

01 General Portfolio
02 Fashion
03 Boutique Retail
04 Beauty & Wellness

05 Property Development

06 Wayfinding & Spatial Design

Design Portfolio 2025

AYTETRA

Welcome to AYTETRA.

We align strategic clarity with timeless design to craft brands that endure, connect, and inspire.

We're a globally focused interdisciplinary design studio helping purpose-driven businesses to transform through aligned storytelling, timeless design, and immersive brand experiences.

We create brands, visual communication and graphic design, as well as products and experiences that nurture meaningful connections with their audiences.

We merge insight with imagination to craft brands that endure, connect and inspire in key cultural sectors such as:

Fashion
Culture & Arts
Boutique Retail
Beauty & Wellness
Property Development
Spatial Design



Property Development Portfolio Nº.05

We hope you enjoy a sample of our creative in the Property Development industry sector.

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We hope you enjoy a sample of some of AYTETRA's best property development projects demonstrating our creativity and expertise in delivering outstanding property campaign creative.

These projects reflect our capability to manage a full campaign; from creative strategy and art direction to flawless execution of print & digital campaign marketing collateral, down to the spatial design details of the sales display suites.

From exclusive residential developments to larger commercial and public projects, AYTETRA is best placed to deliver successful property development campaigns that are on a level beyond the competition.

Our Six Portfolios

- 01 General Portfolio
- 02 Fashion
- 03 Boutique Retail
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- 06 Wayfinding & Spatial Design

Have another project in mind?
Contact us to receive any other sector-specific portfolios.



How we can help.

Strategic clarity + 2D & 3D interdisciplinary skills = a deeper brand experience.

Brand Strategy

Craft a strategic brand narrative that elevates the property's story and vision to align the project with cultural or environmental narratives (e.g. regeneration, sustainability).

Brand Research
Brand Analysis
Brand Positioning
Brand Narrative
Brand Architecture
Brand Key Messaging
Naming & Tagline

Brand Identity

Build a place identity that appeals to investors, residents and the community and a cohesive brand identity and naming system for buildings, areas, or amenities.

Brandmark
Visual Identity
Brand Assets
Brand Language
Brand Guidelines
Brand Rollout

Design & Art Direction

Create a seamless brand experience across the architectural space, signage, print and digital through well designed launch materials such as brochures, presentations and branded hoardings.

Video & Motion Graphics
Digital Design
3D Modelling
Print & Publication Design
Packaging Design
Custom Typography
Photography
Image Making
Illustration

Campaigns

Attract high-caliber tenants and buyers and elevate the perceived value of the development through an effective, well-managed and consistent property campaign.

Campaign Strategy
Marketing Strategy
Content Strategy
Campaign Creative
Art Direction

Spatial Design

We create a sense of place with the design of the sales display suite, bespoke wayfinding, signage and spatial graphics all aligned with the architecture.

Sales Display Suite Design
Installation Design
Signage & Wayfinding
Placemaking
Event Design



Get in touch.

We'd love to hear from you and discuss how we can help.

Contact

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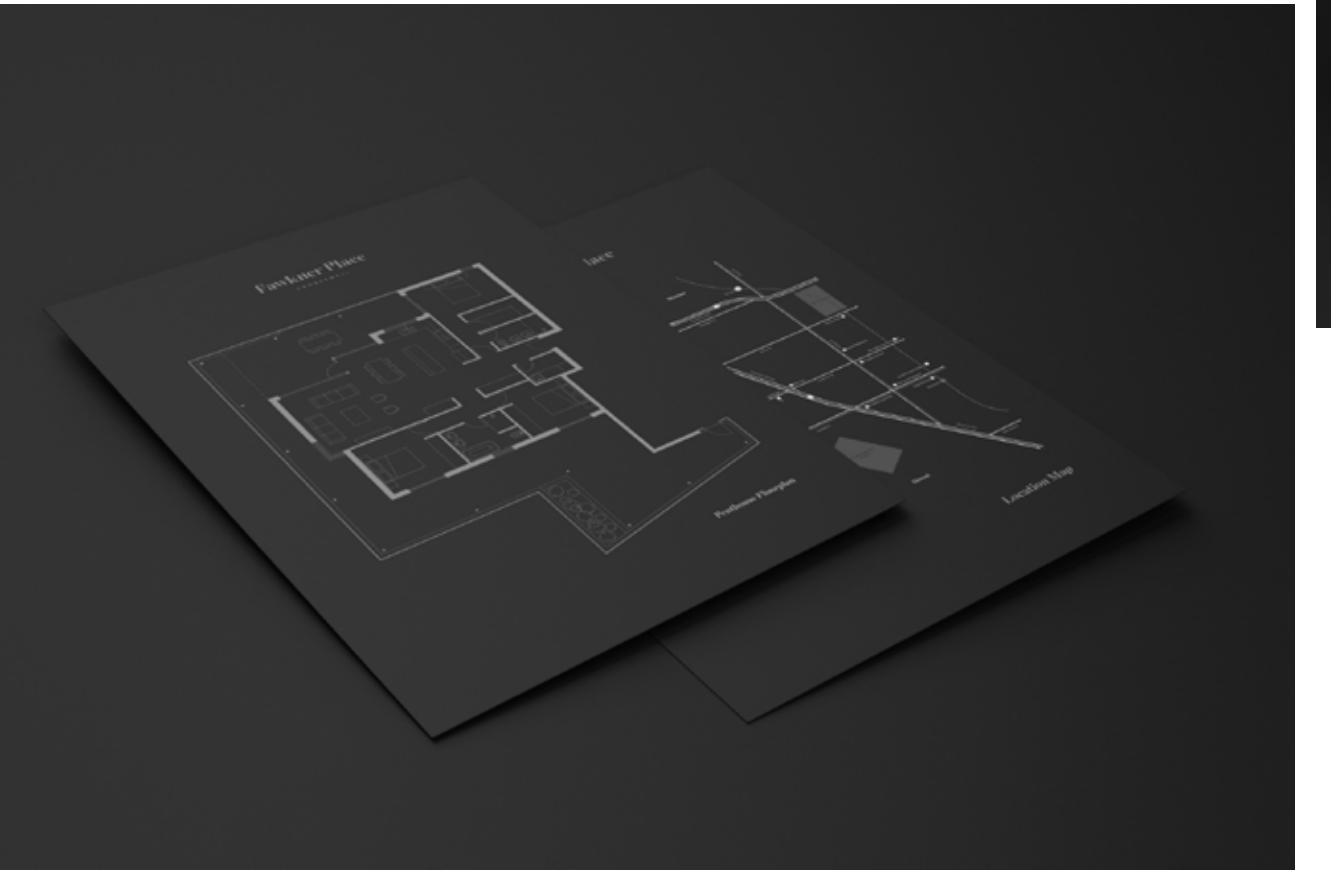
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[Instagram](#)

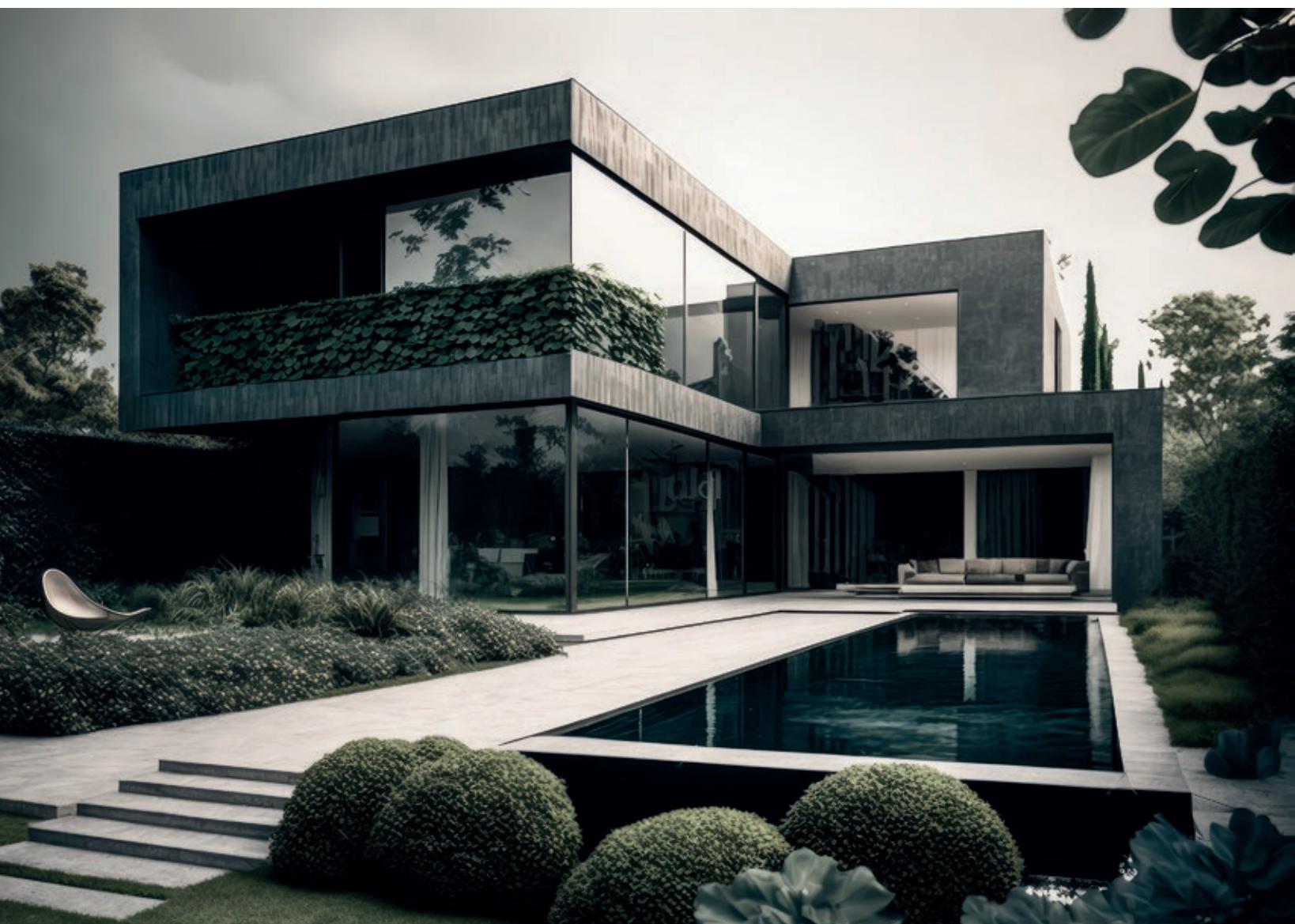
www.artetra.design

Refined Brands.
Timeless Design.
Memorable Experiences.
CRAFTING TIMELESS FUTURES





Project Scope
Brand creation
Creative strategy
Campaign creative
Art direction
Print collateral
Image making
Website design



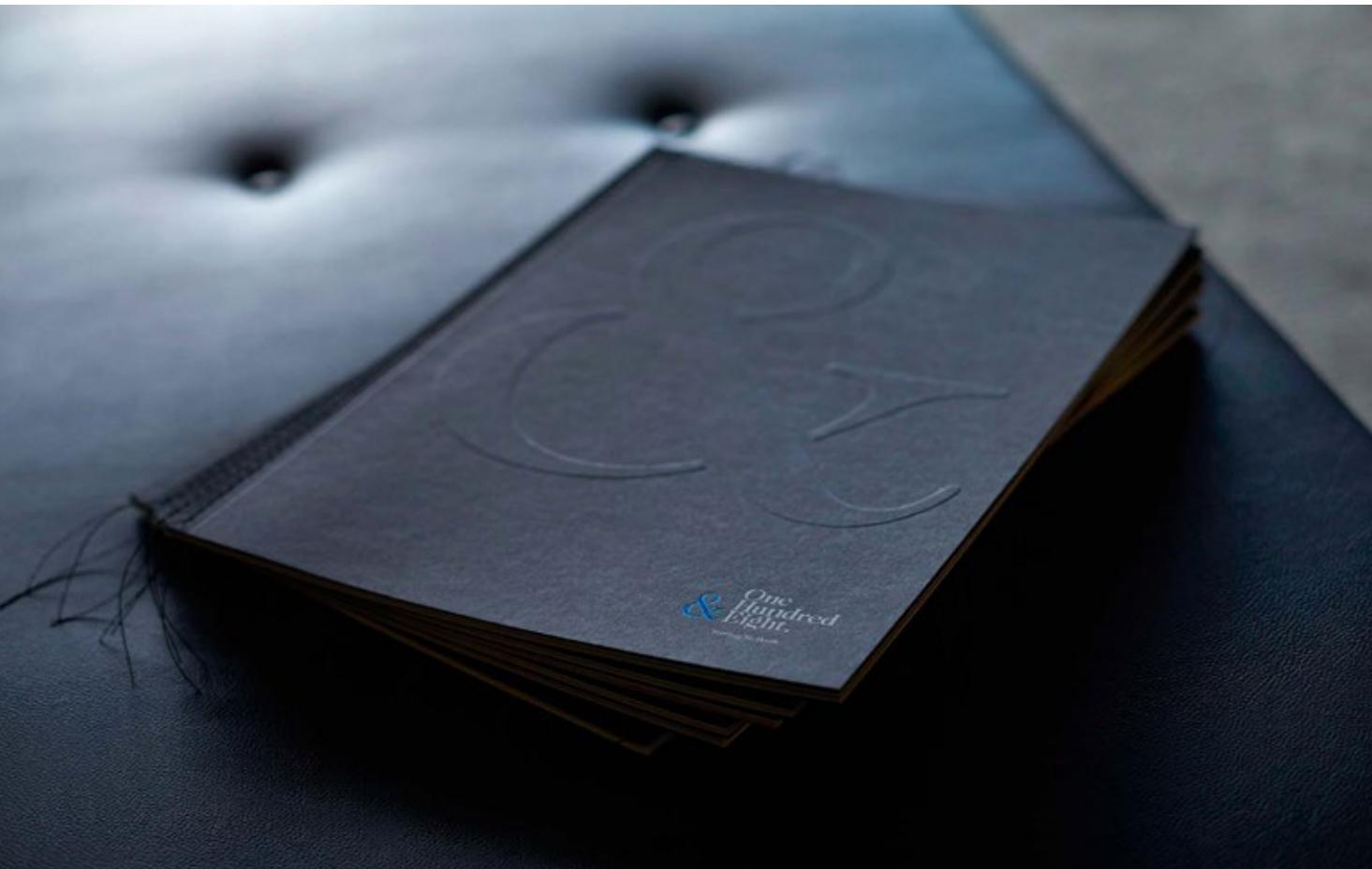


One
&
Hundred
Eight.

One Hundred & Eight.
Brand Creation & Property
Marketing Campaign

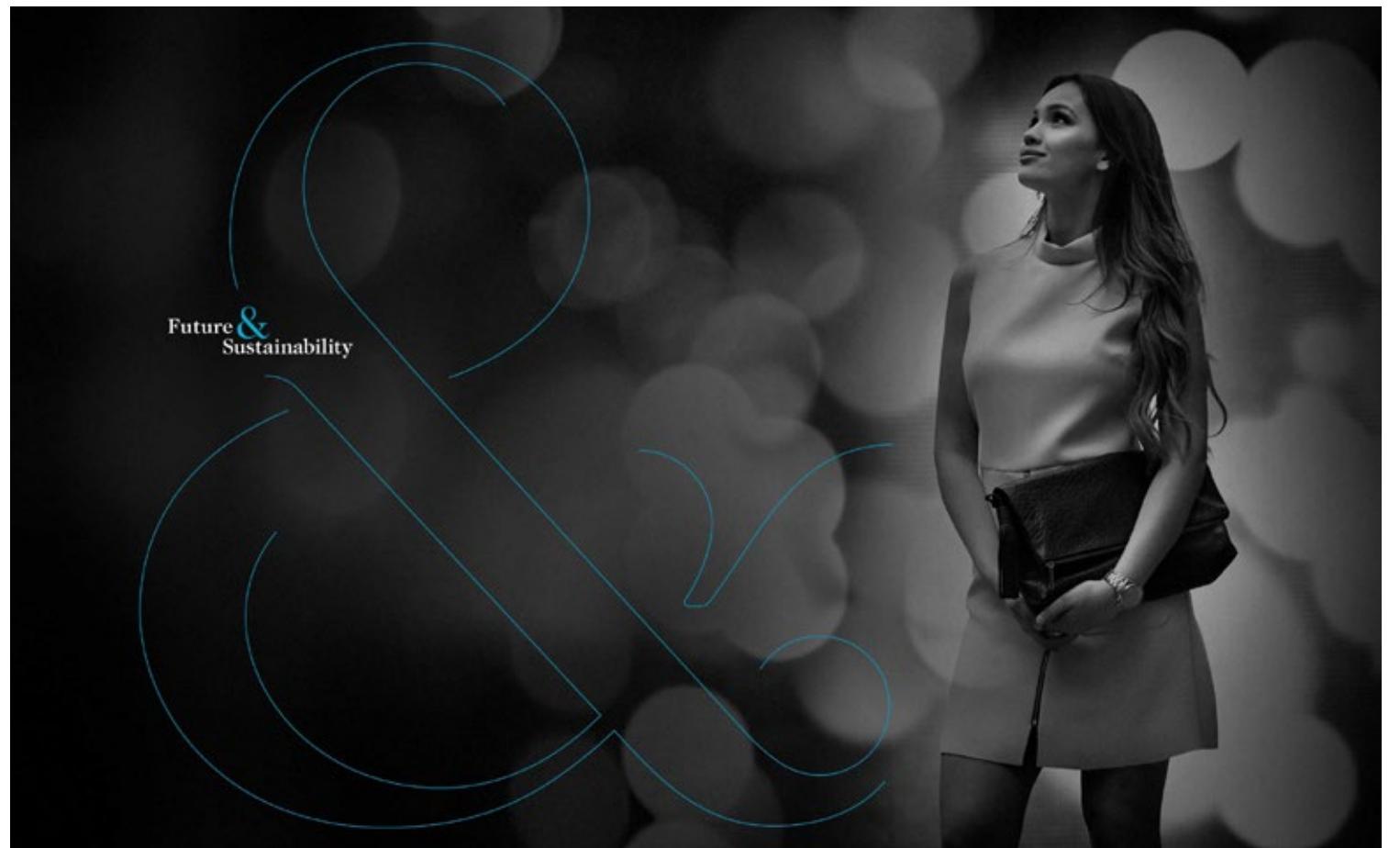
One Hundred & Eight, Stirling Street was a premium property development in the CBD of Perth, Western Australia. We set the tone with an elegant and understated style, managing all aspects of the property campaign including creative strategy and art direction to complete rollout of all marketing print collateral, website and design of the sales display centre.

Project Scope
 Brand creation
 Creative strategy
 Campaign creative
 Art direction
 Print collateral
 Display suite
 Signage design
 Image making
 Website design



One Hundred & Eight.
 Property Development
 Principle Brochure & Creative Direction

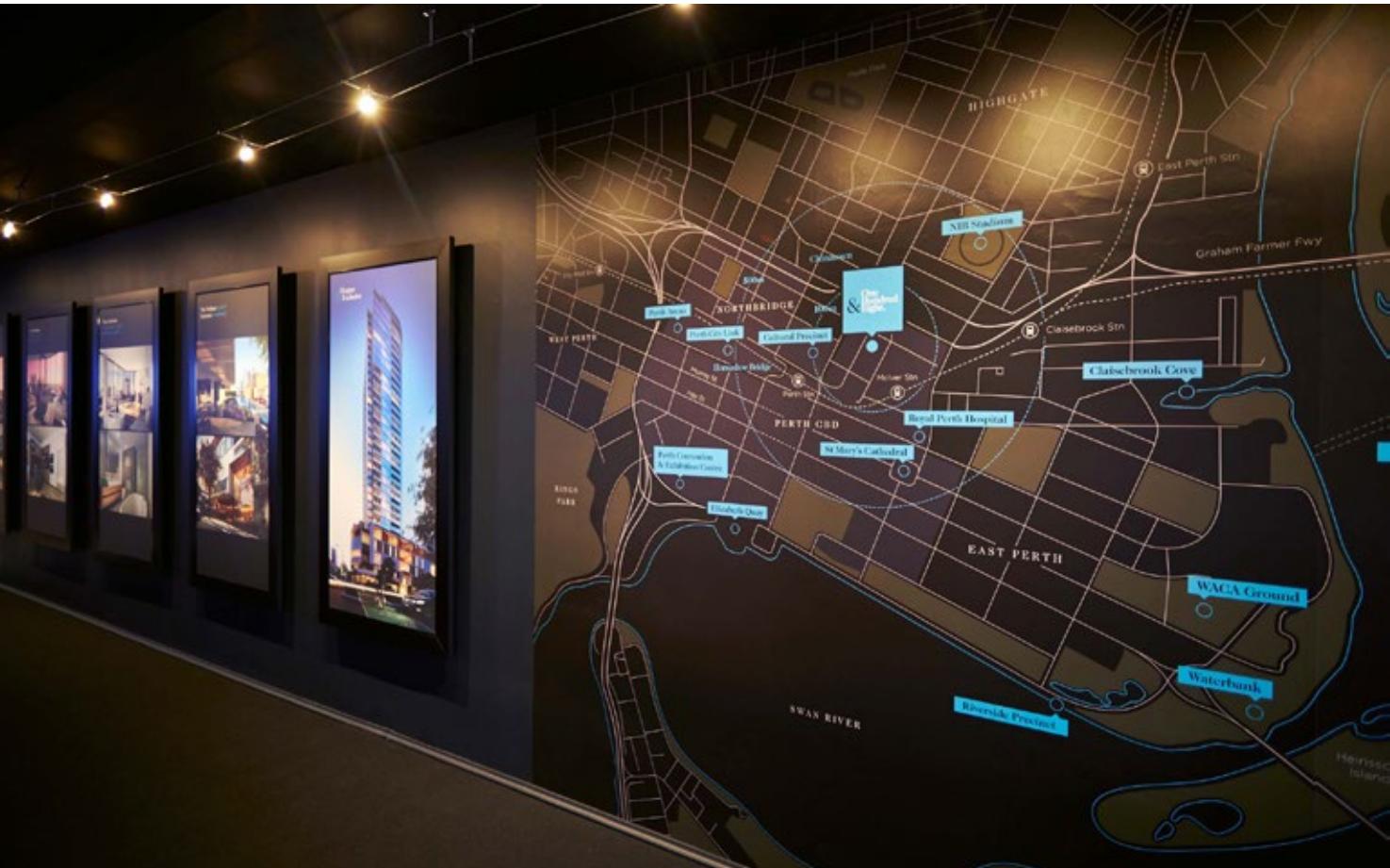
Understated and restrained styling instilled a sense of sophistication to the 52 page brochure, featuring an embossed textured paper cover with satin pages and a hand-stitched spine.



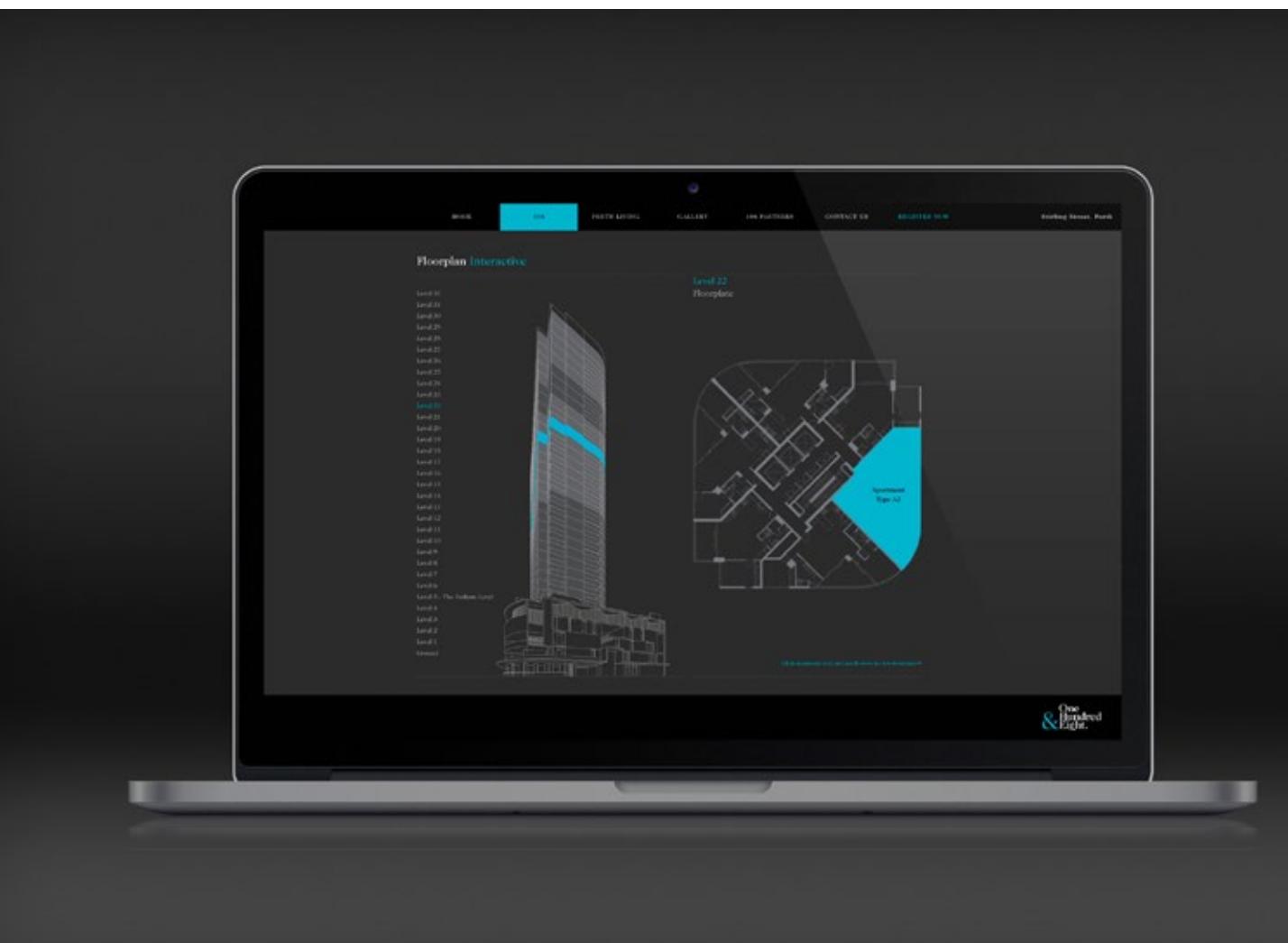
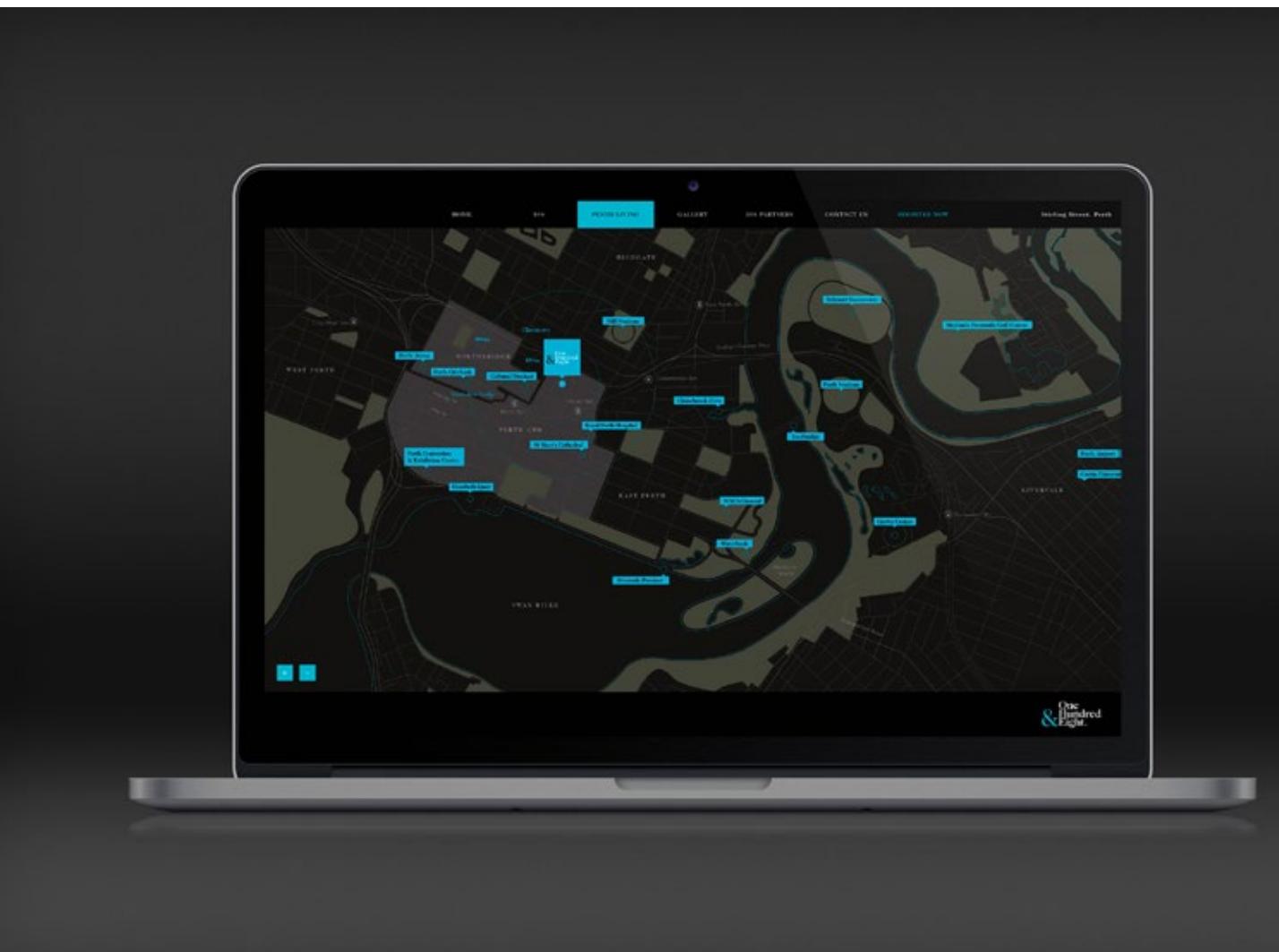
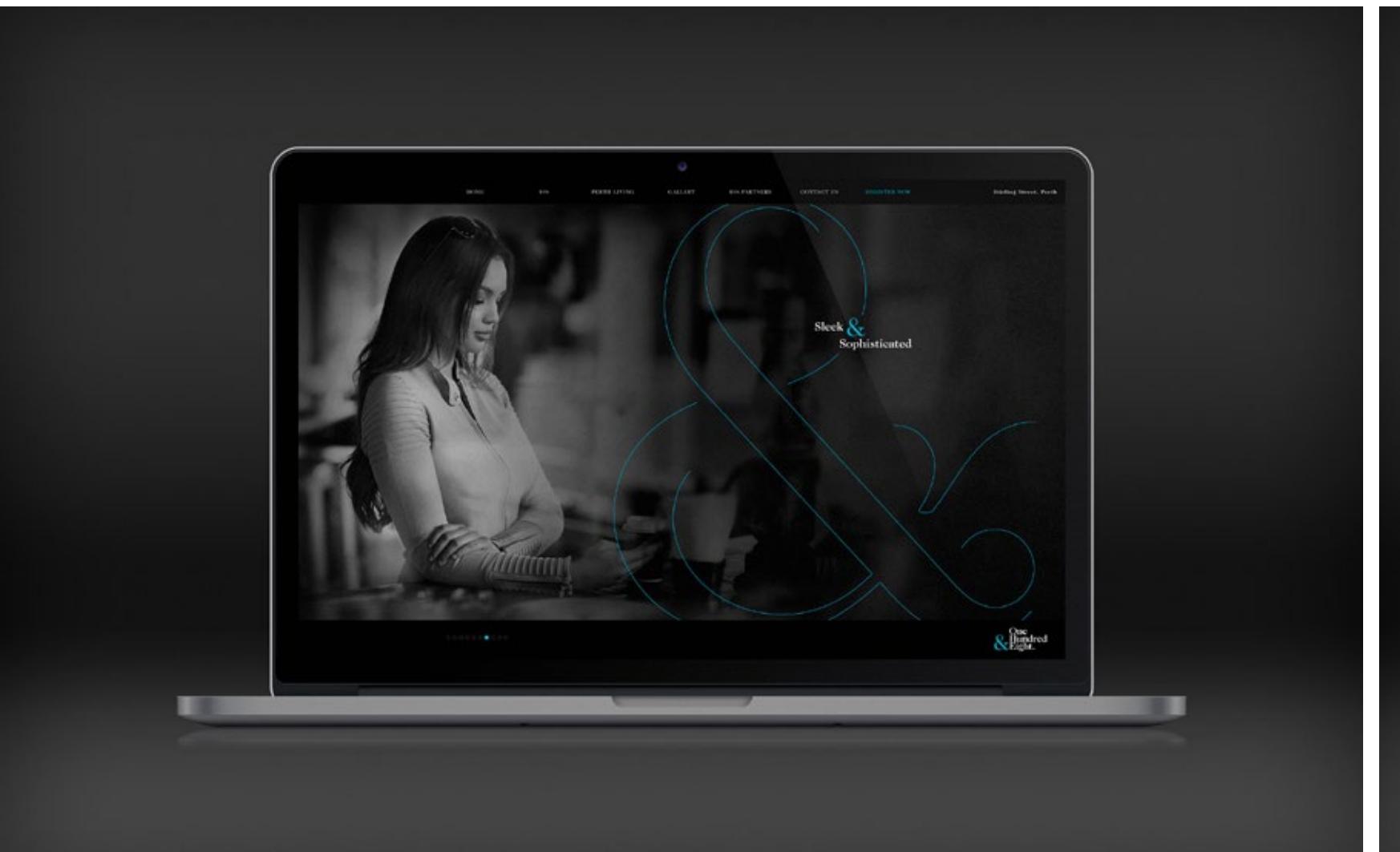
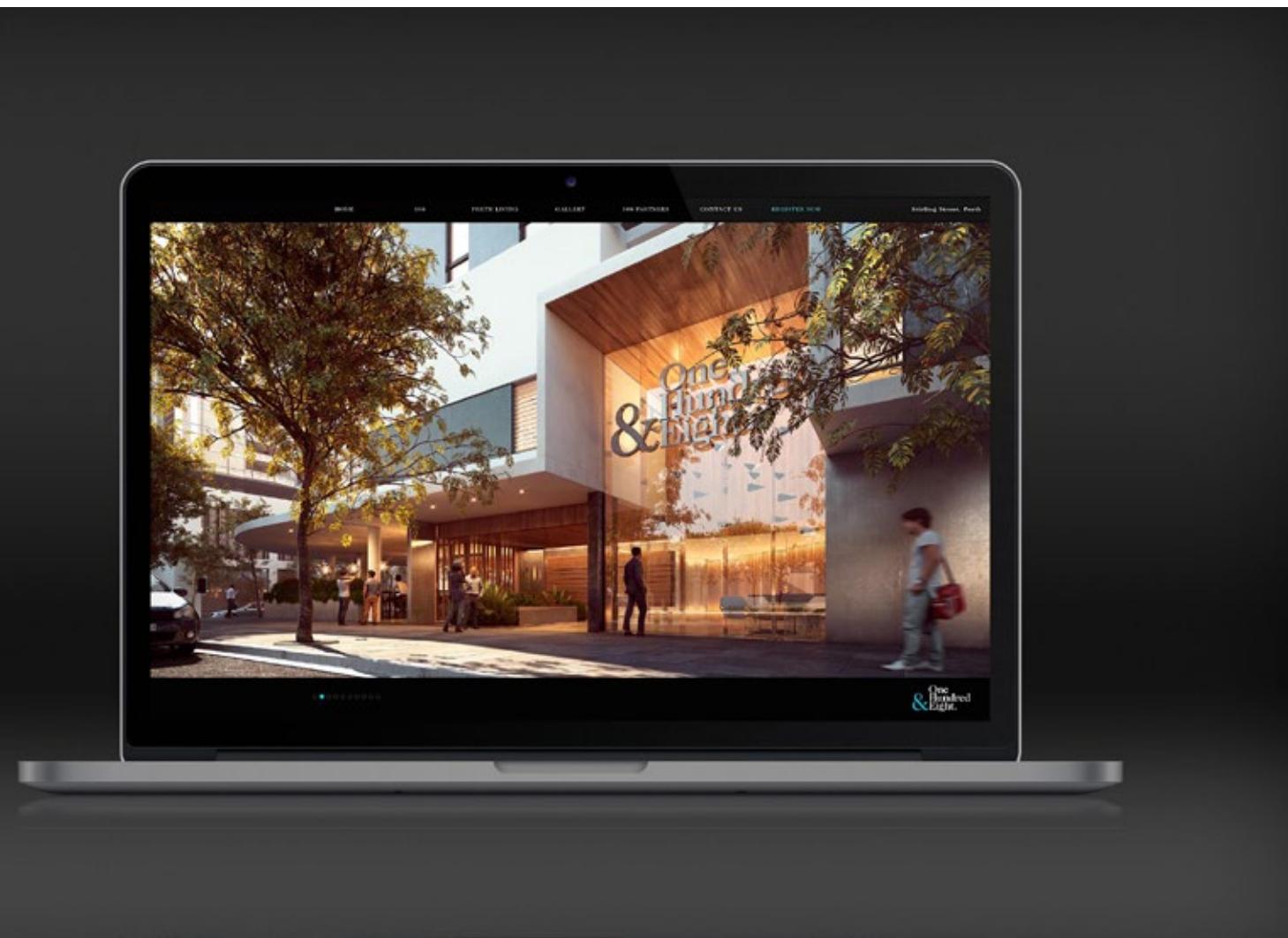


One Hundred & Eight.
Property Development
Sales Display Centre

The property development brand flowed effortlessly through into the sales display centre, featuring graphics in framed backlit light boxes, immersive supergraphics covering walls and internal and external 3D signage featuring back-lit and halo-lit lettering.



Project Scope
Brand creation
Creative strategy
Campaign creative
Art direction
Print collateral
Display suite
Signage design
Image making
Website design



One Hundred & Eight.
Property Development
Website Design

An elegant and comprehensive
website designed with engaging
interactive elements.

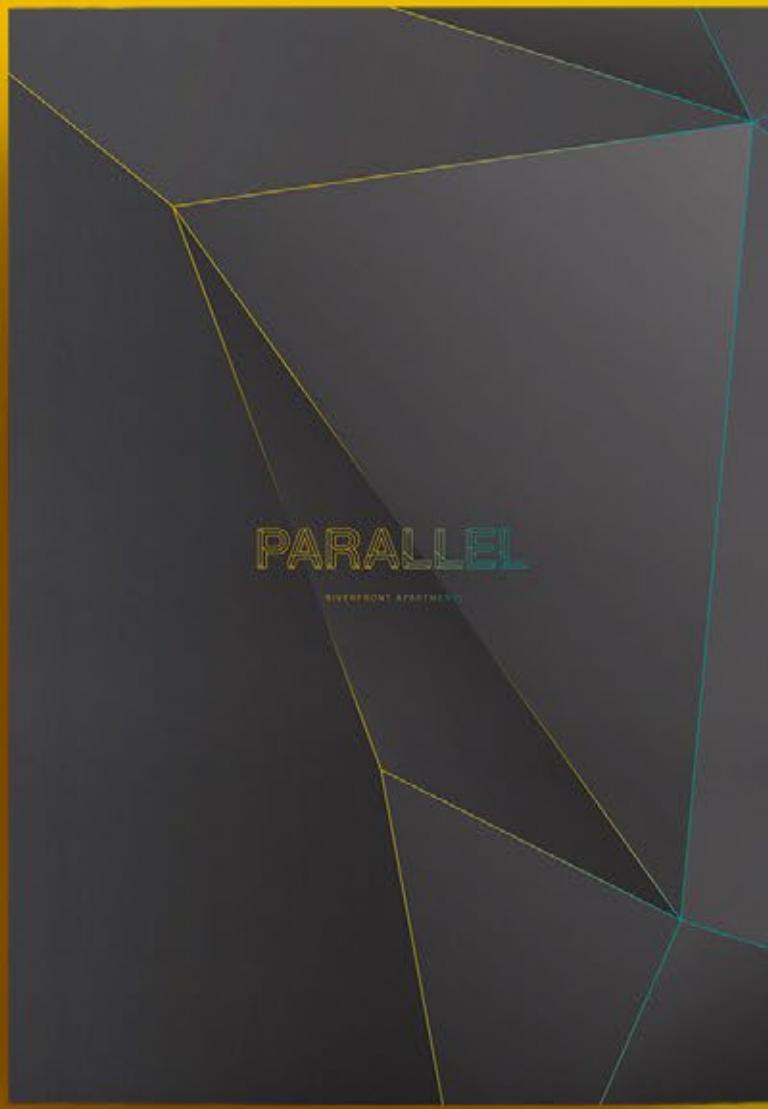
PARALLEL

RIVERFRONT APARTMENTS

Parallel Riverfront Apartments
Property Development
Brand Creation & Campaign Development

Brand development and marketing
campaign creative for a property
development in Perth, Western Australia.
The full campaign encompassed a range
of print collateral, digital assets and
interior design of the sales display suite.

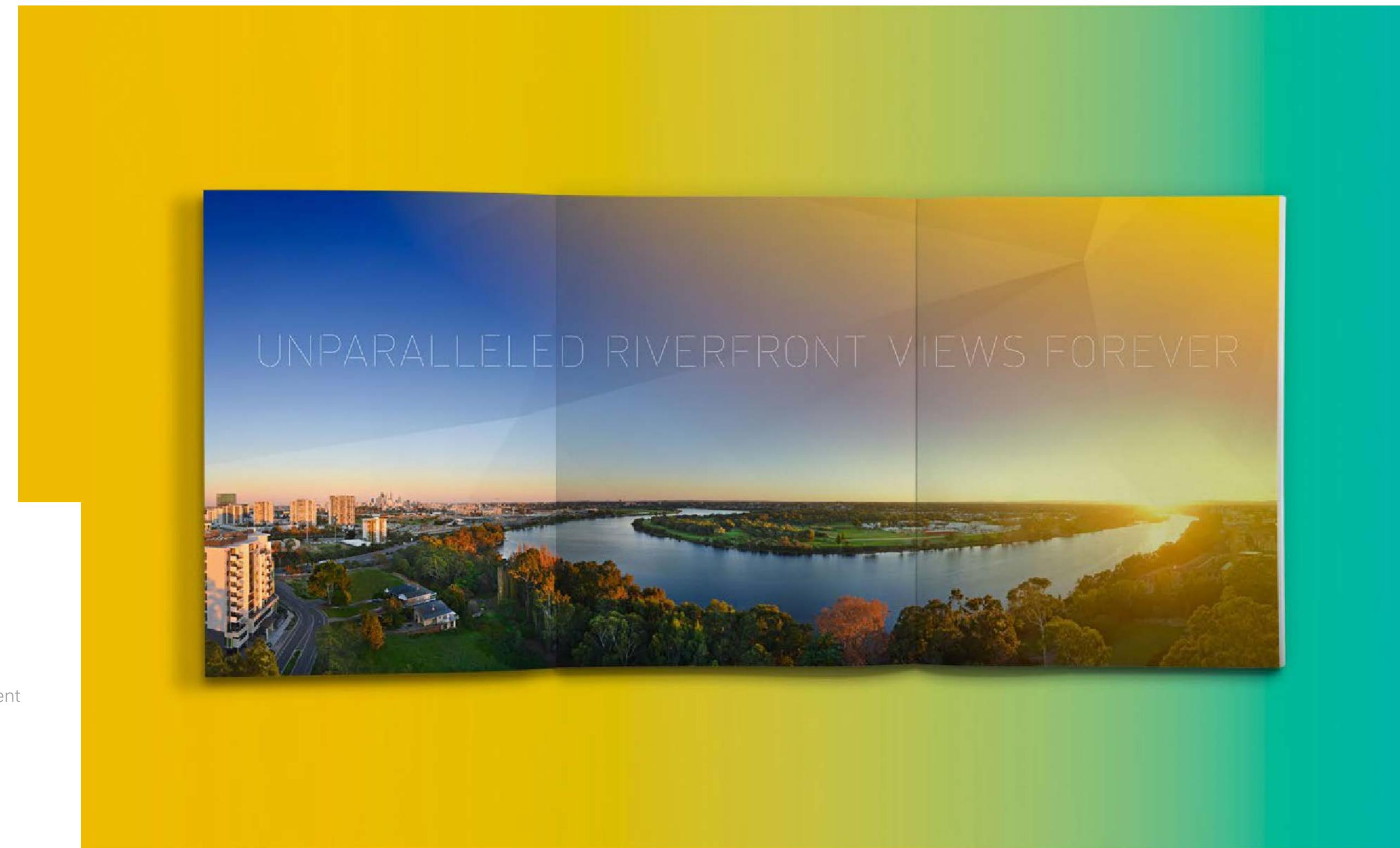




Project Scope
Brand creation
Creative strategy
Campaign creative
Art direction
Print collateral
Display suite
Image making
Website design

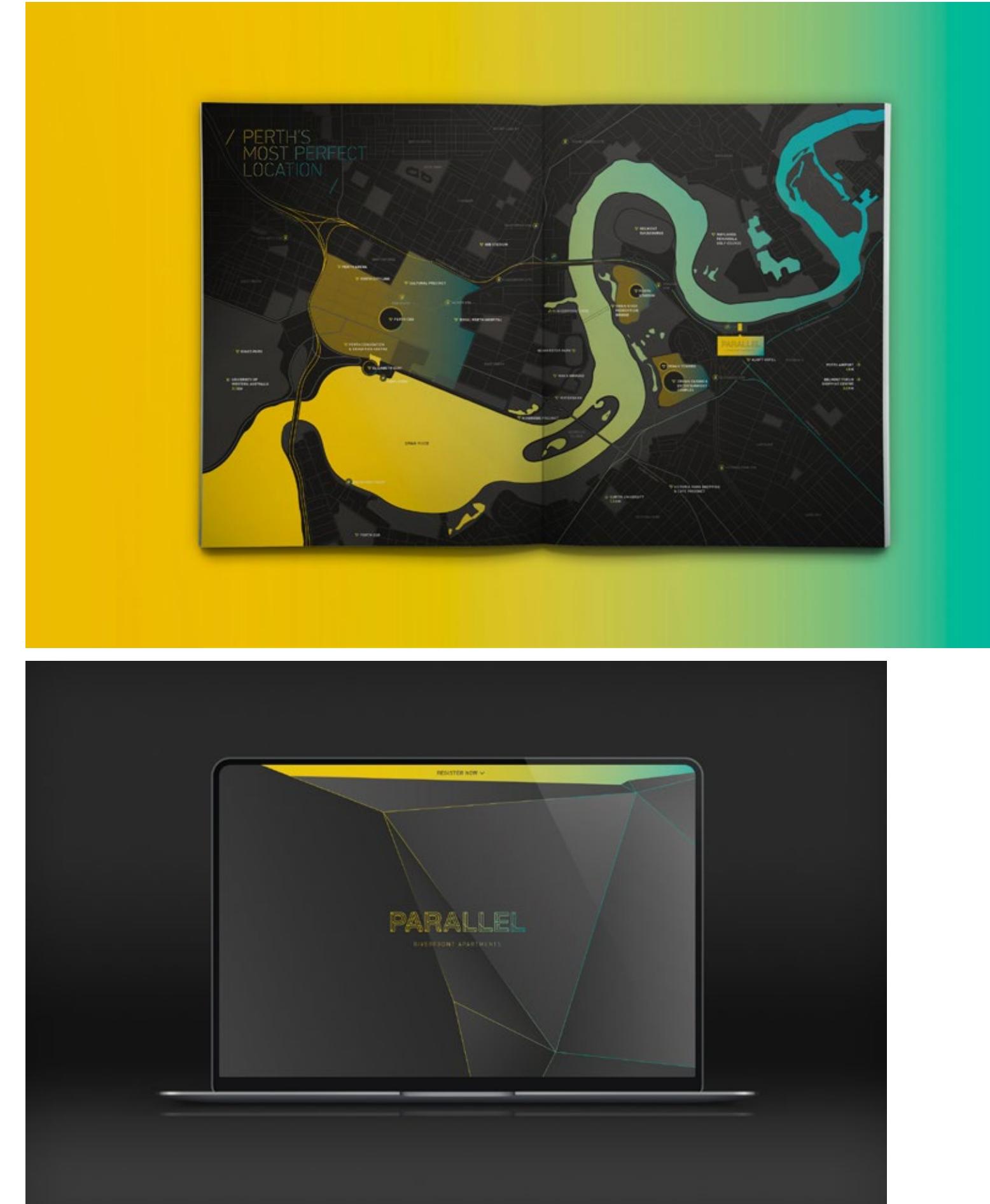


Parallel Riverfront Apartments
Property Development
Brand Creation & Campaign Development



Parallel Riverfront Apartments
Property Development
Brand Creation & Campaign Development

Project Scope
Brand creation
Creative strategy
Campaign creative
Art direction
Print collateral
Display suite
Image making
Website design



Project Scope
Brand creation
Creative strategy
Campaign creative
Art direction
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CAMILLA

MOUNT ST RESIDENCES

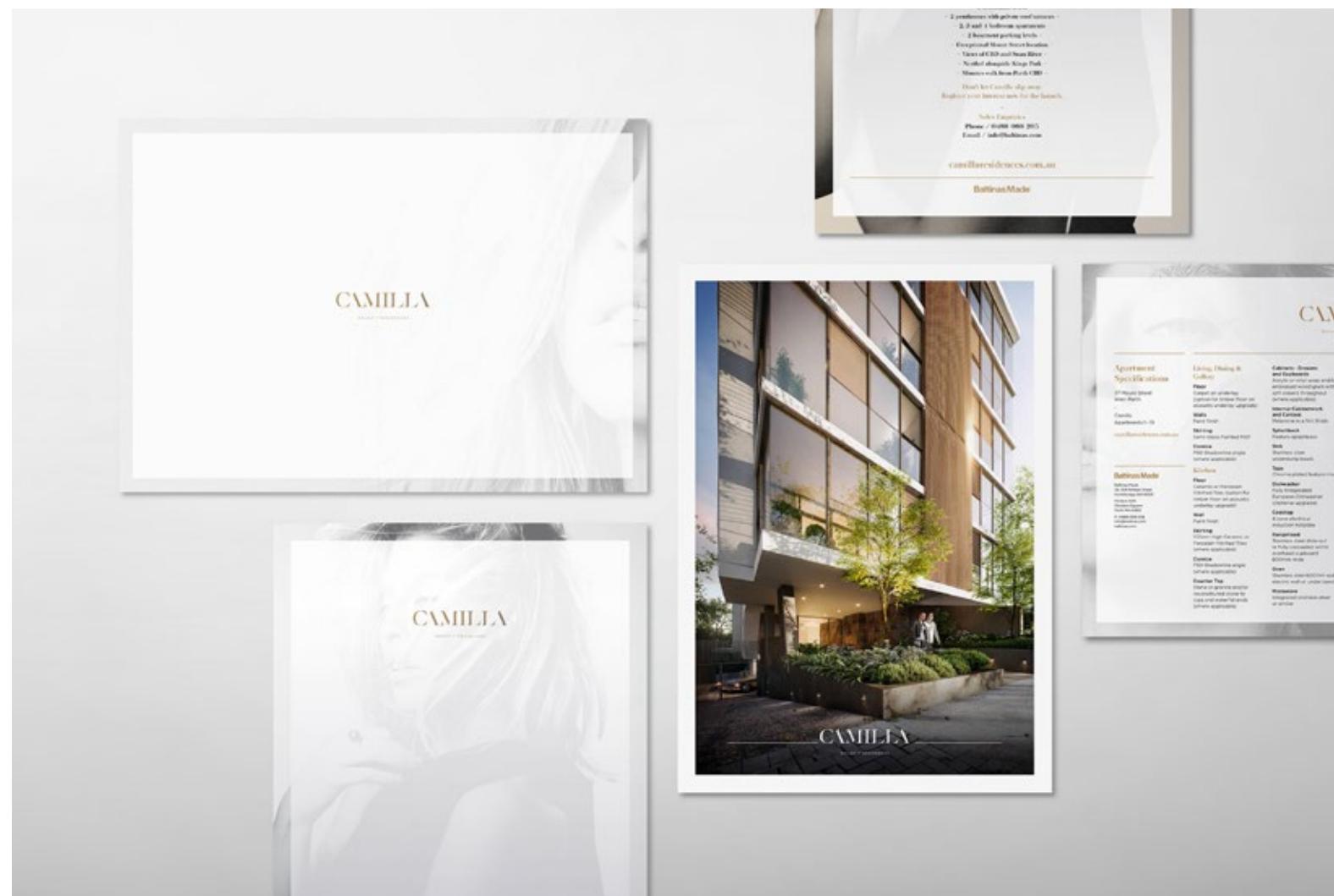
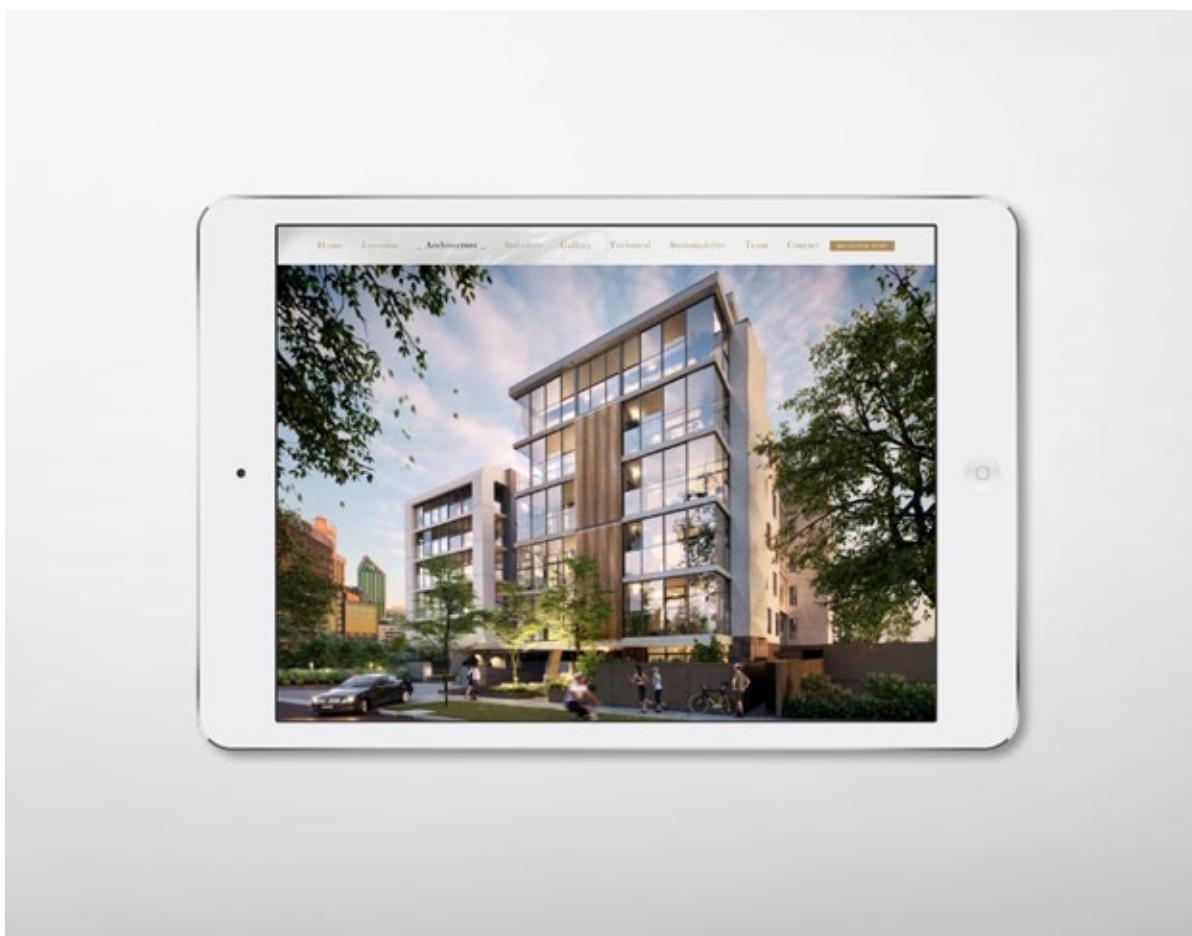
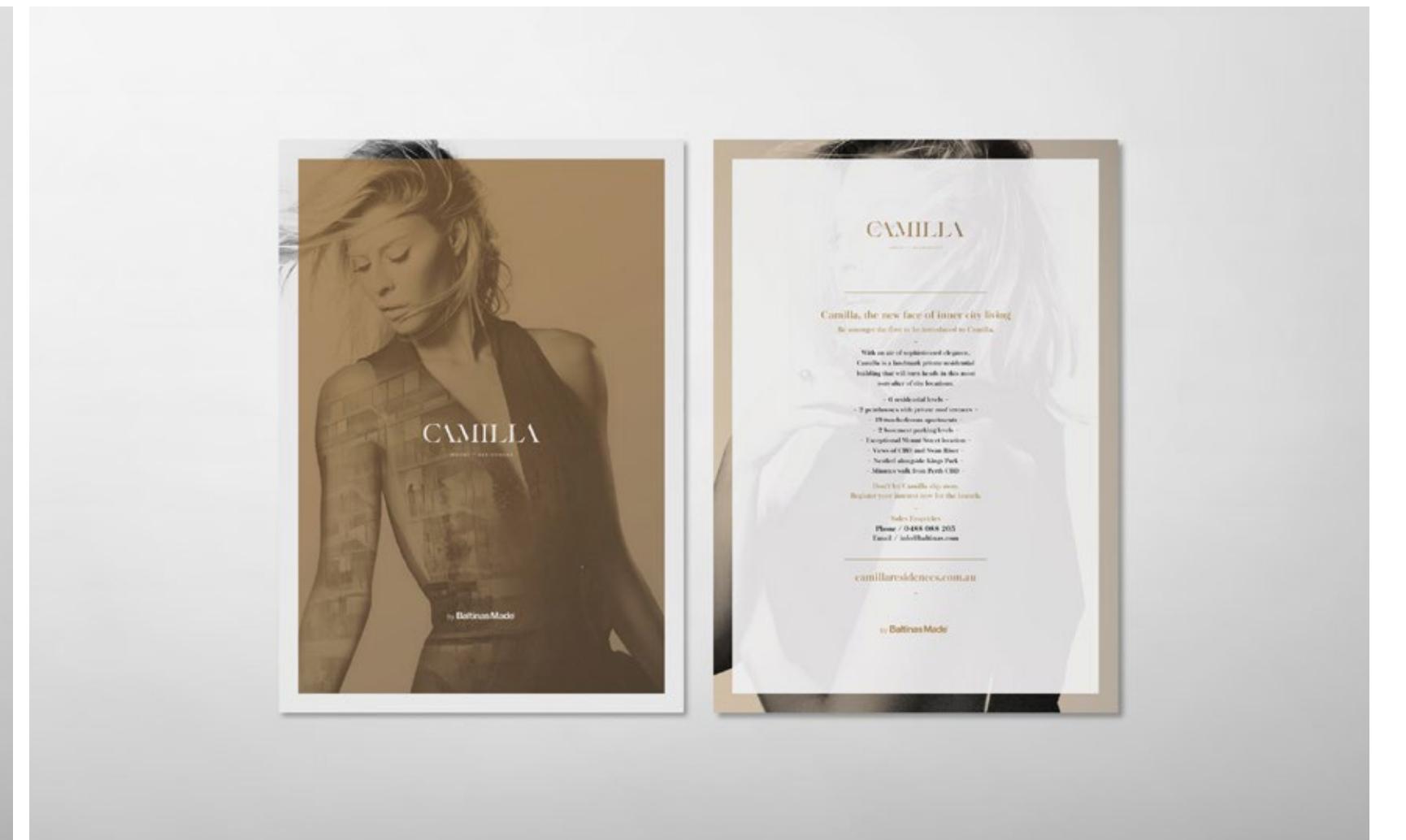
Camilla Residences
Property Development
Brand Creation & Campaign
Development

Luxurious and seductive, a full
property brand campaign for a
premium residential development
on Mounts Street, Kings Park,
Perth, Western Australia.



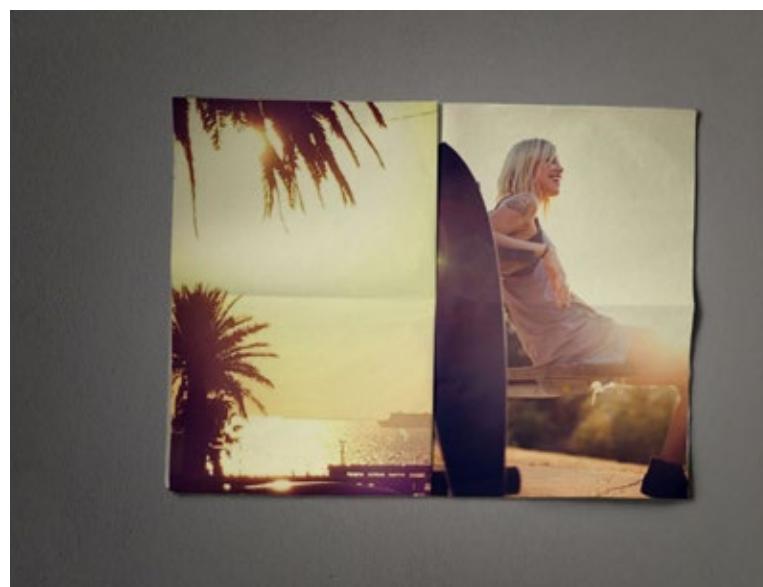
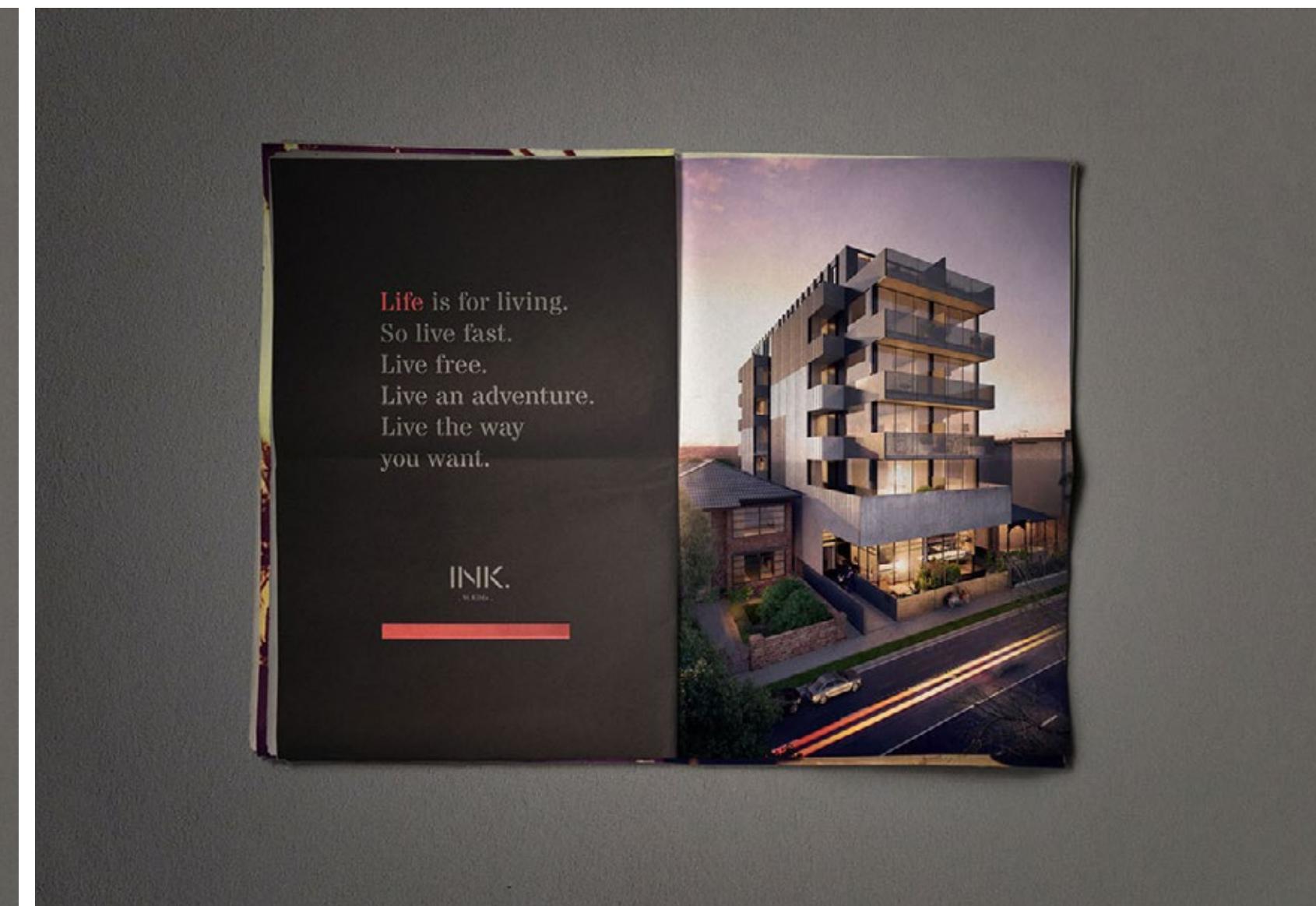
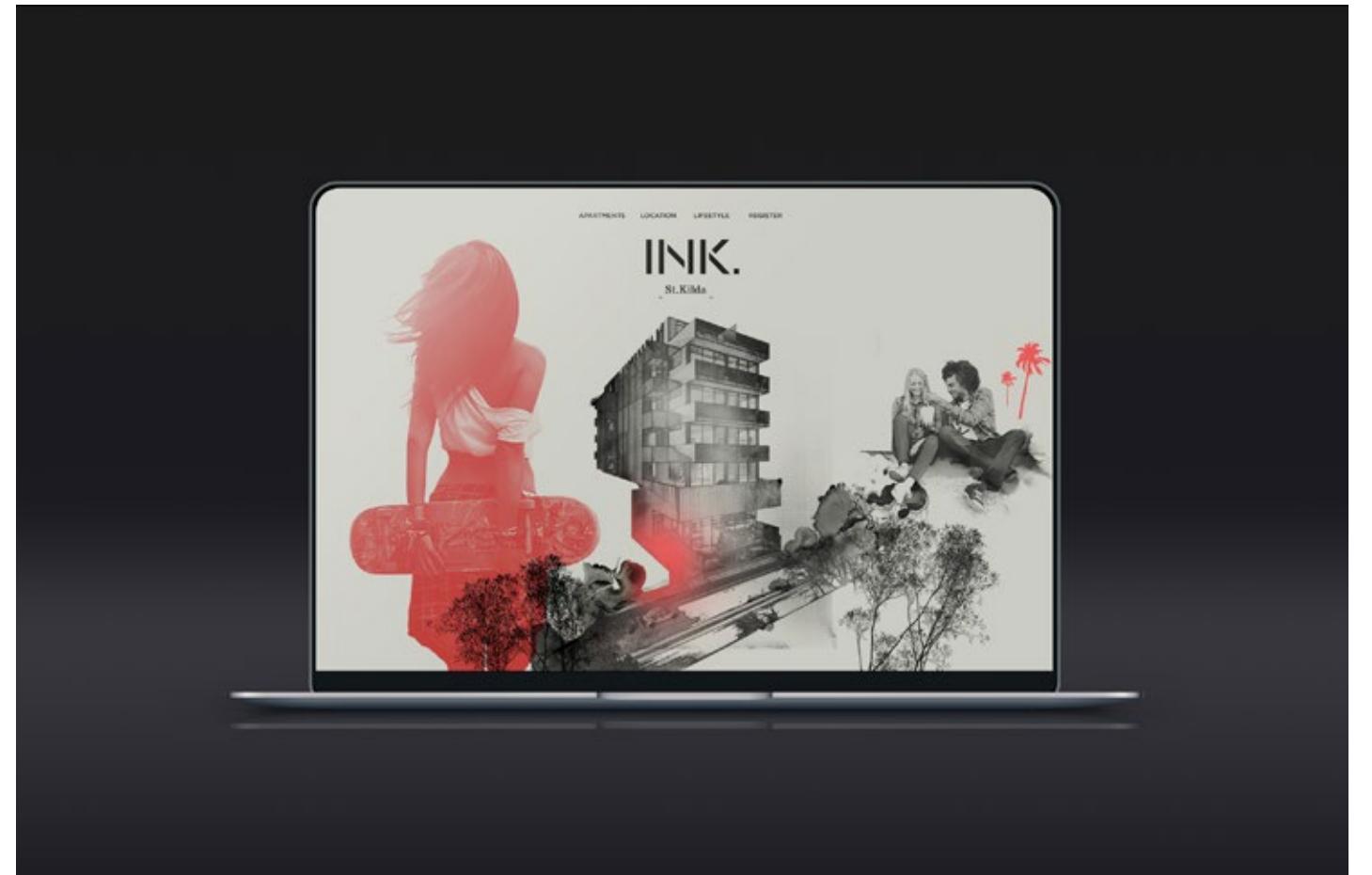
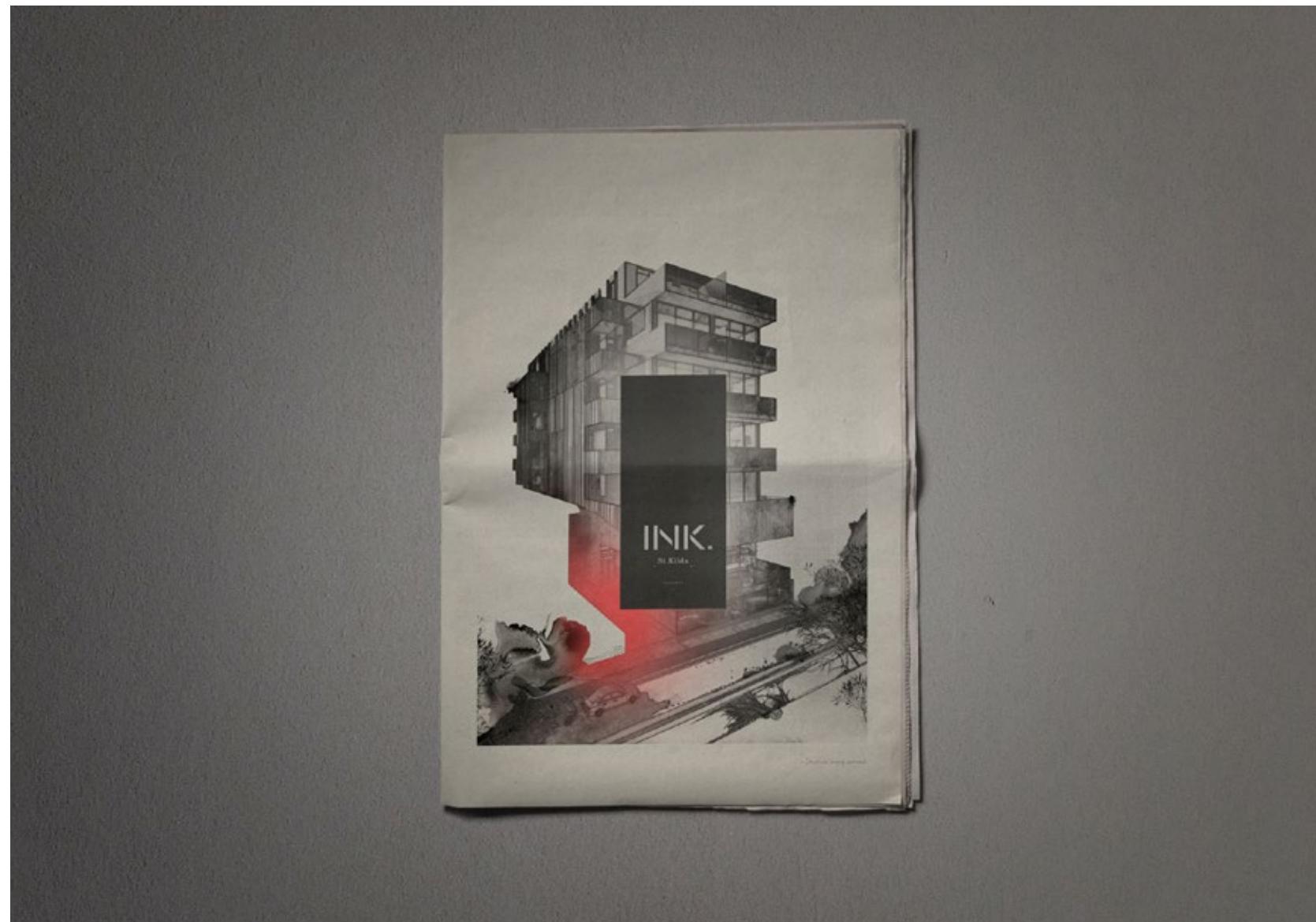


Camilla Residences
Property Development
Sales Brochure & Campaign Development



Camilla Residences
Property Development
Brand Creation & Campaign Development



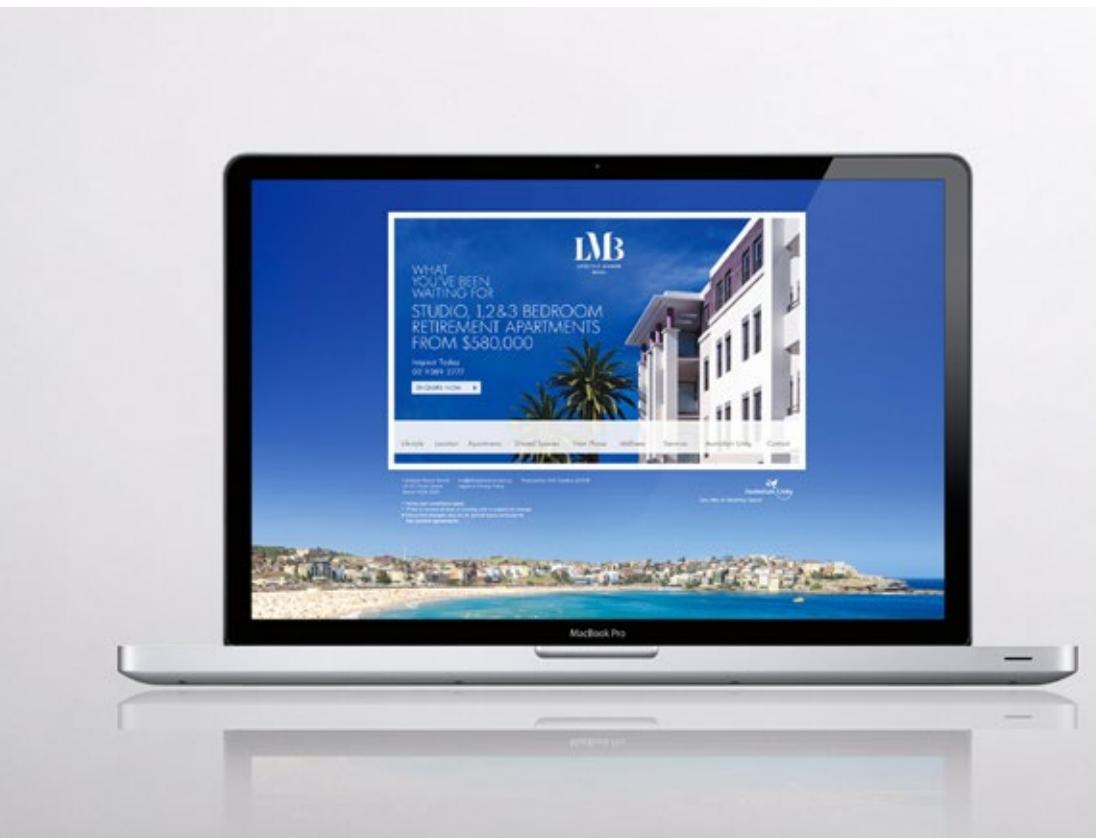


INK. Apartments | St. Kilda, Melbourne.
Property Development
Brand Creation & Campaign Development

A gritty, raw and artfully executed creative direction for an exclusive residential property development on St. Kilda's iconic Inkerman Street. The campaign style faithfully encapsulated the personality of the legendary Melbourne bayside suburb.

Project Scope
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Creative strategy
Campaign creative
Art direction
Print collateral
Image making
Website design





Lifestyle Manor Bondi
Property Development
Brand Creation & Campaign
Development

Creative direction and design rollout
for a premium property development
campaign on Sydney's iconic Bondi
Beach in Australia.



Project Scope
Brand creation
Creative strategy
Campaign creative
Art direction
Print collateral
Image making
Website design





CRAFTING TIMELESS FUTURES

