

HACKNEY SALES

Creating a brand for property development at Hackney

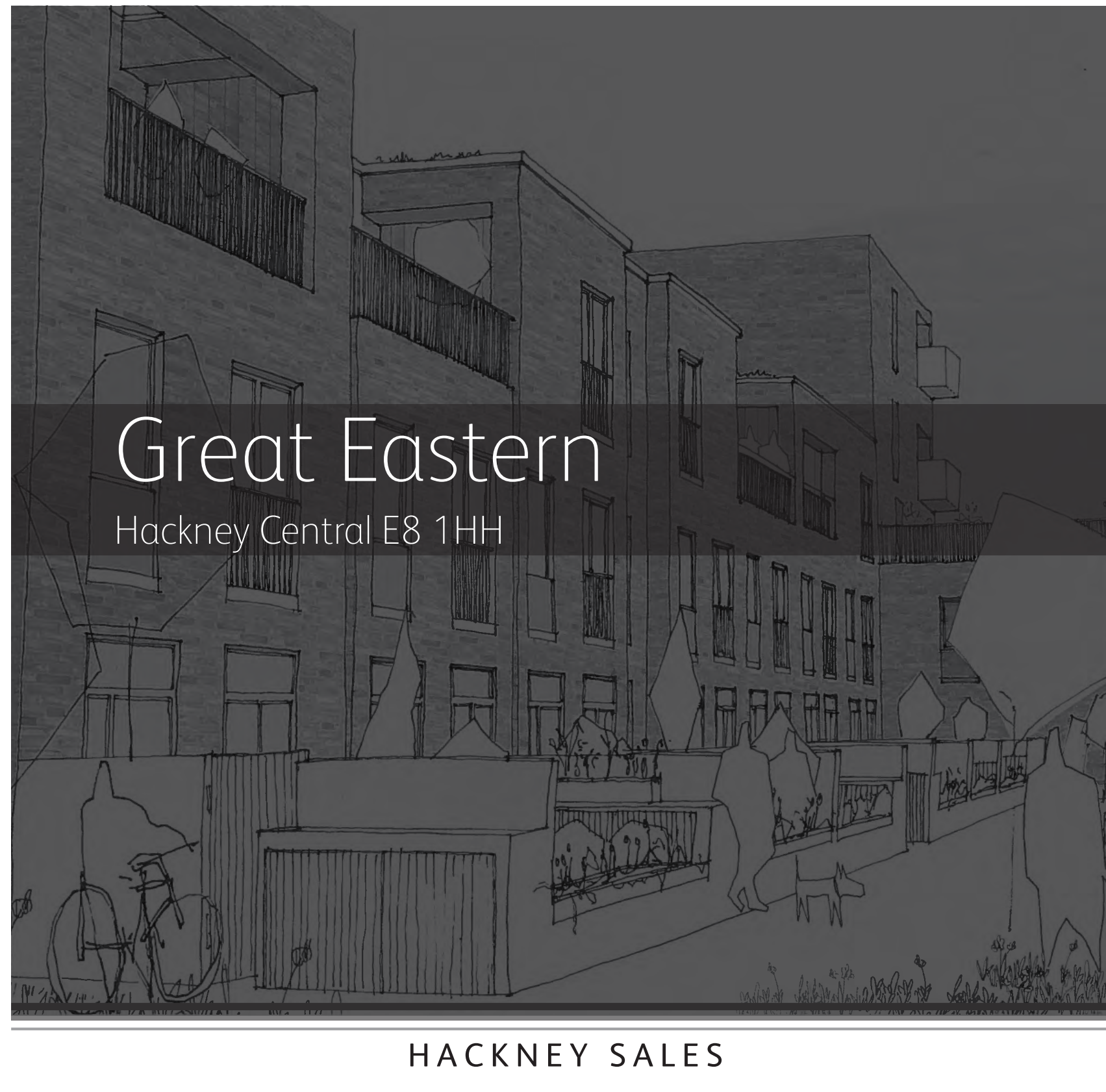
June 2016

Layout is reminiscent of Hackney Venues, but different.

Development name in central strip.

Image shows artist rendering of new site.

Hackney Sales branding is subtle, and located at the bottom of the page under the grey supergraphic. Hackney logo appears on the back.



Concertina fold is unconventional.

Modular layout is flexible and allows us to brand the development with a mood board approach, so that even if it’s not yet built, we can create the right feeling.

Detailed using the highest quality, sustainable materials

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Specifications

Area	68 sqm
Bedroom(s)	2
Floor	5
Type	Shared Ownership
Room sizes	
Living area	3400 x 5980 mm
Kitchen	3770 x 3450 mm
Bedroom 1	3100 x 3960 mm
Bedroom 2	3770 x 3450 mm
Bath	340 x 598 mm
Balcony	3100 x 3960 mm

Neighbourhood

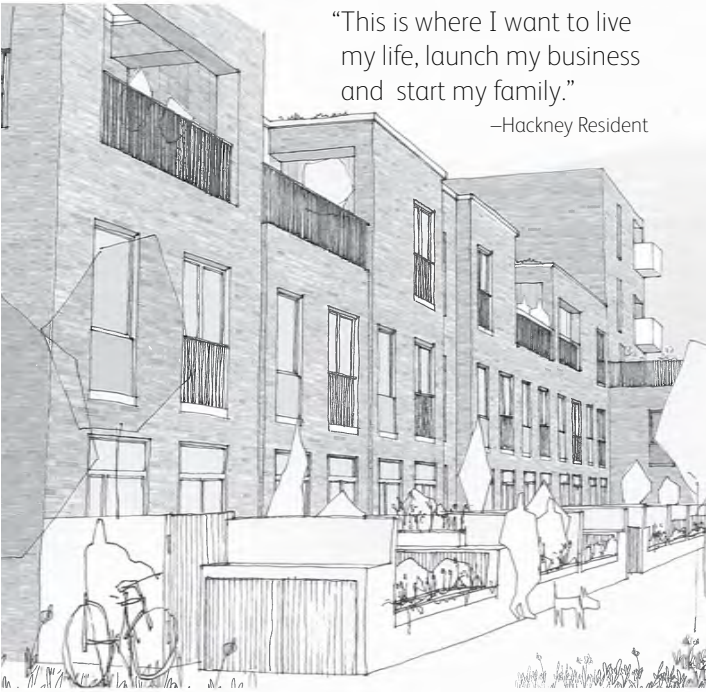
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Great Eastern

Hackney Central E8 1HH

HACKNEY SALES



“This is where I want to live my life, launch my business and start my family.”
—Hackney Resident

The very best of East London on your doorstep.

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Elevation

- Horizontal timber slats in contrasting material set back from the main volume
- Windows to provide natural light to the internal hallway
- High quality robust deckwork
- Generous street level projecting balconies
- Robust timber door from communal lobby to shared garden
- Generous windows and doors to private back garden

Garden Elevation

For further information about this property please visit:
www.hackney.gov.uk/sales
tel: 0208 555 5555 or
email: sales@hackney.gov.uk

Produced by Hackney Design, Communications & Print • February 2016 • P162059

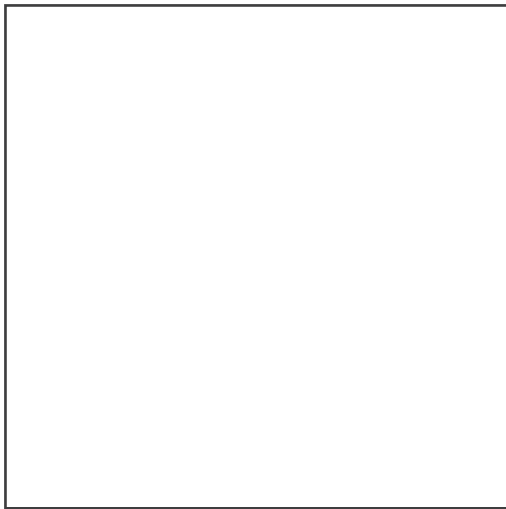
Hackney

Far right panel functions as back cover.

Modular layout can be changed for each project to keep the layout fresh and to accommodate the images and assets we’ve got for each development.



Hackney Sales brand elements



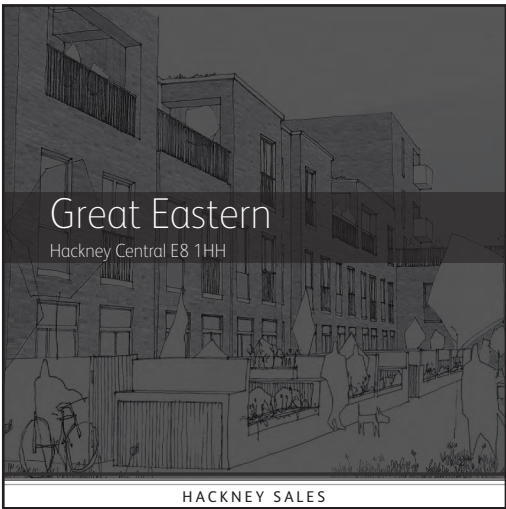
Square format



90 % grey



Colour photography



Hackney Sales name and supergraphic placement at the bottom of the page.

Brochure structure



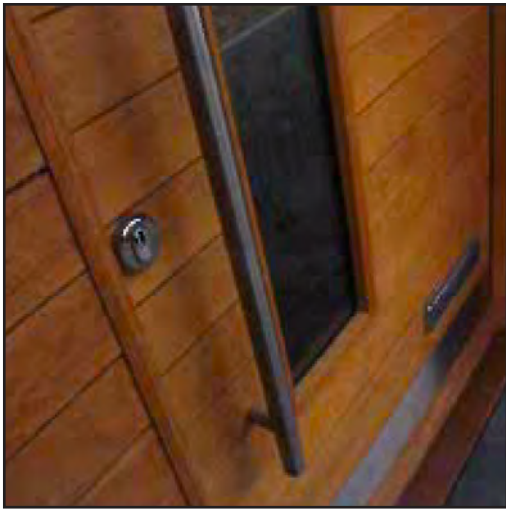
Vision:
To explain the wider programme and its deliverables.



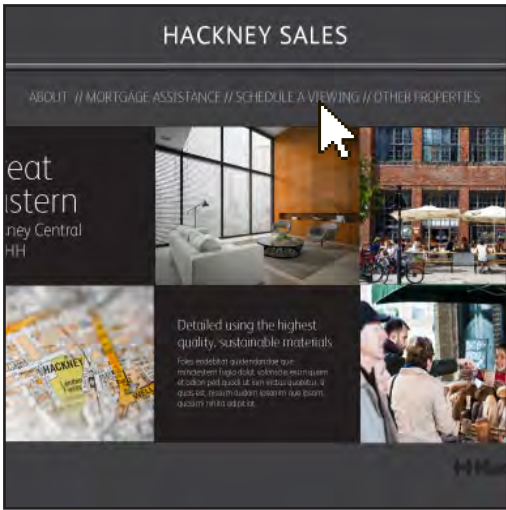
Place:
Hackney the Borough, and the actual neighbourhood where the development is located.



Property:
The specific development, floor plans.



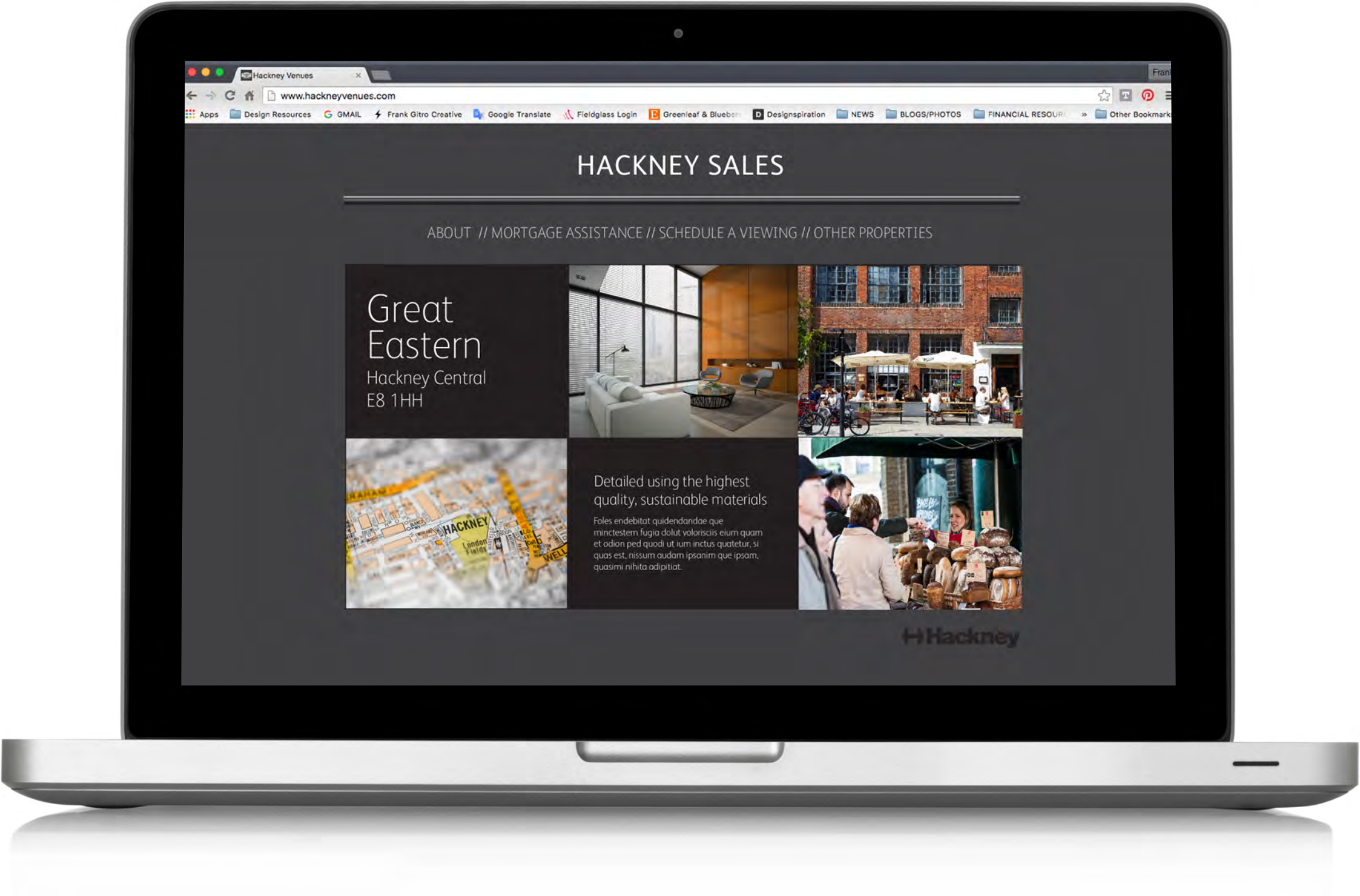
Tech Specs:
Building materials, sustainability, finishing details.



Contact:
How to register interest.



Website



Web banner

Shared Ownersio Opportunities in Hackney

Click to review available properties or to schedule a viewing.

HACKNEY SALES







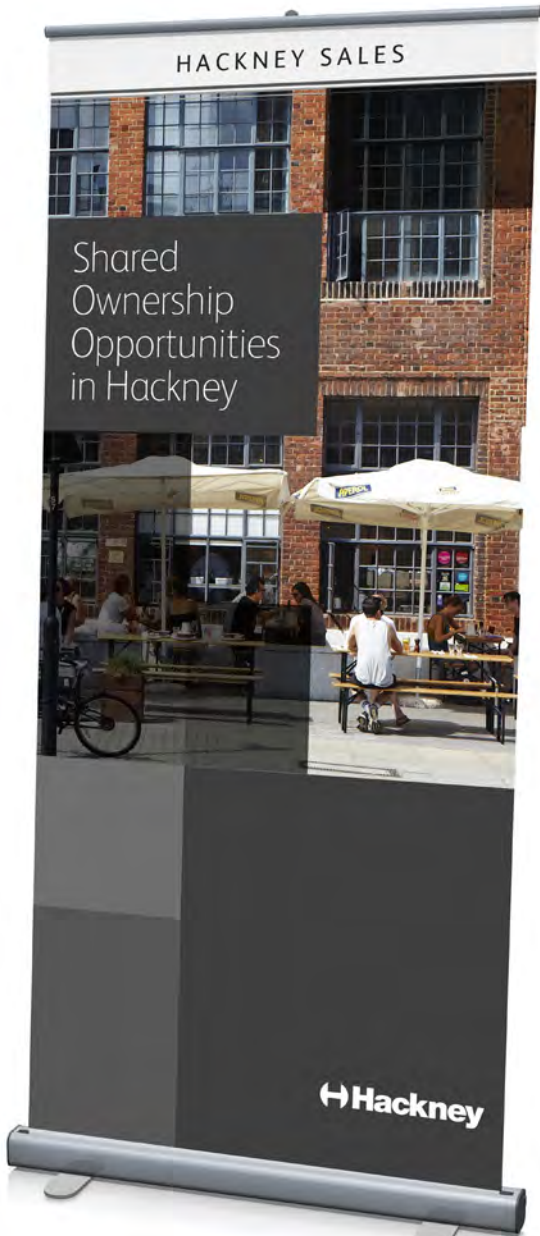
Other applications



External Advertising



Magazine Advertising



Trade Show Pop-up Banner

Modular layout is reminiscent of Hackney Venues, but different.

Development name in upper left corner will show in display racks.

Images show sense of place, architecture and materials.

Hackney Sales branding is subtle, and located at the bottom of the page under the grey supergraphic. Hackney logo is on the back.

Great Eastern

Hackney Central
E8 1HH



HACKNEY SALES

Alternate cover A



Line art rendering of proposed property makes a bold statement. Colour is dark grey.

Development name in central strip.

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Create a series with different covers illustrating different aspects of the area.

Alternate cover B

