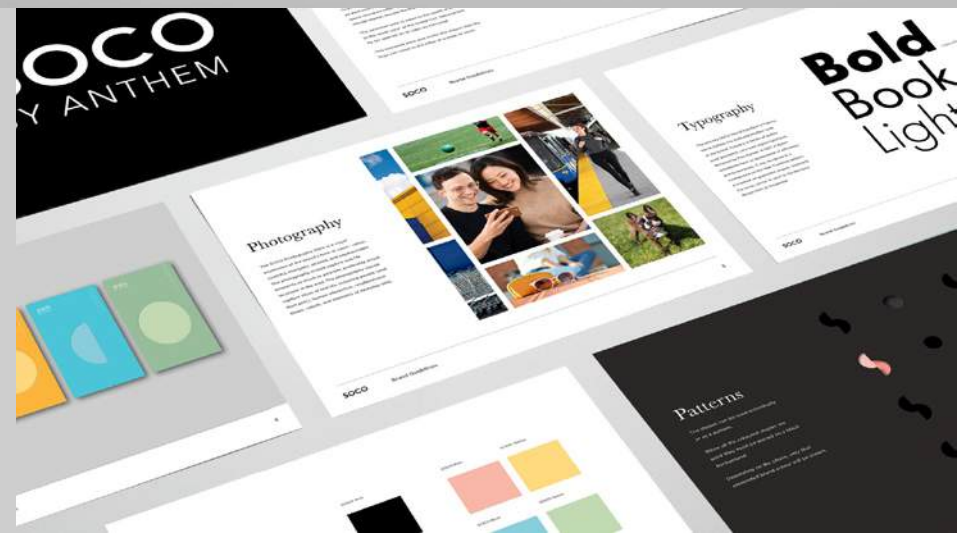


NEIGHBOURHOOD

A new urban lifestyle hub



36



MAKE AN
IMPRESSION



 CO-WORKING LOUNGE	 HEALTH STUDIO	 SOUND STUDIO
 THE BOARDROOM	 INDOOR SPORTS COURTS	 WORKSHOP
 CLUBHOUSE	 YOGA STUDIO	 PLAY LOUNGE
 SUN DECK	 FITNESS TRACK	 KID'S CORNER
 TRANSIT	 OUTDOOR SPORTS COURT	 BBQ AREA



REDEFINING
SOUTH
COQUITLAM

SOCO
BY ANTHEM

socoby



Let's make
memorable
stories together.

THANK YOU.

