

INGENIOUS

CASE STUDY 19

Y HOMES
BRAND DEVELOPMENT

ingeniouscreative.com

ABOUT THE CLIENT...



Y HOMES ARE AN INNOVATIVE ESTATE AGENT PROVIDING AN AFFORDABLE AND PROFESSIONAL SERVICE IN YORK AND THE SURROUNDING VILLAGES.

Established in 2008 by Andrew Harrison, Y Homes offer their clients a quality service based on traditional values combined with a first-class digital presence, enabling customers to successfully buy and sell their properties.

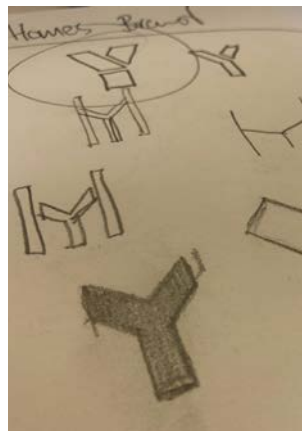
A family business, Y Homes has gone from strength to strength in its' first decade. By building a team and developing a permanent presence in the competitive York property market, they have helped hundreds of people to buy or sell their home.

To mark their 10th anniversary, Ingenious were appointed to conduct a rebrand. The aims of the exercise was to firstly reflect the evolution of the Y Homes business and also propel the business into the next phase of its' growth and development.

Y Homes has built a first class reputation in their picturesque home City of York.



THE STARTING POINT...



FOLLOWING OUR APPOINTMENT AND SUBSEQUENT CLIENT MEETING, WE WORKED UP THREE INITIAL CREATIVE ROUTES FOR PRESENTATION.

One thing the client was keen to retain was their distinctive yellow / blue colour ways. Not only do these colours provide a very visual kerbside standout amongst all the other 'for sale' boards of their competitors, we were also keen to have some visual links to the outgoing brand to ensure recognition amongst their target audience.

With this familiarity in mind, the first of our three creative routes represented a very much evolutionary approach with a 'Y' illustrated in perspective. Our second and third approaches were progressively more revolutionary, however each one retained some key links back to the client's existing brand.

Our initial visuals encompassed the key collateral required, such as business cards, flyers, for sale boards, press advertising and a vehicle wrap.

The preferred and final design can be seen overleaf.



As with any project, everything begins with a pencil and layout pad! Not until we've got the potential direction(s) in place do we go anywhere near a mac...Here you can see snippets of our first and second creative routes.



WHAT WE DID...

THE PREFERRED ROUTE WAS CONSIDERED THE MOST REVOLUTIONARY OF THE THREE WE PRESENTED, AND WAS SEEN AS THE PERFECT WAY TO SIGNPOST THE NEXT STAGE OF THE CLIENTS' DEVELOPMENT, WHILST RETAINING A VISUAL LINK TO THEIR PREVIOUS BRAND

Our new 'Y' icon works perfectly in either portrait, landscape or square orientations, either independently or as part of a lockup. The triangle element of the identity has been used as part of the extended visual language and can be seen on the for sale boards and business cards.

Y HOMES
10
OVER YEARS
OF SUCCESSFULLY SELLING IN YORK

0.75% HWAT SELLING FEES (0.995% VAT)
Tel 01904 707181
 Office Hours: 9am-9pm Mon to Fri
 9am-6pm Sat, 10am-4pm Sun

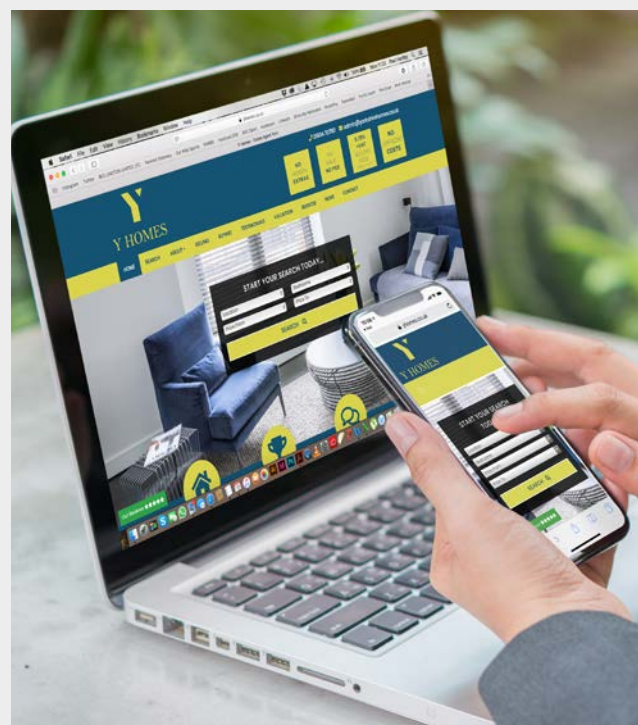
10 YEARS
Y HOMES

NO MORTGAGE EXTRAS **NO EPC** **NO FEE** **NO CONTRACT TIE IN** **NO UPFRONT COSTS**

zoopla rightmove yhomes.co.uk



Collateral produced to date include for sale boards, business cards and press advertising templates. We supplied assets for the clients' web developer to update the Y Homes site, and a vehicle wrap was also finalised to become part of a second phase of rollout.



WHAT THEY SAID...

"Ingenious have been great to work with from start to finish. They "got" who we are, where we have come from and where we want to be as a company going forward."

"Really impressed with all aspects of their work and support as we implement our new brand – thanks to all the team at Ingenious"

Y HOMES MARKETING MANAGER

INGENIOUS CREATIVE

Jordangate House
Macclesfield
Cheshire SK10 1EQ



@ingeniouscre8iv



@ingeniouscreative

ingeniouscreative.com