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## Places for People

Belgrave House

Promotional brochure

### Background

Places for People is one of the UK's largest property management and development companies, comprising over 58,000 homes either owned or managed in a mixture of different tenures and a £2.3 billion asset base. With 2,500 employees, the group provides a diverse range of products and services to create high quality, safe and sustainable communities.

### Challenge

Belgrave House is one of the group's most prestigious developments. It combines contemporary living with a first class location in Corstorphine, Edinburgh. The Victorian villa comprises twelve premium priced apartments and two houses, all individually designed.

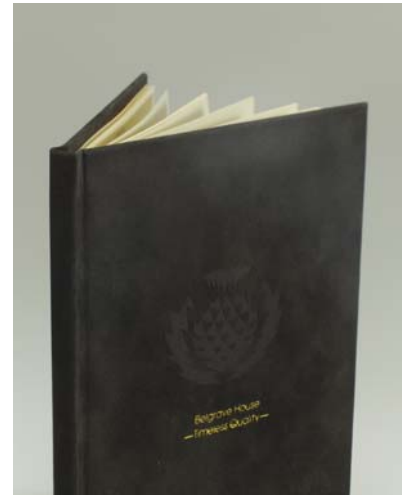
### Our solution

This development required a design approach that was uncompromising in its commitment to quality. Every facet of communication needed to exude premium values, with absolutely no perception gaps. As the apartments and houses were due to be sold off plan, any accompanying brochure needed to work particularly hard. In some ways, the brochure did not merely represent the property, the brochure was the property. With this in mind, rather than producing a conventional brochure, we created a bespoke A5 case-bound book with a moleskin cover.

We adopted a thistle motif with the legend 'Timeless Quality' that was used consistently and helped to unify the message. The overall result was a more traditional, crafted feel that perfectly mirrored the nature of the development itself, and was in tune with target audience expectations. Upon launch of our book the properties sold within 2 days off plan.

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A5 case-bound booklet, moleskin covered and foil blocked lettering with debossed thistle motif. Printed four colour process with spot metallic throughout.

The booklet includes commissioned photography by Richard Moran and individually detailed apartment layouts.

