
BROCHURE

MAVERICK DIGITAL

At Maverick Digital we provide a whole range of services & solutions to assisting property developers & professionals to sell their developments off plan. By utilising CGI & through the use of realistic imagery it provides confidence to the buyers & end users which increase the saleability factor of a yet to be completed development. Along with CGI & imagery we provide the full marketing package which includes video & tour visual interactions, ready to print marketing materials & an online development which further increases the confidence to future prospects.

We are a small team skilled in various different sectors of the digital & design world that delivers high quality work leaving our customers satisfied. At Virtual Property we deliver work that is on time and within budget with a core focus of being agile & diverse in every project we engage in. Throughout each project we will ensure consistent communication to enable the project to run smoothly. At each stage we will obtain feedback so any revisions required can be performed in the duration. We are a plug in to your current business & have the ability to adapt to ensure your needs & wants are at the forefront.

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EXTERNAL CGI'S

Upon inspection of the architectural drawings & plans of your development our design team will create an accurate impression of the building but also the surrounding areas ensuring the setting is precise to provide realistic marketing material. We will work with you to ensure we have all we need to meet your expectations in terms of design.

Our focus is to make sure the CGI's are not only high quality visuals but also accurate to provide realistic views on the development.



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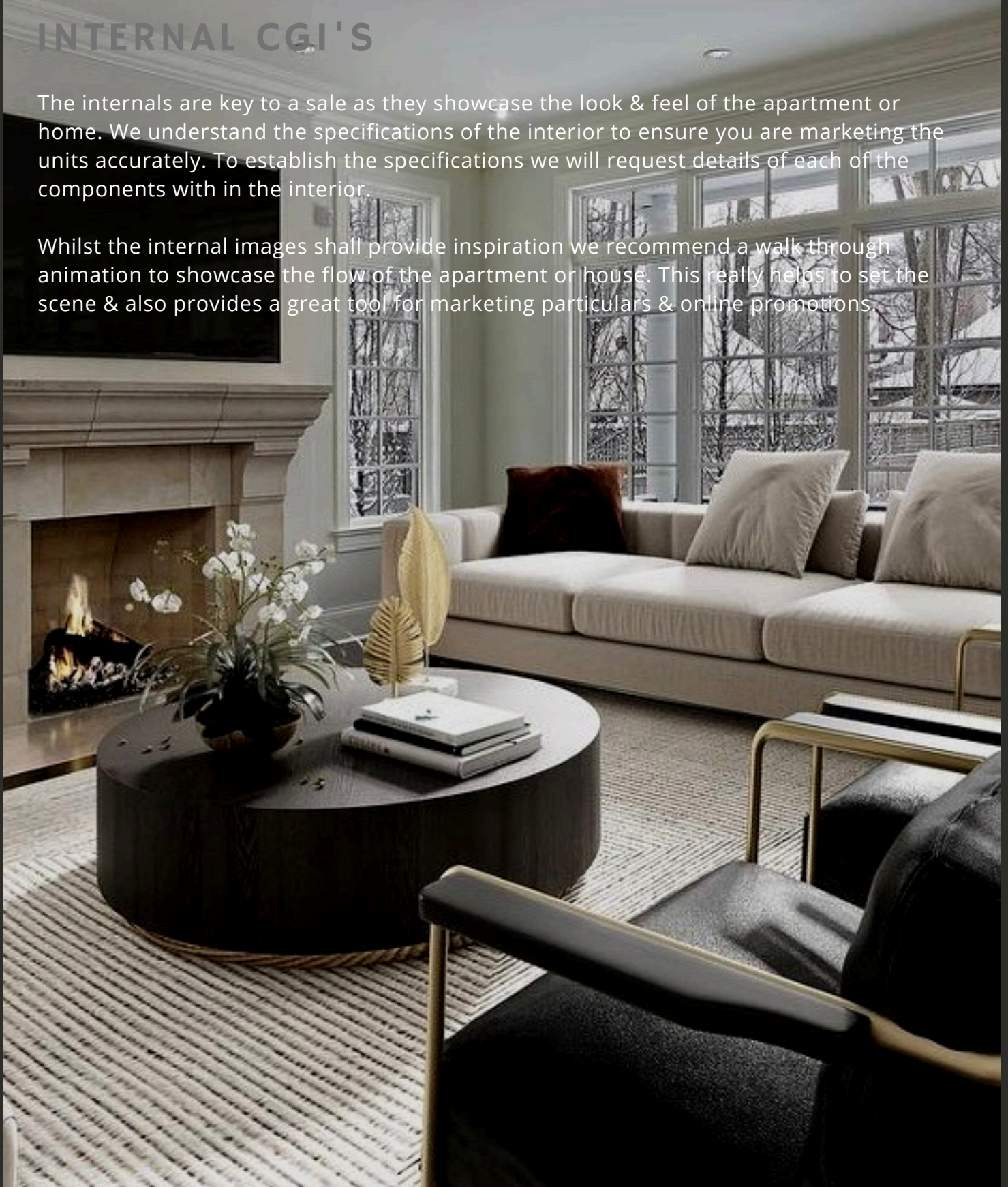


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INTERNAL CGI'S

The internals are key to a sale as they showcase the look & feel of the apartment or home. We understand the specifications of the interior to ensure you are marketing the units accurately. To establish the specifications we will request details of each of the components within the interior.

Whilst the internal images shall provide inspiration we recommend a walk through animation to showcase the flow of the apartment or house. This really helps to set the scene & also provides a great tool for marketing particulars & online promotions.



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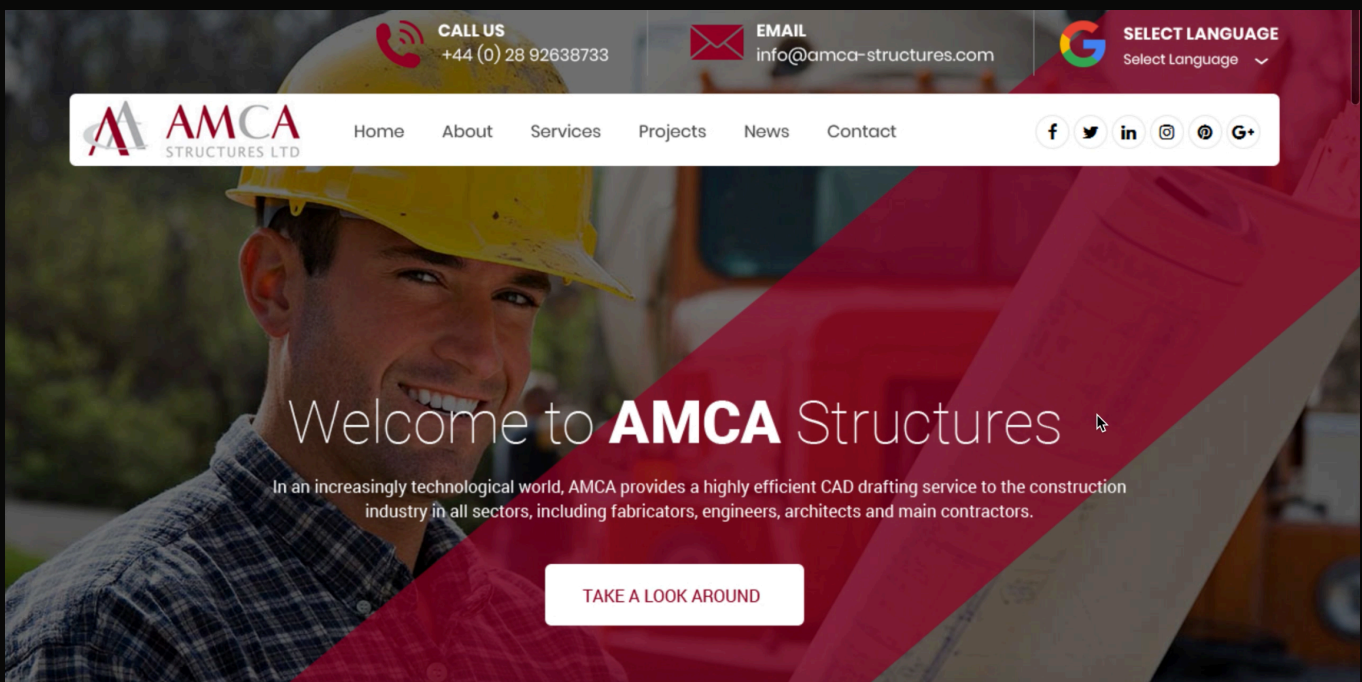


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DEVELOPMENT MARKETING MATERIAL

At Virtual Property we can provide you with the full marketing solution which includes everything from Logo & Branding, Brochure Design/Print to Web & Social Development.

Marketing done the right way transforms the performance of a development. By producing great content such as high quality visuals & CGI's to provide inspiration it develops a higher level of engagement & allows you to communicate to your customer affectively. Investing in marketing not only supports your business but also gives your consumer ie. your buyer, confidence.



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LOGO & BRANDING

Our design team are able to provide a unique design service with strategic branding development. Whether its for your property business or a development site that requires marketing we are at hand to work closely with you to ensure the right image is delivered.

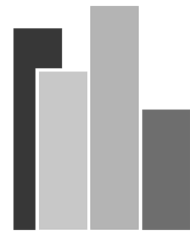
Our service includes logo design & strategic branding which outlines & separates your company to create a unique identity & placement within the marketplace.



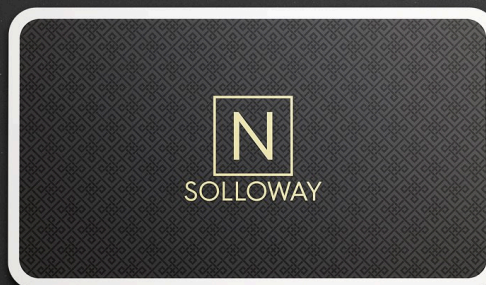
REUBEN & MORGAN



GOLDSMITH CAPITAL
PARTNERS LTD



MAYFAIR
LAND & ESTATES



BROCHURE



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PRIMARY LOGOS

MICHAEL HELLYER BRANDING

This is the main logo that will be used across primary brand applications. This trademark will help audiences easily identify your products, website, ads and social media material. It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.

When selecting which tone to use, pick whatever one stands out best on your chosen background.

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PRIMARY LOGOS

MICHAEL HELLYER BRANDING

MICHAEL HELLYER
REAL ESTATE

MICHAEL HELLYER
REAL ESTATE

MICHAEL HELLYER
REAL ESTATE

PAGE 3

SECONDARY LOGOS

MICHAEL HELLYER BRANDING

This is the secondary logo.

It is not to be used in place of the primary logo on any official documents, however it may be used freely in any other instance.

When selecting which tone to use, pick whatever one stands out best on your chosen background.

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SECONDARY LOGOS

MICHAEL HELLYER BRANDING

MICHAEL HELLYER
REAL ESTATE

MICHAEL HELLYER
REAL ESTATE

MICHAEL HELLYER
REAL ESTATE

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BROCHURE

FAVICON

MICHAEL HELLYER BRANDING

This is the favicon.

It is not to be used in place of the primary logo on any official documents, however it may be used freely in any other instance.

When selecting which tone to use, pick whatever one stands out best on your chosen background.

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FAVICON

MICHAEL HELLYER BRANDING



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LOGO USAGE

MICHAEL HELLYER BRANDING



MINIMUM SIZE

The smallest the logo should be represented as is 1.5 inches wide.



LOGO SPACING

Ensure there is at least 1cm of space between the edge of your design and the logo.

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LOGO USAGE

MICHAEL HELLYER BRANDING

- Don't rotate the logo.
- Don't squash or stretch the logo.
- Don't resize any part of the logo.
- Don't rearrange parts of the logo or create compositions that are not already provided.
- Don't change the font used in the logo

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LOGO USAGE

MICHAEL HELLYER BRANDING

If you choose to put the logo on top of a photo for website, social media or other purposes we suggest the following.

- Try to place the logo where it's unobtrusive, but still clear.
- Select an image with plenty of light or dark space for you to place the logo, so it won't be lost in the background image.
- Avoid busy images with too much detail, unless you are putting a fade over them and centralising the logo, shown in the example on the right.
- Ensure that the logo is placed either in a corner or the centre, do not place it randomly.

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LOGO USAGE

MICHAEL HELLYER BRANDING



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COLOUR PALETTE

MICHAEL HELLYER BRANDING

There are six primary colours, each with two supporting tones that are to be used for all branding, web design and social media. The correct use of these helps viewers identify the brand and keeps the aesthetics fresh and modern.

You can use these colours at your discretion, provided the following guidelines are adhered to:







- When selecting a colour, aim to select one that will stand out best on your chosen background.
- The exact colour dimensions are to be used, don't attempt to use a variation.
- Try to pick one or two to use at a time, there's no need to bombard an image with all of the brand colours at once.
- Designs should focus mainly on the primary palette, the supporting tones are to be used if a variation is required in order to improve visibility or for practical reasons. The primary palette is what people will associate with the brand.

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COLOUR PALETTE

MICHAEL HELLYER BRANDING

COLOUR PALETTE

					
TAN RGB: 160, 105, 68 CMYK: 34, 59, 78, 18 HEX: #996644	CAMEL RGB: 216, 181, 139 CMYK: 12, 28, 48, 0 HEX: #D5B09D	BEIGE RGB: 232, 222, 209 CMYK: 8, 12, 16, 0 HEX: #E6D9C9	ICE RGB: 235, 245, 244 CMYK: 7, 0, 3, 0 HEX: #D9E9F4	FOG RGB: 211, 221, 215 CMYK: 15, 7, 13, 0 HEX: #D3D9D8	MIDNIGHT RGB: 43, 54, 55 CMYK: 77, 61, 61, 55 HEX: #2B3337
HEX: #F9F9F7	HEX: #F0D5B6	HEX: #F0E6DA	HEX: #D9E9F4	HEX: #D9D9D9	HEX: #4D5D5E
HEX: #F0F0F0	HEX: #F0E6DA	HEX: #F0E6DA	HEX: #D9E9F4	HEX: #D9D9D9	HEX: #4D5D5E

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FONT

MICHAEL HELLYER BRANDING

The brand font is "Poppins". The following are instructions on how to use the font in its different weights on any physical or digital documents.

Poppins Semi-Bold is to be used for all main headings, at 150 point spacing, always in full caps. Feel free to size according to the document.

Poppins Regular is to be used for all sub-headings, at 150 point spacing, always in full caps. The sub-heading should never be larger than 70% the size of the main heading. Besides that, feel free to size according to the document.

Poppins Light is to be used for all body text, at 0 point spacing. Feel free to size according to the document however on official documents such as letterheads and invoices, the size should be between 8 and 12. You may also use the Italic version of Poppins Light when required.

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FONT

MICHAEL HELLYER BRANDING

MAIN HEADING

Poppins Semi-Bold

I'M A HEADING

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SUB-HEADING

Audrey Regular

I'M A SUB-HEADING

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY TEXT

Poppins Light

I'm body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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IMAGERY

MICHAEL HELLYER BRANDING



PAGE 16

IMAGERY

MICHAEL HELLYER BRANDING

- Try to select images that contain one of the brand colours or tones
- Choose images that display and evoke a positive and uplifting mood
- Choose high-resolution images. Images should not be under 1000 x 1000 pixels, this ensures quality
- When applying a filter to an image make sure it is light, and warm. Avoid images looking overly saturated, edited or cold
- Choose models that represent the brand image and target market

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SOCIAL MEDIA

MICHAEL HELLYER BRANDING



SOCIAL MEDIA

- Use the same filter for all of your images. This keeps your feed looking professional
- When creating text images such as the images on the left, be sure to use brand colours only
- Use high quality images only
- Use images where the subject of the image reflects your brand values and target market
- Be sure to follow previous guidelines for font, imagery and colour

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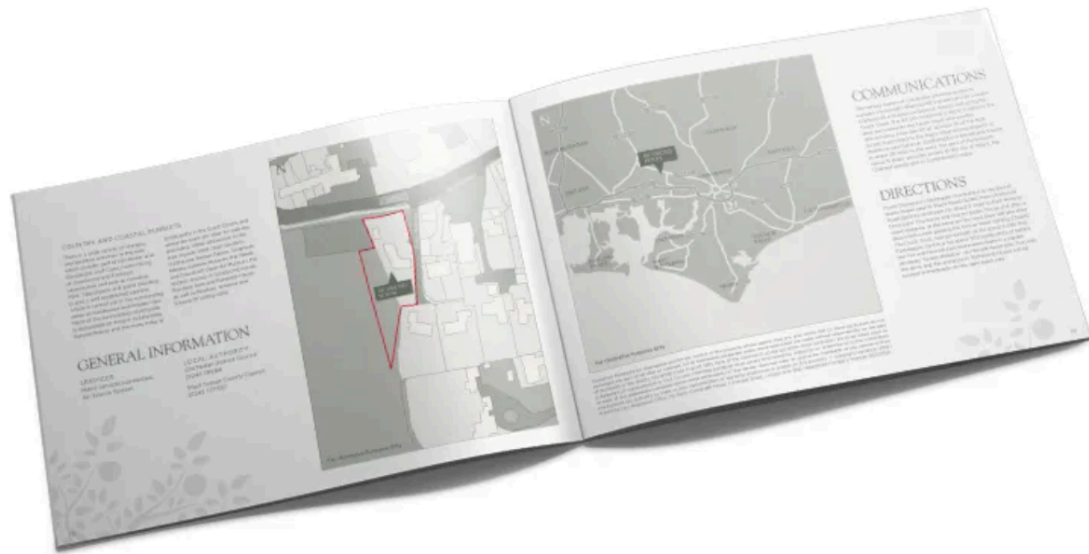
BROCHURE DESIGN/PRINT

A brochure for your development is vital if your aim is to successfully sell units either off plan or upon completion. The brochure promotes the location, lifestyle, connectivity & the convenience offered by the new development. It also provides full details of each of the units on offer. It encompasses the logo/branding along with all the marketing materials such as CGI's, photography, floor plans & 3D Models of each of the unit types available. We can now even include video in your marketing brochure.

Along with your electronic brochure we can arrange for the brochure to be printed at a high level specification & even include video capabilities so your customer can get a real feel for what's on offer.



BROCHURE



BROCHURE

WEB DEVELOPMENT

A website is vital when it comes to marketing new land & homes. The reason for this is because this is the first place potential prospects will go to either have a sneak peak or make an enquiry. By having a website it not only provides a positive journey for your customer but it also showcases a development that might be near its completion which enables you to start preparing potential prospects. It's a fantastic way of capturing data.

Our development team are at hand to discuss your design requirements & work with you at each stage to ensure you are satisfied with our output & productivity.

When we build websites we make it easy. Our main focus is to ensure our websites are modern & minimal, easy to use & maintain & fully responsive so it is mobile friendly on all devices.



BROCHURE



ABOUT US

Reuben & Morgan is a highly skilled Residential Developer based in the UK Capital with a primary focus of delivering desirable homes across the UK. With the wealth of knowledge & experience within our professional team we have the rigour required to ensure each & every project is delivered effectively to the highest standard.

The processes involving acquisition, development & delivery have been finely tuned through many decades of experience within the core team. Each process is supported by a professional network controlled by us to ensure stages of each scheme operate collectively to achieve delivery targets & to ensure returns are met.



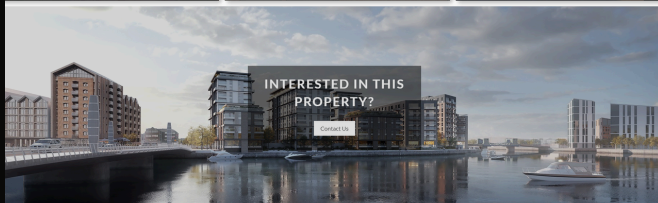
Donec neque justo, eget facilis fermentum.

Aliquam erat volutpat. Maecenas sit amet erat. Aenean dignissim pellentesque felis.

PROJECTS

ACQUISITIONS

PARTNERS



W: www.reubenandmorgan.com | E: contact@reubenandmorgan.com

Company No. 10992611 | Vat No. 277 7209 56

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Partnering is at the heart of Reuben & Morgan. We work with a network of contractors, experts and professionals

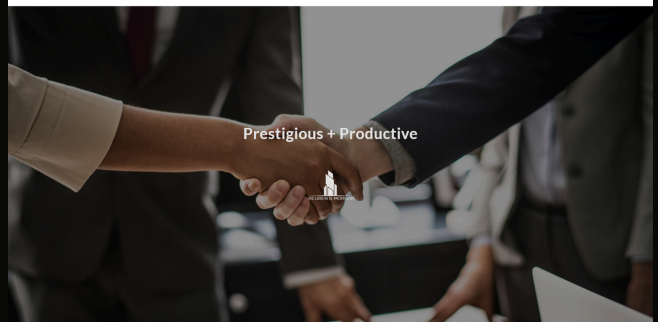
We work with

- Land owners
- Developers
- Construction professionals
- Institutional and private equity investors
- Mezzanine lenders
- Senior debt lenders

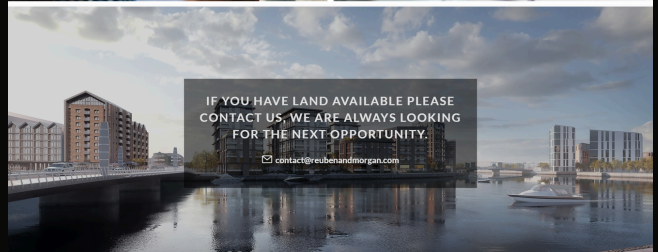
Our active in-house funding team form and nurture relationships with like-minded businesses that bring skills, capital and resource - and work together to bring new ideas and possibilities to the table

We provide value to our investments and businesses in a number of ways

- Sector expertise and track record
- Experience and understanding of our customers, brands and marketing
- Strong network of investors, management teams and alumni
- We are always looking for new opportunities to develop the Property Franchise



Prestigious + Productive



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BROCHURE

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WORKING WITH YOU!**

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