

UK Land Estates

Developing a brand identity to portray the strengths of a leading property company and delivering it across a diverse range of communication and marketing applications.



The Brief

UK Land Estates (UKLE) is the North East's leading property investment and development company, specialising in regeneration and development on brownfield sites.

We have been working with UKLE for well over a decade, helping to produce brands and materials which reflect the high quality of the firm's development sites.

This commission was for the creation of a new brand identity to reflect the company's premium brand, to be rolled out across all applications including a new website, corporate publications and estate signage.



Care and craft were the order of the day when developing an identity that would become the public face of this major property company, influencing understanding of the brand throughout the market.

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The Approach

Our long term working relationship with UKLE equipped us with a good understanding of the organisation, its objectives, ethos and vision for the future.

However, our approach was to start from scratch. We held a series of meetings with members of UKLE's senior team to help us to develop a brand which effectively communicated where the business was going.

Visits to new development sites, including UKLE's own office space, ensured we had taken into account all requirements for the full roll-out of the new identity.

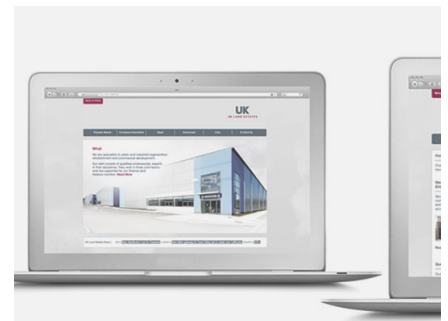
Clear guidelines were produced to enable the company to utilise the new brand consistently across all aspects of the business.

The Results

UKLE now boasts a clean and adaptable brand identity that befits the company's status as the North East's leading property investment and development business.

The new website has given UKLE an excellent online presence, showcasing their new developments, and highlighting office space and industrial accommodation as it becomes available to prospective commercial tenants with an instant property search facility.

A comprehensive rollout has given UKLE a consistently applied brand identity which instantly communicates the quality of service tenants receive.



The Client's View

“Hippo get it. They know what UK Land stands for and translated that into an identity that embodies what our business is about. The work delivered by Hippo continues to reinforce the strength of our brand, and we are committed to continuing our relationship with them.”

Chris Whitfield, CEO

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