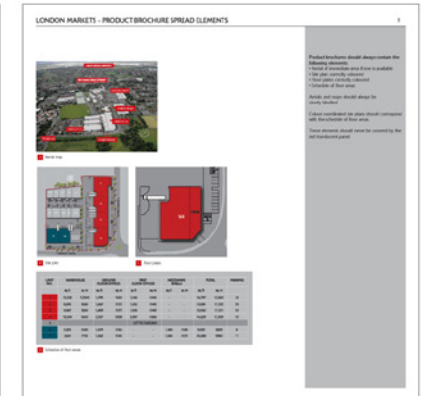
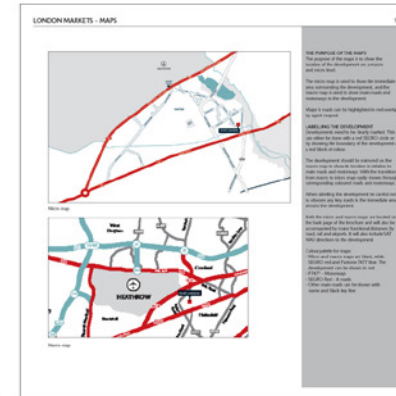
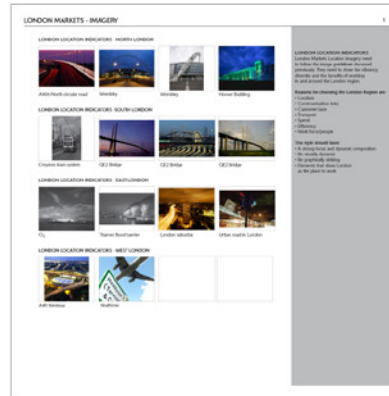


SEGRO - LONDON MARKET BRANDING GUIDELINES



THE BRIEF

After deploying initial branding visuals from another agency across the London region, it became clear that there was some ambiguity regarding restrictions in design.

THE ANSWER

In response to this, we produced comprehensive branding guidelines for London markets, covering all possible marketing areas including maps, imagery, photography, spread layouts and digital design. The guidelines aim to clarify the SEGRO and London Markets' brand and promote consistency both across various agencies and internally at SEGRO.

THE RESULT

This project would have required a significant investment from the London Markets budget. As a demonstration of our commitment to SEGRO, the document was produced at no cost.