

Updated Identity Reflects Original Vision

Inspired by a Modern Art Movement, this updated identity is a testament to the inspiration and original vision of the business owners



Marklews new display homes.
So exclusive you'll need an invitation to visit.

Visit marklews.com.au and register your interest in receiving an invitation to visit one of our exclusive display homes at: Mornington, Rosebud, Sandhurst or South Yarra.

These homes are not open to the general public but may be viewed by people wanting innovative and individually tailored home design solutions.

Marklews Constructions
618 Nepean Highway Carrum
Telephone 8773 1000



classic modern homes



Good design is never just good luck

In architectural circles the expression is 'form follows function'. Simple considered lines, proportionate spaces and natural sunlight are what distinguish a great home.
Good design is never just luck and the Marklews team has pursued good design principles for more than 3 decades. Twice awarded Australian Top Home Builder, this design and building partnership excels with challenging sites and industry design opportunities.

Visit Marklews at www.marklews.com.au or on the Mornington Peninsula at 450 Eastbourne Rd Rosebud, The Esplanade Caroline Springs and soon at 2 Prospect Grove Black Rock. Telephone 8773 1000



classic modern homes



See coastal living in a new warm light

Twice awarded Australia's Top Home Builder and legendary on the Mornington Peninsula for fine design and construction, Marklews continues to provide excellence in coastal and urban housing.
This stunning and innovative Peninsula display is now open for viewing between 2 - 5pm every weekend, or by appointment at 450 Eastbourne Rd, in Rosebud.

Visit www.marklews.com.au for more info on displays at Mornington, Caroline Springs and soon to be open at Black Rock.
Telephone 8773 1000



classic modern homes



New logo, magazine advertising

Marklews Corporate Identity Update

SITUATION

Marklews is one of Melbourne's most respected boutique builders, known for its innovative, architect-designed homes dotted across the Mornington Peninsula and city suburbs.

Coinciding with their 30 year business anniversary, the firm left their leased premises behind and purchased their own offices in Bayside Melbourne.

Having been responsible for designing the existing Marklews identity, we suggested that an update was timely. The objective was to give a fresh, new look to the brand while retaining all the valuable equity built over their 30 year history.

APPROACH

The update provided an opportunity to re-connect with the original inspiration that drove the owners when the business was first started.

One of these factors was the influence of De Stijl, an early C20 Dutch abstract art movement. Well known examples are designer Gerrit Rietveld's iconic *Red and Blue* chair and the primary coloured, asymmetric paintings of Piet Mondrian.

These shapes and colour palettes inspired the modernistic treatment of the updated corporate identity.

OUTCOME

The new aesthetic continued through the collateral and advertising material, anchoring the firm and giving a bright, clean look to its marketing.

Marklews new livery speaks powerfully to the needs of prospective clients. It transmits directly what customers get when they use the firm's services.



Old logo

Press advertising, website, display brochures