

AVENUE

STRATEGIC MARKETING + DESIGN

STRATEGIC MARKETING, BRANDING AND DESIGN
FOR COMPANIES IN THE REAL ESTATE, CONSTRUCTION
AND HOME RENOVATION SECTORS



FEATURED WORK

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Avenue Design Group Inc. is a strategic marketing, branding and design agency with over 14 years experience serving companies exclusively in the real estate, construction and home renovation sectors.

We work with new home builders, condo developers, renovation and construction companies, property managers and retailers of home products and services – kitchens, bathrooms, flooring and lighting.

Our experienced team of professionals is passionate about real estate and lifestyle marketing and committed to using our deep industry knowledge and creativity to drive client sales/business and build brand equity. Acting as their marketing consultants and team, we support our clients with strategic planning and consultation, corporate and community branding, online marketing and website development, public relations, print collateral design, advertising and sales centre and showroom interior design.

We would be pleased to meet with you to tell more about what we do, and how our strategic thinking and award-winning marketing initiatives can help you drive sales and increase the return on your marketing investment.

For more information or to schedule a meeting, please contact:

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CORPORATE BRANDING AND MARKETING

- Strategic Planning
- Public Relations
- Brand Development
- Graphic Design
- Website Design and Development
- Print Marketing Collateral
- Signage and Vehicle Branding
- Email Campaigns
- Advertising and Media Planning
- SEO, Social Media and Online Advertising
- Showroom Planning, Design and Fit-up

COMMUNITY AND CONDO BRANDING AND MARKETING

- Strategic Planning
- Public Relations
- Brand Development
- Graphic Design
- Sales Centre Planning, Design and Fit-up
- Website Design and Development
- Print Marketing Collateral
- Signage and Vehicle Branding
- Email Campaigns
- Advertising and Media Planning
- SEO, Social Media and Online Advertising



OUR CLIENTS

Allied Hardwood Flooring
Amsted Design-Build
Bentall LP
CADA Construction
Cedarstone Homes
Chuck Mills Residential Design
Deslaurier Custom Cabinets
Dilfo Mechanical
Euro Tile + Stone
EQ Homes
Groupe Lepine

Hubert's Fireplace Consultation + Design
Huntington Properties
InStorage REIT
InterRent REIT
Lauryzen Kitchens
Potvin Kitchens & Cabinetry
Landrock Excavation
Legacy Homes
Logs End
Marchand Lighting and Electrical
Morguard Corporation

Oakwood Renovation Experts
Premium Insulation
RJW-GEM Campbell Stonemasons Inc.
Roca Homes
Sandy Hill Construction
The Silver Group
Smith & Barber Sculpture Atelier Inc.
Spacebuilders
Springcress
Talos Homes
Uniform Developments



UNIFORM URBAN DEVELOPMENTS

Sector | Real Estate – Residential

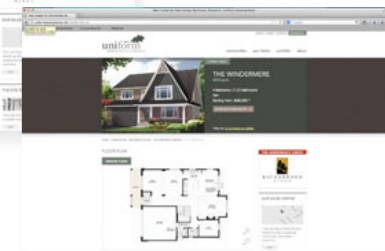
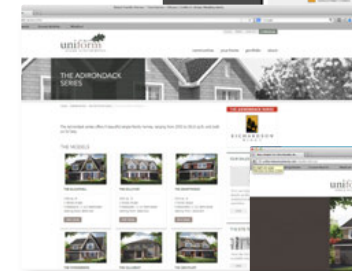
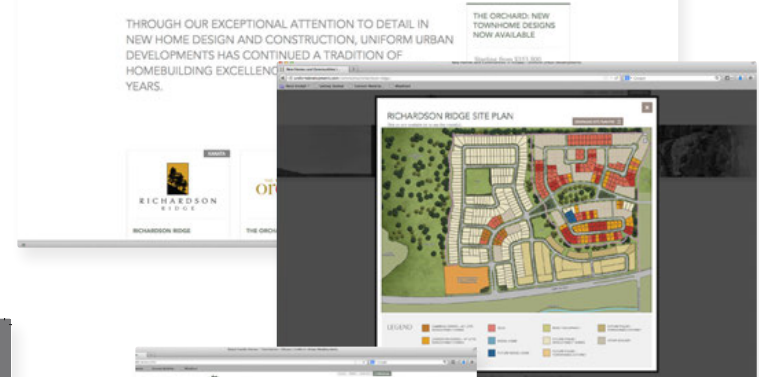
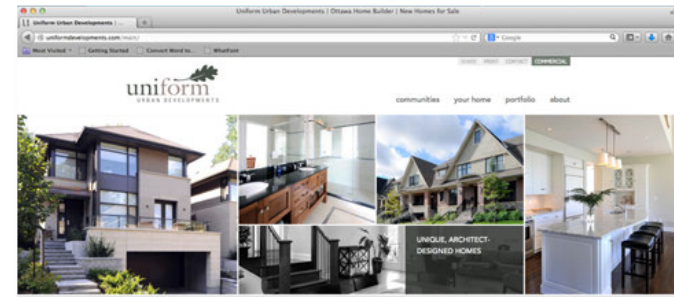
Project | Brand Development, Corporate Brand Revitalization, Website, Signage, Advertising

Avenue strengthened Uniform Developments' overall brand, by first clarifying the brand architecture, then refreshing the brand's look and feel with a new palette of classic corporate colours, that conveys its distinctive positioning. The revitalized look and feel was applied to a new print ad design for the residential division.

A spectacular new website was also created – one that delivers on the brand's online experience. The design is professional, classic and elegant. Both the residential and commercial business lines are presented in one clean, uncluttered layout. The residential section's unique, custom-scripted and highly interactive site plan functionality brings the website to a new level of seamless user experience. The overall design, messaging and functionality, enable users to interact online with Uniform Developments' brand promise of delivering an exceptional customer experience.

"Avenue strengthened Uniform's overall brand, revitalized its print advertising, and created a spectacular new website that delivers big on the brand's online experience."

Emily Meyers
Marketing Manager/Planning Coordinator



UNIFORM COMMERCIAL DEVELOPMENTS

Sector | Real Estate – Commercial

Project | Website, Sell Sheet Template, Signage

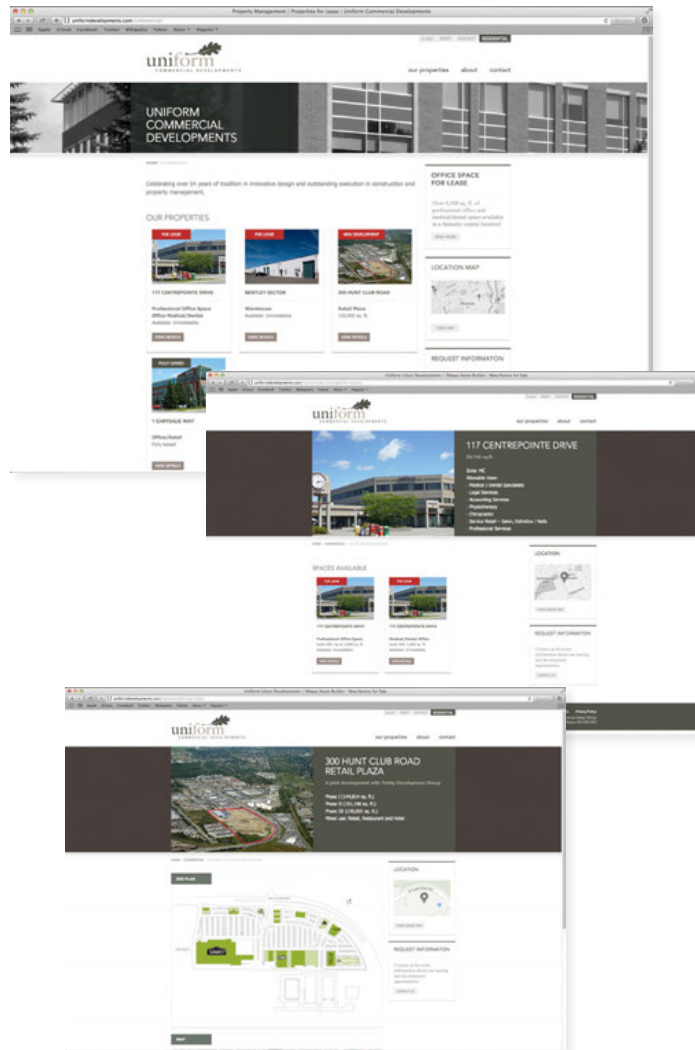
As part of our ongoing work with Uniform, Avenue was engaged by the company's commercial business line (Uniform Commercial Developments) to support their efforts to promote properties for lease or development.

Avenue created a separate section on Uniform's residential website accessible through a clearly identified "Commercial" button in the upper right corner of the site's homepage. The landing page of the commercial section clearly identifies the current properties for lease or development providing top line information and inviting the user to view more detail with the click of a button. Users are also provided the opportunity to view a map of all property locations or request more information from the landing page.

Avenue has also designed simple yet effective Space For Lease signs for various properties as well as a

sell sheet template that ensures the Uniform brand is professionally maintained while also being easily updated by individual sales representatives.

"Avenue was engaged to support Uniform's efforts to promote properties for lease or development."




SPACE FOR LEASE

OFFICE SPACE AVAILABLE

1,000 – 5,000 SQ. FT.

613.225.0770

uniformdevelopments.com

**uniform**
COMMERCIAL DEVELOPMENTS



AMSTED DESIGN-BUILD

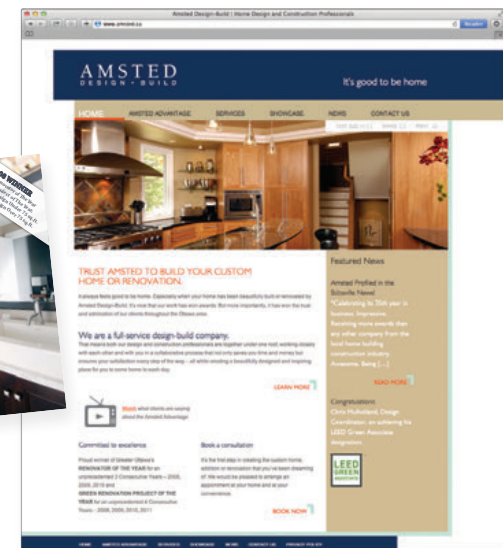
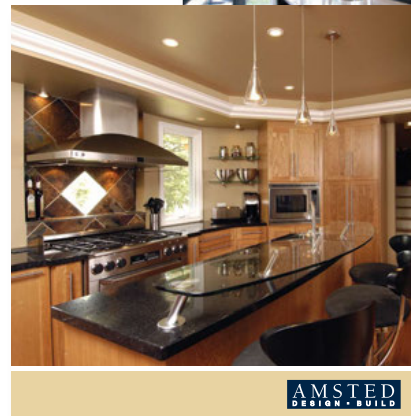
Sector | Custom Home Construction and Renovation

Project | Brand Development, Logo, Stationery, Brochure, Website, Advertising, Signage, Direct Mail & E-mail campaign

Amsted, a high-end custom home builder and renovator, was in the market for a complete rebranding in order to reflect the growth, reputation and sophistication of their work. Avenue rose to the challenge by conducting a full assessment and developing a comprehensive marketing plan to distinguish Amsted from their competitors. Avenue then developed an entirely new brand, including logo, stationery, brochure, website, direct mail, email, door hangars and advertising.

Most recently Avenue developed Amsted's next-generation website, in line with the established brand. The custom designed site blends the contemporary and traditional, reflecting the range of Amsted's work. The carefully crafted messaging, easy-to-use navigation and rich look and feel clearly communicate The Amsted Advantage, providing a superior online brand experience.

"Avenue rose to the challenge by conducting a full assessment and developing a comprehensive marketing plan to distinguish Amsted from its competitors."



ROCA HOMES

Sector | Real Estate – Custom Homes

Project | Website, Kit Folder, PR Consultation

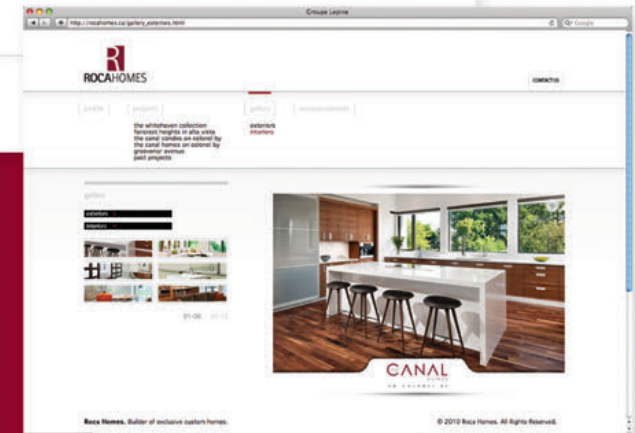
Roca Homes is an award-winning builder of exclusive custom homes and unique urban infill projects in the Ottawa area. After gaining momentum with their stylish, contemporary homes in well sought-after neighborhoods, the company approached Avenue to help market their unique design/build projects.

We developed brand identities for Roca's current projects: The Whitehaven Collection, Faircrest Heights in Alta Vista, The Canal Condos on Colonel By, and The Canal Homes on Colonel By. Each logo was given its own individual identity appropriate to the project yet also belonging to an overall Roca Homes family look and feel.

Our clean and memorable website profiles these high-end homes. The understated design is sophisticated with a hint of edginess, an echo to the company's design philosophy. The primarily white design paired with the vibrant Roca red creates a strong, uncluttered experience that showcases the photography of Roca's spectacular homes.

Avenue also designed bold corporate kit folders, and provided PR consultation.

"After gaining momentum with their stylish, contemporary homes the company approached Avenue to help market their unique design/build projects."



FAIRCREST
HEIGHTS  IN ALTA VISTA

THE CANAL
HOMES
ON COLONEL BY

THE WHITEHAVEN
COLLECTION



MORLEY HOPPNER

Sector | Real Estate – Condominium
Project | Brand Development, Sales Centre,
Website, Signage, Advertising,
Print Collateral, Public Relations

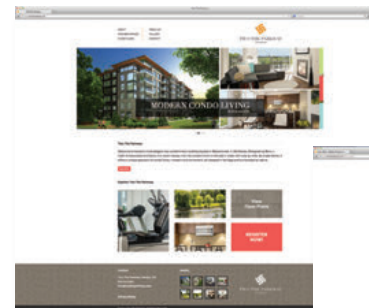
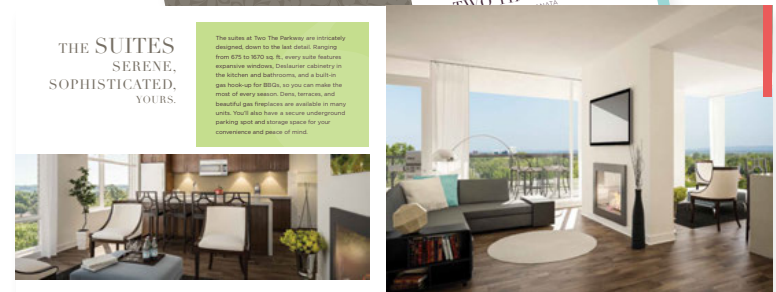
After purchasing a prime site in Kanata's coveted Beaverbrook community, Morley Hoppner and Barry J. Hobin & Associates Architects worked together to plan and design a modern and elegant condominium building that would offer the perfect blend of maintenance-free living with the charm of an established neighbourhood. Avenue was brought onto the team to create a brand and marketing mix that would launch the project and generate pre-sales.

A logo and project brand was designed to reflect the vision of the building and speak to the target buyers. Targeting downsizers, single men and women and professional couples, Avenue designed and developed the sales centre with a model kitchen, bathroom, sitting area, fireplace and balcony view, along with the marketing brochure, website and signage. Avenue also managed the public and media relations that resulted in a large feature story in the Citizen's New Homes section. The opening weekend was very successful with 250 visitors to the sales centre and a number of reservations.

"Avenue also managed the public and media relations that resulted in a large feature story in the Citizen's New Homes section."



TWO THE PARKWAY OLD KANATA



INTERRENT REIT

Sector | Real Estate – Residential

Project | Identity Development, Handout, Signage, Sales Centre Design

In the spring of 2013, InterRent REIT purchased a three 12-storey rental building complex in poor condition located on Bell Street. Aligned with their corporate philosophy, InterRent REIT is committed to respectfully developing this neighbourhood, currently in transition, and so the properties are now undergoing major interior and exterior renovations to substantially transform the building.

InterRent REIT partnered with Avenue to create a compelling lifestyle brand that would resonate with the mainly younger, well-educated, urban professionals and to position this apartment building as a unique and highly desirable rental opportunity in Ottawa by promoting its many onsite amenities and the benefits of living close to downtown.

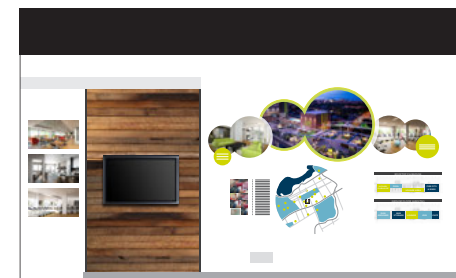
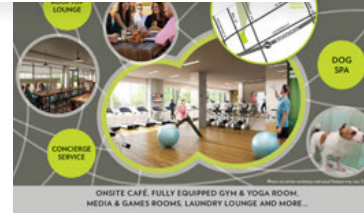
After extensive research, the building was named LIV Apartments and the brand's modern logo and overall visual identity were developed. Avenue was also successful in carrying the brand's look and feel into the sales centre's design and experience and other marketing collateral. The project is ongoing.

“Avenue created a compelling lifestyle brand that resonated with the mainly younger, urban professional audience.”

LIV APARTMENTS



BE
PART
OF IT



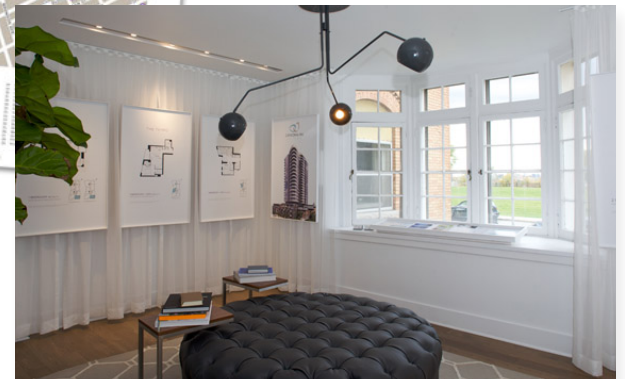
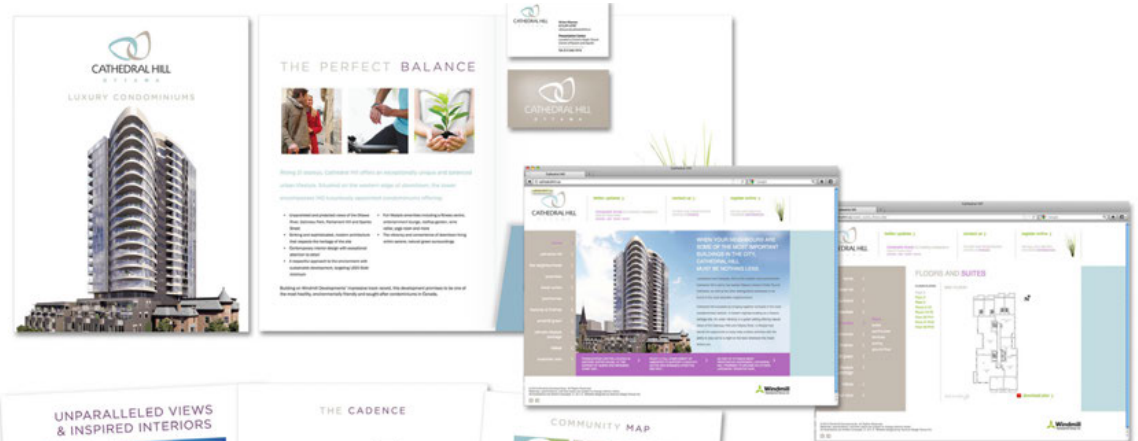
WINDMILL DEVELOPMENTS

Sector | Real Estate – Luxury Condominium

Project | Brand Identity (Name and Logo),
Website, Marketing Materials, Inserts,
Floor Plans, Comprehensive Signage System,
Sales Centre Displays, Print Advertising,
Public Relations

Cathedral Hill is one of Ottawa's most anticipated condominium developments. Avenue had worked with Windmill Developments in the past and had a strong understanding of their values and commitment to green building. The Cathedral Hill brand and marketing focused on three key messages – the stunning and prestigious location, the lifestyle and amenities, and the architecture and benefits of a green building. The target market ranged from young, single professionals to boomers looking to downsize into large, luxurious suites.

Avenue developed the logo and brand – upscale but soft with natural elegant colours. From there a complete marketing campaign that spanned two plus years included print collateral, sales centre displays and signage, advertising, e-marketing campaigns, and public and media relations.



“Avenue had worked with Windmill Developments in the past and had a strong understanding of their values and commitment to green building.”



LEGACY HOMES

Sector | Real Estate – Custom Homes and Communities

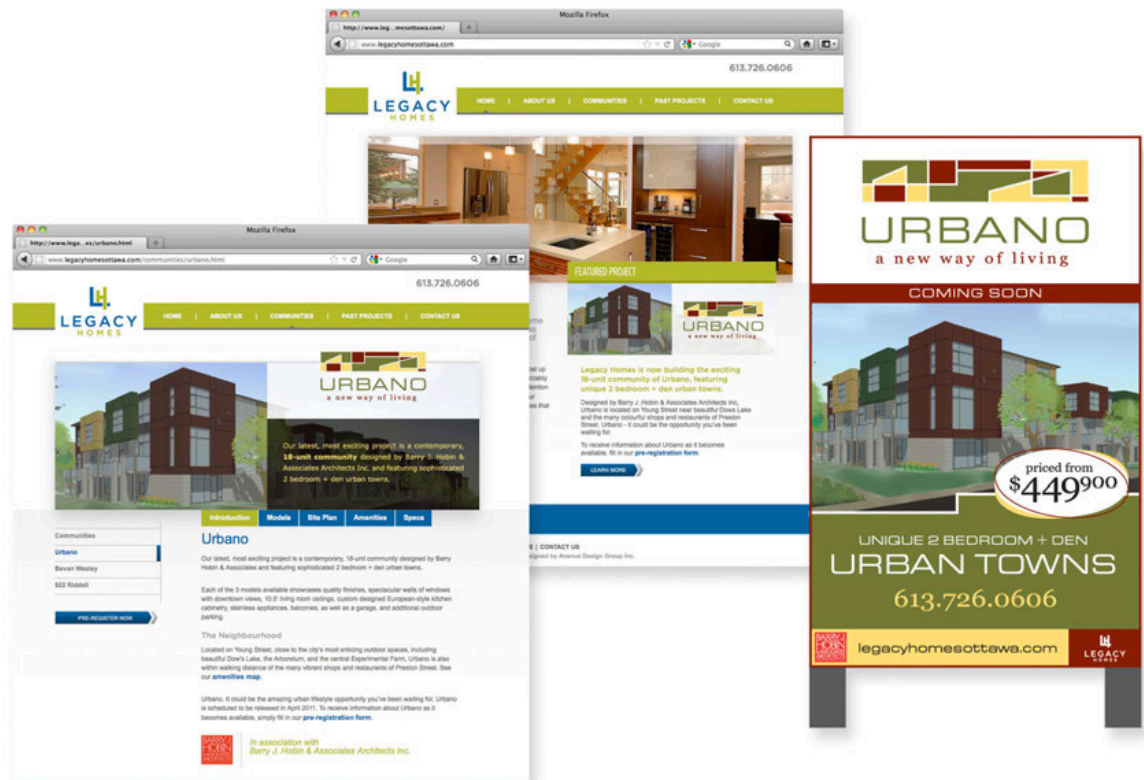
Project | Corporate Identity, Website, Project Brand, Coming Soon Site Signage.

Avenue created a new identity and website for Legacy Homes to reflect its current positioning as a niche homebuilder, specializing in contemporary semi-custom urban infill homes and communities in established neighborhoods.

Fresh, yet elegant and solid, the new corporate identity uses a monogram approach that speaks of their timeless contemporary homes, while suggesting architectural details. The colour palette blends a confident royal blue with a bright green, striking the right balance between dependability and modernity.

The new site's design is sophisticated and uncluttered with minimal copy and well thought-through information hierarchy. A singular page template provides an effortless online experience with inviting imagery, and simple navigation. The messaging and design focus on timelessness - working together to communicate the deep rooted commitment to creating homes that are designed and built to last, a core value for the company.

"The site's new design is sophisticated and uncluttered, with minimal copy and a well thought-through information hierarchy."



CEDARSTONE HOMES

Sector | Real Estate – Custom Homes and Communities

Project | Website, Exterior Signage, Print insert Templates, Print Ad, Branded iPad Holders.

Avenue elevated Cedarstone's positioning by creating a user-friendly and unique website that provides a strong first impression of the company's homebuilding expertise and appeals to its target audiences.

The site design is clean and simple with proper prioritization of the content. White and light colours bring a calm and serene feel and a gallery of stunning photography provides inspiration. The text communicates the company's deep expertise and passion and a news spotlight section with updates keeps the site current and dynamic. An invitation to follow your home construction on Facebook provides an ideal platform for Cedarstone to engage in a two-way conversation with their buyers. The site is also optimized for search.

Avenue also created a powerful set of marketing materials to promote the company and support the sales process.

"Avenue elevated Cedarstone Homes' positioning by creating a user-friendly and unique website that provides a strong first impression of the company's homebuilding expertise."



SLEEPWELL PROPERTY MANAGEMENT

Sector | Real Estate – Property Management

Project | Corporate Brand, Website, Advertising Campaigns, Print Collateral, Brochure, e-Newsletters, Vehicles, Signage.

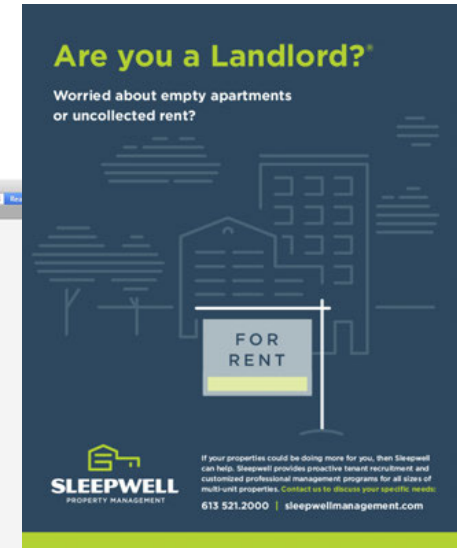
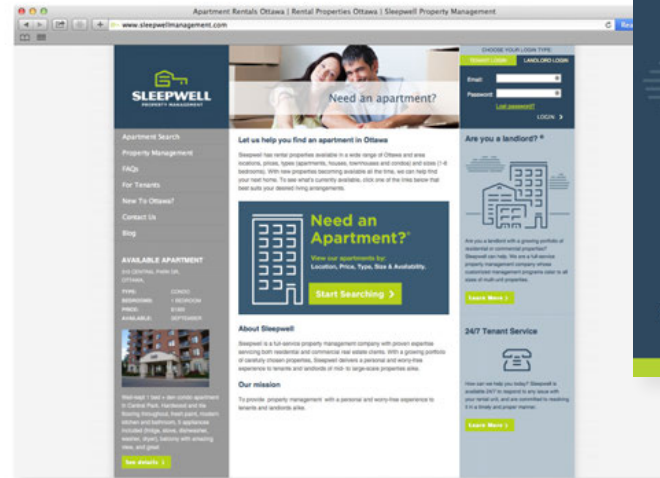
When Sleepwell Property Management, an established full-service property management company, was poised to break into a larger property management market in Ottawa, Avenue was called in to define a clear and unique positioning for Sleepwell, and raise the company's visibility. A strong, sophisticated new identity was designed, elevating the brand's stature.

A professional, information-rich website was created, catering to both Tenant and Landlord audiences. An easy-to-use property search function enhances and simplifies the user experience for potential tenants. Dedicated login sections for existing tenants and landlords give each audience streamlined access to targeted content.

Sleepwell's new defined brand was consistently applied to all property signage, print, online and radio advertising campaigns, direct marketing piece, e-newsletters and vehicle fleet.

"Working with Avenue to revitalize and strategically reposition Sleepwell enabled us to gain a competitive advantage."

Conrad Pool,
President



DESLAURIER CUSTOM CABINETS

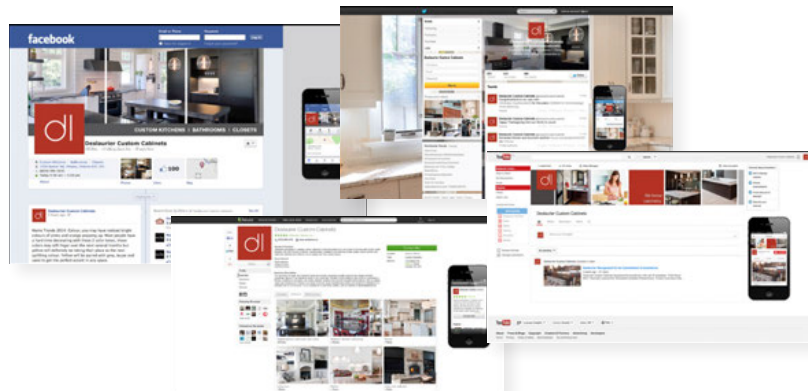
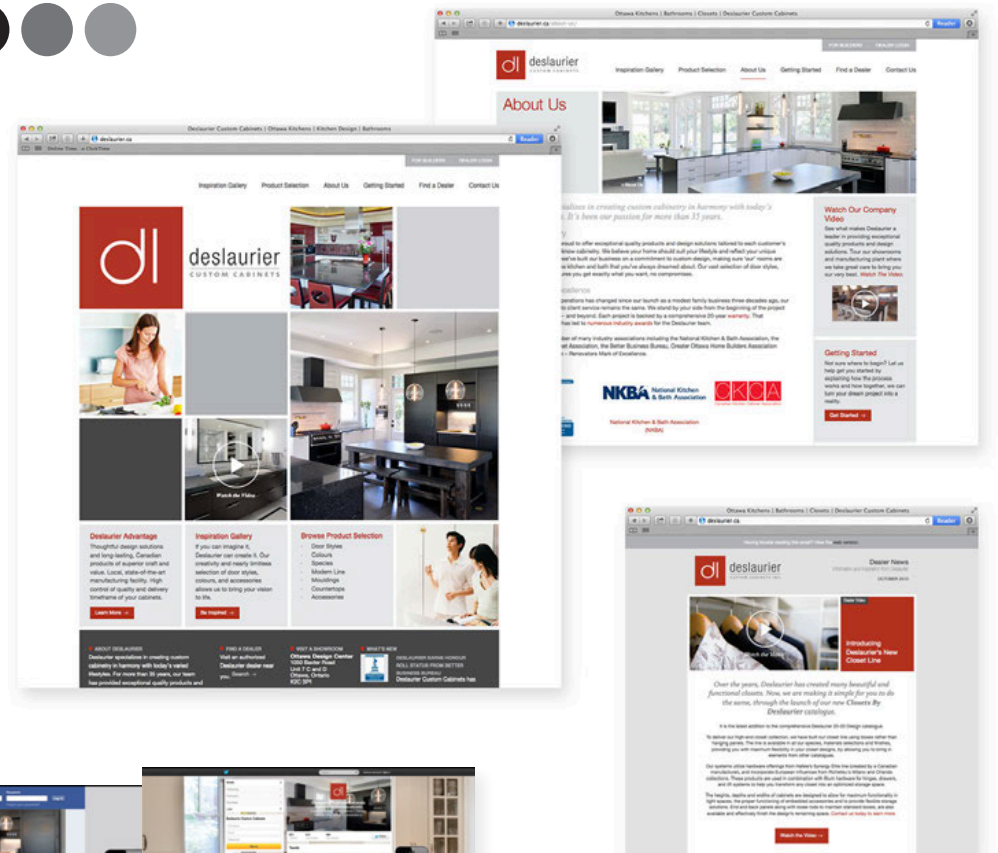
Sector | Retail

**Project | Corporate Brand, Website,
Advertising Campaigns, Print Collateral,
Brochure, e-Newsletters, Signage.**

What began as a one-time project three years ago – to create Deslaurier's corporate and product brochure – has grown into a strong relationship that sees Avenue acting as Deslaurier's external marketing team. Over this time, we have provided strategic marketing advice and plans, interviewed and created dealer-targeted videos and quarterly eNewsletters, promoted their numerous award wins and their inclusion in a #1 best selling book as well as designed magazine ads, internal and external signage and additional product line brochures.

Most recently, Avenue has brought the brand to life through an exciting new website and the launch of Deslaurier on social media platforms such as Facebook, Twitter, Houzz and YouTube. Avenue also designed bold corporate kit folders, and provided PR consultation.

“What began as a one-time project three years ago – to create Deslaurier's corporate and product brochure – has grown into a strong relationship that sees Avenue acting as Deslaurier's external marketing team.”



EURO TILE & STONE

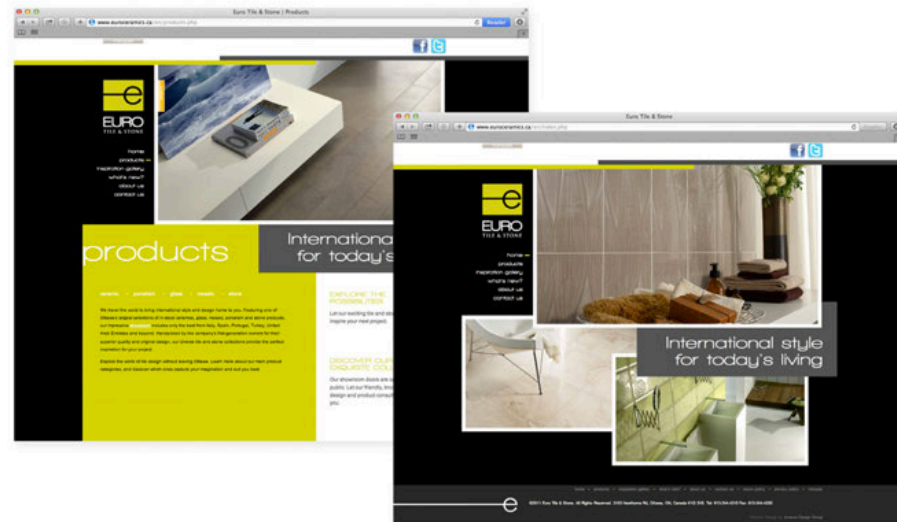
Sector | Retail

Project | Identity, Look and Feel, Stationery Set, Building Signage, Print Ads, Point of Purchase Materials and Employee Pins

Avenue rebranded Euro Tile & Stone (formerly Euro Ceramics) to better reflect their range of innovative and inspiring products, designs and applications, and position them as Ottawa's leading importer and retail supplier of high quality stone and tile products from around the world. The new identity is modern and bold, appealing to their target audiences, from consumers, designers and architects, to builders, and is supported by a strong new tagline *"International style for today's living"*.

The new website provides a stunning first impression, helping to drive potential customers to the showroom. An image-centric design featuring beautiful product applications and small amounts of text work together to convey passion and pride, providing a memorable online experience. The clean, intuitive navigation makes it easy for users to explore the site and its Inspiration Gallery.

"Avenue rebranded Euro Tile & Stone (formerly Euro Ceramics) to better reflect their range of innovative and inspiring products."



WORLD EXCHANGE PLAZA

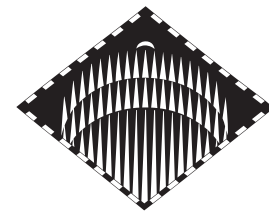
Sector | Real Estate – Commercial
Project | Campaign Development,
Signage, e-Newsletter.

The World Exchange Plaza (WEP) is an established triple “A” office complex, located in downtown Ottawa. In preparation for the building’s anticipated LEED Gold Certification, WEP management partnered with Avenue to develop a solid marketing campaign to announce the certification to target audiences.

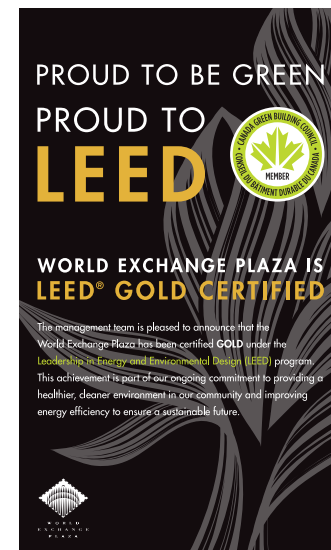
Avenue developed the memorable *Proud to be Green.Proud LEED*. campaign slogan as a thoughtful play on words to appeal to the building’s existing high end tenants and to help attract new tenants, many of whom consider a building’s LEED Gold certification to be either a prerequisite or advantage when looking for a new lease.

The concept was brought to life through a distinctive black, gold and green design look and feel and illustrative approach. The bold design was applied to exterior building signage, interior (food court banners) signage, elevator call buttons and directory signs. An e-newsletter template was also created to help WEP management communicate updates to the building’s tenants.

“WEP management partnered with Avenue to develop a solid marketing campaign to announce the LEED Gold certification.”



WORLD
EXCHANGE
PLAZA



PROUD TO BE GREEN. PROUD TO LEED.



HUNTINGTON PROPERTIES

Sector | Real Estate – Commercial
Condominiums

Project | Naming, Identity and Brand
Development, Brochures, Print Ads

Huntington Properties is an Ottawa-based commercial real estate company looking to expand their growing portfolio of properties with the introduction of a new business line: commercial condo space. Avenue was engaged to brand the two new, 12 unit, low-rise commercial buildings to small, owner-managed firms including accountants and professional consultants.

Two sophisticated commercial condo brands (based on a common theme) were developed beginning with the naming of each building. *The Mark* and *The Profile* are strong names that along with the unique descriptor, *Business Complex* communicates a smart, confident, professional and well-managed commercial condo offering. Equality distinctive logo identities representing all of the desired brand attributes also contribute to the brand's appeal.

Avenue then designed and wrote marketing brochures to market each property. As part of the overall marketing effort, print ads were also developed to promote each property and then placed in appropriate business publications.

"Our goal was to communicate the benefits of buying versus leasing commercial space and to raise awareness of this new offering."



100 MURRAY

Sector | Real Estate – Commercial
Project | Brochure, Photo Shoot, Writing

One of Ottawa's most exciting, A-class office buildings, designed by a leading architect, 100 Murray engaged Avenue to develop a marketing brochure in order to lease office space prior to construction. Targeting law and accounting firms, as well as lobbyists in search of a unique, signature location with modern, upscale finishing in Ottawa's trendy and exciting Byward Market, Avenue wrote and designed an informative sales brochure to promote the buildings and their leasable office space, planning and art directing both day and evening photo shoots in support of the creative concept.

"Avenue wrote and designed an informative sales brochure to promote the buildings and their leasable office space."



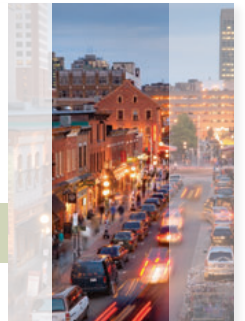
THE NEW ADDRESS OF BUSINESS
 100 MURRAY

BE INSPIRED

At East Lane Developments, we understand how a vibrant neighbourhood can fire the imagination. How sights, sounds and smells fuel the spirit, inspire the mind, and nurture passion for discovery. Now imagine a business location where such inspiration is at your doorstep. Where a great idea can be a great deal—in just steps away.

From the sounds of the open-air market and aromas of award-winning restaurants to shopping on buses, entrepreneurs at the National Gallery and proximity of Major 101 park, East Lane Developments has chosen a world-class location for this world-class project. Close to major thoroughfares, public transportation and extensive network of bike paths, at 100 Murray the year-round activity of the market is paired with a remarkably accessible location.

100



BE NOTICED

We began with the belief that an office development can be different. That space has the power to change business, lead that entrepreneurship, elegance and modern design can work in perfect harmony. The result is one of the most exciting business developments in Ottawa. A building that complements the Byward Market's historic architecture while setting a new standard in forward-thinking office design.

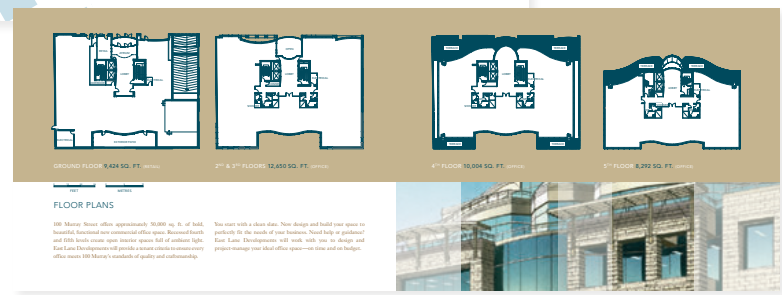
Every detail of the development at 100 Murray communicates the strength of vision and leadership that is at the heart of successful business. Location materials such as limestone, granite, wood, glass, and natural materials and define exciting interior spaces, while modern interiors provide the perfect environment for extraordinary. Finally, East Lane Developments' commitment, their plans allow clients to create their ideal combination of team and private space.



FROM OLD MARKET
 AT THE BYWARD MARKET



100



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