# CASE STUDY

## AppleCore Holdings :: apple core website redesign

Apple Core Holdings is a privately held investment company with a core philosophy of filling market needs with unique or scarce assets. They focus on investment and development in New York City Real Estate and Cyber Space .

### challenges

To present a sleek, professional and organized web front for the holding company while maintaining ease of access to the companies held under the Apple Core umbrella.

- Present a stylish and visually inviting site representing the forward thinking mindset of the firm
- Create and establish the company's first electronic presence
- Provide a single point of access to the eleven companies under their management

### solution

The technical strategy focused on developing a unique and intuitive navigation interface that presents a clean, crisp yet easily negotiable interaction to the site. The visual motion of the site imbues a sense of motion from the center outward and instills the idea of the holding company as the core or strength for its subsidiaries.

The creative strategy focused on leveraging the distinctive personality of the company and its approach to filling market

demand, into a visually appealing web site. A sense of significance is captured with the use of subtle flash movement tones transposed over an image of a fast paced cityscape. The images themselves, although static, depict motion and invoke a sense of urban sophistication and business savvy.

### results

The Apple Core web site effectively presents the company in a polished, professional light while imbuing a sense of unadorned complexity and

big-city business acumen. It now serves as the point of origin for access to all of its subsidiary web sites.

### deliverables

- Website Development
- Interactive Flash Components

### applications / software used

- Adobe Photoshop
- Adobe Illustrator
- Macromedia Flash

## APPLE CORE HOLDINGS

**LOGO ::** Corporate Identity



**SITE PAGE ::** Apple Core's Portfolio Page, featuring three subsidiaries that are also clients of ActiveEdge.



**ABOUT PAGE ::** Apple Core About Page featuring a uniquely designed scroll bar