



Crosby Lend Lease

Client//

The name Crosby Lend Lease is synonymous with inspirational design, outstanding specification and exemplary build quality. A renowned leader in home building and development, Crosby has been a pioneering force in the city living revolution which has transformed many of our urban centres over the last decade.

As part of the international Lend Lease Corporation, Crosby has the desire and capability to take its development vision to a new level beyond the urban landscape.



Project overview//

All Crosby Lend Lease developments are associated with quality build, high specification and contemporary design. Each development has its own brand identity to reflect its location, product choice and target audience. This approach reflects the view that every person is an individual and has different needs for their living space. The brand's move out of the city centre to build in the suburbs needed to be reflected in each development's brand whilst maintaining the company's well established reputation for quality, design and attention to detail.

Solution//

In order to develop the creative design for Beechwood, RedMoran analysed the surrounding area via demographic profiling to understand the appeal of the location. Investigation revealed an idyllic environment that prompted the name of the development and conjured appealing images for prospective buyers. The clean design style focusing on village living with stylish suburban homes created a clean, modern image for this development of family homes.

Result//

The Beechwood brand is essentially all about green leaves, organic shoots and growth. It reflects the aims of prospective homeowners who want to put down roots in a desirable environment where their families can grow.

www.redmoran.co.uk

260 Flixton Road, Urmston,
Manchester, M41 5DR

+44 (0)161 746 9400
info@redmoran.co.uk

the
little
big
agency