

**architecture**

**eg.**

## 3DReid

Through our experience of working with architectural practices, we have identified that differentiation is an integral requirement that needs to be addressed as part of their marketing strategies.

The following case study demonstrates how we took a long-standing client – Reid Architecture – and developed a new name and brand identity for its merger with 3D Architects to become 3DReid.

The complexity of generating a collaborative culture demanded a communications strategy and robust implementation programme all within a very tight six week timeframe. This was agreed and sufficiently resourced to effectively assist the change management required for staff, clients and industry observers.

The brand identity needed to reflect an intelligent, fresh and forward-thinking practice. An essential requirement of the marketing collateral was to reassure both stakeholders and opinion formers to provide continuity and vision for the future.

Operating as a top 10 practice, it was agreed that the company's website would be a key communications tool to effectively change perceptions and project a culture of innovation and capability, allowing them to compete more effectively at the highest level on larger scale projects.

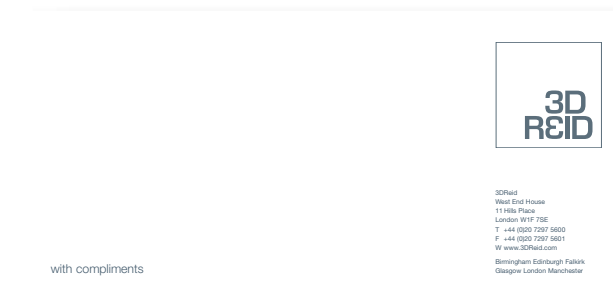
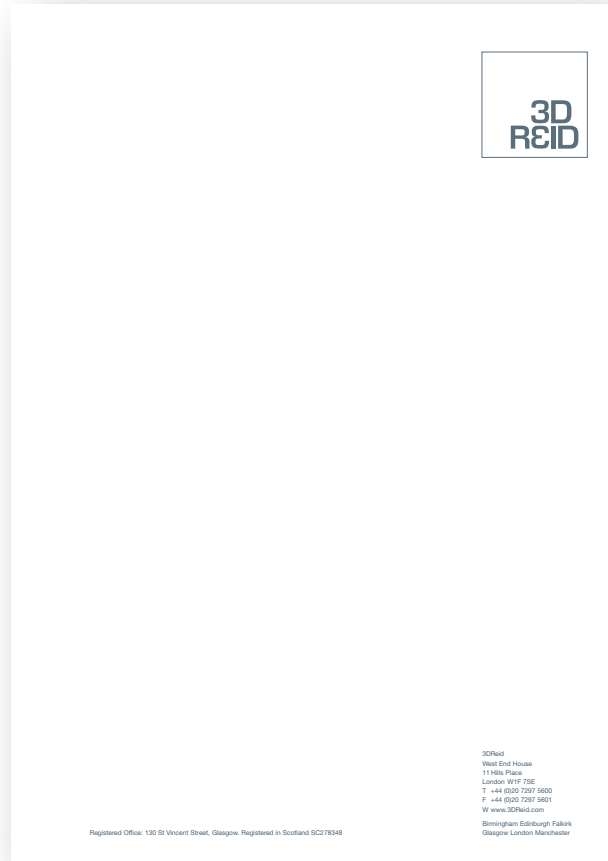
# 3DReid

## logo and stationery

The new identity needed to reflect a modern, dynamic, forward-thinking practice. At the same time, the client wanted to communicate that the merger of these two practices had created something that was greater than the sum of its parts.

We summarised this concept with the phrase "1+1 = 3" and incorporated it into the identity as a nice reminder of what was at the heart of this merger.

The practice is heavily involved in environmental schemes and wanted to reflect this with their use of materials. As well as using 100% recycled materials and environmentally friendly print processes, we also advised on simple things that they could incorporate like printing both sides of letterheads instead of using continuation paper.



paper stock: Revive 100

3DReid



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staff brochure

When one company merges with another, the first thing that staff want to know is “do I still have a job?” followed by “what happens next?”.

We recommended producing a pocket book for each individual member of staff, letting them know that all their jobs were safe, what was happening during the merger and what the benefits to them would be.

The small booklet incorporated clever die cuts and a ‘Z’ fold cover to split the communication into two sections; a simple Q&A section and an introduction to the new business. This helped communicate the core messages in an interesting and engaging manner that both informed and motivated staff.



3DReid



Architecture is a fusion of inspiration, knowledge, skill and imagination. Thinking to all the corners of our business we use shared resources with precision, prioritizing results and innovation with accountability. Without compromise there is no progress. Through our approach, we aim to be thought leaders, meeting knowledge, ideas and

challenges with our partners in a truly collaborative way. While our competition can be refreshingly unpredictable, our passion for it is not shared. We invest with reality in the best of our interests. We invest in learning from each other and we grow as we learn. We don't focus on the competition, we focus on the future.

**...we do it differently**

tothepoint

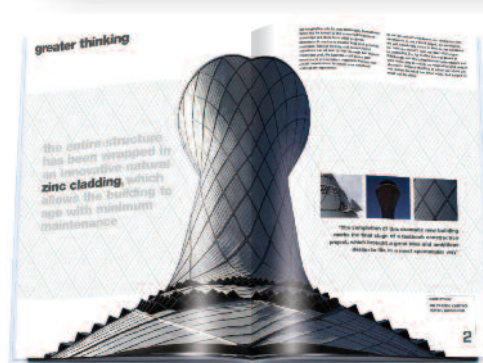
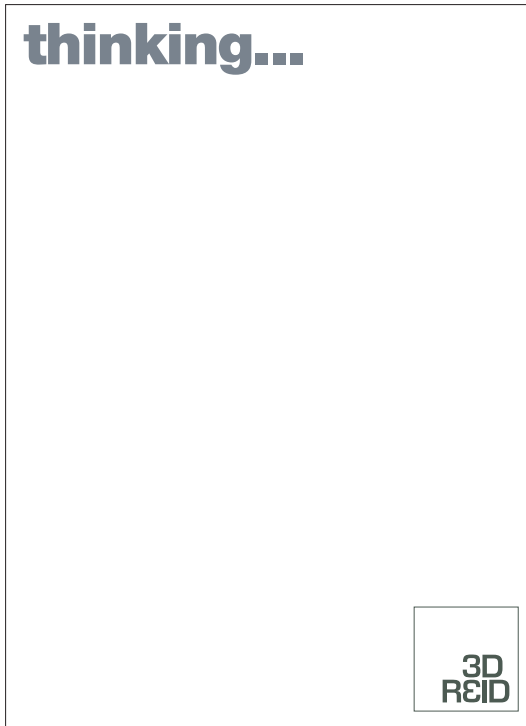
# 3DReid

## client brochure

In order to put existing clients' minds at rest we recommended producing a client brochure that reassured them that it was "business as usual" as well as letting them know what the new company could offer. Under the banner of Greater Thinking, this reinforced the 1+1=3 message from the identity and allowed it to be expanded upon from a client perspective.

We also introduced an unusual format for the brochure to give it a book-like feel and, once again, printed it on recycled paper, using ISO registered printers.

As with the staff brochure, the tone of voice was very important, communicating in a clear, concise and conversational manner.



# 3DReid

## web concept

When it came to creating the new website, 3DReid wanted their online presence to express their passion, uniqueness and thought in a novel and exciting way. 'Thinking' became the key idea and the site makes novel use of both rich media and accessible content.

A thought provoking introduction leads on to six case-studies - this forms a very visual and impactful introduction to the company but can be skipped at any time for the more practical content of the site.

A custom built content management system was created specifically for the clients needs, enabling them to easily keep the entire site up-to-date, ensuring all pages adhere to web standards and are always search-engine friendly.

The site enables anyone at 3DReid to publish their 'thinking' by means of downloadable PDFs. These can be accessed by anyone once they have registered on the site. To visit, click: [www.3DReid.com](http://www.3DReid.com).



# 3DReid

## signage

When we originally pitched for the identity, we emphasised the importance of the flexibility of the identity, which can appear in either a linear or block square format, as well as colour usage and choice of materials. In some of the brochures, elements of the identity are die cut to show inventiveness. Signage also reflected this flexibility, shown here is the internally lit metal lightbox in the reception area at Oxford Street.



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# 3DReid

literature templates

As part of 3DReid's ongoing communications, we created a master template document they could adapt and use to generate tailored marketing materials aimed at the sectors where they could demonstrate experience and success. As part of this initiative, we created a primary colour palette, one for each business sector, so that each division could take ownership of their materials.



# 3DReid


## guidelines

When we formulated the guidelines they were intentionally jargon free. The emphasis was all about ease of use with maximum flexibility. In keeping with our environmental recommendation we proposed that they would only be available in a digital format, as in our experience, most printed guidelines are an extravagance rather than a necessity.

### the logo


The logo is based on the Eurostyle typeface but has been specially adapted to create a mark that is unique to 3DReid.

The importance of the number '3' and therefore its double reference within the identity stems from the corporate message 1+1=3. This is a visual representation that the merger of REID architecture and 3D Architects to create 3DReid has created something that is 'greater than the sum of its parts'.




### logo positioning

**Brochures - bottom right**  
The preferred positioning of the logo on all printed literature is the bottom right hand corner. Its relation to the edge of the page is based on the width of the 'D' character which is taken from the logo as shown.




**Correspondence - top right**  
The preferred positioning of the logo on all correspondence is the top right hand corner. Its relation to the edge of the page is based on the width of the 'D' character which is taken from the logo as shown.



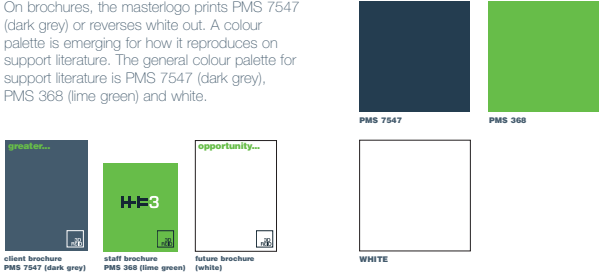
### stationery colour palette

On stationery the logo and all accompanying type prints PMS 7545 (mid grey). However the back of the business card prints white out of the solid PMS 7547 (dark grey)



### brochure colour palette

On brochures, the masterlogo prints PMS 7547 (dark grey) or reverses white out. A colour palette is emerging for how it reproduces on support literature. The general colour palette for support literature is PMS 7547 (dark grey), PMS 368 (lime green) and white.



## contact

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## Testimonials

I and the other British Land people and consultants working on this project have been highly impressed at what you've delivered and the speed and nature of that delivery. It is a credit to your team that you've taken a complex project in your stride and produced an attractive set of materials in a very short timeframe.

**Head of Development Marketing,  
British Land**

Thank you very much for your effort and determination in producing our pitch brochure. I know for certain that it was one of the key 'clinchers' that helped us win the deal.

**Development Executive,  
Hammerson**

The hoardings are truly stunning. They have had a huge impact and were a fantastic medium to use to communicate our messages. We are looking forward to carrying this success on with to the point on to more of our developments.

**Marketing Manager, East Homes**

If you want to find out more about our clear, concise communications, visit our website: [www.tothepoint.co.uk](http://www.tothepoint.co.uk) or get in touch to arrange a meeting.