

STORIED PASTS & BRIGHT FUTURES: HOW BLUESKY CAME TO BE

In the Vancouver market, Bosa is a bit of a household name, and regardless of age or demographic, most folks in the city seem to know a thing or two about the Bosa family name.

And those things seem to be good. In fact, the Bosa brand tends to come out on top, according to local polls of the general population¹. People know it, and they associate good things with it. Innovation. Quality. Value. It's the kind of stuff brands strive for, really. And it's the kind of stuff that isn't earned overnight.

After all, the Bosa family has been around for a while. They first began making a name for themselves in the 1960s, after Robert and his brothers started their forays in real estate together, under the banner of Bosa Brothers Construction, building single-family homes and small developments for growing families who were looking to

get a start on their life. It was in those early days that they began to solidify a reputation for hard work, fair dealings, and integrity. And over time, Bosa Brothers became a household mark synonymous with quality.

By the late 80s, it was time for a change. Many of the brothers that made up Bosa Brothers Construction had retired, and there was a next generation interested in starting in the business. In order to plan for the future, the Bosa Brothers parted ways – and Robert started what is now known as Bosa Properties.



Above: Bosa Brothers Construction, 1980

¹ Brand Reputation Insight Study, 2018 (Insights West)

By 1993, Robert welcomed two of his sons, Dale and Colin, to the company, and so began the second generation of operations in the family business.

The integrated development and construction company launched their first tower in 1994, and have since completed over 7,000 homes, welcoming in over 15,000 homeowners to the Bosa extended family.

Over the years, the company continued to grow and evolve, continually solidifying their reputation throughout the Greater Vancouver region. Dale and Colin continued to grow with the company, as well, refining their own paths and aspirations for their family's business.



Above: Colin, Dale, and Robert Bosa

To BlueSky Means to Think Without Limits

In 2008, the brothers decided to introduce BlueSky Properties, alongside Bosa, as a means of diversifying the portfolio.

Lead by Dale Bosa, BlueSky was envisioned as a brand that would think outside the box and focus on fresh approaches for everything from residential to rental to commercial properties throughout the Lower Mainland. Driven by Dale's desire to question the status quo and strive for opportunities to create lasting change in a community, BlueSky became a brand known for creativity, design, and innovation.



Above: Lobby Lounge, 183 E. Georgia

Since its launch, BlueSky has successfully delivered communities that are anything but cookie-cutter. From Vice-roy in New West, which set the stage for mixed-use living in an emerging community; to BlueSky Chinatown, which reimaged the concept of community in rental living.

So, when it came time to envision the next steps for BlueSky, it was pretty clear that the company needed a fresh look for its equally fresh approach.

New Look, Who Dis?

To tackle the new look for BlueSky, the team turned to their long-term friends at Sid Lee Montreal for a strategic approach to their next chapter.

Collectively, they began to investigate the company's portfolio and plans, and ideas and aspirations. They looked to their customers and clients' needs and wants, and began to articulate their convictions and commitments.

Through it all, one thing became clear: BlueSky is all about building brighter futures.

From their desire to create lasting change in communities to their deep-rooted family values, the company had the recipe for a strong positioning built into its DNA.

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Our family came here looking for a brighter future. And once they were here, they worked hard to create a community and find ways to be able to help other families on the same journey. It's driven us in our business from day one, and it's a legacy I'm proud to carry forward in BlueSky. ”

– Dale Bosa, CEO

With a strong positioning, Sid Lee turned their attention to the brand.

“We wanted something that captured the energy of what a bright future might feel like

for someone,” describes Macartney Greenfield, VP Marketing. “It's different for everyone, of course, but there's a certain excitement that exists when you think about what you want your future to look like. We wanted to capture that, and celebrate it.”

In looking to the future, Sid Lee couldn't help but look back into BlueSky's past for cues. There's a lot there, after all. And sure enough, they found something perfect: they found something bright.



“We really wanted to move beyond the assumption that BlueSky needed to be blue and challenge expectations, but we didn't know where to go,” describes Dale. “When Sid Lee showed us the reddy-orange colour, we immediately felt the connection to our past – to the old Bosa Brothers logo – and we knew it was right. From there, the reinterpretation of our big “B” mark was an easy next step, and the rest was well... history.”

In its final form, the BlueSky brand is a modern interpretation of a deeply-rooted story. It celebrates its Bosa ties, and represents the common principles of history, integrity, and purpose – as well as hope and possibility. The fresh approach embraces a bold and confident palette and a signature form that is both a window to the future and a nod to the past.

To stay in the loop on all things BlueSky, get on the list at blueskyproperties.ca.

B BLUESKY
PROPERTIES

A BOSA FAMILY COMPANY

