

thinkingjuice[✿]

&

AylesworthFleming
innovate | inform | inspire

**Taylor
Wimpey**

Royal Alexandra Quarter

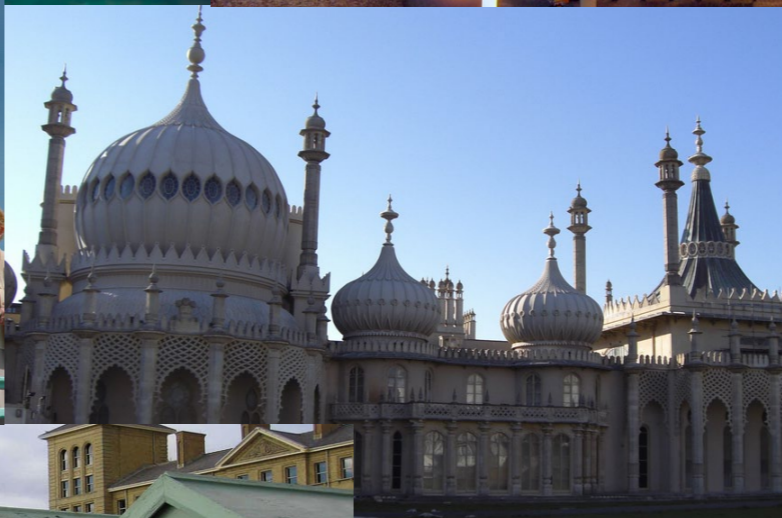
Audience insight

- Wide spread of appeal within the area; old and young couples, families, singles, first-time buyers and 'lock-up-and-leaves'.
- A vibrant city renowned for its cosmopolitan and bohemian feel.
- An opportunity to live in an apartment in a sought-after area and experience a 'city-by-the-sea' lifestyle.
- Whatever the age, everyone loves Brighton.



Creative.
Mood & texture.

Royal Alexandra Quarter | Mood of Brighton







Identity

We've refined the existing identity to give it a bespoke feel.

One Colour Logo



B&W Logo



Colour Swatch



White Logo





Strapline

Based on the
convenient, central
location of the
development in
the city...

Royal Alexandra Quarter
The best of Brighton.

Royal Alexandra Quarter
Live for the city.
Love for the coast.

Royal Alexandra Quarter
Be right in Brighton.

Royal Alexandra Quarter
It's all around you.

Royal Alexandra Quarter
Get close to it.

Royal Alexandra Quarter
Everything you want.
Everything you need.

Royal Alexandra Quarter
Have it all.

Royal Alexandra Quarter
Live in the heart of Brighton.

Royal Alexandra Quarter
Brighter living.



Brochure

Front Cover



Block Pink Foil Logo

Spot Varnish Abstract Logo

Block Pink Foil Strapline

The best of Brighton.

Taylor Wimpey

Block Silver Foil Logo

Finish Example



Front Cover



Block Red Foil Logo

Spot Varnish Abstract Logo

Block Red Foil Strapline

Taylor Wimpey

Block Silver Foil Logo

Finish Example





C0 M50 Y5 K0



C0 M70 Y25 K0



C0 M75 Y20 K0



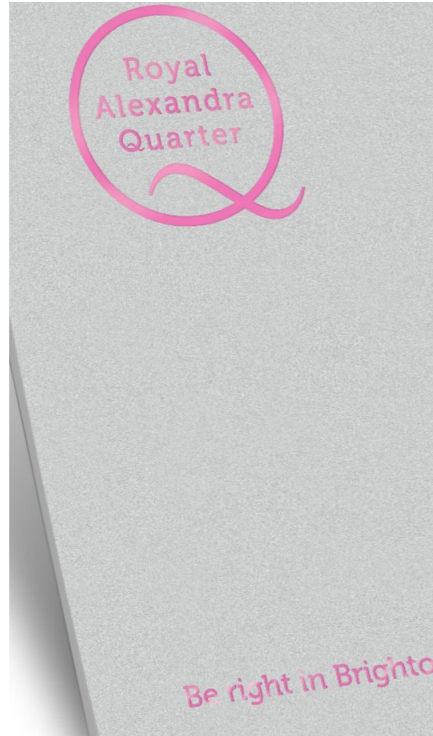
C0 M80 Y15 K0



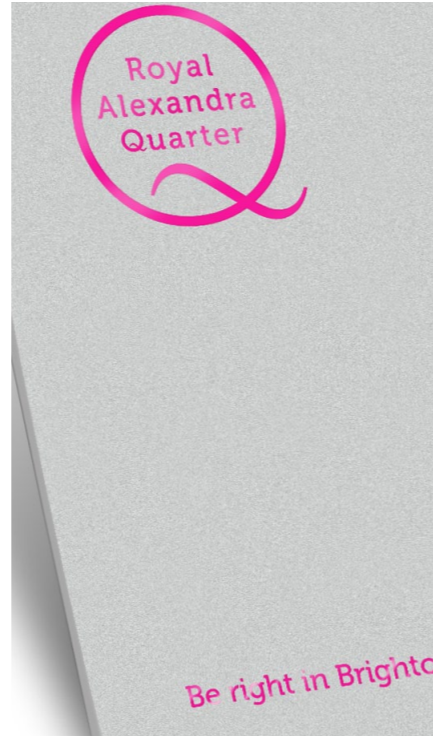
Suggested Pink



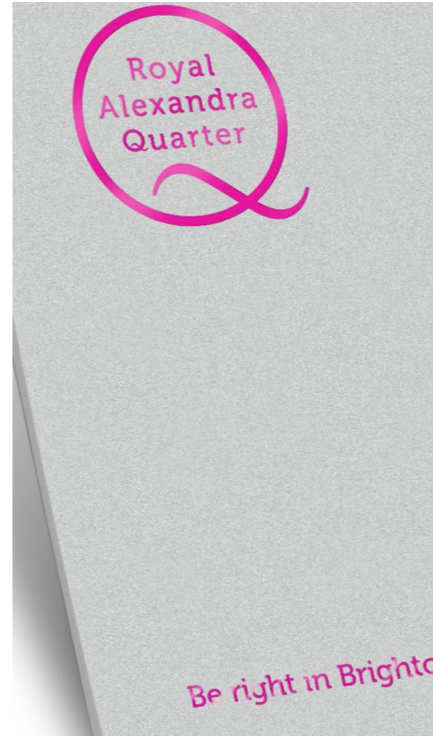
C0 M55 Y0 K0



C0 M70 Y0 K0



C0 M95 Y0 K0



C10 M95 Y0 K0



Portrait business card holder



Limited Edition Brochure

Limited Edition Front Cover



Block Silver Foil Logo

Grey Acrylic

Block Silver Foil Logo

Finish Example



Limited Edition Front Cover Pink Alternative



Block Silver Foil Logo

Pink/Red Acrylic

Block Silver Foil Logo

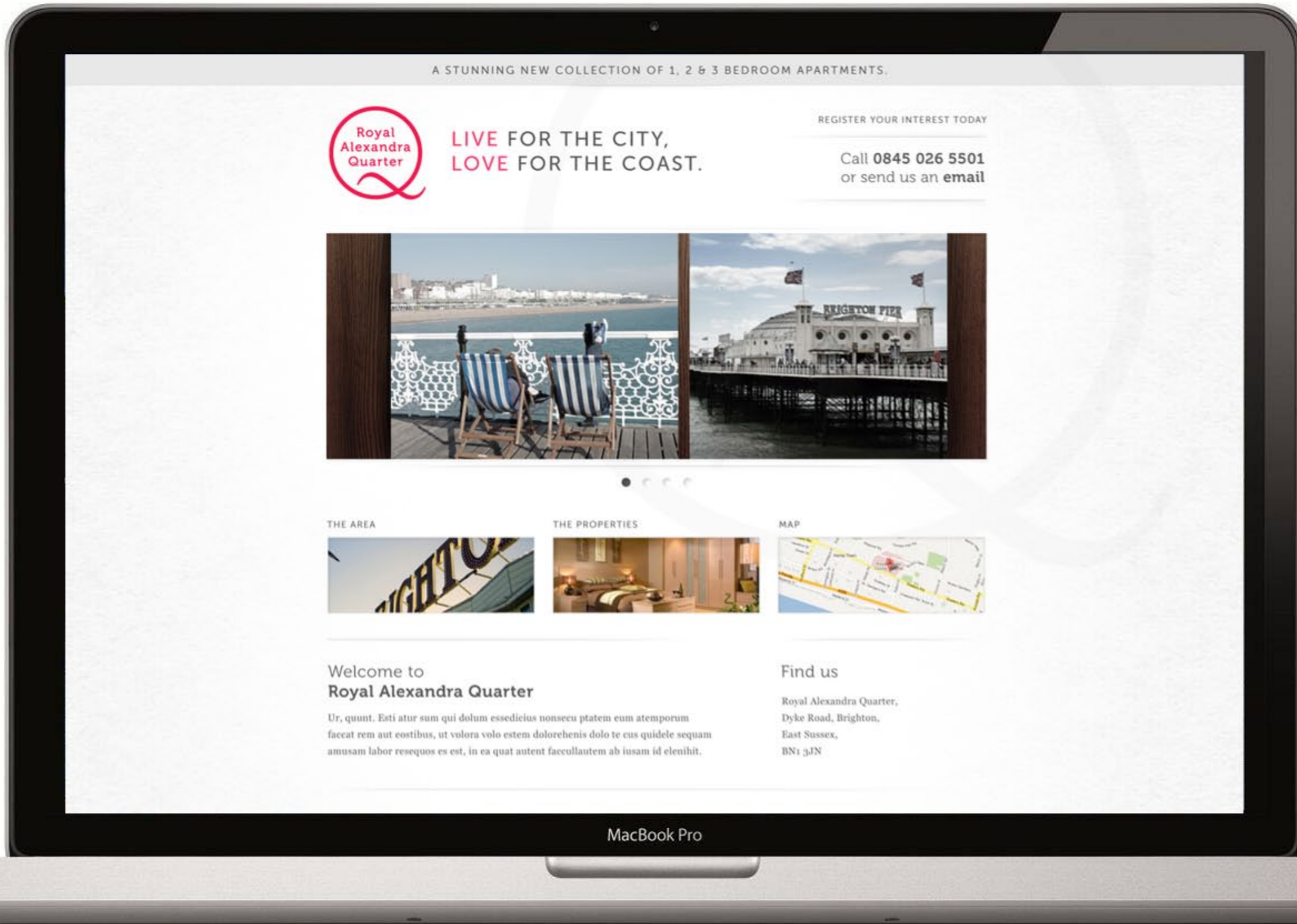
Finish Example







Online



A STUNNING NEW COLLECTION OF 1, 2 & 3 BEDROOM APARTMENTS.



LIVE FOR THE CITY,
LOVE FOR THE COAST.

REGISTER YOUR INTEREST TODAY

Call 0845 026 5501
or send us an email



THE AREA



THE PROPERTIES



MAP



Welcome to
Royal Alexandra Quarter

Ur, quunt. Esti atur sum qui dolum essedicius nonsecu ptatem eum atemporum
faccat rem aut eostibus, ut volora volo estem dolorehenis dolo te cus quidele sequam
amusam labor resequos es est, in ea quat autent faccollautem ab iusam id elenihit.

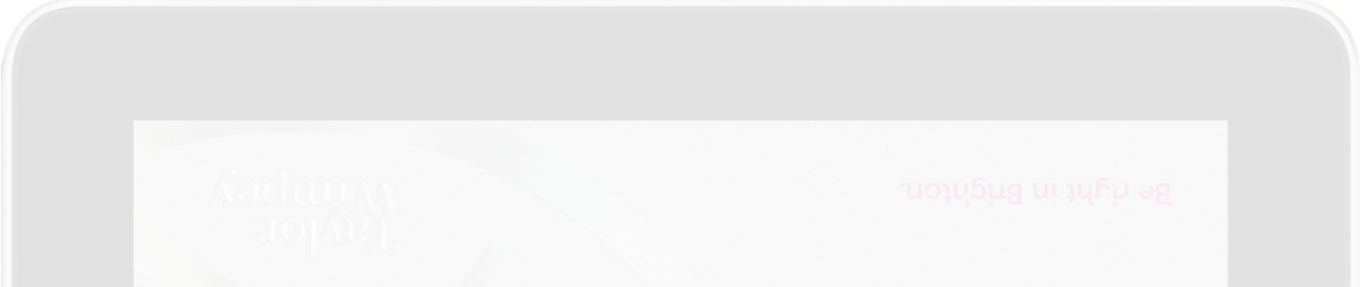
Find us

Royal Alexandra Quarter,
Dyke Road, Brighton,
East Sussex,
BN1 3JN

MacBook Pro



Interactive





Hoarding & Flags





Press ad



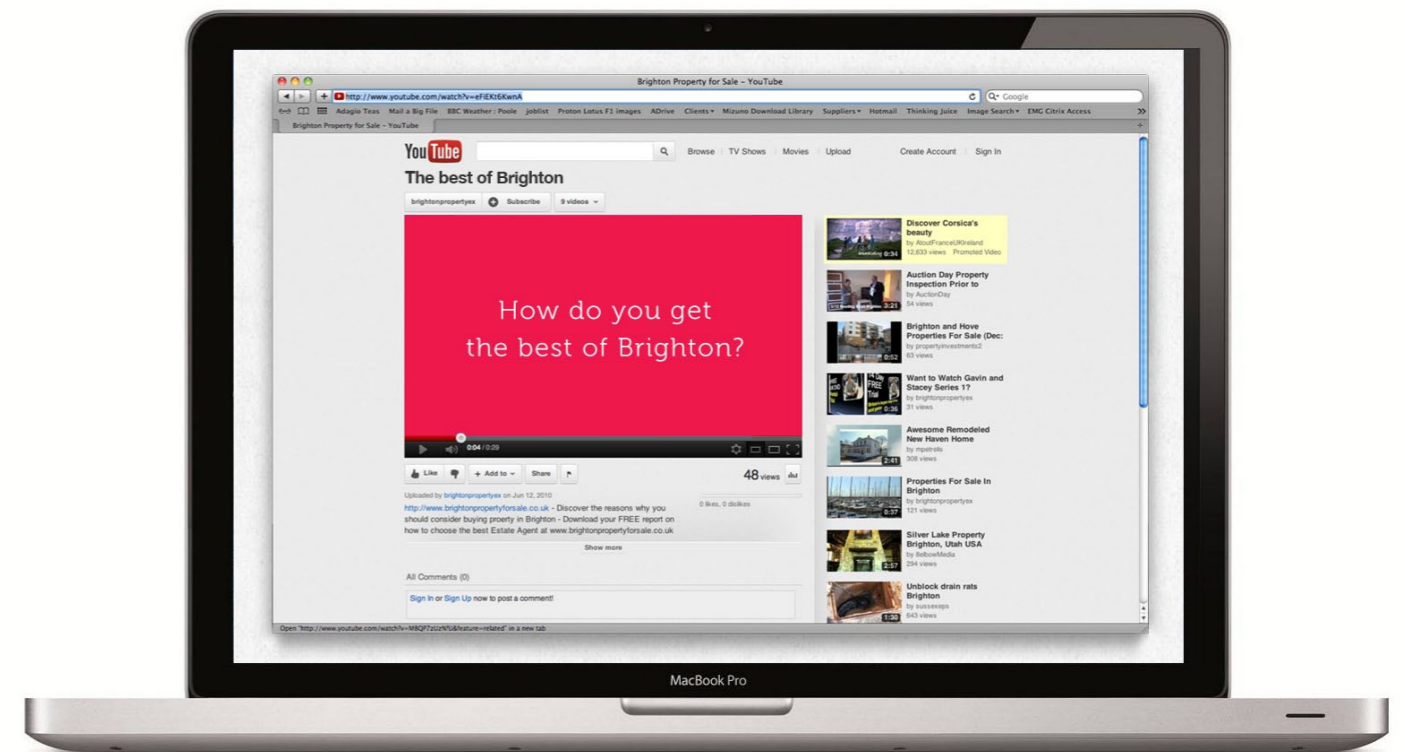
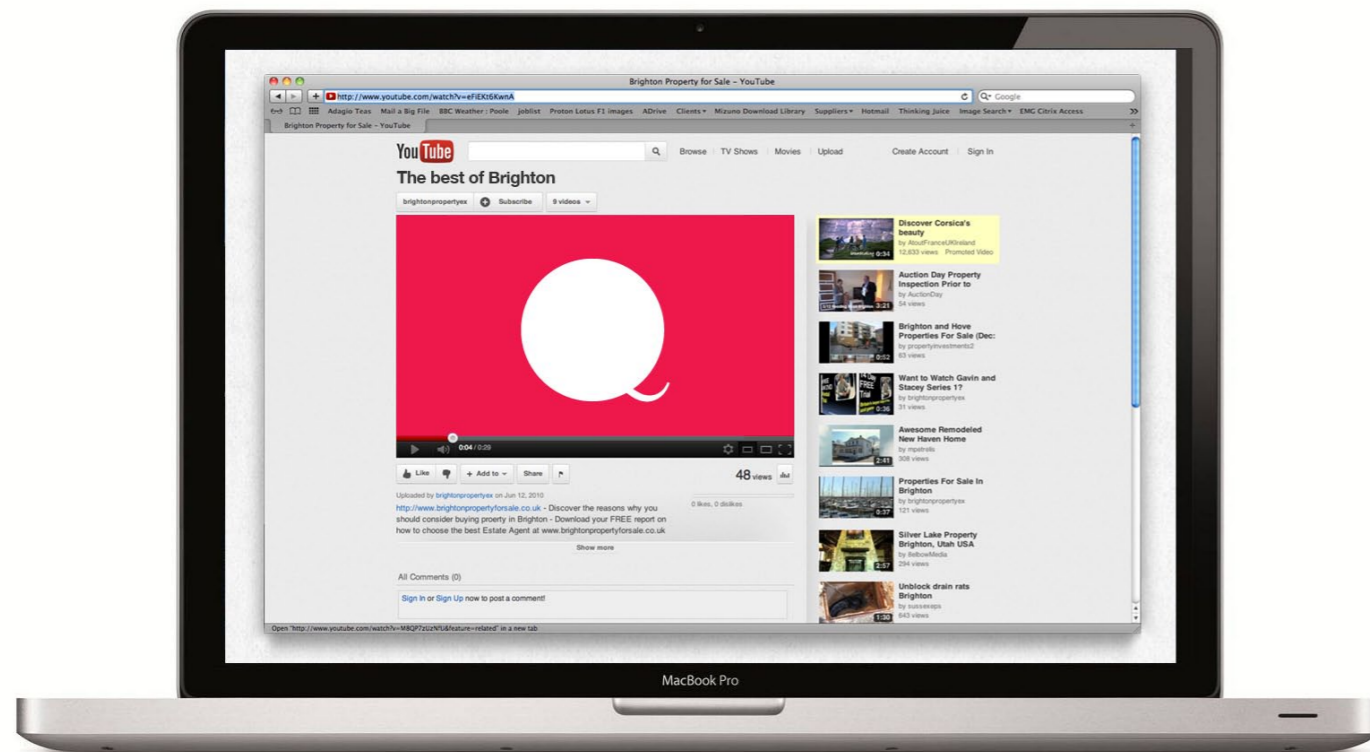
Teaser Campaign

Teaser 6 Sheet



Teaser Quarter Page Ad







Additional ideas

Every touch-point
should enhance the
overall experience
of the Royal
Alexandra Quarter.

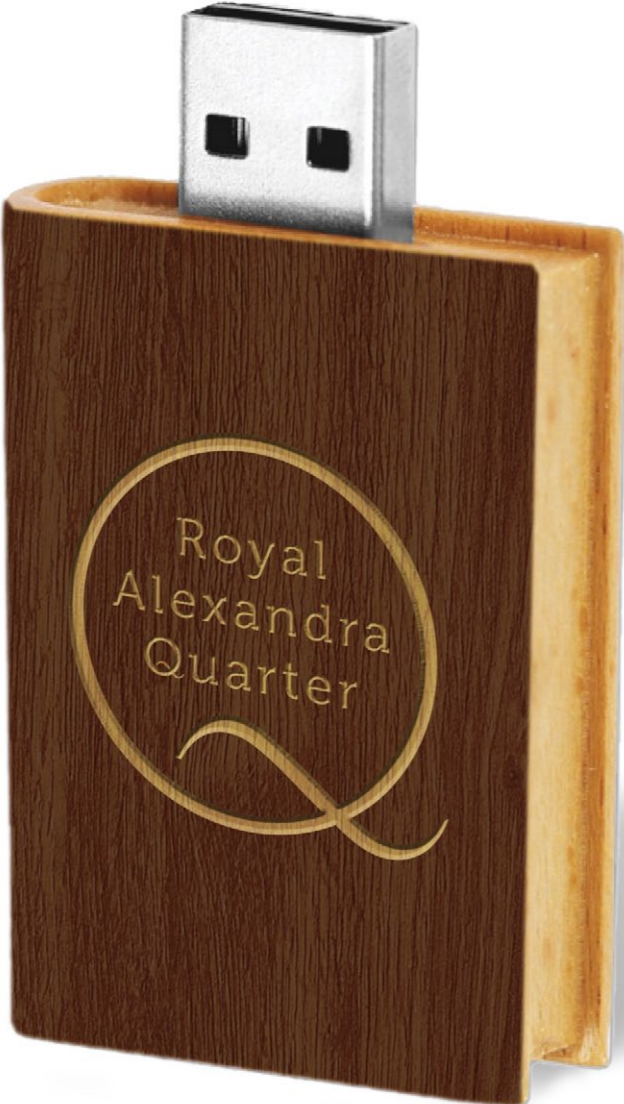
'Q' Wooden clock



Branded canvas bags and umbrellas



Wooden USBs



'Q' Balloons



Wooden mugs and placemats to compliment the office.




Biodegradable spray paint of the 'Q' on wooden surfaces.



'Q' Skylight



Custom identities
bring real personality
to each development
to leave a lasting
impression.



THE VILLAS
AT AUGUSTA PARK

A select development of
2, 3, 4 & 5 bedroom homes

Edale



2 bedroom home

taylorwimpey.co.uk

The computer generated image (CGI) has been created from an imaginary viewpoint within an open space area. Its purpose is to give a feel for the development, not an accurate description of each property. The CGI shows a typical Taylor Wimpey home of this type, but there may be variances from site to site. External materials, finishes, landscaping and the position of garages, (where provided) may vary throughout the development. Homes may also be built handed (mirror image). Please enquire for further details.

Taylor Wimpey

Garsdale



Room/Dining Area (m²)

- 16'4" x 15'10"
- 15'10" x 12'4"
- 15'10" x 8'5"

11'5" x 9'4"

11'7" x 7'9"

7'10" x 6'7"

Key features

- Kitchen/dining area with French doors to rear garden
- En-suite to bedroom 1
- Family bathroom
- Downstairs cloakroom

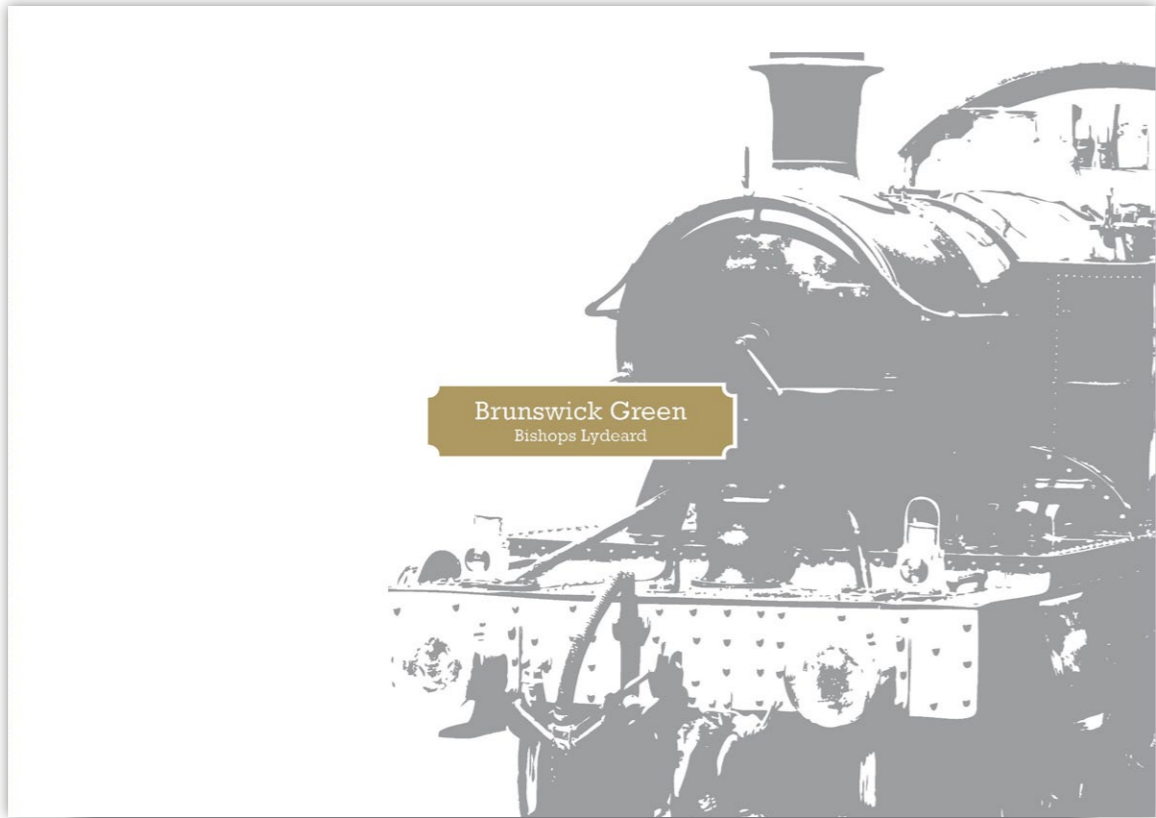
3 bedroom home

taylorwimpey.co.uk

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Please note:
Floorplans for plot 103 are handed (mirror image) compared to the floorplans shown above.
The floor plans depict a typical layout of this house type. For exact plot specification, details of external and internal finishes, dimensions and floor plans differences consult your Sales Executive.
All dimensions are + or - 50mm and floor plans are not shown to scale. XTWS0122/June 2011



The Dartmouth
4 bedroom home

Key features

- Spacious living room
- En suite to bedroom 1

The Dartmouth
4 bedroom home

Living Room
Bedroom 4
Bedroom 1

The Candleston
4 bedroom home

Key features

- Spacious living room
- En suite to bedrooms 1 & 2
- Kitchen with breakfast area
- Separate dining room & study
- Family bathroom
- Downstairs cloakroom

Ground Floor

Kitchen/Breakfast Area	3.52m x 2.47m	11'7" x
Living Room	6.03m x 3.40m	19'9" x
Dining Room (max.)	3.52m x 2.31m	11'7" x

Brunswick Green
Bishops Lydeard

Taylor Wimpey

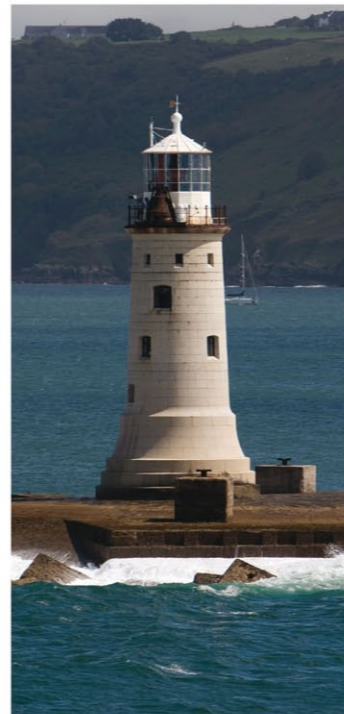


Penlee
GLENHOLT • PLYMOUTH

Taylor Wimpey

Penlee

DISCOVER ALL THAT
PLYMOUTH HAS TO OFFER



Whatever your interests, there are countless ways to spend your leisure time in and around this charming coastal location.

In a vibrant waterfront city, Plymouth boasts a wealth of leisure activities and attractions for all the family. With a rich and storied maritime heritage, the city offers interesting historic sites and gardens to explore, including the magnificent Grade I listed Mount Edgcombe House and Gardens, and the Plymouth City Museum and Art Gallery. The wonderful coastal location means you can enjoy the breathtaking views with cosmopolitan restaurants, bars and shops just minutes away.


For those who enjoy keeping active, you'll be pleased to know that Yelverton Golf Club and Plymouth Ski and Snowboard Centre are close by, while rainy day entertainment can be found at Vue Cinema, within 2 miles of Penlee.

Lovers of the great outdoors will delight in the rolling countryside of Dartmoor National Park, which covers an area of 368 square miles, making it the largest and wildest area of open country in Southern England. It's the perfect place to charge your batteries while enjoying the beautiful scenery, taking a leisurely stroll.

Penlee



Please note, the computer generated image (CGI) is not to scale and is an artists impression. Its purpose is to give a feel for the development, not an accurate description of each home of this type. Finishes and materials may vary from those showing and landscaping is illustrative only. Please ask your Sales Executive for further details.



BRYN NEWYDD
— AT —
DERWEN FAWR
THE PERFECT LOCATION ON THE EDGE OF THE MUMBLES



SPECIFICATION

TAPS TO TILES. OUR SPECIFICATION HAS BEEN CAREFULLY SELECTED TO MAKE THE MOST OF YOUR NEW HOME.

Starting in the heart of the home, our beautiful kitchens have been specially designed by Manhattan Kitchens and are complemented by stainless steel sink, drainer and taps, to match the oven, hob and hood. Integrated appliances include a washing machine, fridge freezer and dishwasher to all properties. Porcelanosa floor tiles to kitchen/utility rooms. Halogen downlighting completes the finish. Our bathrooms, cloakrooms and en suites are fitted with sanitaryware by Twyford Bathrooms in crisp white, the perfect backdrop for our range of Porcelanosa tiles.

Flat finish ceilings, panelled doors with chrome finish ironmongery further set the tone. A great canvas for creating your own perfect style.

Externally, we have concentrated on easy maintenance, as well as stunning features. White PVCu double glazed lockable windows and French doors keep maintenance to a minimum as do the matching fascias and soffits.

The heating and water systems, as well as the level of cavity and loft

insulation have been designed with the environment (and your pocket) in mind. Fully programmable gas centrally heated radiators and mains pressure hot water system (providing a 'plumbing free' roof space) help to keep your home warm and cosy. Whilst our mains operated smoke detectors and external PIR lighting help to keep you safe.

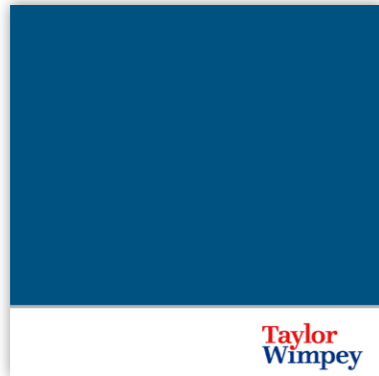
Light & power is fitted to garages, and the houses (not Calder) are fitted with a handy outside tap.

For your further peace of mind, every new home at Bryn Newydd, Derwen Fawr comes with a 10 year NHBC Buildmark policy and a Taylor Wimpey warranty for 2 years from the date you Legally Complete.

Our homes at Bryn Newydd have been designed and built with your comfort in mind. At Taylor Wimpey, we also like to give you the option to further personalise your new home with a selection of Optional extras.

Please ask our Sales Executive for details of our full Options range.





We're creating something very special...

UNIQUE

FOR YOU!

A RARE COLLECTION OF BEAUTIFUL HOMES IN A PERFECT LOCATION ON THE EDGE OF THE MUMBLES

UNIQUE

WELCOME TO BRYN NEWYDD, AN EXCLUSIVE COLLECTION OF NEW HOMES IN AN IDYLIC LOCATION

Bryn Newydd is an exclusive new collection of just 29 homes, perfectly positioned between The Mumbles and Swansea. Situated less than a mile from the sea, these executive 3 and 4 bedroom homes boast stunning views and provide the ultimate in luxurious living.

Our light and airy homes at Bryn Newydd have been designed and built with your comfort in mind, providing a flexible living space. With the Taylor Wimpey Choice service available, you can personalise your home to suit your individual preference and make it truly yours.

For further further peace of mind, every new home at Bryn Newydd, Derwen Fawr comes with a 10-year NHBC Buildmark policy.

Don't miss out on your opportunity to move into one of these beautiful homes, situated in an enviable location.

ELEGANT



UNIQUE

Creating something... **SPECIAL**

Taylor Wimpey

BRYN NEWYDD
DERWEN FAWR

ELEGANT

PICTURESQUE

BRYN NEWYDD
DERWEN FAWR

A truly special development in a truly special location, Bryn Newydd enjoys an enviable close proximity to the breathtaking sea views of the Gower Peninsula. The Mumbles is regarded as one of the best seaside villages in the UK, with beautiful beaches and landscapes that were made for exploring. The vibrant city of Swansea, with its many shops and restaurants, is also conveniently situated nearby.

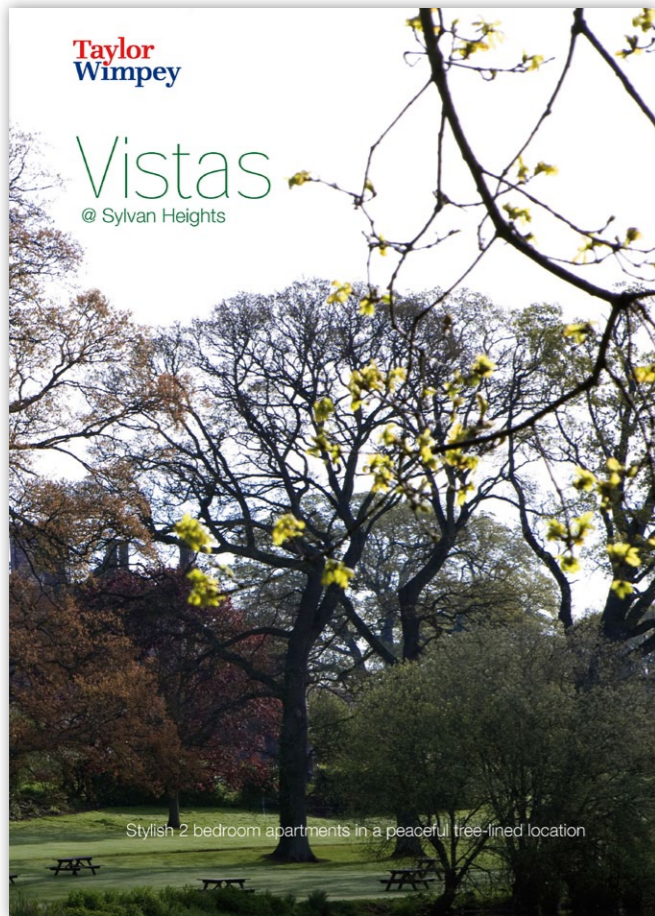
For your chance to reside in this unique and glorious part of Wales, contact us today for more information.

3 & 4 bedroom homes from £299,995

Sales information centre and Showhome open daily, 10am - 5pm
After hours personal viewings available

0845 072 9896
brynnewydd.co.uk

Taylor Wimpey



THE GLACIERS
at Everest Park

An exciting development of 2 bedroom apartments and 2, 3, 4 and 5 bedroom homes.

The Glaciers at Everest Park is situated in the pleasant residential area of Popley, on the northern fringes of Basingstoke. An affluent town in the Southern region of Hampshire, Basingstoke offers much to see and do, with strong commuting links to London (only 45 minutes away from Waterloo Station by train).

The town centre of Basingstoke offers a wealth of shopping, leisure and entertainment options for the whole family, found in the heart of the town, Festival Place Shopping Centre (only 1.4 miles away from the development) has all you need for a day's retail, dining and entertainment. The complex holds an impressive 200 shops, over 30 restaurants, bars and cafes, a multi-screen cinema, library, sports centre and even nightclub. If you're a lover of the arts, then look no further than the Anvil Arts Centre and the Haymarket Theatre, which offer music, comedy, drama productions and more.

Local amenities are plentiful, with many pubs and eateries nearby and supermarkets within a 3-mile radius. A number of primary and secondary schools are also within easy reach, as well as several colleges and the University of Winchester.

Travel a little further afield and you'll be able to escape the town for the rolling Hampshire countryside, where you can discover charming local villages and country pubs. Approximately half an hour's drive away lies the city of Winchester, filled with historic architecture and a beautiful cathedral. The Glaciers at Everest Park is conveniently located less than 2 miles from the mainline railway station and 2.5 miles from the M3, with routes leading to Heathrow, Gatwick and Southampton airports, so it's extremely easy to get out and about.

Positioned in a much sought-after part of the UK and offering a new community of chic, high quality homes and apartments, the Glaciers at Everest Park is well worth exploring.

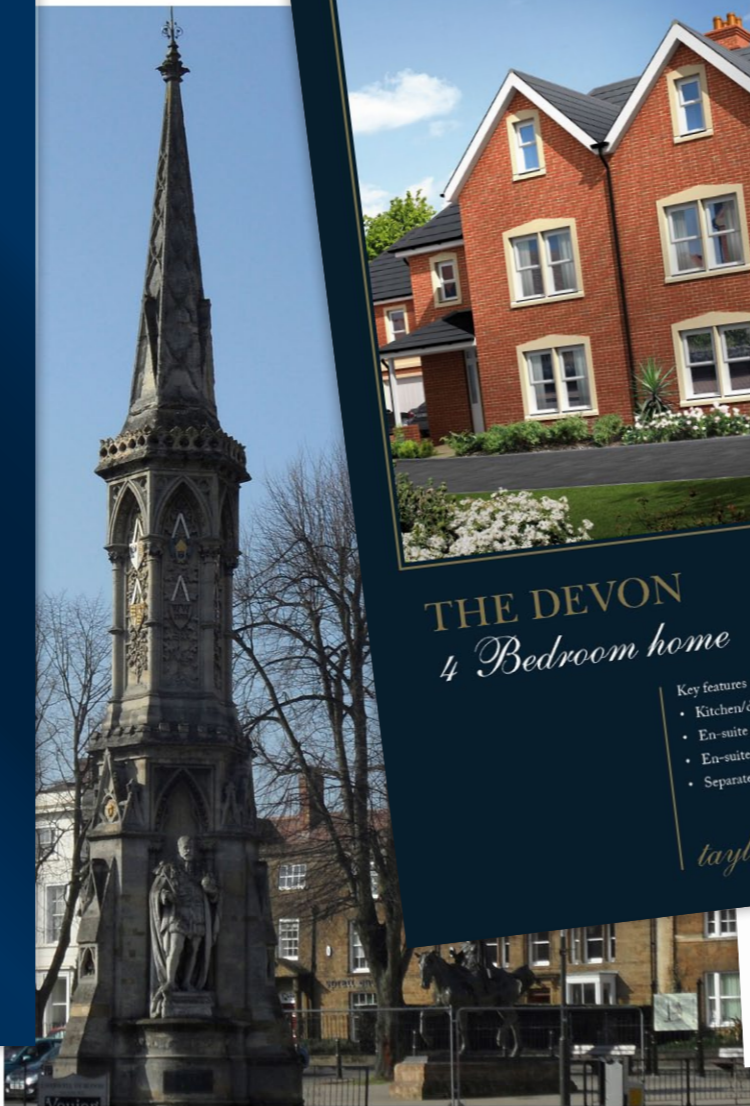


An exciting development of 2 bedroom apartments and 2, 3, 4 and 5 bedroom homes





*An exclusive private collection of just eleven
2 & 4 bedroom homes in a gated community.*



THE DEVON
4 Bedroom home

Key features

- Kitchen/dining area with French doors to rear garden
- En-suite to bedroom 1 with dressing area
- En-suite to bedroom 2
- Separate utility with door to rear garden

taylorwimpey.co.uk

