

STOKELY

When we assumed ownership of Cerasa Apartments in Bellevue, WA, we saw an opportunity to offer more than just a place to live by delivering a one-of-a-kind brand experience. Soon after the purchase, we embarked on a carefully orchestrated rebranding and amenities renovation plan alongside our design partners Paper Laundry and B2 Architecture + Design.

And Stokely was born.



STOKELY

THE BRAND STORY

At Stokely, we liken ourselves to a finger of bourbon in a chilled glass.

A blank page in a leatherbound journal.

A steady, lyricless groove.

Simple. Stylish. Inviting you to enjoy us as we are, but leaving ample space to make us your own. Here, we invite you to live your perfectly balanced life. Luxury spaces, where you still feel free to put your feet up. Cool, minimalist designs with the warmth of a true home. Built for peace and quiet, but only steps away from as much hustle and bustle as you desire. We can be your nook for a quiet night in or your home base for a rousing dinner party.

But however you choose to live, live in style at Stokely.

BRAND ATTRIBUTES

Urban Zen

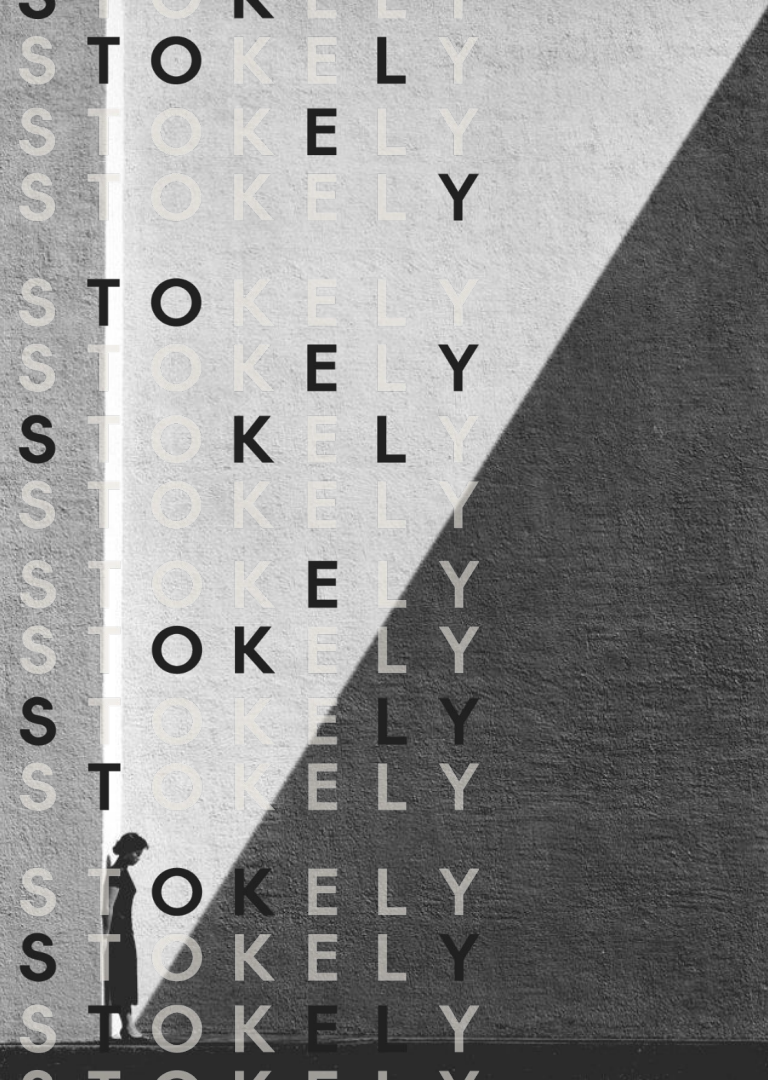
Modern city dwelling meets calm respite. Metropolitan style, Bellevue chill.

Intimate Loftiness

Cozy and warm, in beautiful open spaces. Comfortable while also aspirational.

Cohesive Contrast

Minimalist surroundings become a blank canvas for your personal aesthetic and compliments your low-maintenance lifestyle.



moodboards

THE BRAND INSPIRATION



STOKELY



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brand outcome

A NEW IDENTITY

STOKELY

Stokely

LOGO APPLICATIONS



STOKELY

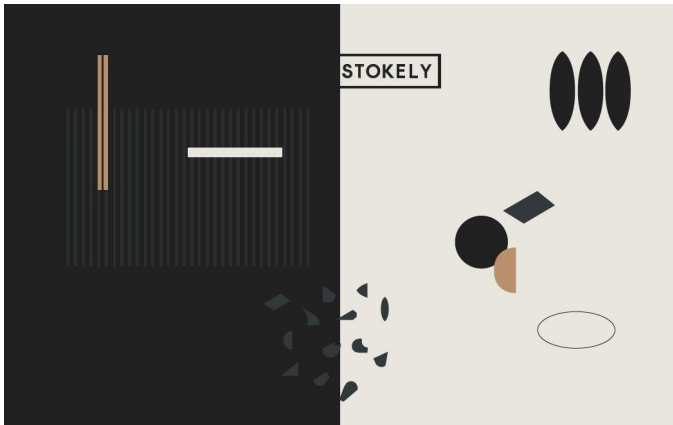
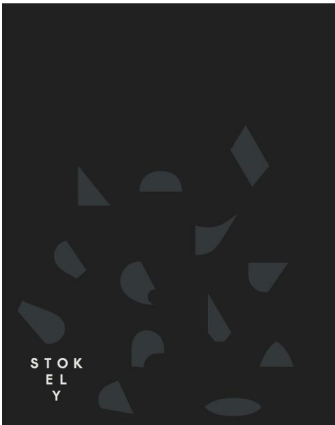


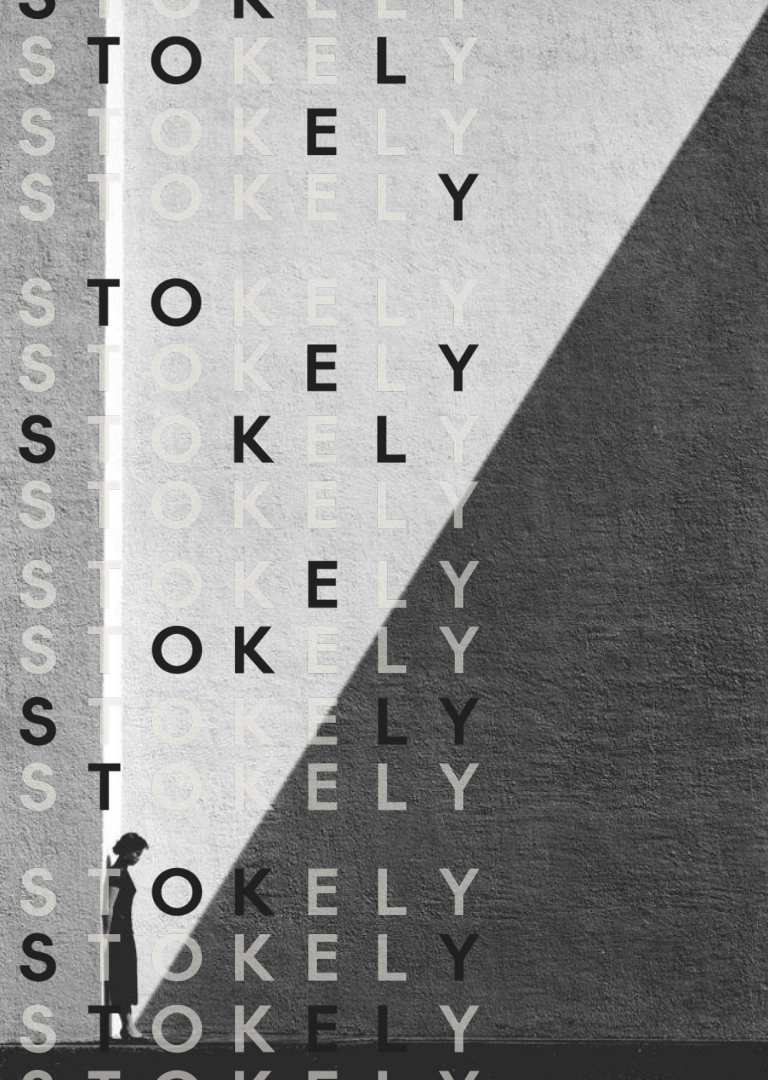
STOK
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THIS IS
THE SIMPLE
STORY



DESIGN DETAILS





physical interpretation

A FULL RENOVATION

BRINGING THE BRAND TO LIFE

We partnered with B2 Architecture & Design for a dramatic reimagination of the building's shared spaces.



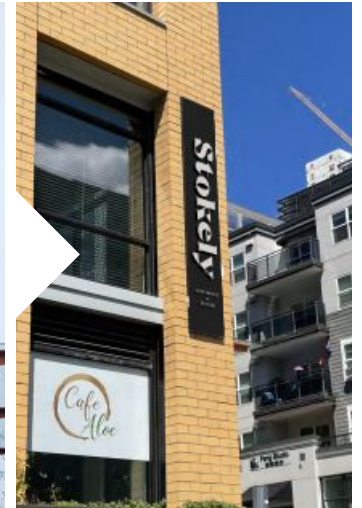
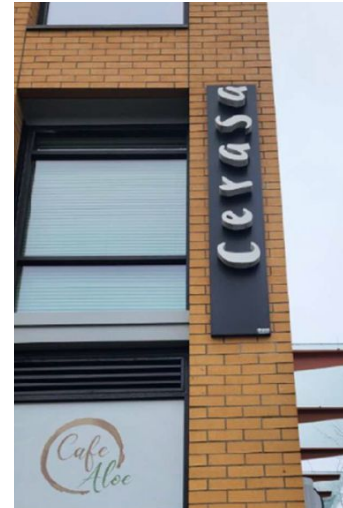
BRINGING THE BRAND TO LIFE

We partnered with B2 Architecture & Design for a dramatic reimagining of the building's shared spaces.



BRINGING THE BRAND TO LIFE

And we modernized the exterior.



**renovations are nearly complete.
stay tuned for the final reveal.**

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