

CLIENT CASE STUDY  
**CAPSTONE PROPERTIES,**  
ABU DHABI.

# CAPSTONE PROPERTIES

BRAND CREATION

**CAPSTONE**  
P R O P E R T I E S

## OVERVIEW

Capstone properties is a joint venture partnership between ACC, one of the largest construction companies in the Middle East and Abu Dhabi Holding Group. They joined forces to enter the Real Estate market initially in the Middle East with a long term global vision.

## CHALLENGE

Breathe's approach was to create an entirely new typeface that would become the signature stamp for all future developments. By twisting a classic serif font, Breathe created an identity for Capstone that has confidence and elegance at the heart of its brand promise. Photography was styled to enhance Capstone as a lifestyle choice for the modern discerning consumer.

## SOLUTION

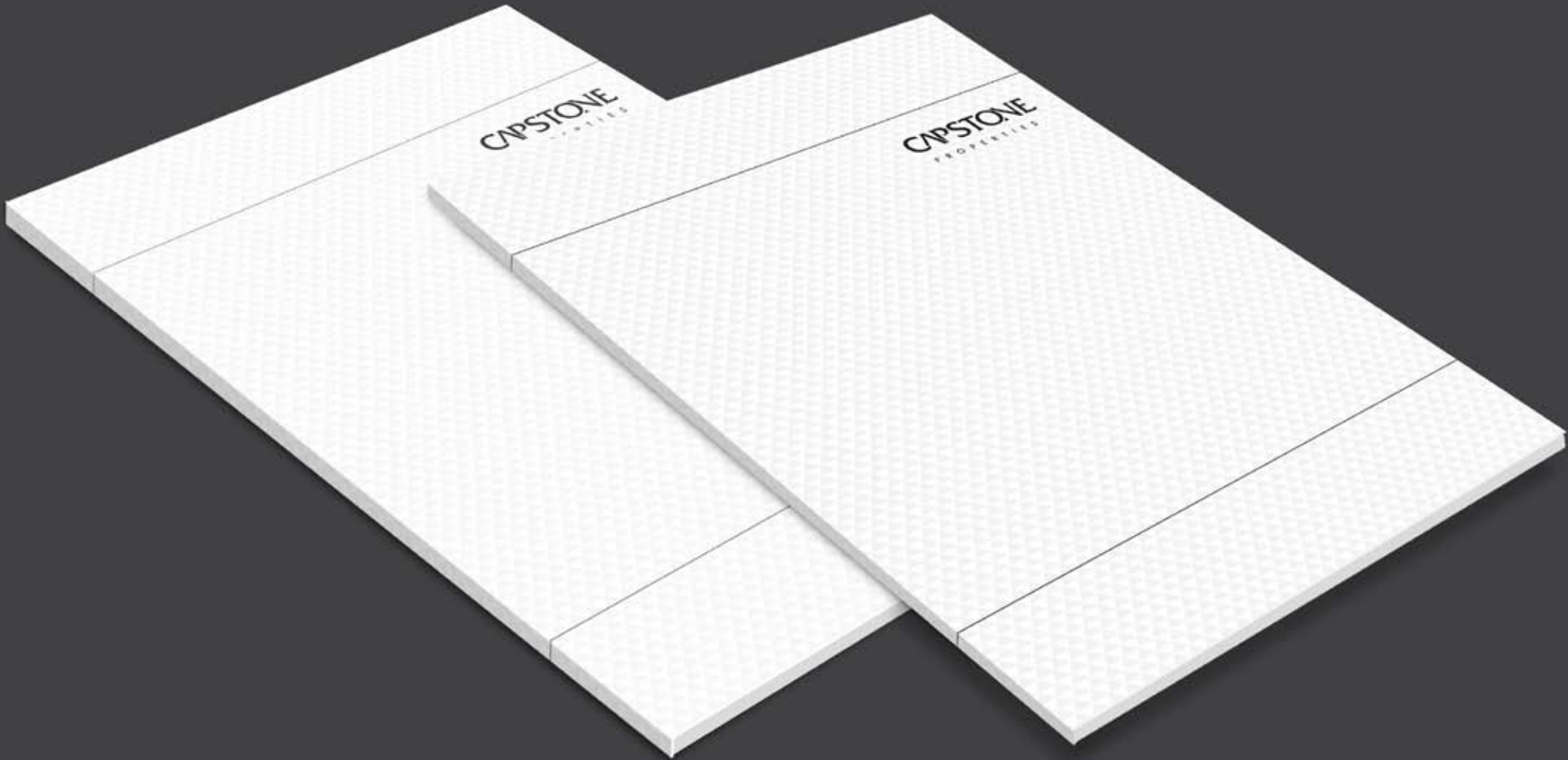
With their current developments sold out off plan, Capstone are currently looking at the Far East and Europe to add their individual touch of elegance to their existing portfolio.

**CAPSTONE**  
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COMPANY PROFILE

## A moment captured everyday.

Capstone Properties are built with exuberance, elegance and refinement. Built for the lifestyle of the discerning professional. Each and everyone of our developments offer an opportunity to live in a world class environment.

Capstone Properties have a wealth of experience delivering exceptional lifestyle opportunities across the globe including: London, Paris, Abu Dhabi and Dubai.



A large, three-dimensional billboard stands against a blue sky with light clouds. The billboard's surface is a vibrant blue and features a high-angle photograph of a modern glass skyscraper. The building's grid-like structure is prominent, and the sky is reflected in its windows. In the upper right corner of the billboard, the company name is displayed in a clean, sans-serif font. At the bottom, a dark blue horizontal band contains the company's website address in white text. The billboard is supported by a grey metal pole with a lattice structure at the base.

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The Economist Daily

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# CAPSTONE PROPERTIES

Inspired.



he announced this week, to ease tensions between Poland and the United States in previous years, will be a relief, of course.

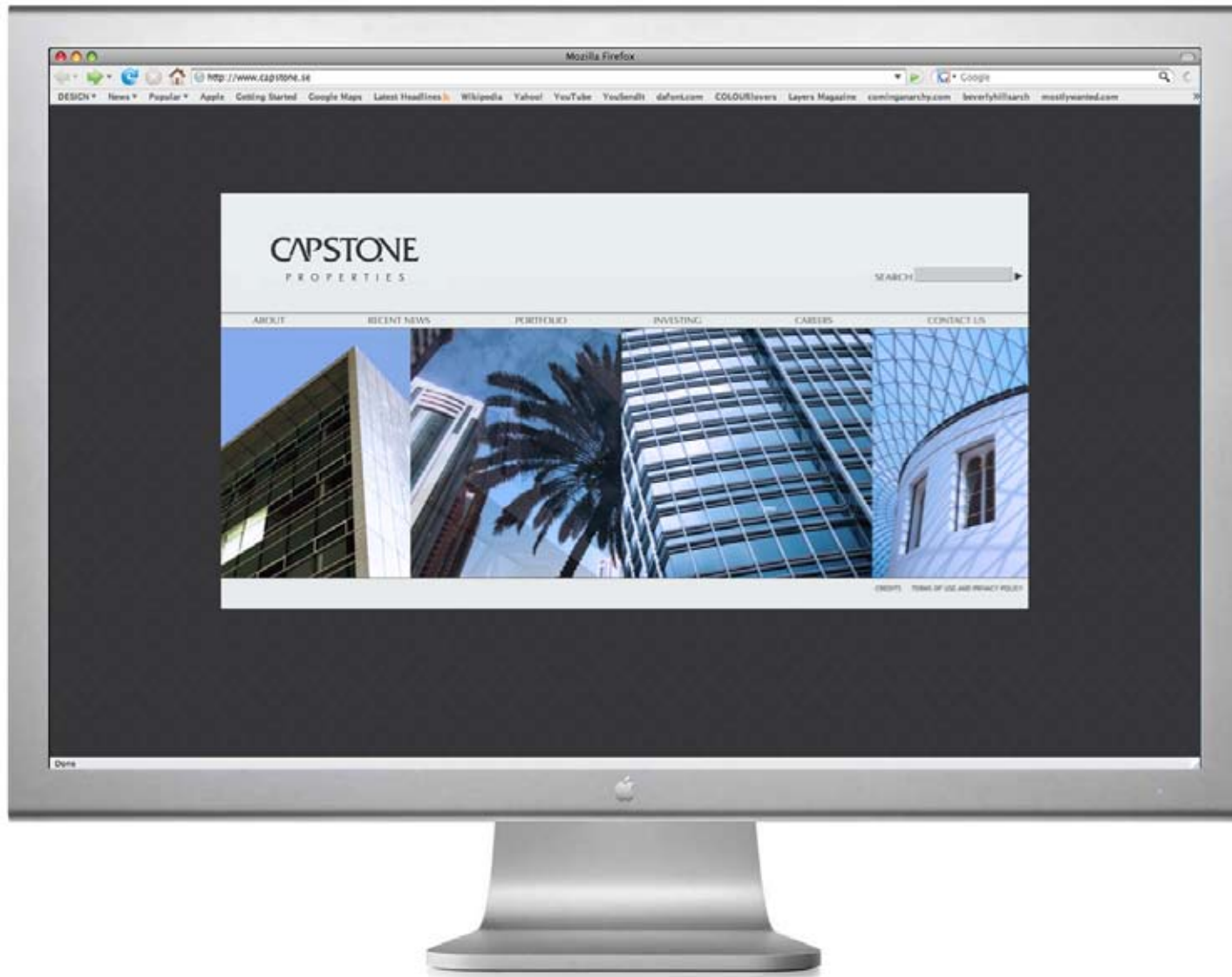
But the upper course will be done in the future. He speaks for many families in Poland's poor, but it is not a good thing. Whatever happens to it, it is not a good thing. It is not a good thing for the number of people who are in the government of the lower house. The polls show support for the government stable, at around 50%. It is not a good thing, for all his efforts, the government will have a hard time of it. The job of a government will not be easy. The job of a government will not be easy. The job of a government will not be easy. The job of a government will not be easy.

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- Vestibulum ante ipsum
- Primis in faucibus
- Orci luctus et ultrices
- Posuere cubilia Curae
- Pellentesque habitant

CALL +971 4 001 3001  
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Quisque vitae elit.

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