



City Branding
for a New Urban
Community

CITY DI
MARE



City di Mare – City Branding

Branding an entire new town in the Philippines was the challenge Base Creative faced when working with one of the country's largest developers – Filinvest. We helped them transform City di Mare from a conventional urban property development to a future-focused and sustainable community, creating a unique and lively urban experience that engages prospective city-dwellers and visitors at every turn.

Business Strategy

Business Model Adaptation

Brand Strategy

Management Interviews
Brand Naming
Brand DNA
Brand Differentiation
Brand Architecture
Unique Positioning Statement
City/Destination Branding

Design and Touchpoints

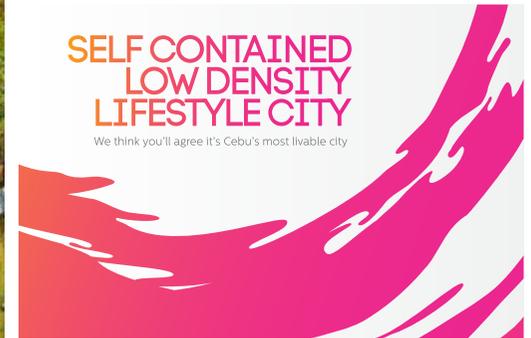
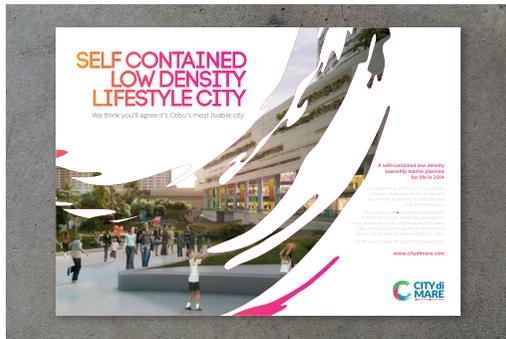
Brand Identity
Brand Grid Design
Writing & Translation
Advertising Design
Marketing Collaterals
Signage
Sales Brochure
Press Release
Sales Kit
Show House Facade

Digital & Social Media

UI and UX Design
Brand Website
Analytics

City di Mare – Branding a Modern Lifestyle Community

Creating a Vibrant Brand for a New City



Base Creative worked with Filinvest across the entire range of destination branding activities, from brand strategy to communication design. Rethinking what city life is and can be, we reviewed key liveability and sustainability indicators from other cities. The resulting branding – “the lifestyle capital of Cebu” – unified the disparate developments on the site into a sustainable community under a common identity.

Scope of Work

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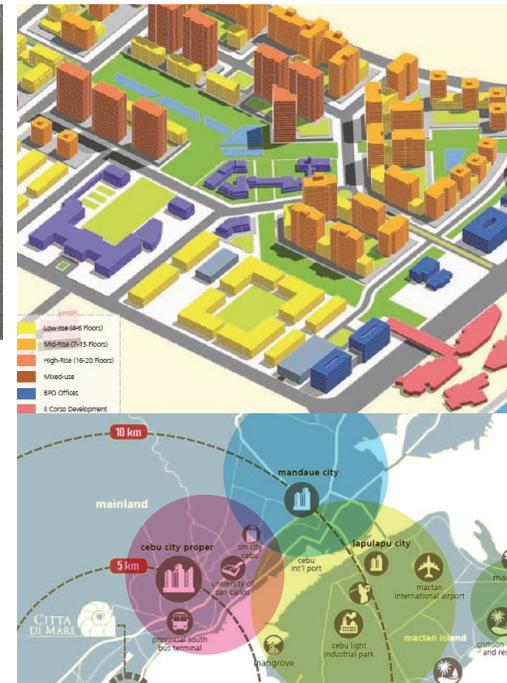
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To strengthen City di Mare's image as a lifestyle capital, Base Creative built an extensive branding programme, from the face and personality down to business cards and employees' dress codes, to project the development as comprising all the factors – location, security, healthy living, and amenities – which epitomize the ideal living community.

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