

Case Study



Originally, Delano was called Park Place, a bank-owned multifamily project in Redmond, that was half finished when a Chicago company bought the property during the height of the recession and completed construction on the community.

Kaleidoscope Design was brought in to name, theme and brand the 66 unit residence. After the team named it Delano, the brand was created around a theme that emphasized the amazing location, in the heart of Redmond, hidden on a quiet, residential street. Branding Delano included creating the identity, leasing brochure, website, stationery and all the community signage.

For this project, Kaleidoscope also defined the interiors, including paint, carpet, and furniture for the units, model and clubroom.

Kaleidoscope was tasked with marketing the lease up of Delano during a severely sluggish rental market, and the property leased completely and quickly. The property was able to sell within a short period after the lease up.

