

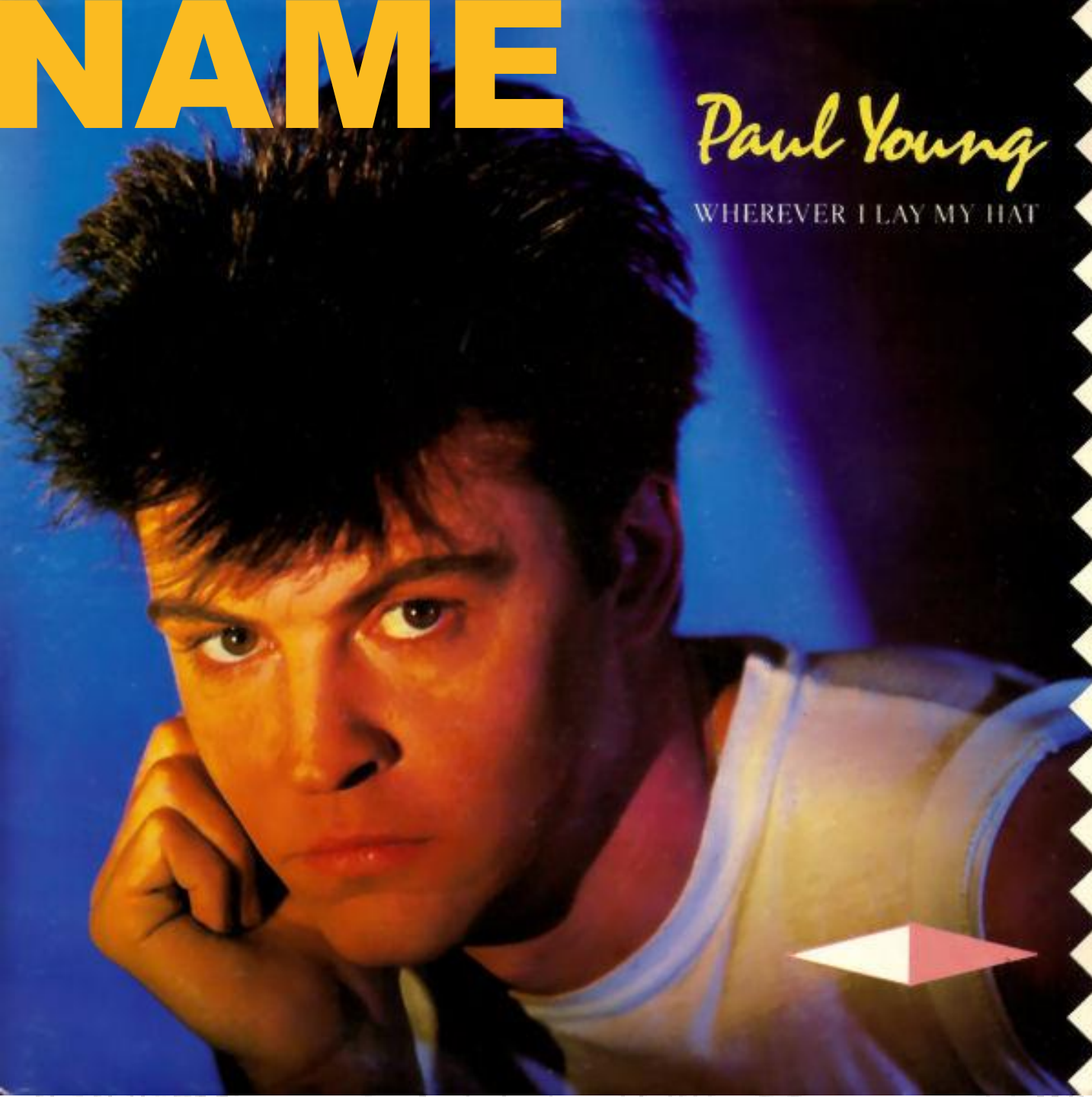
The background is a dense collection of hand-drawn business concepts in grey. A large lightbulb is the central focus, with its base at the bottom. Surrounding it are various terms and icons: 'TEAM' with 'CEO', 'Creative', 'Marketing', and 'Sale' below it; 'THINKING' with a smiley face; 'IDEAS' in large letters; 'TECHNOLOGY' with a Wi-Fi symbol; 'START UP' with a rocket; 'GOAL' with a bar chart; 'Profit' with a pie chart; 'Market SHARE' with a pie chart and '70%', '50%', 'eu'; 'DIRECTION' with an arrow; 'SUCCESS' with a bar chart; 'GROWTH' with an upward arrow; 'Market' with a target; 'Demand' and 'Supply' with arrows; 'U.S.A.' and 'CHINA' with skyscrapers; 'POSSIBLE' with a question mark; 'COMPANY' with a logo; and 'Mobile Marketing' with a smartphone icon. The overall theme is entrepreneurship and business strategy.

# A PRESENTATION ON **BRAND**

# NAME

*Paul Young*

WHEREVER I LAY MY HAT



# GUIDELINES

Aa

abcdefghijklmnopqrstu  
vwxyzABCDEFGHIJKLMN  
OPQRSTUVWXYZ.,:;'?!\*

						
<b>BLACK</b>	<b>BLUE</b>	<b>BEIGE</b>	<b>RED</b>	<b>YELLOW</b>	<b>GREEN</b>	<b>GREY</b>
Co   Mo   Yo   K100 Ro   Co   Bo # 000000	C05   M45   Y05   K0 R07   C10   B12 # 662222	C15   M10   Y10   K0 R24   C23   B09 # eed1d1	Co   M70   Y0   K0 R27   G106   B1 # ed6a5b	Co   M30   Y0   K0 R25   G187   B3 # fbb021	C64   M49   Y56   K6 R104   G144   B122 # 68907a	Co   Mo   Yo   K2 R176   C174   B174 # aca9ac



# OFFICES



# BOARDS



**VISION**

**MAKE MOVING  
HOME A FANTASTIC  
EXPERIENCE**

# VALUES



- EMBRACE -  
**EXCELLENCE**

be the class swot



- SPRINKLE -  
**STARDUST**

be energetically consistent



- PUT OUR -  
**HANDS UP**

serve our community



- HAVE -  
**COURAGE**

move fast with  
high impact



- IT'S NOT -  
**ABOUT US**

our customers are  
our company



- TAKE -  
**OWNERSHIP**

have a positive impact  
on our environment



# BOARDS





# CAMPAIGNS

Looking to move West?



...or further afield?



Looking for a self-build?



...or something  
a little neglected?

Looking for a  
family home?



...or a one bed flat?



Looking for a  
bigger kitchen?



...or an extra bedroom?



Looking for some  
Victorian grandeur?



...or 1930's chic?



Looking for space?



...or a specific school  
catchment?



# CAMPAIGNS

**Selling properties.  
Just like that.**



You can hang your hat on that!  
hatandhome.co.uk



**If you need a great  
tenant quickly, we'll pull  
something out of the hat.**



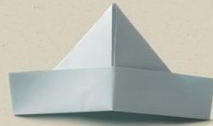
You can hang your hat on that!  
hatandhome.co.uk



**Our experienced team  
will get your sale off  
to a flying start.**



You can hang your hat on that!  
hatandhome.co.uk



**Whether selling, letting,  
buying or renting, we can  
help with the paperwork.**

You can hang your hat on that!  
hatandhome.co.uk



**All viewings  
accompanied?  
Yes Ma'am.**



You can hang your hat on that!  
hatandhome.co.uk



**Leaky roof?  
Hat and Home property  
management will take  
care of it.**



You can hang your hat on that!  
hatandhome.co.uk



**If your current agent  
isn't getting results,  
we'll finish the job.**



You can hang your hat on that!  
hatandhome.co.uk



**Worried about wear and tear?  
So are we. So we find the best  
tenants from day one.**



You can hang your hat on that!  
hatandhome.co.uk



**Our clients think  
we're the bees' knees.**



You can hang your hat on that!  
hatandhome.co.uk



**Rest on our laurels?  
Hardly.**



You can hang your hat on that!  
hatandhome.co.uk



**We'll guide you through  
the property jungle.**



You can hang your hat on that!  
hatandhome.co.uk



**We are most at ease  
giving you attention.**



You can hang your hat on that!  
hatandhome.co.uk



**Relocating?  
We'll help you get there  
without it being a pain in  
the Oz.**



You can hang your hat on that!  
hatandhome.co.uk



# CAMPAIGNS

**Best house on the street?**



**We'll make sure it stands out from the crowd.**

You can hang your hat on that!  
hatandhome.co.uk



**We only use professional photographers**



**so your property gets the best exposure.**

You can hang your hat on that!  
hatandhome.co.uk



**Stacks of viewings but no offers?**



**Our experienced team will help tip the scales.**

You can hang your hat on that!  
hatandhome.co.uk



**Putting down roots?**



**We help first-time buyers every step of the way.**

You can hang your hat on that!  
hatandhome.co.uk



**Working from home?**



**We'll arrange viewings around your schedule, not ours.**

You can hang your hat on that!  
hatandhome.co.uk



**Our award-winning marketing**



**will get the phone ringing off the hook.**

You can hang your hat on that!

hatandhome.co.uk



**Troublesome chain?**



**Don't worry, we'll keep everyone in check.**

You can hang your hat on that!  
hatandhome.co.uk



**Moving to a deadline?**



**We'll make sure your sale goes like clockwork.**

You can hang your hat on that!  
hatandhome.co.uk



**We work with a group of trusted trades.**



**So your only decision is the colour.**

You can hang your hat on that!  
hatandhome.co.uk



**Sprung a leak?**



**We've got you covered.**

You can hang your hat on that!  
hatandhome.co.uk



**Need your portfolio managed to get a bit of peace and quiet?**



**We hear you loud and clear.**

You can hang your hat on that!  
hatandhome.co.uk



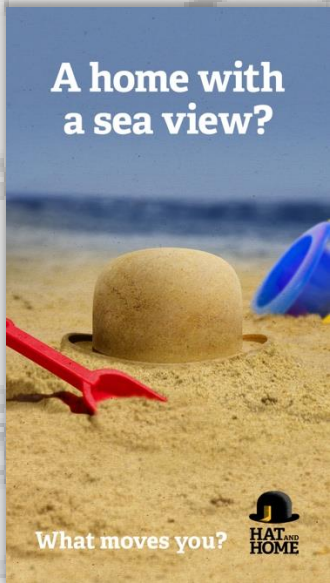
# CAMPAIGNS


A garden that's a cut above the rest?



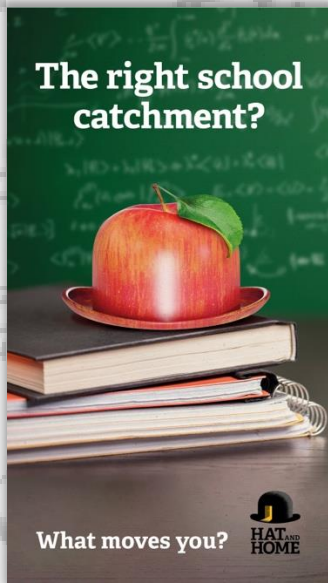
What moves you? 


A home with a sea view?



What moves you? 

The right school catchment?



What moves you? 

Spacious kitchen with breakfast bar?



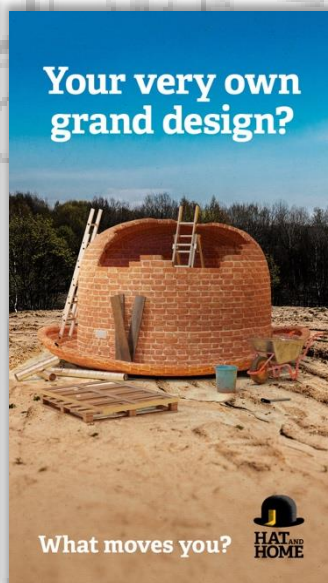
What moves you? 


Unique period features?



What moves you? 

Your very own grand design?




What moves you? 

The studio you've always wanted?



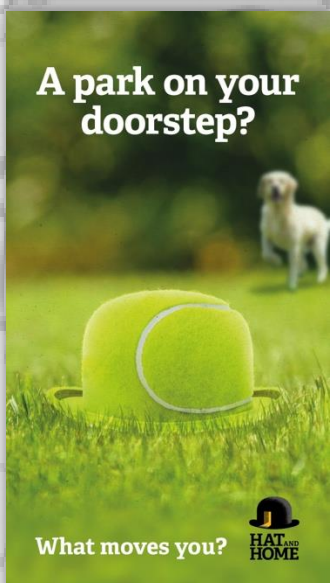
What moves you? 


Easy access to the perfect pint?



What moves you? 

A park on your doorstep?



What moves you? 

Somewhere to relax?



What moves you? 

Playroom space for the little ones?




What moves you? 

Dive into your very own pool?



What moves you? 

The perfect garden sanctuary?



What moves you? 

A bit of mid-century modern style?



What moves you? 

# SPIN-OFFS

Happy Father's Day



With you. Wherever  
you lay your hat.  
[hatandhome.co.uk](http://hatandhome.co.uk)



Happy St Patrick's day!



You can hang your hat on that!  
[hatandhome.co.uk](http://hatandhome.co.uk)



Lest we forget



Happy Easter!



You can hang your hat on that!  
[hatandhome.co.uk](http://hatandhome.co.uk)



Happy St George's Day!



You can hang your hat on that!  
[hatandhome.co.uk](http://hatandhome.co.uk)



Got your eye on your  
next property?



If not, we'll keep an  
eye out for you!

A home full of sparkle?



What moves you?



HAT AND  
HOME



# PROTECTOR



# AWARDS





*That's all Folks!*