

**CASE  
STUDIES**

**14**

**HELLO FROM INGENIOUS CREATIVE...**

**This latest case study document showcases a recent internal communications project delivered for Muse Developments, a national property developer.**

# MUSE DEVELOPMENTS 'STRATEGY DAY' COLLATERAL

## Client Profile...

Muse is one of the country's leading names in mixed-use development and urban regeneration - a national developer with regional operations in Manchester, London, Leeds and Glasgow. Muse transform the urban landscape through partnership working and in taking projects from initial agreement to completion, they create exceptional commercial, residential and mixed-use regeneration schemes.

## What We Did...

Ingenious were asked to deliver all collateral for the annual Muse 'Strategy Day' which took place in and around London's Bankside area. We created a special version of the Muse logo and corporate identity for the event, inspired by the iconography of London Underground maps, which we then applied to a variety of collateral, such as guide books, exhibition graphics and on-screen presentations.



Above: Branding, pullup stand and itinerary booklet spread. Opposite: Itinerary booklet cover.



strategy day 2017  
**LONDON**  
Programme led hierarchy



MORGAN SPODALL GROUP COMPANY

**INGENIOUS**

**WE HOPE YOU LIKED LOOKING AT OUR WORK...**

**We'd love to talk to you about what we  
could do for you and your brand.**

**In the meantime, you can find us here...**

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