

ESTABLISHING ONE BRAND AS THE OFFICE SPACE PROVIDER FOR BUSINESS START-UPS



Workspace Group – the first name in affordable commercial property rental.

Brand marketing delivering successful brand positioning.

Workspace Group plc is the leading provider of commercial property on flexible and affordable terms to small and medium-sized businesses in and around the London area. They are a great option for start-up businesses that can grow or shrink the space they need easily and quickly with a Workspace Group contract.

THE NEED

Workspace Group asked Circle to create a new identity for their Wenlock Business Centre, the existing marketing collateral for which needed rejuvenation. At the same time, Workspace Group wanted to promote themselves as supporters of entrepreneurs and new start-ups by offering uniquely flexible office packages.

THE ANSWER

In close collaboration with Workspace Group, we took inspiration from the company logo and the existing colour palette to create a fresh and dynamic look and feel for the key Wenlock Business Centre brochure.

The success of the brochure led to the creation of equally dynamic designs for further brochures and promotional material, as well as a digital marketing campaign. In each case, the design was the result of an intensive development phase that focused on creating a unique personality for the particular project.

For the Workspace Group's Start-Up programme aimed at entrepreneurs, Circle developed two distinct designs for promotional materials to be displayed at the British Library's entrepreneurial section. We then added depth to the campaign by creating an email campaign for the company's Virtual Office programme. The email used striking photography that transitions into line drawings to communicate the concept of the virtual office in a creatively unique manner.

