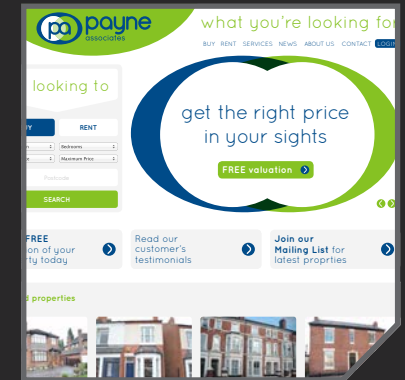


LAB ANALYSIS



PAYNE ASSOCIATES BRANDING AND WEBSITE

Ad Aw Ic Id Im We

PAYNE ASSOCIATES BRANDING AND WEBSITE



BRAND UPDATE
NEW WEBSITE

STATIONERY
MARKETING COLLATERAL

THE BRIEF

Payne Associates approached us to create some HTML email templates and refresh their valuation folder having seen our work for Knight & Rennie. We analysed all of their current work and delivered a proposal to refresh their brand, developing a proposition that would enable them to stand out in the marketplace.

THE CHALLENGE

As we'd only been asked to design a couple of items of collateral we knew it would need a tentative approach. However, we believe a brand must work in synergy with all of its components, and we wouldn't be doing our job if we just looked at two items in isolation.

They loved our initial work and commissioned us to conduct a full rebrand, adding in a responsive website to the mix.

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As with most companies they had grown fond of their existing logo, and their brand colour palette was known in the area so it was important to retain some of the equity they had built up.

We strongly believe in a relevant logo, an icon with substance rather than just 'something that looks nice'.

With so many agents in the area, we needed to dig deeper - what is at the forefront of their client's minds?

What sets Payne Associates apart from the crowd?

How do we make their logo and brand relevant to the consumer?

The property game is all about
the search, and Payne Associates
undertake a bold, leading approach
in what they do.

We decided to get straight to the point.

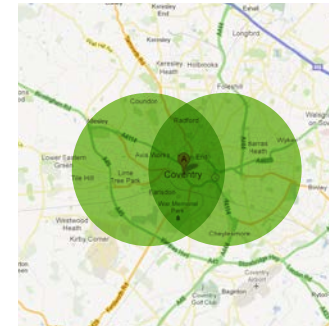




Searching - long distance
with attention to detail



Eye - vision, foresight, trust,
personal connection

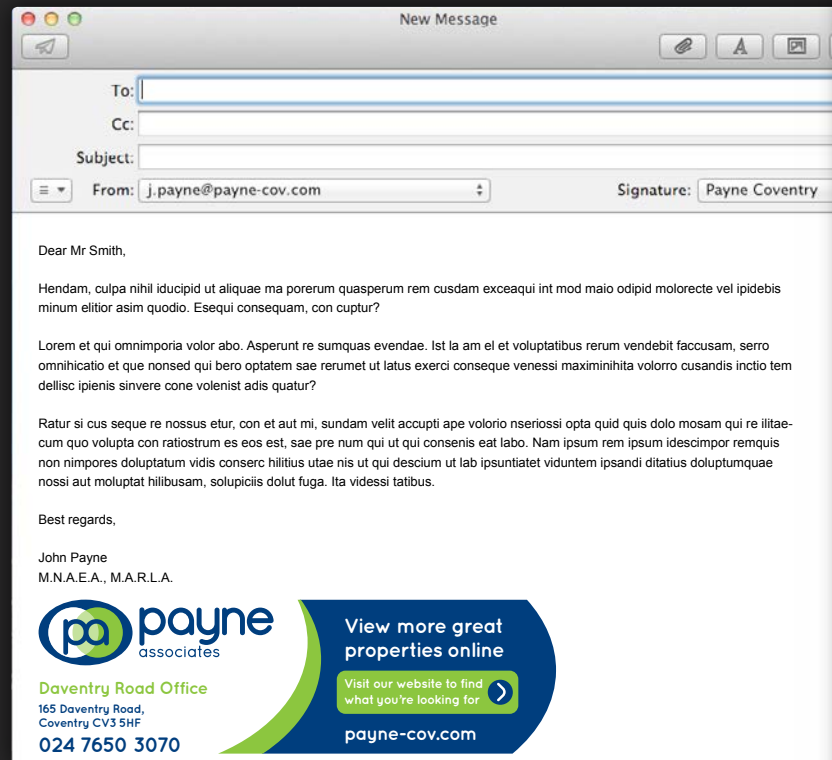


Radius - tool for buying / selling

what you're looking for in an agent
what you're looking for in a property
we've got what you're looking for

PAYNE ASSOCIATES BRANDING AND WEBSITE

Their HTML email signature was designed optimised for iPhone, also implemented on their iPads to keep the brand communication consistent.



PAYNE ASSOCIATES
BRANDING AND WEBSITE



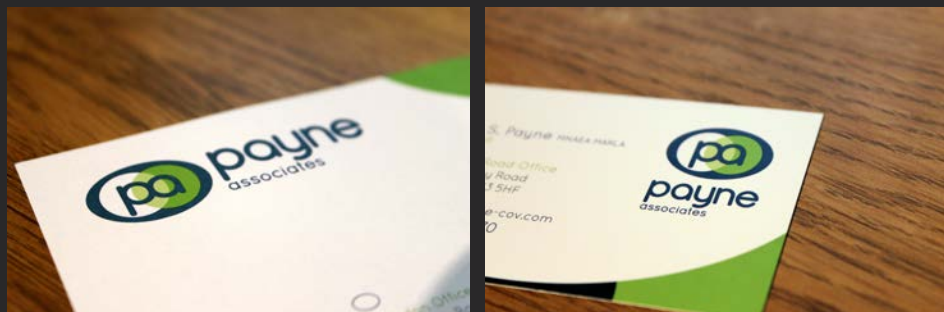
The 'binoculars' device is used to carry the graphic language across collateral - die cut into the valuation folder, and the focal point for their sales awareness flyers.

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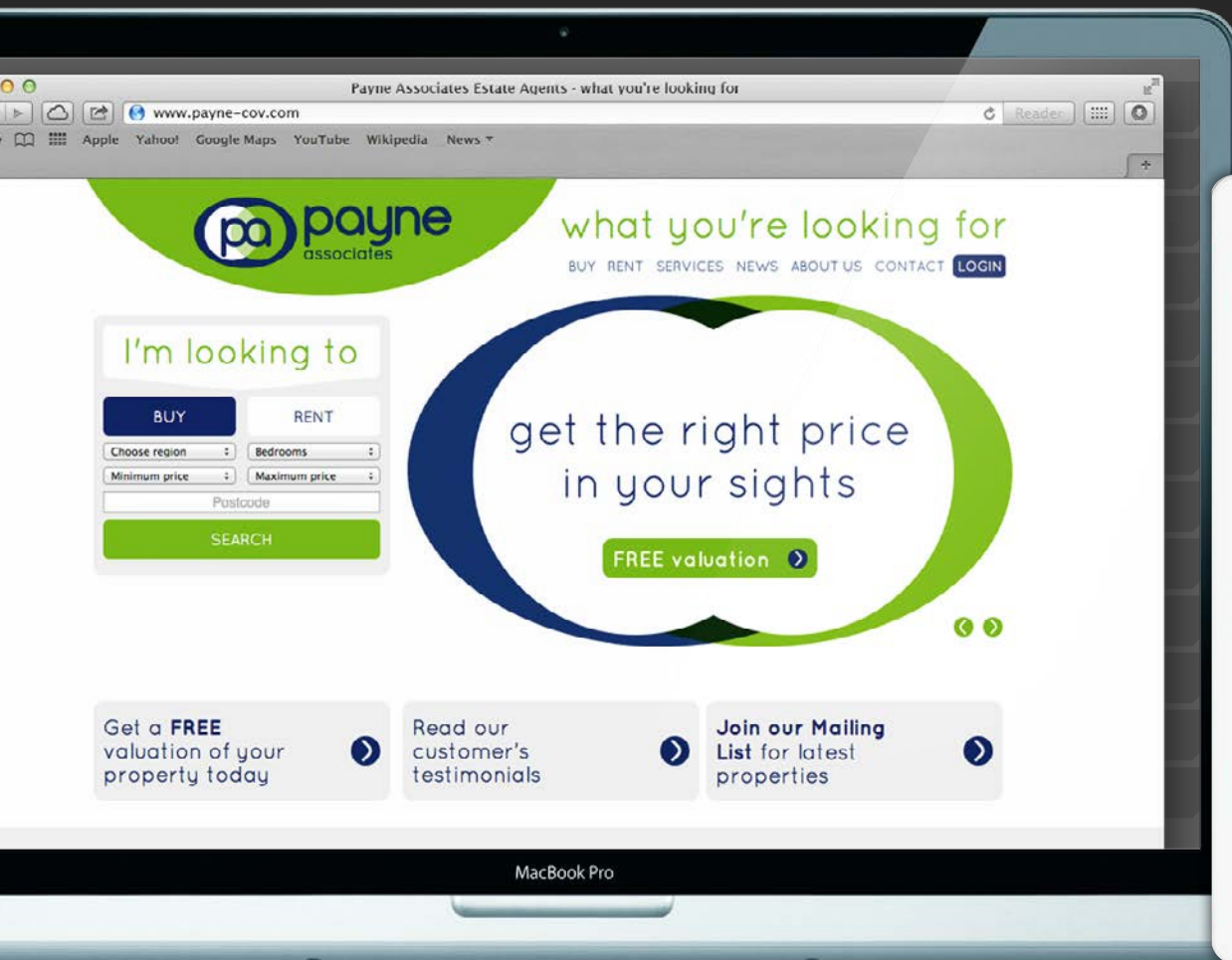
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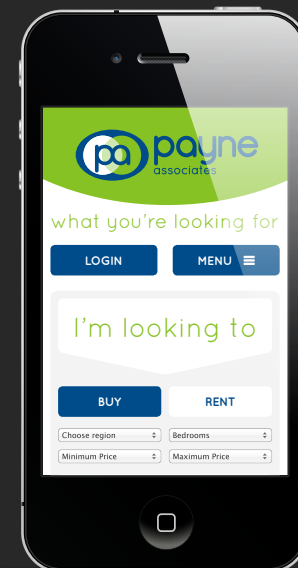
PAYNE ASSOCIATES BRANDING AND WEBSITE



We built them a responsive website, ensuring a flexible layout that had consistency across desktop, tablet...



...and mobile devices.



PAYNE ASSOCIATES
BRANDING AND WEBSITE



We developed their unique oval sale boards, printed in their vibrant green and dark blue colour palette - eye catching and stark against the competition.

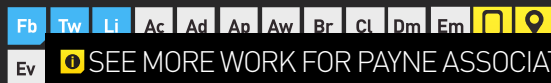
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