

casestudy 07



claremount views/



Westhill UK's latest project turned a disused site with stunning views overlooking Halifax into five, three storey apartments. Block's first task was to create an umbrella brand for the site, and subsequent logos for each of the apartment blocks.

Within the 16 page brochure, we emphasised the rich architectural heritage and the surrounding views over Halifax. We also incorporated a central gatefold opening to show a night-time view from the apartments which was printed with a gloss UV finish to contrast with the rest of the uncoated pages.

Having previously worked with Westhill UK, a confidence in our relationship with them was growing and as a result we were asked to produce a website to compliment the brochure. This was followed with external site signage and launch day advertising in the local press.

To complete the project and accentuate the brand, we also designed and dressed the showflat. This involved working closely with the client's budget and sourcing and purchasing all furniture and accessories to meet the brief.

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