



HANDPRINT GROUP & CITYSCAPE DEVELOPERS

CIVIC ASCENSION



Challenge

When the housing crisis of xxx hit, realtors, developers and others in the ecosystem were Like so many others, The industry veterans needed help repositioning their brand and turned to PSMG for a refresh and marketing support.



Solution

Using the brand Canvas model, an immersive process PSMG uses to uncover market opportunities, Handprint Group was able to clearly define who they are in the new landscape and what their unique value proposition is. To accompany this story their visual identify was revamped, including logo, website, collateral and business assets such as business cards and sales brochures. The goal was to create an experience that makes users feel the company's services and expertise are superior.



Outcome

With a fresh brand identify, the company successfully re-entered the market place with a strong new value proposition and digital marketing assets (web, brochures, etc.). Today, they are a partner in development of new urban projects in Atlanta, Birmingham and Warner Robbins, GA.