



# Case Study

## Brand Identity & Website Design





## About Eaton Property Consultants (EPC)

Eaton Property Consultants is a London-based property consultancy catering to high net worth individuals worldwide. They specialize in bespoke services for buying, selling, letting, managing, and relocating prime properties in London, particularly Mayfair.



## Challenges

Prior to working with The Design Firm (TDF), EPC lacked an online presence, hindering their ability to reach a wider audience and showcase their expertise. Here are some of the key challenges faced by EPC:

- **Brand Awareness:** With no website, EPC struggled to establish brand recognition and communicate their unique value proposition.
- **Lead Generation:** Without a digital presence, EPC couldn't effectively capture leads and convert potential clients.
- **Client Communication:** EPC relied solely on traditional methods to communicate with clients, lacking a platform for showcasing their expertise and properties.



## Solution

TDF addressed these challenges by crafting a user-friendly website with a focus on:

- **Sophisticated Design:** A clean and elegant website design reflects EPC's premium brand image and clientele.
- **Compelling Content:** Targeted website copy highlights EPC's expertise in prime London property and the benefits of their bespoke services.
- **User Experience (UX):** Intuitive navigation allows users to easily explore EPC's services, property listings, and company information.
- **Lead Capture Forms:** Strategically placed forms capture user information for lead generation and nurture potential clients.
- **Mobile Responsiveness:** The website seamlessly adapts to all devices, ensuring a positive user experience on desktops, tablets, and smartphones.



## Brand Identity

EATON PROPERTY CONSULTANTS



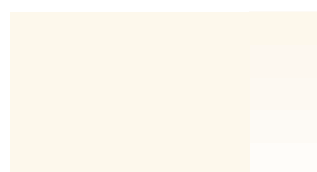
### SOFT AMBER

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 CMYK: C15%, M14%, Y27%, K0%  
 HEX: D7CFB8



### ORANGE WHITE

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 CMYK: C64%, M16%, Y0%, K2%  
 HEX: FEF8EC



### FIREFLY

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### COD GRAY

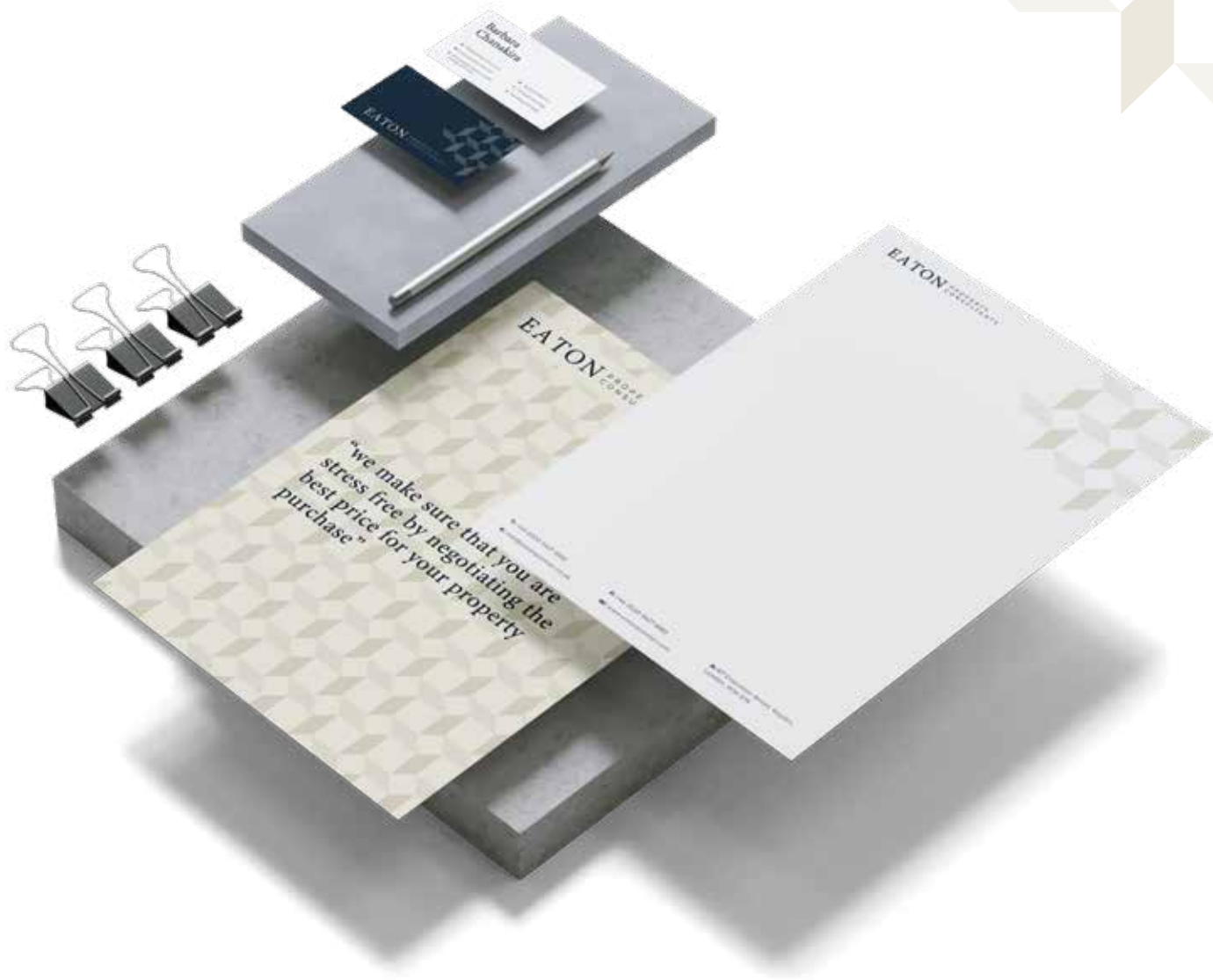
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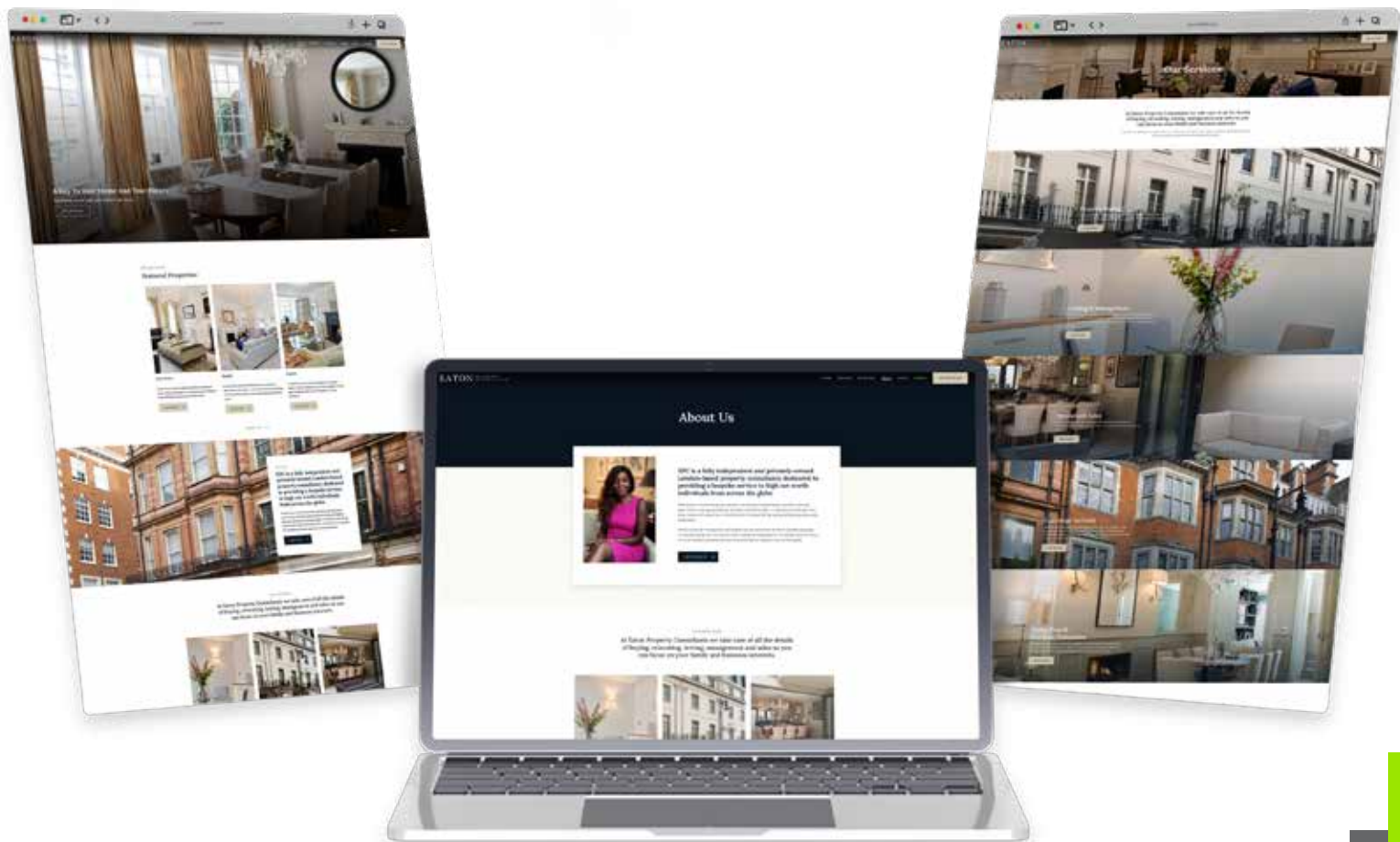




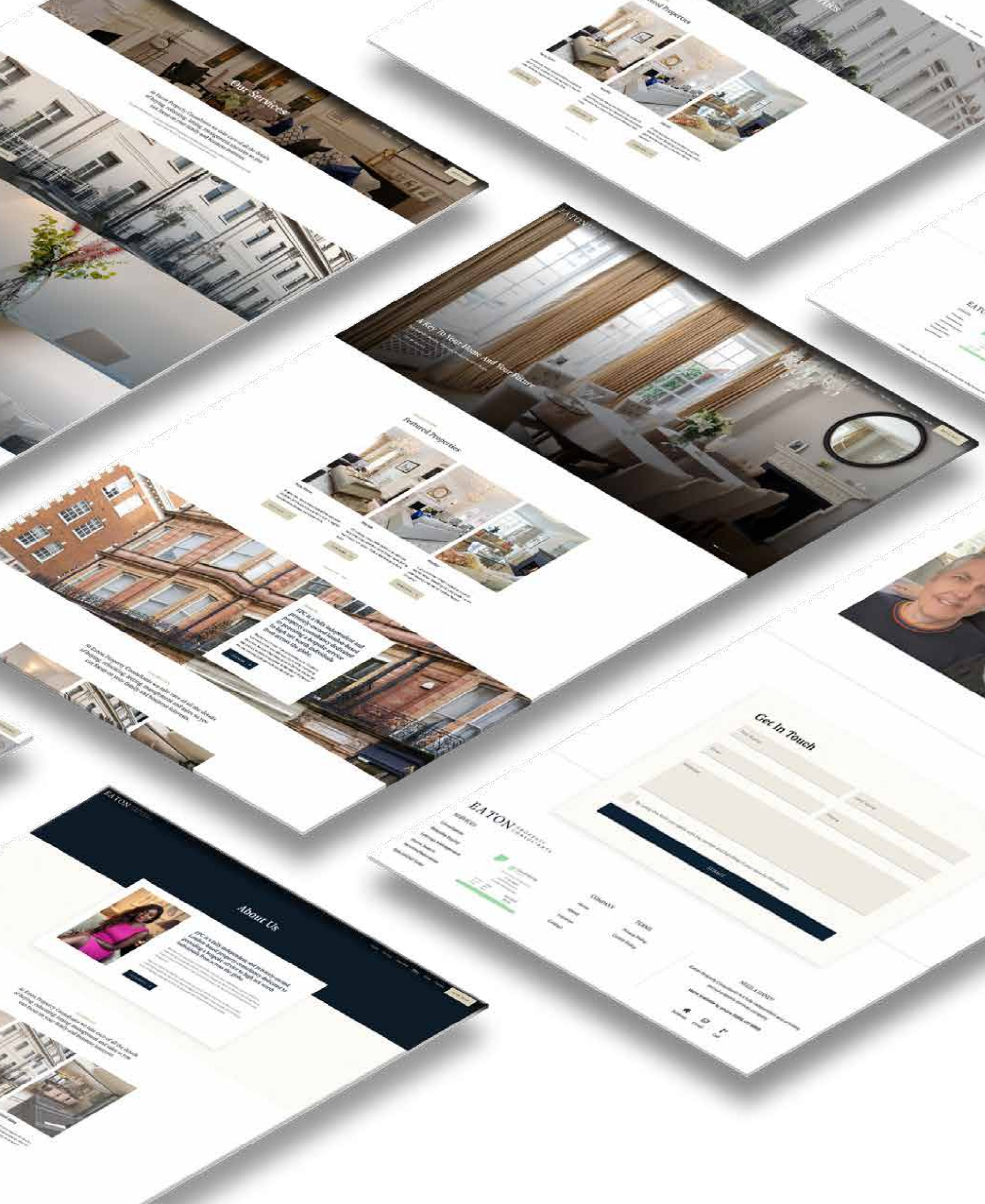
## Stationery Design



## Website Design











## Conclusion

The new website designed by TDF has transformed EPC's online presence. EPC can now effectively reach their target audience, showcase their expertise, and generate leads. The user-friendly interface and clear communication of services make it easy for potential clients to understand EPC's value proposition and contact them for their property needs. Overall, the website has been a success for EPC, establishing them as a leading player in the London prime property market.

