

ELADCANADA

Corporate Website Refresh

Landing Page



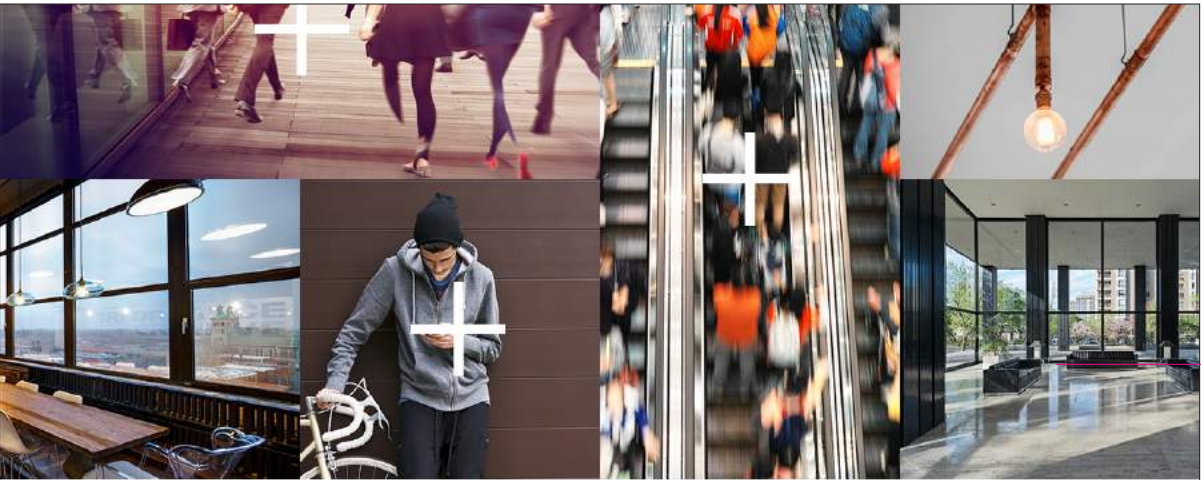
Minimal and clean header and navigation approach.

Mailing list sign-up form.

Property spotlight.

Property category shortcuts.

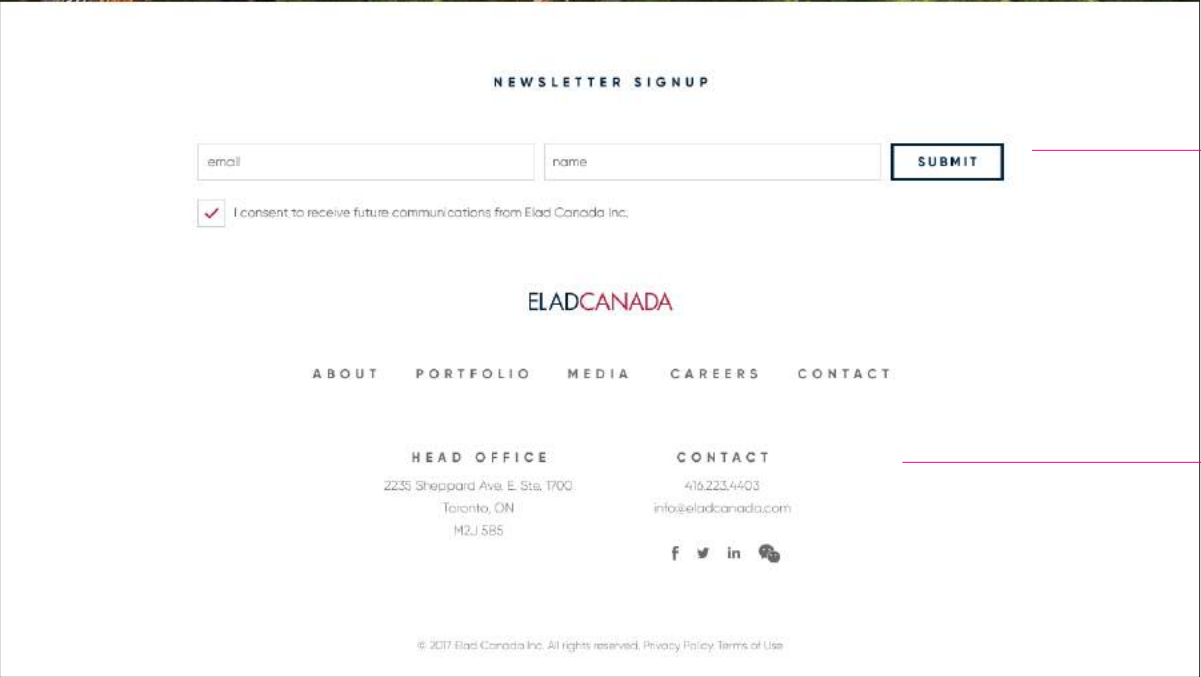
Landing Page



Property category shortcuts.



Mission statement.



Newsletter sign-up.

Footer.

Navigation



Default State



Open Transition
When the menu icon is clicked, the page transitions to full navigation view.



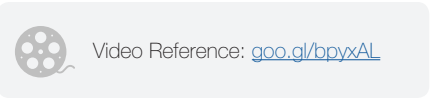
Navigation Open
Navigation is displayed in large, clean format. All subsections are visually displayed and quickly accessible. Full navigation display is closed if the user selects a menu item or if they click on the close icon (changed from menu icon when navigation is in opened state).

Property Spotlight Masthead



Motion Video

Looping video of Toronto skyline timelapse will continuously loop in the background providing a visually attention-grabbing backdrop to the Property Spotlight.



Property Spotlight Slideshow

Hero properties are displayed here in a slideshow format. Slideshow will automatically transtion to next property after 3 seconds. User can control the slideshow using the left/right arrows or with the breadcrumb (below the slideshow). Each property will be represented with high-quality rendering or photo with the property name and more icon overlaid on top. The user can learn more about the property by clicking on the image. Additional properties may be added to the slideshow at anytime.



Property Spotlight Slideshow Transition



Hold on property for 3 seconds.



Slideshow shifts from right to left.



Next property is displayed, holds for 3 seconds and transitions in a loop.

Property Category Shortcuts

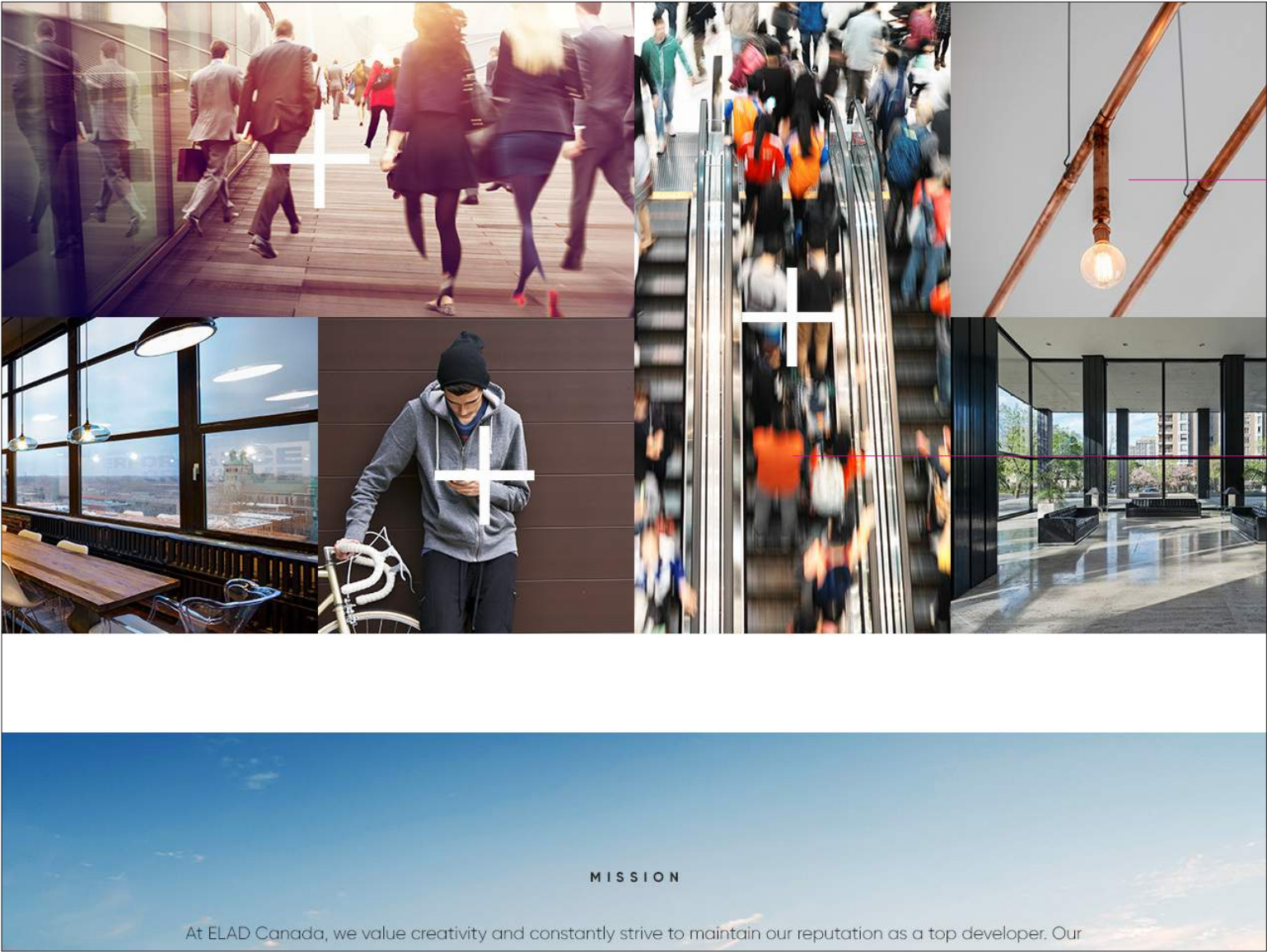


Photo Collage

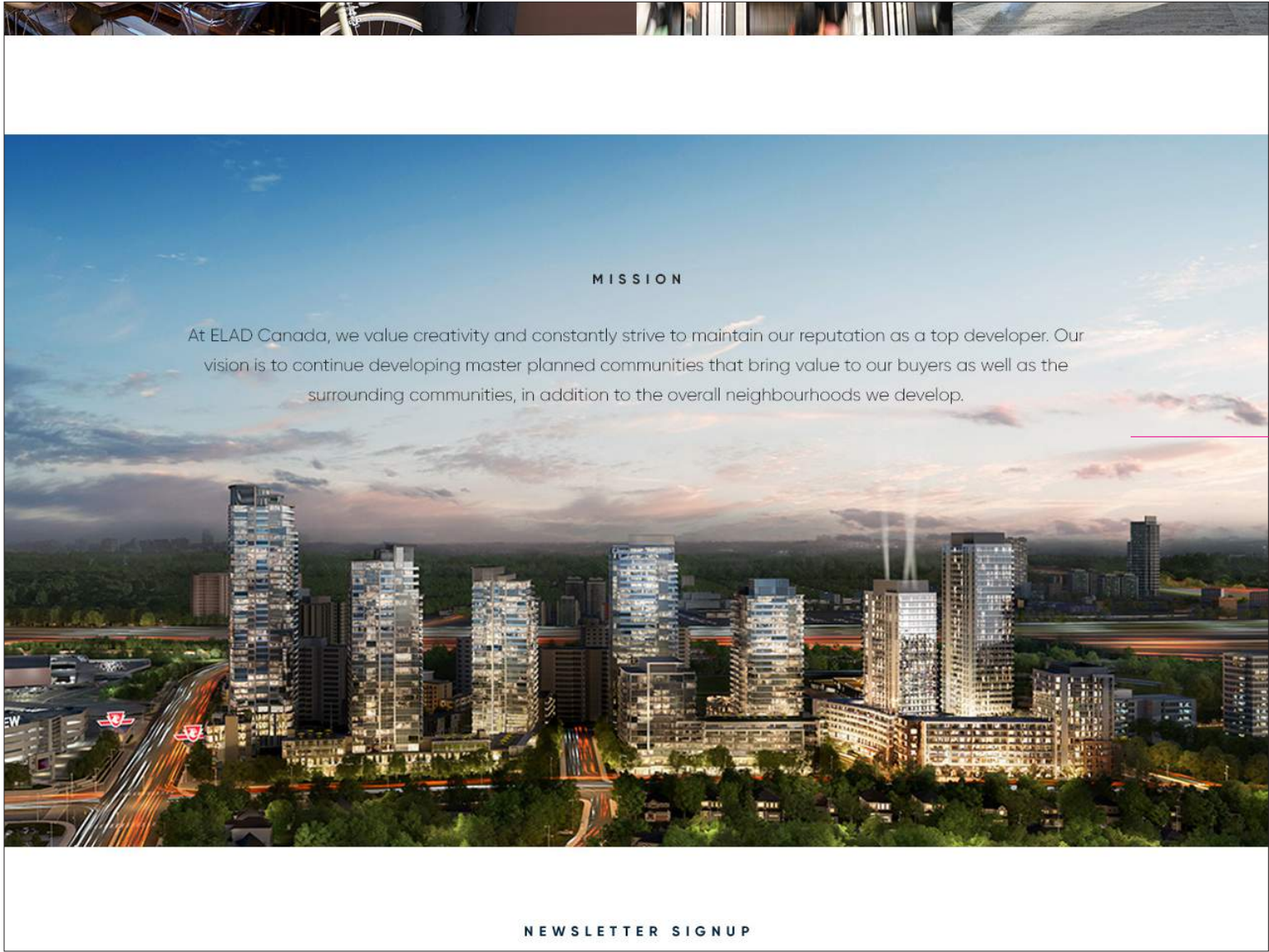
Photo collages will be used as relief breaks between different content on pages. The photos curated for these collages will be a mix of lifestyle and architecture design abstracts keeping in line with the property categories of Elad Canada.

More than Just Photos

By adding “more” icons on images, we can create shortcuts or jump off points for users to quickly see Elad Canada’s portfolios.



Video Backdrops



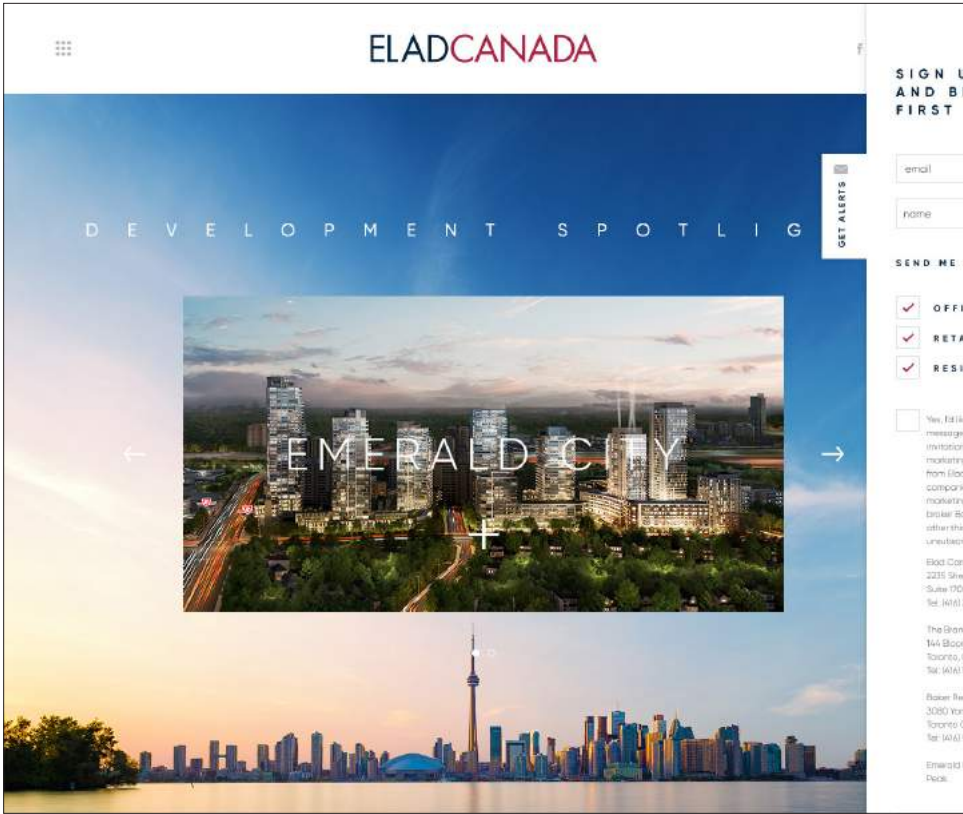
Motion Video

The use of video as backdrops to key content will provide an attention-grabbing element to the page.

Alert Sign-Up



Alert Tab
This tab is available on all pages within the site. It is anchored to the right side of the browser and follows the user as they scroll pages.



Alert Tab Transition
When clicked, the tab slides open to reveal the sign-up form.



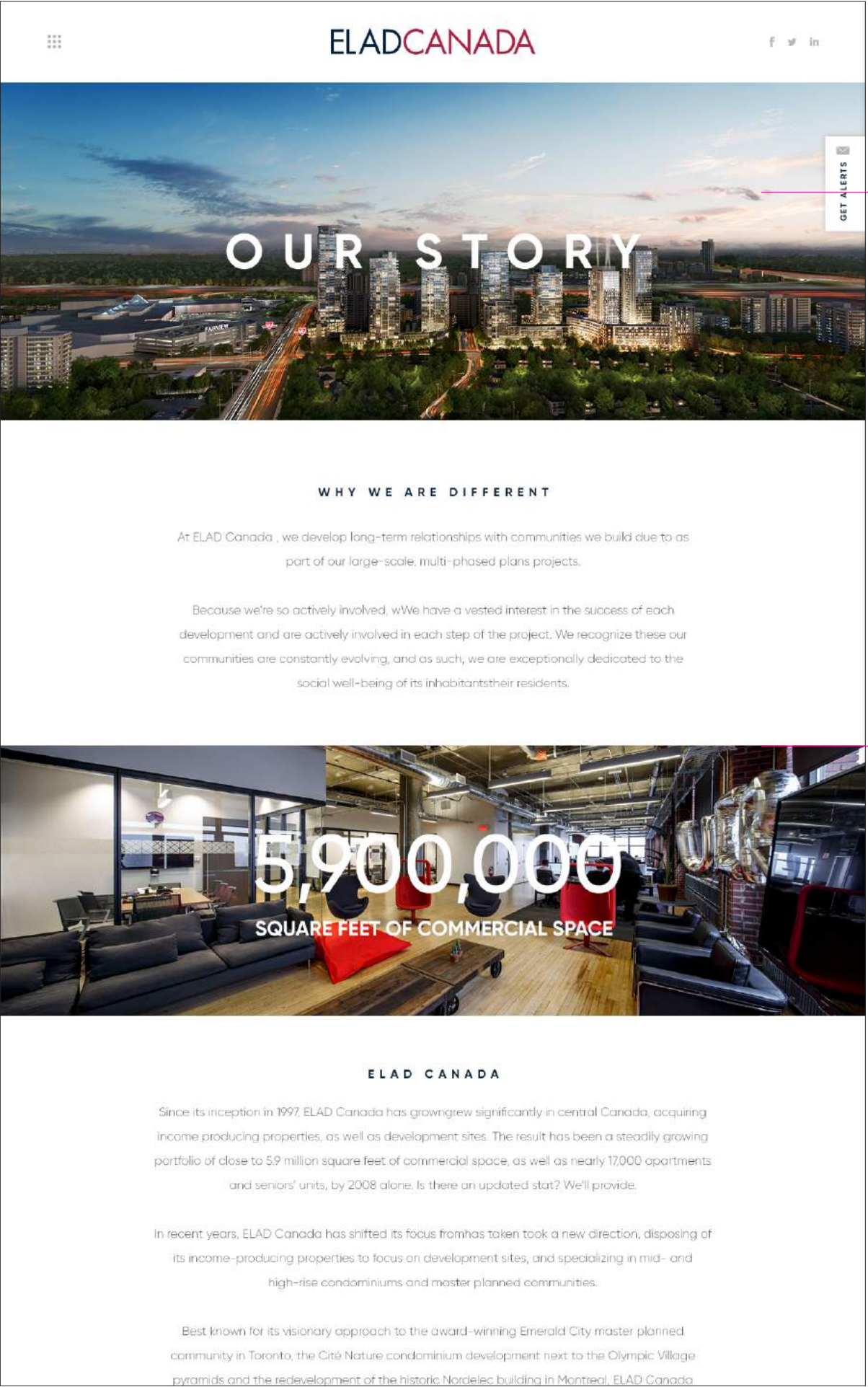
Alert Form
Users can sign up to receive email alerts on all or some of the different properties Elad Canada has to offer.

Footer



Clean minimalistic design approach.

About Us



Fixel Banner Images

Fixels add subtle motion to still images giving them a perfect opportunity to be used as internal page lead off images.

Animated Statistics

Key facts and statistics can be animated to enhance the point. In this case, we would animate the number rapidly increasing until it hit the correct value.



About Us




In recent years, ELAD Canada has shifted its focus from its taken look a new direction, disposing of its income-producing properties to focus on development sites, and specializing in mid- and high-rise condominiums and master planned communities.

Best known for its visionary approach to the award-winning Emerald City master planned community in Toronto, the Cité Nature condominium development next to the Olympic Village pyramids and the redevelopment of the historic Nordelec building in Montreal, ELAD Canada continues to lead the way in innovative development projects.


ELAD GROUP

Founded in 1992, ELAD Group is a real estate conglomerate with development projects spanning North America, Europe and Israel. The group has developed successful condominiums, hotels and mixed-use projects making its mark as a significant developer of ultra-luxury properties in New York City, like the Plaza Hotel. ELAD Group is focused on the acquisition, development and conversion of architecturally significant residential and commercial properties in key markets throughout North America.




MISSION

At ELAD Canada, we value creativity and constantly strive to maintain our reputation as a top developer. Our vision is to continue developing master planned communities that bring value to our buyers as well as the surrounding communities. In addition to the overall neighbourhoods we develop.

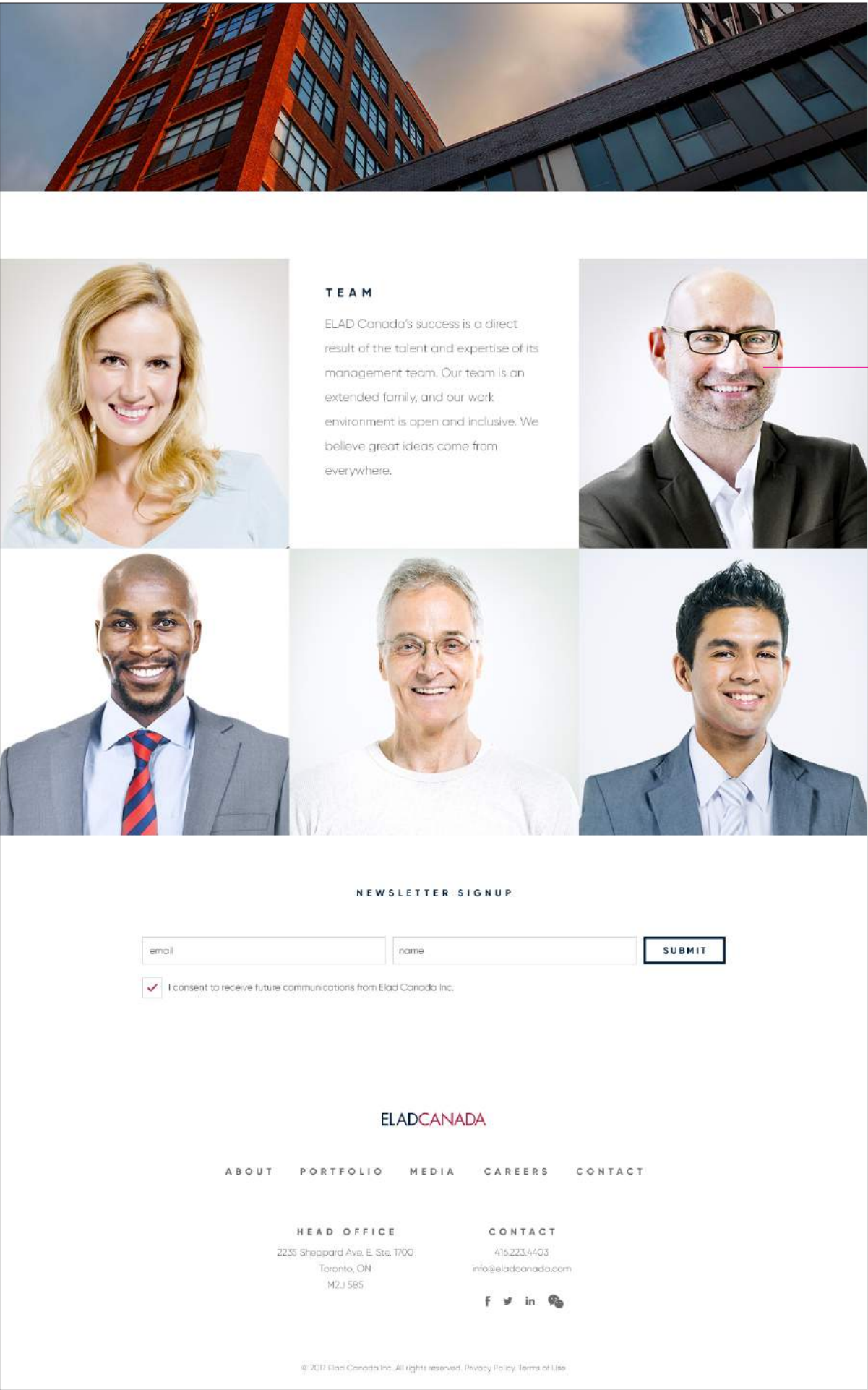


TEAM

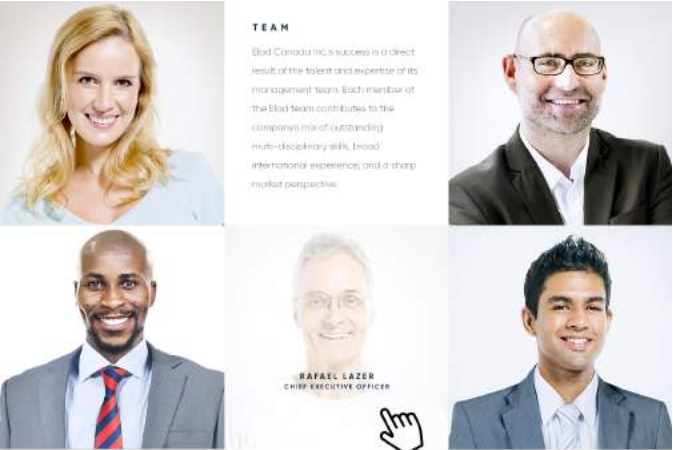
ELAD Canada's success is a direct result of the talent and expertise of its management team. Our team is an extended family, and our work environment is open and inclusive. We believe great ideas come from



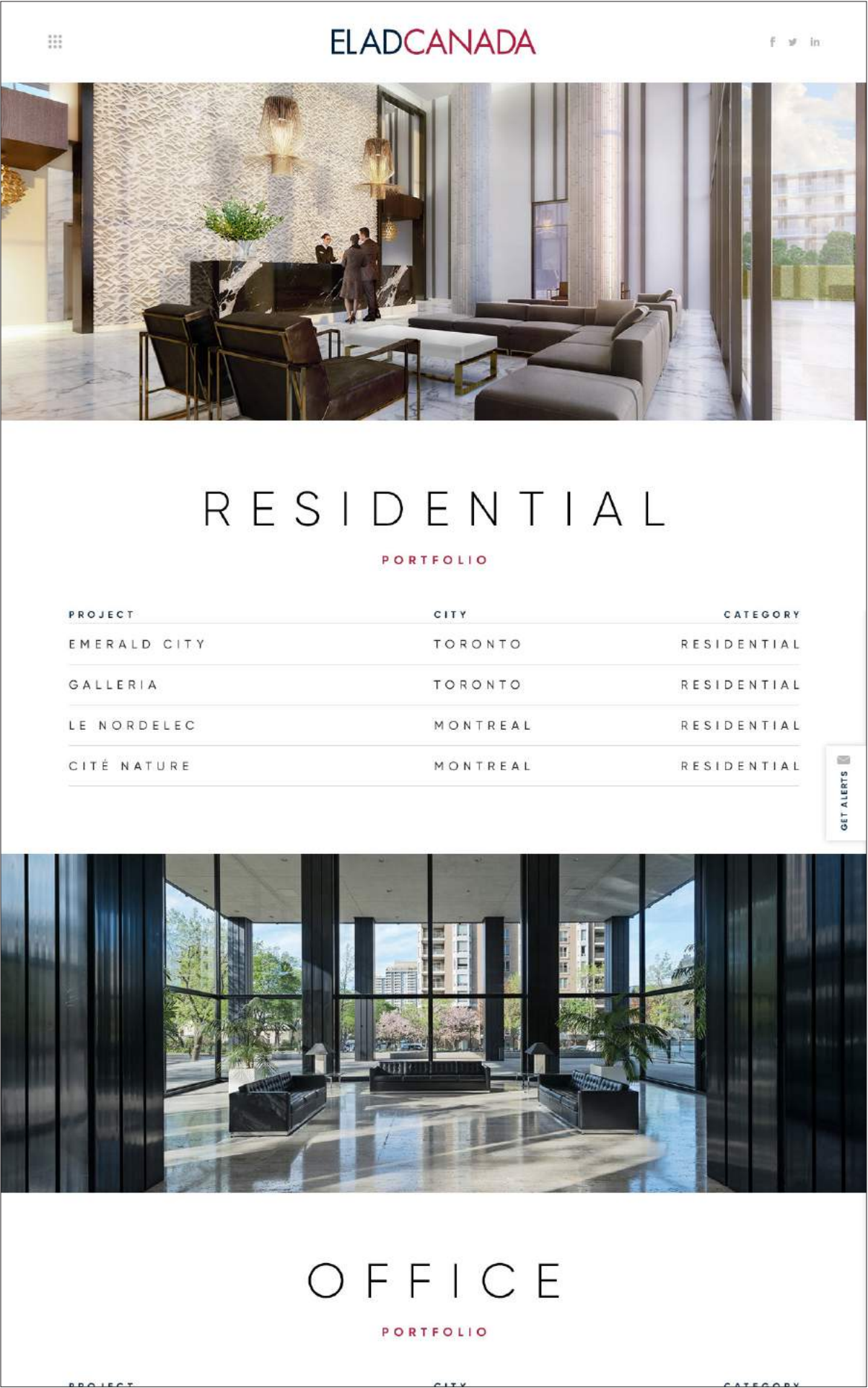
About Us



Team
Reshoot team members under a light backdrop to compliment the cleanliness of the website design. Mouse-overs reveal more information.



Portfolio




Portfolio



PORTFOLIO


PROJECT	CITY	CATEGORY
CITE QUATRE SAISONS	QUEBEC CITY	OFFICE



RETAIL

PORTFOLIO

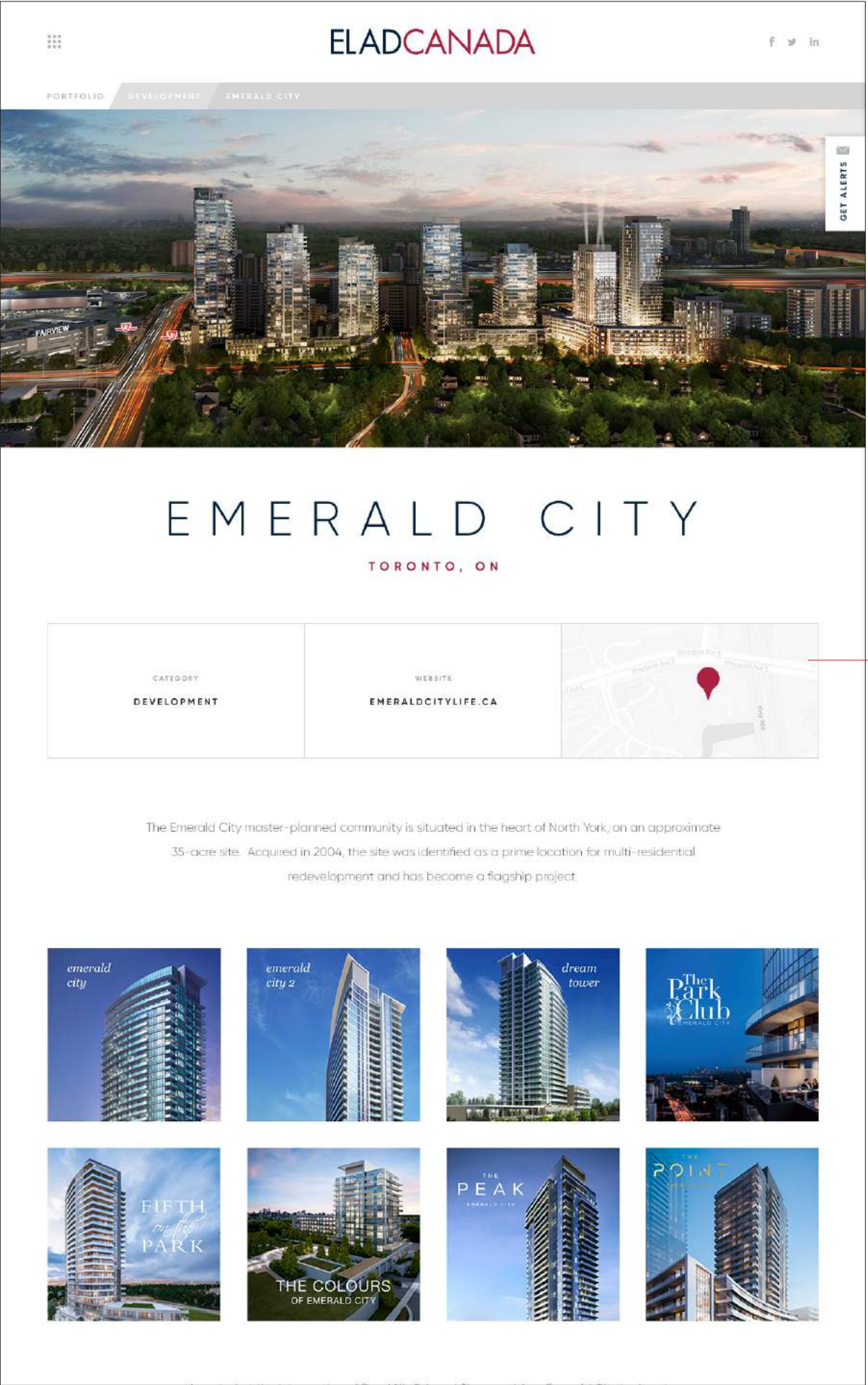
PROJECT	CITY	CATEGORY
BEDFORD PLACE MALL	NOVA SCOTIA	RETAIL
THE GALLERIA SHOPPING CENTRE	TORONTO	RETAIL



PUBLIC MARKETS

PORTFOLIO

Portfolio Detail



Links to Google Maps.

Portfolio Detail



Located at the intersection of Don Mills Rd. and Sheppard Ave, Emerald City is close to Fairview Mall and Don Mills subway on the Sheppard subway line, providing residents with convenient access to public transportation and shopping essentials. With highways 401, 404 and the Don Valley Parkway close by, Emerald City is conveniently located to access the commuter routes in Toronto.

2,790
RESIDENTIAL UNITS

Upon completion, the multi-phase condominium development is expected to have 9 towers in total and will include approximately 2,790 residential units as well as retail.

FIFTH ON THE PARK

As part of the master planned community, a new community centre of approximately 50,000 square feet has been built, as well as an aquatic centre of approximately 5,000 square feet. New roads for the community have already been built or are under construction. A new


Animated Statistics
Key facts and statistics can be animated to enhance the point.

Portfolio Detail



As part of the master planned community, a new community centre of approximately 50,000 square feet has been built, as well as an aquatic centre of approximately 5,000 square feet. New roads for the community have already been built or are under construction. A new signalized intersection has also been incorporated to allow for improved traffic flow, and the installation of a comprehensive public art program created by Douglas Coupland has brought vibrancy and interest to the community.

PORTFOLIO

			
RESIDENTIAL	OFFICE	RETAIL	PUBLIC MARKETS
LE NORDELEC QUEBEC	CITE QUATRE SAISONS QUEBEC CITY	GALLERIA SHOPPING CENTRE TORONTO	AGELLAN COMMERCIAL REIT TORONTO
CITE NATURE QUEBEC		BEDFORD PLACE MALL NOVA SCOTIA	
THE GALLERIA TORONTO			

NEWSLETTER SIGNUP

SUBMIT

☒ I consent to receive future communications from Elad Canada Inc.

ELADCANADA

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ELADCANADA

GET ALERTS

TORONTO

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Motion Video
Looping video of a busy Toronto intersection.

Video Reference: goo.gl/Tu8gz1

THE BRAND FACTORY®


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STAY IN THE KNOW

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

email

name

SUBMIT

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ELADCANADA




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Motion Video
Looping video of Montreal at night.

 Video Reference: goo.gl/nwifrw