Case Study

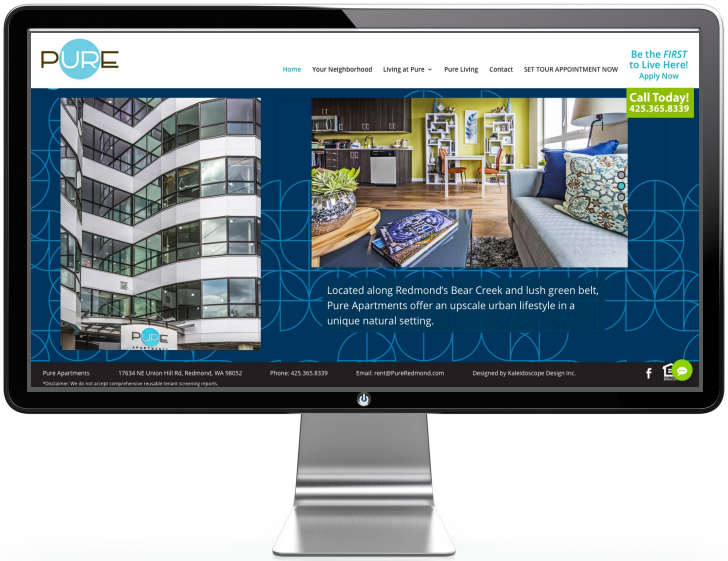
Pure is a new ultra modern mixed-use midrise, located in Redmond, Washington, on Bear Creek, across from major shopping and employers on Union Hill Rd.

The owners brought in Kaleidoscope Design to do a modern sophisticated branding and marketing program that would cohesively represent the dramatic architecture of the building and resonate with the tech demographic of the community.

The tasks included the logo, all signage interior and exterior, a fully responsive website, floor plans and marketing materials, including brochures supplied on flash drives.

Because the property was mixed-use and had retail space, Kaleidoscope was required to present a Master Sign Plan for the retail spaces. The Redmond Design Review Board were very complimentary of the Master Sign Plan and the building signage.

The property and ID signage is visible from I-520 and the building leased in record time.



Kaleidoscope design inc.

KaleidoscopeDesignInc.com