

## Social Media

Facebook

### Art Week

*Drawing inspiration from each other*

Staying creative in the everyday hustle and bustle is not always easy. As active professionals, we sometimes get caught up in deadlines, client requests and the often overwhelming routine that leads us to lose our ability to play and interact with creative pieces in a fearless way.

This is why in Conway+ we feel it's important to motivate our creatives and empower one another through new and stimulating challenges. This month, we ran a photo contest organized around two main subjects: model and product photography. We received some striking pieces, travel logs, arresting places and faces.

Our whole office voted, and the winners of 2.500 pesos for each photo were: Luis Mendoza Gomes, in first place for his object/portrait picture "Mystical River I", followed by Bren Passamesi who submitted "Ceramista". In the product/object category, Bren Passamesi came out first place for her "Reflejo" piece and Juli Sauczuk earned second prize for "Tiempo".

Congratulations to all the winners and to each participant for enriching our working climate and stepping out of their comfort zone!

Instagram

### Art Week

Staying creative in the everyday hustle and bustle is not always easy. This is why in Conway+ we ran a photo contest this month to motivate our creatives and empower one another through a stimulating challenge. Congratulations to our winners: Luis Mendoza Gomes, Bren Passamesi and Juli Sauczuk for enriching our working climate and stepping out of their comfort zone!

Facebook

### Brochure for Parlour / Halstead Property Development Marketing

*A deluxe take on tradition*

Inspired by Brooklyn Brownstones, Parlour is INC Architecture & Design's first condo in Brooklyn, a 12-story condominium evoking the surrounding area's architecture with 19 expansive full-and-half-floor residences.

To properly reflect the spirit of the project, we worked closely with the client to develop print and digital marketing materials. We chose to highlight the boutique residential's refined details, its

flowy reinterpretation of tradition at a crossroads between old and younger Brooklyn and its yearning for warmer, timeless environments.

Our branding approach is elegant, synthetic and romanticizes classics in a way only powerful, committed design can.

Instagram

### **Brochure for Parlour / Halstead Property Development Marketing**

Inspired by Brooklyn Brownstones, Parlour is INC Architecture & Design's first condo in Brooklyn. To properly reflect the spirit of the project, we worked closely with the client to develop print and digital marketing materials. We chose to highlight the boutique residential's refined details, its flowy reinterpretation of tradition at a crossroads between old and younger Brooklyn and its yearning for warmer, timeless environments.

\*\*\*\*\*

### **The Benny**

To create **The Benny's** enticing universe we partnered with ROART and Real NY, the architecture studio and full-service brokerage firm in charge of bringing this unique project to life. We wanted to create a dreamy brand that would evoke the contemporary fairy tale that living in The Benny represents. A treasured area that has grown to be known as "Brooklyn's best-kept secret", Prospect Leffert Gardens is home to a privileged set of 19th and 20th century homes and also harbors Prospect Park, one of New York's most important green spaces. The brand had to feel luxurious and time-honoured, in tune with the living standard of a resident of this 44 unit building.

From The Benny's print to its digital applications, we worked synergistically between areas to keep a consistent look and feel and make the brand experience reflect the urban, sophisticated nature that the designers had in mind. The brand identity as a whole is a curated set of delicate, stimulating pieces that convey the inspiring building and its endless possibilities.

### **135W50**

An ambitious development just steps off of Sixth Avenue, **135W50** is the ultimate workspace designed by G. Comfort, a bustling project in the middle of New York City. At Conway+Partners we created a set of compelling marketing materials that emulate an evolving, modern office environment and invite new tenants to become a part of this contemporary working experience.

The high-performance, state-of-the-art approach to work is suggested at each instance of the communication: from bold colors to an impactful Leasing Gallery experience that allows for future clients

to step inside the building, our designers and architects worked collaboratively to produce an attractive concept and a proper buildup for this cutting edge site.

## **Tangram**

Working closely with F&T Group, Conway+Partners' creative team established **Tangram's** whole brand concept and collateral from the ground up. Beginning with a meticulous search for the strong idea that would serve as a backbone to the entire Tangram universe, we drew inspiration from the strong Asian influence that's present in its design and transformed it into a powerful narrative. The innovative mixed-use project is a multicultural success story, and we made sure to make this a distinctive mark in the design, everywhere from the visual identity to the residential floor plans, the interior design, 360-Degree Bubbles and the smart, interactive website.

## **The One Palm**

Working on **The One Palm's** new brand identity was challenging. Establishing a strong presence in a competitive market such as Dubai's real estate map meant building a unique hallmark that would truly stand out in UAE's luxury offer. We joined together as a team to design a compelling new brand image and print collateral, ads and signage.

Our accomplished team of artists devoted themselves to illustrating The One Palm's fresh new take on high-living, and our eager designers and specialists devised the whole new digital and social strategy, a true reflection of the residence's shiny, exclusive universe. The result is a powerful and irresistible brand that depicts the aspirational, chic lifestyle inherent to The One Palm.

\*\*\*\*\*

## **Bic Bank**

Conway+ digital team worked wholeheartedly on the launching of Bic Bank's webpage, a defying venture that involved 3 languages: english, khmer (this was a first) and chinese! Meeting this southeast asian brand's design needs meant really understanding the intuitive nature a bank's online presence should deliver in order to make things really simple for their clients. Focusing on visual aids and graphic features that would translate into a friendly user experience, our driven digital team achieved a unique, effective website that builds on the brand's intangible value. Check out the website already available in khmer and english and soon to come in chinese!

## **Parlour**

### Instagram

1. Abstraction in the form of The Arch. To develop the brand identity for @Parlour, our team was inspired by the elegant façade with inlaid arched windows of this Brooklyn building. Conway+ worked closely with Halstead Property Development Marketing to develop a design that reflected the essence of this project as well as its modernist architectural design, by INC Architecture & Design.
2. A modern approach to timeless design is what sets this boutique residential development apart. Throughout the brochure we highlighted the project's key messages, like time-honored design and fine details.
3. Inspired by the unique surroundings and location, Conway+ designers highlighted Parlour's neighborhood, an epicurean site that boasts tree-lined streets dotted with cafés and restaurants, small shops, and of course, Prospect Park.

## **Skyline**

### Instagram

1. Brand strategy and identity for @SkylineTower. Our team's collaborative work was reflected in the design of every collateral, illustrating the elegance and details that make it a unique place where style meets comfort.
2. Did you know that the amount of glass used to build Skyline tower equals to more than 6 Football Fields? We are proud to share our high performance design skills and knowledge with @Risland and @modernspaces to communicate the essence of this sophisticated building.
3. The Conway+ branding team worked to create a sophisticated and impactful logo design that seamlessly captures the modern luxury of the tallest condominium tower in Queens.

### Facebook

The collaborative work of Conway+, Skyline Towers development team and Modern Spaces is reflected in the sophistication and impact of the brand and marketing materials we created together. Every piece captures the elegance and modern luxury of the tallest residential tower in Queens: from the residential brochure to other marketing initiatives including a teaser website, full website, amenities gatefold and full sales gallery experience and production.

## **Kingsbrook**

Conway+ worked on the rebranding of Kingsbrook, George Comfort & Sons' newest office destination in Rye Brook, New York. We selected a young and vibrant color palette to give the brand a contemporary feel and executed a sharp logo that would convey skill and innovation.

Home to industry leaders including Pepsi, MasterCard and Morgan Stanley, Kingsbrook is more than just an office space. Designed for work, life and everything in between, we set out to build a brand system that clearly revealed the flexible nature of the project.

\*\*\*\*\*

## **The Warehouse**

Conway+ joined the Knight Frank New York team to transform a cutting-edge project into a compelling brand from the ground up. An original apparel manufacturing factory turned a design-forward workplace by the Highline, we took this building's iconic quality and infused it with a bold, energetic vibe.

**The Warehouse brings together classic and contemporary, thanks to the visionaries at Elijah Equities and architect Morris Adjmi's understanding of contextual yet commercial buildings.**

We made sure that the logo evoked the post-industrial, leading-edge feel that the building sets forth through a vintage typeset and vivid color.

For the brochure design, we paid tribute to the building's past as a manufacturing and shipping hub and crafted hand-inscribed wooden crates with each recipient's name. Each personalized box bore a coffee table book with The Warehouse's story, **establishing a brand experience that completed itself with a large scale website.**

\*\*\*\*\*

## **The Milk Factory**

A historic map in itself, The Milk Factory is a 32 unit residential building developed by ROART and Real NY. Once home to The Borden Dairy Company, its 19th century allure was our inspiration to develop a minimalist, modern brand that still honors its industrial past.

Highlighting the structure of the building, we developed an architectural logo that focuses on the project's timeless character and allows for multiple brand applications across print and digital platforms.

The Milk Factory is set in East Williamsburg and is a perfect expression of the community's diverse spirit with a special appreciation for embracing and re-signifying the past. Throughout the brand identity, we showcased the strong influence of the neighbourhood and included a custom designed map with focal points.

\*\*\*\*\*

## **Las Flores**

1. We came up with a brand identity that's fresh, artsy and contemporary, from the naming -Las Flores- to the fun palette and digital pieces.
2. In order to achieve a balance between old-world elegance and urban feeling, we developed the "Essentially urban" concept in partnership with Grupo Copri, leading developing builders in Mexico. We worked cohesively to design a brochure, video production, sales gallery experience and more.
3. To give life to this residential project in Mexico City, we were influenced by the up-and-coming San Angel neighbourhood's colorful vibes. Its dynamic, creative atmosphere is made present in this map where we highlighted points of attraction.

## **Halletts Point**

1. The Durst Organization tapped Conway+Partners to develop Halletts Point's brand identity, creating a full marketing collateral package. We illustrated clean, efficient floor plans consistent with the brand's sustainable, leading-edge character.
2. The logo is an interpretation of the development's surroundings in Astoria, Queens. The waterfront community is located directly on the East River, across the bridges and ferries that navigate the waters. Can you find our references in the logo?

3. Business cards for Hallets Point. The modern, collective spirit of the project is present in the sleek typography and rich blue color, which we also used to develop a microsite for the property.

## **Flushing Commons**

1. Flushing Commons is a mixed use project that honors America's core values: strong work ethics, love of family, education and smart business. We came up with a unique branding strategy that would further enhance this sensitivity and high-quality lifestyle.
2. A shared vision between F&T Group, The Rockefeller Group and AECOM Capital, Flushing Commons was designed by Perkins Eastman and built by Tishman Construction. Recruited to provide branding, marketing support and art direction, we began by creating a strong logo that expresses unity and cohesion.
3. As part of our integral contribution to the brand's portrayal, we designed a print production, focusing on Flushing Commons' high-quality, luxurious look and feel.

\*\*\*\*\*

## **Austin Birch**

1. Austin Birch's pioneering marketing & sales strategies and precise approach to real estate development are reflected in the flawless, elevated brand identity we delivered.
2. A strong presence begins with a compelling logo, in this case a framework that hints at the first letter but also communicates the constructive nature of the brand. The avant-garde feel of the entire layout comes across as refined, lasting and collected.
3. Austin Birch's trusted expertise in the development marketing field has much to do with their intimate understanding of the design landscape in Canada and the world, and we aimed to suggest their solid aesthetic sense and unrivalled talent through distinguished graphic materials.

\*\*\*\*\*

## **60 White**

Respectful of its historical significance, every collateral material we designed for 60 White embraces its classic design and 300 year-old narrative. With golden typography and a stately logo, even business cards come together elegantly as one.

60 White blends brilliant oak and marble details with modern touches, evoking the worldly, eclectic character of the building's sophisticated residents. We took this distinctive storyline and translated it into a soulful visual identity that speaks without words.

The brand's storytelling is always an important part of its constitution, and in 60 White's case, an authentic idyll for the city of New York. We connected to potential buyers by tapping into the project's local essence and relating how it came to be a true landmark.

## **The Milk Factory**

An unparagoned building that once housed a dairy company, The Milk Factory does not lag behind when it comes to residence features and shared spaces that make for first-rate living. Through easy to read floor plans and a clean layout, we introduced the details that make this place enticing.

We delivered a cohesive website design that's easy to navigate, engaging and created to provide meaningful details of what living in The Milk Factory feels like.

Illustrations help bring a brand's story to life, and that's why we chose to give a handmade touch to the Milk Factory's aesthetic, a graphic resource that also expresses comfort and ease.

## **Uptown Boca**

An endless world of possibilities put into three compelling verbs. Working on a brand's identity sometimes begins with establishing a simple and memorable tagline that encompasses a smart concept.



Our talented design team came up with this vibrant and bold logo that perfectly sums Uptown Boca's contemporary, hot new lifestyle. Offering everything a hip, enthusiastic neighbor looks for in real estate, this community has everything from stylish apartments to chic stores, refined eateries, entertainment and fabulous nightlife.

We decided to go all the way with forward-thinking design based on simple yet eye-catching graphics. From project marketing materials to digital elements, we chose a color palette that's easy and striking, appealing to a fresh public eager to keep up.

### **Hudson Park**

Stationary for Hudson Park, a Yonkers waterfront development by Strategic Capital that combines the best of city and country life to create a luxurious setting minutes away from the heart of Manhattan. The richness of each card celebrates the exquisite lifestyle that Hudson Park stands for.

Branding allows the public to know what to expect from your brand. From understated, delicate design to copywriting that feels precise and authentic, we created an elegant universe that's captivating and desirable.

Strategic Capital developed a new standout destination revitalizing the Hudson Park and infusing new life to the area. To highlight the neighborhood's rising profile, we fashioned an illustrated map with handmade touches and chose a soft color palette inspired by the sunny, waterfront area.

### **The Sky Suites**

Conway developed a strong brand strategy for this iconic office development in New York City. To stand out in one of the world's most bustling cities, impeccable design and meticulous communication pieces are key.

The Sky Suite's high standards are evident in every piece, from powerful photography to a stimulating website and a comprehensive map that showcases some of the points that make this development the gold standard for work buildings.

As part of this project's brand identity, we delivered a distinct logo that's polished and timeless. In this case, simple equals relevant!

Driving them forward to be one step ahead of the game  
Stay relevant

\*\*\*\*\*

## **Las Flores**

An important part of a customers' impression of your brand is gained just by looking at its visual style. Building upon a lively, stimulating motif we produced catchy pieces that are professional but also evoke serenity and confidence.

To create Las Flores' visual identity, we began by drawing inspiration from the neighbourhood's photography, a powerful reminder of what makes this project distinctive. Our clever illustrators then worked with shapes and colors to compose a pattern that tells a story.

Covering both online and traditional media, the visuals we established remain consistent and are representative of the avant-garde architecture that Las Flores boutique buildings stand for.

\*\*\*\*\*

## **Flushing Commons**

By selecting a brand palette that includes pastel and neutral hues, we composed a brand that feels contemporary, premium and upbeat. Color is a strong communication tool that taps into consumer's sensibilities and translates into every design material.

Conway took over Flushing Commons' entire art direction to provide polished materials that hint at the sophisticated feel inside each office and residence.

Details that make a brand complex are a fundamental part of consolidating its image. We chose to play with the circular logo and form a pattern that offers a rich and polished texture to pieces of visual content.

\*\*\*\*\*

## **Hallets Point**

The overall purpose of Hallets Point is stated in this simple yet meaningful tagline that makes the brand memorable. Conway+ collaborated with the Durst social media partner to develop impactful messages that position Hallets Point unequivocally.

It takes precision and creativity to come up with a consistent logo. Through calculated design and a thorough understanding of the brand's public, we devised a logo that drives a sustainable, present-day message home.

A brand's identity comes alive in every signage and print collateral, and we made sure to keep a coherent look and feel from the trademark blue to the flawless typography to the neat distribution of information.

\*\*\*\*\*

## **Tangram**

Flushing is a dynamic, multicultural paragon of New York's authentic charm. As a development that's set to fuse luxury residences with a fresh and friendly neighbourhood on the rise, we chose to illustrate Tangram's surroundings in a style that feels playful and inspiring.

An understatedly elegant logo for a global destination that prides itself on simple yet superior design and performance.

Textures and colors can quickly communicate a brand's voice. In the case of Tangram, natural meets modern, while still delivering a clean message.

\*\*\*\*\*

## **Skyline Tower**

Print collateral for Skyline Tower. The right visual identity creates a solid company story, one that can attract potential customers and shape a sense of belonging and reliability.

From digital banners to outdoor and indoor signage, print and online advertising and a responsive website design, Conway+ put together a cohesive look and feel in line with Skyline's elegant and modern design.

An important element of appealing to consumers is by tapping into the lifestyle that the project enables. A bright, open floor with absorbing views of Manhattan, this piece was featured in a custom lifestyle publication we designed to further enhance the feeling of ease inside Skyline Tower.

## **Parlour**

We displayed cunning visuals to successfully engage with the Parlour's potential audience, putting together a storyline that focuses on honoring classics, living in elegance and flourishing in an everlasting city.

Illustrations and marketing floor plans are powerful tools that bring architecture to life and invite people to experience the project through realistic finishes and proportions.

Investing in printing materials is a sign that your project is serious and worthwhile. Focusing the style of the design on the audience your brand speaks to makes you relevant and builds credibility. In every single piece we created for Parlour we focused on highlighting its elegance, class and distinction.

## **Costa Garzón**

Many times, images do most of the talking when it comes to branding. Incorporating unique illustrations to Costa Garzon's identity is a way to distinguish the brand and reflect its chic yet simple nature.

It's in our nature to love a good story. We took Costa Garzon's rich narrative of wine-making, celebration and local connections and depicted a storyline that taps into this particular audience's aspirations and bears the power of being unforgettable.

José Ignacio is the trendy, attractive setting where Costa Garzón is set, a beachfront town where glamour meets refreshment. At Conway+ we chose to showcase the premium surroundings by designing a simple map that has a crafty feel.

## **El Pulté Golf**

Above all, El Pulté Golf was conceived as a community where entire generations can choose to live a more content, serene life, sharing nature and deep-seated values. Conway+ was trusted by three of the most important business groups in Guatemala to develop a close-knit communication and guide the creative process throughout.

Applying the brand's values to visual elements and accessories such as custom printed tote bags is a fundamental part of creating a solid identity. Every visual representation is an opportunity to give off a message and ensure your brand's personality comes across as one.

El Pulte Golf's prime location is at the heart of the project's appeal, providing an enticing alternative to life in the city of Guatemala. Through this simple, illustrative mapping of the project's setting we approached one of the distinguishing features that sets El Pulte Golf apart.

## **Distrito Armida**

Inspiring copywriting delivers a brand's concept strategically and adds value to a project. To move potential customers interested in living a modern, sustainable and aesthetic experience, Conway+ composed poignant copies that give a sense of personality to Distrito Armida.

People relate to people. This is why we decided to bring a face to Distrito Armida, a woman that embodies every attribute the brand stands for and can easily associate with. The ethereal, pure nature of this character is representative of the lifestyle that customers can expect from the project.

The concept that holds together the entire mixed-use community of Distrito Armida is that of a state-of-the-art urban experience, and we made sure to emphasize this notion throughout the entire ad campaign and collateral materials.

\*\*\*\*\*

### **Shippan Website is now live!**

#### *Facebook:*

We were called into action by George Comfort and Sons and Rubenstein to contribute to Shippan Landing's rebranding, building upon its identity to create a more invigorating, contemporary approach to its office campus enterprise.

A 17-acre property destined to promote a healthier balance between work and life for the new generation, this building, that boasts 360-degree waterfront views and remarkable amenities, such as a beer garden and a two-storey health club for working out, is the ultimate business ecosystem of the future.

To properly communicate the appeal of being a part of this workplace, we created a fresh website that's easy to navigate, attractive and visually magnetic. We adopted a fun yet restrained color palette in tune with the maritime culture of the site and made sure to illustrate the feeling of going to work everyday at such an unparalleled place with powerful photography and realistic renderings. We also took to the brand's core values to boost their social media profile and come up with compelling digital brochures.

#### *LinkedIn:*

### **Shippan Website is now live!**

We were called into action by George Comfort and Sons and Rubenstein to contribute to Shippan Landing's rebranding, building upon its identity to create a more invigorating, contemporary approach to its office campus enterprise.

A 17-acre property that's set to promote a healthier work-life balance for the new generation, this building, that boasts 360-degree waterfront views and impressive amenities, such as a beer garden and a two-storey health club for those in the mood for a workout, is the ultimate business ecosystem of the future.

To truly communicate the appeal of going there to work everyday, we created a fresh website that's easy to navigate, attractive and visually irresistible. We adopted a fun but still restrained

color palette in tune with the maritime culture of the site and made sure to illustrate the feeling of doing business at such a beautiful place with powerful photography and realistic renderings. We also took to the brand's core values to boost their social media profile and come up with compelling digital brochures.

\*\*\*\*\*

*LinkedIn:*

### **Powering Duman Home's online presence with the launch of a new e-commerce website**

Duman Home is a treasure trove of home goods, creating lasting and exceptional products through honest design processes. Founder Cengiz's turkish heritage and love for vibrant culture's craft results in distinguished collections of linens and one-of-a-kind local findings that make Duman stores a destination for anyone passionate about great design.

First we worked on reinventing the brand to keep it fresh and relevant, developing a new logo and visual identity that would allow Duman Home to stand out.

In order to be consistent with the spirit and quality of the store's on-site premises, Conway+ was also tapped to recreate the brand's ecosystem online, providing the same first-rate experience and meticulous craftsmanship affordable to a broader audience.

On our pursuit for a stimulating feed that would reflect Duman's timeless design and inviting atmosphere, we worked on various photoshoots to be included in brochures, postcards and other stunning communication pieces. We also provided powerful renders for the new face of the stores, which has been renovated to welcome a new era.

\*\*\*\*\*

### **Capitol Tower**

Most business decisions start with a search engine research, which is why creating a strong online presence is vital. Building a compelling website is key to influence what your company displays and how it responds to what potential customers aspire to. This is what we did for Capitol Tower, re-designing their web to appeal to a more youthful, creative audience.

Developed by Skanska, Capitol Tower is a dynamic, future-proof and amenity-filled office tower at the heart of downtown Houston. Looking to shift towards a younger and greener generation

of tenants, Conway+ was sought out to craft a stimulating brand identity to make clients feel confident and identified.

Colors, shapes and graphics create emotional association with your company's culture and value proposition. From marketing floor plans to a signage conceptualization, Conway+ delivered pieces that clearly reflect Capitol Tower's smart take on retail and office space.

\*\*\*\*\*

### **WeWork Devonshire**

An important part of WeWork Devonshire's power to attract has to do with its accessible location and smart approach to business. The right district brings in the right customers and talent, and this is why we really focused on mapping out this office's neighborhood and hallmark surroundings.

Working within the WeWork brand guidelines, Conway+ transformed London city's elegant and bustling spirit into dynamic marketing materials that properly express the office's strong presence and value in today's workplace.

Effective copywriting and digital design come together consistently in these pieces, aligning themselves with WeWork's global imprint while still adding a local note and creating a clear sense of the brand's proposition.

\*\*\*\*\*

### **Bahía Beach**

The art of a well designed brochure is vital to provide potential customers a piece they can take with them. As part of Bahia Beach's brand strategy repositioning, Conway+ displayed simple yet ravishing features and highlighted what makes this the ultimate luxury destination in the Caribbean.

To make a brand timeless and noticeable, we began with a grid system, an invisible structure that imbues the design with harmony while giving it order and making the whole process more simple. We then selected the best colors to make the logo come to life and played with multiple applications through print and online.



Bahía Beach Resort & Golf Club is one of the most exclusive master-planned communities in the Caribbean including a series of luxury villas and condominiums, the St. Regis Bahía Beach Resort, an 18-hole golf course and a new investment scenario with the promise of new luxury developments. With unparalleled beach views and native forests only minutes from San Juan, Puerto Rico, showcasing its incomparable natural beauty was a fundamental part of our work as storytellers of the brand.

\*\*\*\*\*

## **The One**

What is it that makes a brand iconic? In The One's case, its essence has a lot to do with its boutique, custom-designed ambiance offering sweeping views of the heart of Toronto stretching out to Lake Ontario, an inspiring feature that we presented throughout its entire communication.

A brand's logo is the foundation of its identity and messaging. It needs to be concise yet significant, and most importantly, memorable. For The One, we created an elegant, urbane logo that condenses The One's value and reliability in a unique way.

We composed these inspiring brochures to drive brand recognition and further enhance The One's balance of modern and traditional design, craftsmanship and tangible quality.

\*\*\*\*\*

## **The Warehouse**

Coffee table books are enticing, beautiful and inspiring objects to go back to. They provide the brand's story in an attractive, uncomplicated format, and in The Warehouse's case, reflect its chic personality.

Our team of skilful photographers shot aesthetically appealing pictures to showcase the distinct character of the commercial building and capture architect Morris Adjmi's extraordinary design.

Overlooking the Highline, this building evokes a remarkable history that's evolved to become a forward-thinking commercial building unlike any other in the area. Its ideal design and work standards are at the core of the branding we translated to print and digital materials.

\*\*\*\*\*

## **The Milk Factory**

Do you know the difference between User Experience and User Interface Design? Both are key when displaying your brand online, increasing loyalty and ultimately making your business grow! UI takes care of the interactive visual elements to make the web appealing, while UX creates an easy to navigate flow. We came up with an engaging layout for The Milk Factory's mobile website design that's cool and feels effortless.

Nothing helps pump the imagination more than striking architectural photography revealing a building come to life. From a specific viewpoint, prospective customers can fully appreciate the residence's surrounding views, its structure and even taste the ambiance inside.

Drawing upon this project's historical significance, we weaved its story into sketches that connect future residents with the building's origins.

\*\*\*\*\*

*Facebook:*

### **Process of logo creation**

Our Art Director, Fernando López Aranda, reflected on the creative process that comes with the development of each logo: "It begins with exploring a concept and finding the best means to represent it graphically using a symbol or typography. It's important to delve into diverse paths before analyzing the final result as a team. The more actors involved in an account, the more unique the final output, because each creative will address the challenge from a different angle. Collaboration is essential".

## **Why is it crucial to find the right color scheme for your logo?**

According to Fernando López Aranda, our Art Director, color expresses a brand's core values. Each tone sparks a different emotion, and choosing the right one can strengthen your image and get your business noticed. Once your main palette has been defined, secondary colors come in to create different levels of comprehension throughout collateral pieces. It takes a meticulous and careful approach to make your brand appealing to the right audience.

\*\*\*\*\*

### *LinkedIn:*

Conway+Partners will be a part of UdeSA Career Camp to reach potential professionals willing to take a leap together with our team!

UdeSA Career Camp is a Virtual Job Fair brought together by one of the leading private universities in Buenos Aires, Argentina, designed to connect accomplished students with first-rate companies. In this unprecedented format, young promises will be able to acquire skills to know who they want to be in the workforce, communicate their abilities, explore possible routes and find amazing opportunities.

On October 22, Conway+ will become a part of connecting with these talented students and recently graduated professionals interested in a challenging experience at a fast-paced, stimulating workplace that can broaden their understanding. We're beyond enthusiastic to get to know young creatives eager to learn and put their ideas in motion!

As careers evolve every day to meet the challenges of the new workplace, it takes skill and creativity to stay relevant and inspired. Join us next thursday, October 22nd at UdeSA Career Camp where we'll be reaching out to future professionals studying at one of Buenos Aires' leading private universities. We're excited to connect with new talents and see what the next generation holds!

\*\*\*\*\*

## **Ninety Nine**

The sparkling, inviting spirit of the Upper West Side is key to Ninety Nine's character and the reason we introduced the destination as part of the overall brand. The sprawling neighborhood filled with green spaces was the main inspiration for every design material.

Brochures offer specific information and attractive images that reflect the brand experience. Conway+ focused on Ninety Nine's understated elegance to bring the brand to life.

Soothing colors paired with graceful typography and hand-drawn illustrations bring a sense of cosmopolitan refinement to Ninety Nine's visual identity, reinforcing the brand's promise.

#### **41 Madison Rudin Management Company**

As a leader of the tabletop industry, Forty One Madison is home to over 90 permanent showrooms and 200+ leading tableware brands and manufacturers. In tandem with creating a new visual identity and branding system for Forty One Madison, we worked to transform their entire digital ecosystem. Our efforts included a new, cohesive, and elevated brand look and feel for the brand, which we applied across print and digital advertising, email marketing, and social media efforts.

Conway+Partners designed and developed a new website for Forty One Madison featuring a fresh, modern, friendly interface that allows visitors to easily search brands by name, product category, floor, and need through a new Showroom Directory. On the website, we added the option for showrooms to feature virtual tours and videos of their physical showrooms to enhance their pages on [41madison.com](http://41madison.com).

"We're excited and proud to offer visitors a brand new digital destination that's sleek, intuitive, functional, and mobile-friendly," Director and Senior Vice President, Kristi Forbes said. "This new tool is designed to make trips to Forty One Madison seamless and inspiring."

We collaborated on the creation of a platform for Forty One Madison's editorial content, using the name "Tableaux." Tableaux was formerly the brand's print newsletter, and we reimagined it as a blog that keeps brands and visitors in the know.

The tabletop industry's finest brands from around the world all come together at Forty One Madison, a premier building designed by renowned architects Emery Roth & Sons. We

transformed their entire digital ecosystem to deliver a personalized experience for customers and translate the company's authentic voice online.

Aside from working on virtual tools, we still believe in the strategic importance of smart, quality designed materials such as business cards. Not only do they hold contact details, but include design elements that can speak favorably for your business and remind potential clients of your professionalism.

A sleek, elevated branding to establish Forty One Madison's unique value and position the building as the most inspiring, state-of-the-art destination in its niche.

### **The Charles**

Offering a distinctive collection of full-floor residences with dramatic views of Manhattan's Upper East Side and interiors by David Collins Studio, The Charles is all about obsession with detail, and so is the logo and typography we composed for the brand.

Our talented team of illustrators portrayed thoughtfully crafted sketches that enrich The Charles' visual language and bring emotion to the project.

We designed a map that reflects the brand's promise: Old world elegance meets contemporary style through elegant strokes, a smart pattern and deep, alluring blue tones.

\*\*\*\*\*

### ***Head online to check Millenia Park's new website kick off!***

Millenia Park's newly launched website was aimed by the Conway team to convey the project's contemporary take on life in one of Orlando's most desirable neighborhoods. A smart investment promoted by MIR Developments in a fast-growing ecosystem, we worked to make sure that the entire web's visual identity would support Millenia Park's proposition.

We designed tailored illustrations that were animated on site to provide interactivity and a playful approach to investment in Orlando as an opportunity for all. With a clear and uncluttered layout, we focused on investors vs potential buyers and residents, and combined copywriting, photography and graphics to establish an effective storytelling.

*MIR Developments' website is officially up and running!*

We're proud to announce that we partnered with MIR Developments to take their high-performance identity online. Our creative input began with the conception of a strong visual presence and resolute copywriting, highlighting the group's vision and experience through a well-balanced website. Its design seeks to elevate MIR Development's status and reflect the endless possibilities they stand for.

\*\*\*\*\*

## **Kingsbrook**

Kingsbrook's class A buildings boast efficient floor plates, full-service amenities, indoor-outdoor spaces and endless transportation options. The sets of shapes and hues of blue we played with on the cover of this coffee book express the versatility and contemporary approach to work that our rebranding sought out to establish.

As part of our work to reposition the project from a marketing standpoint, we created a whole reenvisioned wayfinding system which we also produced and supervised when installed. An efficient system informs and guides people by using the minimal amount of information in a noticeable way at strategic points. We are all for simplicity.

Beyond being aesthetically pleasing, interactive design should also be usable. This is what we focus on when working on UX design, composing attractive interfaces that reinforce the brand's identity.

\*\*\*\*\*

## **Shippan Landing**

A Building Office Campus focused on work life balance, Shippan Landing tasked us with rebranding their communication. For the company's vision to be reflected visually, we adopted a fun color palette in tune with the maritime culture of the site and played with imagery and shapes to target the right customer profile.

When composing Shippan Landing's website, we integrated the latest design trends that make a brand stand out: minimalistic elements, clean graphics, vibrant accent color schemes and high quality images that convey messages in a more inviting way.

Shippan Landing's appeal as the ultimate business ecosystem of the future can be grasped in this simple, standout map that we designed to show the relevance of its location by the water and smart transportation options.

\*\*\*\*\*

*LinkedIn*

**We are thrilled to announce that our latest work on Mizrahi Developments' website is now available online!**

After months of hard work, Mizrahi Developments' website has officially launched to provide potential clients with simple solutions to solve their business goals. The web stands out immediately because of its sleek visuals and dynamic navigation that includes high-quality videos, creating a cinematic, sophisticated user experience. Hand drawn elements and stunning renderings of their world class projects also honor the brand's portrayal, as well as founder Sam Mizrahi's story as one of Toronto's leading entrepreneurs.

Aside from designing and developing the website, which you can check out here <https://mizrahidevelopments.ca/>, we built the brand's identity, produced brochures and stationary, graphic elements that elevate the look and feel of the company. We are beyond proud to have worked with the best in the business to engage new clients and express their dedication!

\*\*\*\*\*

*LinkedIn*

**Thanksgiving**

In these special times, the gift of creativity is a powerful tool of transformation and we are more thankful than ever to be able to work with such talented people! Although this year has been a crazy ride for everyone, there's still a lot to be thankful for. Let's stop and acknowledge every job well done, every beautiful idea and the team that pulled through and put their very best to continue striving. Happy thanksgiving to our wonderful family, stay safe, thankful and hopeful!

\*\*\*\*\*

**135W50**

135W50's appeal has a lot to do with its cutting edge architecture and high-performance design, aimed towards new generations of tenants looking for a place that's more than an office. We

used this audacity to design brochures that pop out through bold texts and a cool, corporate feel.

Our gifted team of designers created this synthetic, attractive logo that uses simple lines to convey the building's forward, revolutionary structure.

Photorealistic renderings make a great impression on prospective clients providing precision and an immersive take on a project.

## **Tangram**

3D visualizations provide excellent understanding of a venture's design concept. Conway+ Partners' team delivered meticulous renderings and floor plans that bring Tangram's ambitious mixed-use project to life in a compelling way.

Have you ever heard of color psychology? Each tone influences a user's behaviour and emotions in different ways. A properly selected palette builds the right mood, and research has even shown that between 60% and 90% of people's assessment on a brand is based on color alone. Fascinating, right?

For Tangram, we shaped an upscale brand that reflects its expertly planned design, luxurious aura and upscale profile, conceived to become a vibrant epicenter for commercial spaces and retail.

## **The Benny**

Email marketing allows brands to speak directly to potential or existing customers in their inbox, at a time that's convenient for them, enabling a fluid buyer's journey. We worked on The Benny's e-blasts combining engaging content with an experience adaptable to mobile.

You've probably heard about SEO a thousand times, but do you even know what it means? Search Engine Optimization is a vital digital marketing tool that can make your brand increase visibility, position itself in its field and convert prospects into customers. For Tangram, we delivered a complete digital strategy and SEO



Contemporary and urban in nature, The Benny is a 44 unit residential building by Prospect Park inspired by Le Corbusier's modernist architecture. Through sleek, crafty pieces we aimed at creating an intimate, luxurious brand universe.

*LinkedIn*

## **Wrapping up the year from home**

As we pause to consider what has been a challenging year for pretty much everyone, we also celebrate our team's willingness to adapt to remote working and the new normal. We tackled virtuality through strong teamwork, calls with the entire team to share projects and catch up with one another and online games to stay connected and with high spirits. Coming together, even if it's long-distance, helps us seek creative growth and inspire ourselves for what's to come.

Thank you to every member of the Conway family for sticking together through this 2020!

\*\*\*\*\*

## **The Warehouse**

At Conway+ Partners we listen carefully to our clients and deliver results that aggregate value to their name. As a high-performance design agency, our 360 approach to branding means we bring our creative input from the very beginning, crafting digital experiences that include brand strategy, film and photography, website design and development and print collateral. For The Warehouse, our talented team worked comprehensively to develop a marketing approach and a brand from the ground up, including a powerful marketing campaign to increase awareness.

*Mailing*

## **Playlists**

At Conway we teamed up to create the ultimate working-from-home playlists, which we shared amongst each other and with our clients. We believe that music is key to the creative process and that listening to great tunes can inspire and energize us when we're feeling blocked. Back in the office we used to curate collaborative playlists that would lift our spirits or help us focus on long working hours. Now we're distanced but still connected through our music and ideas.

Follow us on Spotify to listen to our song selection that'll power your day!

## **Duman Home**

Our ecommerce team boosts Duman Home's online presence by remaining constantly up to date with what's new in retail, specific platforms and customer's habits and expectations. Christmas is a busy time of year, especially online this december, and we made sure to make potential customers get in the mood to kick off the holiday season.

## **Costa Garzón**

The stone-blue shade we used for Costa Garzon's communication tells a story of calm, expansive seas and broad, peaceful skies, coming together in this hidden town in Uruguay.

## **Millenia Park**

Millenia Park's funky, eclectic vibe resonates in every design choice and deliverable. A luxury home community, its fresh touch still appeals to young, hip residents.

## **La Clara**

Ravishing photography accentuates La Clara's boutique atmosphere and airy residences with beautiful views of the ocean.

## **MIR Developments**

MIR Development's strong vision as a real estate development company comes together in every sleek, quality piece, such as this presentation card that represents the brand's high-performance status.

## **Serena by The Sea**

From a simple sketch to an inspired retreat in Clearwater, Florida, Serena by The Sea redefines luxury as a relaxed way of living.

## **Kulen**

A Real-Estate Developer in Southeast Asia, Kulen is all about cultural heritage, sustainability and community. Our accomplished team developed a website to showcase the company's varied portfolio of properties: ocean, mountain and city.

\*\*\*\*\*

## **Flushing Commons**

The combination of muted colors and lush texture makes these printed materials a stimulating presentation card for prospective clients.

## **The Hendrik**

Print collateral, also known as leave-behind marketing materials, includes stationary, which can be used in endless scenarios to increase your brand's awareness. For The Hendrik, we designed high-quality business cards with crisp lettering and an unmistakable color palette.

## **135W50**

To ensure that the map was on-brand and in line with every other one of 135W50's communication pieces, we created a bespoke design integrating every other element from its corporate identity such as fonts and icons.

## **Tangram**

The visual identity is essentially the story of a company and the values it looks to convey. The strong, polished, enigmatic black and golden logo tells a tale of success and urbane prestige.