

DESIGN BRIEF FOR WEBSITE

DATE: 21/09/2017

PROJECT TITLE: Website development for new housing development

Nature of Brief

A brand new website to promote new Royal Victoria Apartments and mews style Townhouses project in Newport.

The domain name has been bought.

Website to include:

- Opening sequence as you land on the site – with RV logo in the centre of the page before revealing the homepage.
- Homepage – will include a sliding banner with images of the developments, showing stylish interiors and exteriors.
- Button at the bottom of the homepage 'Register your interest' which when clicked navigates through to a form where users will enter their name, email, preference on apartments/homes as well as their telephone number, how they prefer to be contacted and how they heard about the development.
- Menu which will have the following links through to different pages...
 - Apartments/houses
Users can choose between whether they navigate to apartments or houses.
Flick-able online brochures which users can flick through at their leisure.
Online gallery with images of the interiors and exteriors – artist impressions if needed.
Drone Footage of build as well as completion
Virtual 360 walk through of homes/apartments
 - About Us
History of company – Portfolio of previous work
Background on individuals within the company
'Why choose us' section where developers can talk about partnership with Morris Property and its heritage.
 - Contact Us
Through to contact form (same as 'register your interest')
 - Location – (what's nearby, shopping, leisure activities, dining/socialising)
Talk about the connection with Telford – shopping and activities here.
Closeness to Harper Adams University College as well as local schools.
Newport show – a big agricultural show held every year as well as the Newport Carnival.
The town is well connected and served by buses to and from Stafford, Telford, Shrewsbury, Wolverhampton and Stoke-on-Trent

Some inspiration as follows:

www.pinksmews.co.uk

www.spitfirepg.co.uk

Audience will include retired professionals for the apartments, and young couples/young families for the townhouses as the prices of the homes will be affordable to young people.

A potential logo concept:

DESIGN BRIEF FOR MARKETING DEPT.

FROM: Charlotte McIntosh

DATE: 14.11.17

PROJECT TITLE: Royal Victoria Logo and Brochure for Houses

PO NUMBER: N/A

DIVISION/WHO: Royal Victoria

DEADLINES & SCHEDULES

Initial concepts: 24.11.17

Artwork Deadline:

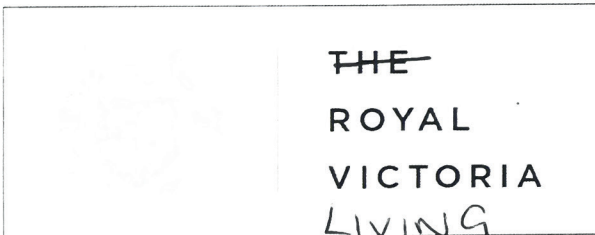
Publication/print deadline:

Nature of Brief e.g. – Sign, Poster, Brochure, Advert etc

Logo revision and brochure for Royal Victoria's 21 town houses – we will be doing the apartments separately at a later date.

Logo

He likes the below logo but could we also try a version with the duck egg background, black crest and white writing. We also need to change the wording to 'Royal Victoria Living' and have versions for 'Leopold Mews', 'Victoria Mews', 'Albert Mews' and 'Beatrice Mews'.



33/9/24/0

Brochure

The initial duck egg concept you did is great but we now need to make this into a brochure. We're taking cues from the Foundry Mews brochure with the inserts for each property so we're thinking a six page with insert folder at the back – still a square shape. However, we want it to still look different from Foundry Mews.

To include:

Front cover - as is with RV logo and line drawing of something else – lifestyle drawing of something without being prescriptive (e.g. Shropshire Homes had a gate with a bird on but this development is in the town centre so could be similar but different). Lower copy to read '21 finely crafted town houses'.

Inside front cover – large lifestyle image of a younger couple (see attached example) and also a box for some information 'About Newport'. This could be the large image in the background and then perhaps a faded box over the lower right corner with lorem ipsum for now.

Middle inside – 'about Royal Victoria' to include para at the top and then four short paragraphs down the left side for each of the Mews (Leopold, Albert, Victoria and Beatrice). We'd also then have some house specification on the right side. Lorem ipsum for now.

Right inside – tenure and disclaimer info with pocket for specific homes inserts. This can be lorem ipsum for now.

Back left – ‘key features’ to include information about Help to buy and benefits to purchaser for buying off plan (i.e. selection of finishes, brand of white goods and carpets etc.) Lorem ipsum for now

Back middle – map, estate agent logo and contact information. Address is 45/47 High Street, Newport, Shropshire, TF10 7AT. Map and logo attached but need to show closeness to Telford and Midlands.

Inserts for each home – do one as an example similar to Foundry Mews with a hero image on the front and the name of the house at the top (e.g. 1 Leopold Mews) with the correct logo at the bottom (i.e. if we are doing the insert for a property at Leopold Mews we need to make sure the logo says this). On the back we need the floorplan and sizes. Floorplan for one of the properties is attached as an example.

Insert for the site plan – hero image, name of development (Royal Victoria) and RV logo at bottom. On the back we need the site plan and directions to the development. Attached site plan is what we have for now and I will send you the PDF which may need some looking at. Lorem ipsum for the directions will be fine

Target audience

Potential buyers of town houses in Newport. Targeting young couples and starter families.

What are the key messages

What type of imagery

As below, lifestyle shots and selling the lifestyle as opposed to the property itself.

Size, Format, Preferences and quantity

Square