

Sefton Council Commercial Brand

Naming and Identity Proposal

Name Scale

Meadow Homes

Thomas Pennant, a writer and traveller visited Sefton in 1773, described the place as a fine, colourful meadow that reached out to the sea.

Sandway Homes

A trustworthy and credible name, 'Sandway' is inspired by the 22 miles of coastline in Sefton. The name suggests quality and confidence.

Woven Homes

During the brand workshop the brand was referred to as 'the fabric of the place' the name 'Woven' means to fit into place. The developments will sit in harmony with the environment and set the standard for future developments.

Traditional

Modern

Green Key Homes

A traditional approach to the name with 'green' representing the commitment to sustainability, and 'key' representing a house key and the quality of key sites around Sefton.

Sandstone Properties

The name was influenced by the geological formation consisting of red sandstone.

Dovetail Homes

'Dovetail' is inspired by the joinery terminology, meaning to interlock and create a unique join in a structure. The name 'Dovetail' represents quality, longevity and innovation all attributes that will be present in the brand.

Logo Option 1

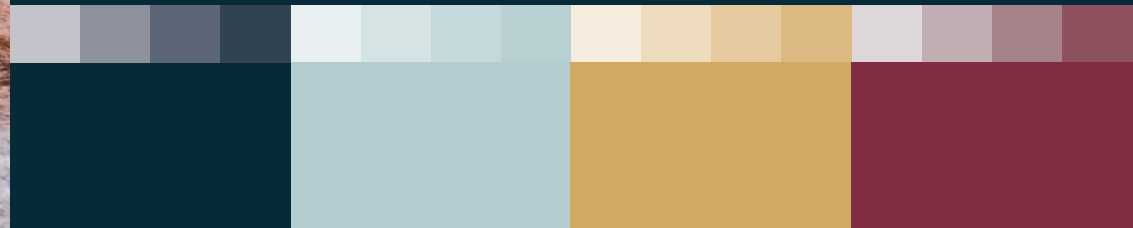
Woven means to join together, to interlock and to create a unique structure based on craft and innovation. The brand will naturally fit in Sefton and become the fabric of the place. This logo uses strong bold lines to create a unique mark, the mark contains a subtle house structure with a weaved pattern to look like wooden floorboards.



Logo Option 1 - Colour Palette



 **WOVENHOMES**



Logo Option 2

The name is inspired by the dovetail join in carpentry. It represents quality, longevity and innovation which also applies to the brand. The logo mark combines the dovetail shape with the intricate detail of an ornate house key.

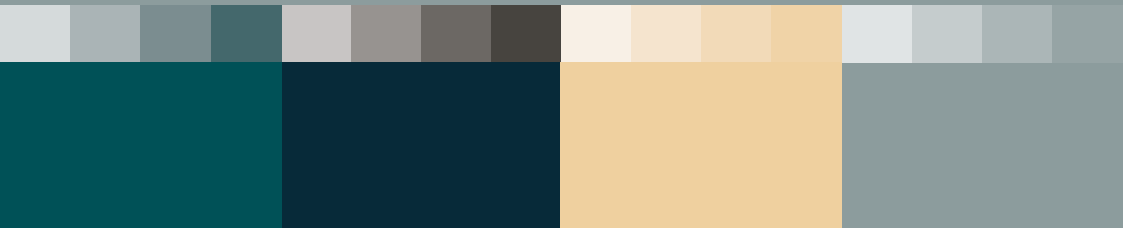


Logo Option 2 - Colour Palette



DOVETAIL HOMES

SEFTON



Logo Option 3

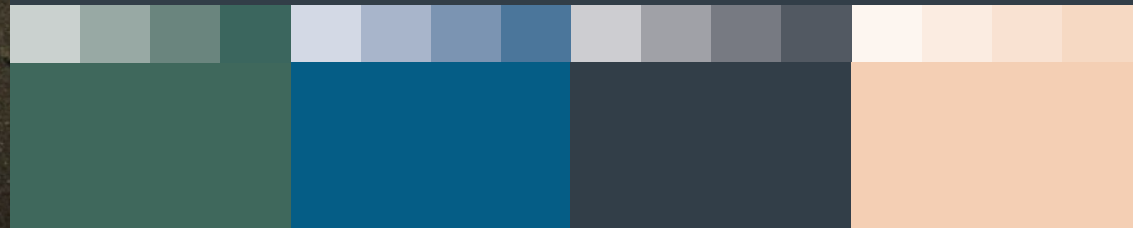
The name Sandway is inspired by the unique 22 miles of coastline in Sefton. The serif typeface makes the brand look established and confident. The logo mark is an abstract form of an ornate key and inspired by the family crest for the Sefton Molyneux.



Logo Option 3 - Colour Palette



Sandway
HOMES



Thank you.

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