



Spaces that inspire living

Brief

Develop a complete brand identity and marketing toolkit for Spirit Homes that would position the developer as a premium residential brand while supporting the launch and sale of multiple housing developments. The objective was to deliver a cohesive visual identity across every customer touchpoint, providing an engaging experience that strengthened brand recognition and effectively showcased each development to prospective buyers.

- > **Brand Naming Consultations**
- > **Create Brand Values and Ethos**
- > **Communicate Quality & Expertise**
- > **Support Sales Through Marketing Strategic Marketing Plan**

Outcomes

The new brand and website established Spirit Homes as a premium residential developer, creating a consistent experience across digital and print. Since launch, the company has sold multiple homes across its new developments, with the cohesive branding, website, and sales materials helping to drive buyer engagement and support sales.

- **Brand Identity and Guidelines**
- **Property Brochures**
- **Sales Folders**
- **Website Design and Property Manager Portal**
- **Site Branding for Individual Developments**





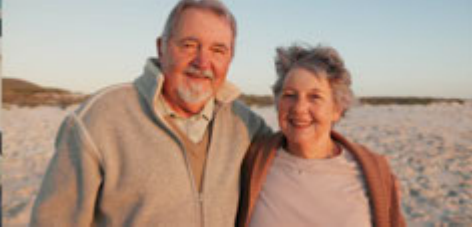
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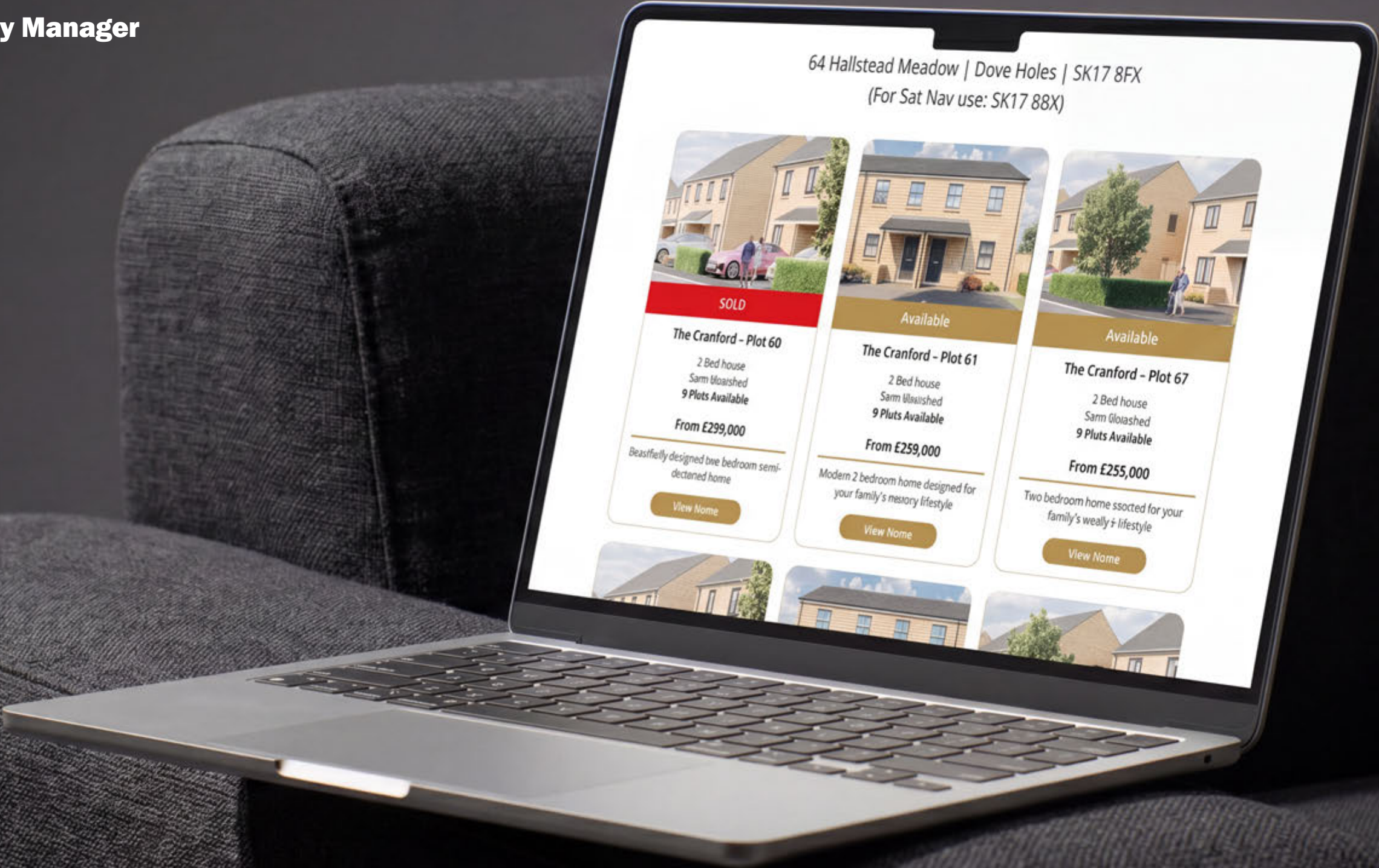
Our Story

Our award-winning team is dedicated to delivering homes of the highest quality

At Spirit Homes, quality underpins every home we build, from outstanding homes to affordable housing. Our award-winning team creates exceptional spaces and thriving communities, ensuring thoughtful design and the highest construction standards. We offer a turnkey, single-source experience, ensuring your home meets your needs today and in the future.



> Website Property Manager





Spaces that inspire living

Colours

White

c 35%
m 40%
y 79%
k 8%

c 31%
m 36%
y 69%
k 4%

c 73%
m 55%
y 56%
k 48%





Developments

We created branding and sales literature for multiple residential developments, developing unique visual identities tailored to each project. This included logos, brochures, signage, digital marketing assets, and sales collateral, ensuring a consistent brand across print and digital platforms. Collaborating with developers and marketing teams, I produced engaging designs that enhanced brand recognition and supported successful property sales.



BENTLEY
GARDENS



TOWNLEY
GARDENS



HALLSTEAD
MEADOW



HOLYWELL MANOR

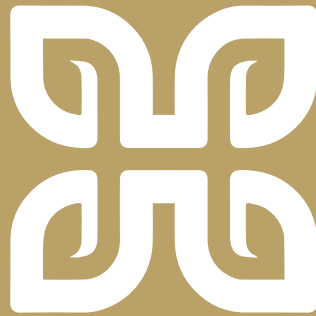


BENTLEY
GARDENS

> **Bentley Gardens Development Branding**

> Bentley Gardens Project
Promotional Brochures





HALLSTEAD

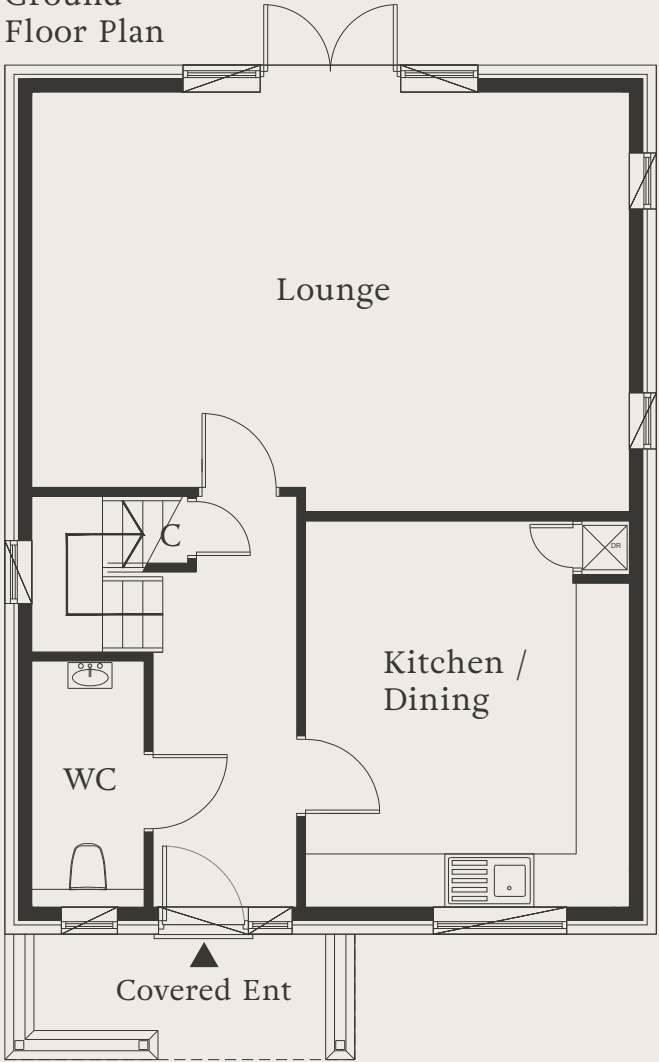
M E A D O W

> **Hallstead Meadow Development Branding**

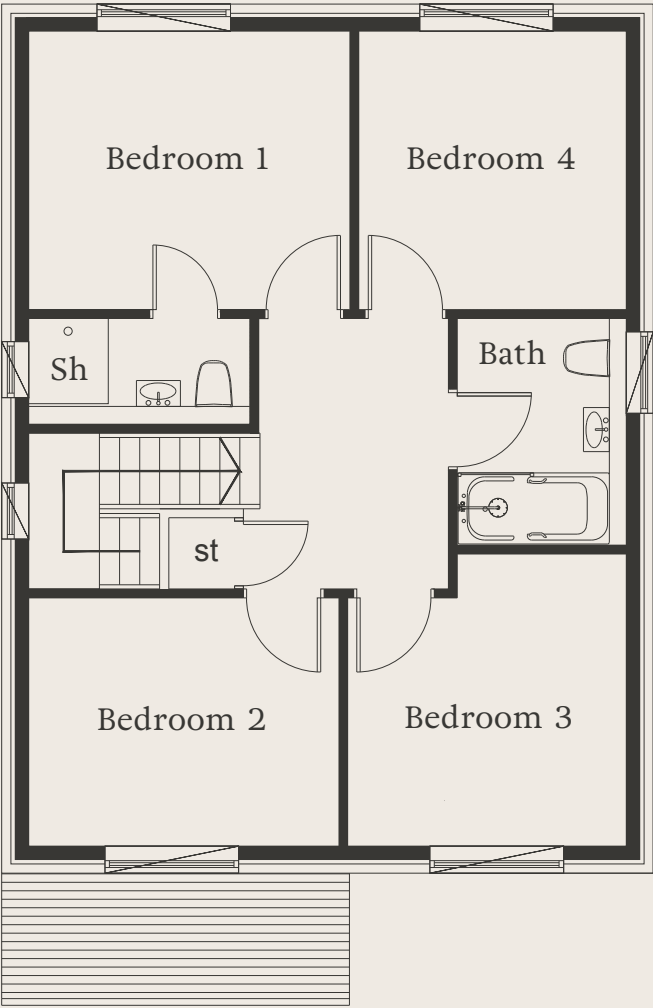


> House Types / Floor Plans

Ground Floor Plan



First Floor Plan



TURN UP THE HEAT



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