

CASESTUDY//

# AUGUST BLAKE PLC

RedMoran



## August Blake plc

### Client//

An award winning Cheshire property developer with a substantial development at Palm Cay in the Bahamas.

### Project overview//

The Client briefed RedMoran to develop a brand identity for this stunning private gated community consisting of close to 500 plots. The identity was to translate across media including press advertising, web, literature and site branding.

### Solution//

The brand identity was developed to reflect the quality of the development and the environment in which it is located.

The styling of the brand is classic and clean to give a quality feel and the choice of typography is modern.

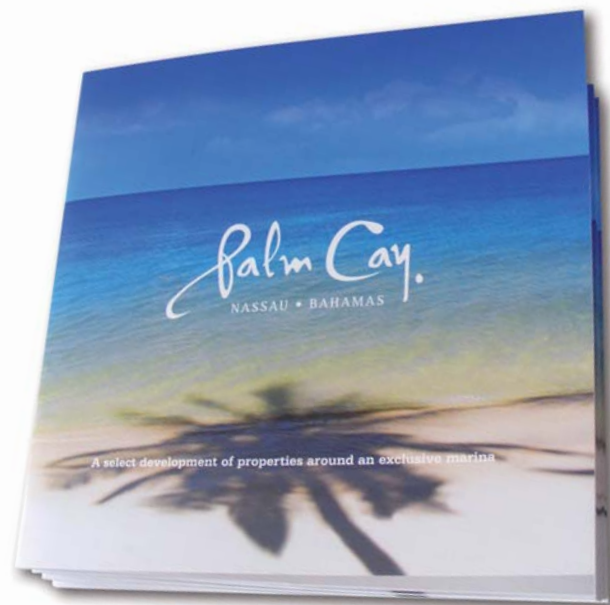
All elements of the marketing campaign used the brand identity and appropriate imagery was sourced.

### Result//

The development and its brand were positively received with the first phase of Palm Cay sold out within weeks.

The brand is set to work hard as the development phases are released for sale.

[www.palmcay.com](http://www.palmcay.com)



[www.redmoran.co.uk](http://www.redmoran.co.uk)

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