



# Loris & Finch

## Loris & Finch Estate Agents

Loris & Finch are a Lincolnshire based estate agents that specialise in expensive and older buildings, or 'character' properties. They present themselves as quintessentially British upper middle class with the aim to reposition themselves to widen brand appeal by rebranding.

The overall aim of this re-brand was to keep the theme of Britishness to show them as they are. Keeping their 'upper middle' class status within their identity was important to show what type of property they specialise in - expensive/old/character.

However, it was also important to present this in an inviting manner. Loris & Finch needed to be presented in a way which shows off their success and professionalism to future customers.





## Colour Scheme

The main colour within the new identity is green. This was initially chosen because of the link to the properties that Loris & Finch estate agents specialise in. Character properties are often associated with gardens, greenery, countryside and so on. Expanding this further, research was taken into the connotations with the colour green.

“Green is a very down-to-earth color. It can represent new beginnings and growth. It also signifies renewal and abundance.

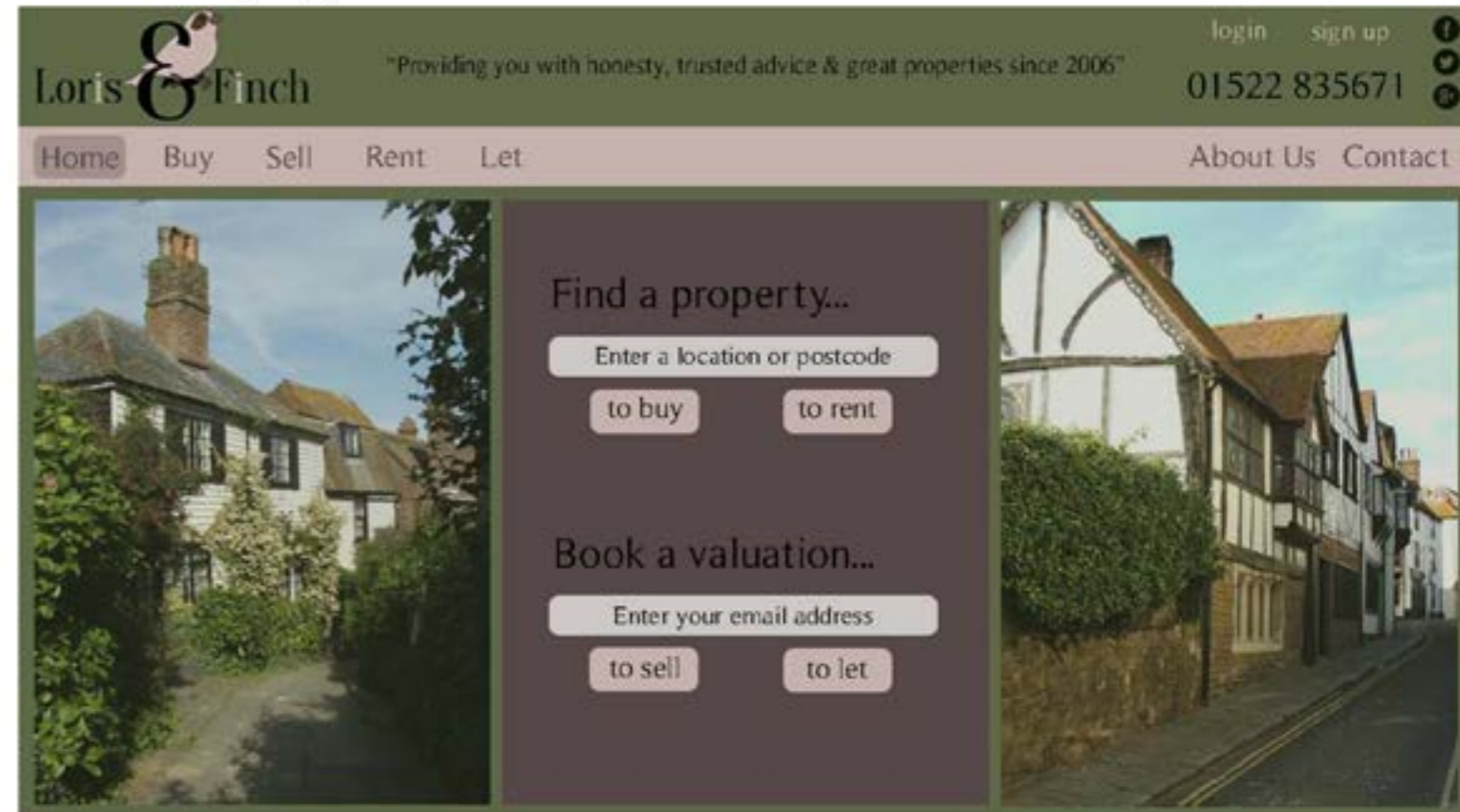
It’s appropriate for designs related to wealth, stability, renewal, and nature.” (Chapman, 2010).

Based on this, it seemed green was an appropriate choice. The remaining colours came from the design of the finch. The finch was used for the obvious reasons, because it is in the name itself, but also because the brand needed to present it’s sense of British-ness in some way, which is where the British finch came in. The colours from here were altered slightly to a real life finch which may be brown, beige with a patch of yellow as brown and beige alongside the green seemed too dull.



<https://www.smashingmagazine.com/2010/01/color-theory-for-designers-part-1-the-meaning-of-color/>

The website design aims to keep the navigation process simple. The most important information for an estate agents can be found on this page e.g. buy/sell, rent/let, contact information and an about us section. The images on the left and right aim to show the type of properties the company specialise in selling, letting, and so on. These images would slowly dissolve/fade into other property images to keep a flow and mixture to the front page of the site.



There is a clear tool for finding a property or for booking a valuation on your own. With the re-brand, a tagline has been created for Loris & Finch, “Providing you with honesty, trusted advice & great properties since 2006”. This is to highlight how long the business has been running and the service a customer can expect. A Lincolnshire based telephone number is provided as it is based within this area. Each page of the site follows a basic template for continuity.





# Outdoor Promotion

To widen brand appeal and in turn bring in a new range of customers, a source of promotion has been designed that advertises the company on the go.



This is the conventional estate agents car which members of staff drive to and from viewing, valuations, etc. This has been kept simple with the logo and telephon number available to who sees it. The car itself is the main colour of the

company for it to be recognised straight away.



A new template for all 'for sale, to let, sold, let' signs has been made as presented here to keep the branding consistent and once again the design is clear and to the point with only the important information needed.



To complete the branding of Loris & Finch, the design has been incorporated into the offices in the form of a business card, letter-head and other small items. These aim to portray Loris & Finch as a well established business that can be relied upon.

