

**Date:** 25<sup>th</sup> September 2017

Outside The Box

## **Leeds Outside the Box adds heart to Midlands housing organization**



Not for profit housing organisation Midland Heart has been given a fresh look by Leeds based creative marketing agency, Outside the Box (OTB).

OTB was tasked with translating Midland Heart's current brand positioning into a refreshed, future proof brand identity, which could be rolled out across all of its marketing and communications material.

As part of the brief, the agency has developed new brand guidelines together with an overall launch event to bring the new brand to life.

Dave Easton, creative director at Leeds OTB said: "Having been briefed to evolve the brand in-line with Midland Heart's new positioning, we worked with various key stakeholders to determine and really understand the key components which formed this before developing the new branding. We decided to retain the heart-shaped graphic, evolving it into a simpler, more angular, structural shape containing a house image in the centre to convey that housing is at the heart of everything the organisation does."

Midland Heart is a leading housing organisation, delivering affordable homes to rent or buy as well as services across the Midlands that enable people to live independently. Founded in 1925, it is a trusted not for profit organisation with a social purpose to invest in its customers and their homes.



pr · digital · seo

Lucy Taylor, strategic marketing and communications manager at Midland Heart said: “Having worked with OTB for the last eight years, they understand us inside and out. They appreciate that our new brand identity needed to communicate to customers, staff and stakeholders alike.

“The refreshed logo gives a more modern feel that is fitting with our future strategic direction. This will be instrumental in increasing our brand awareness as well as being appealing to our 2,000 staff members.”

Midland Heart provides and maintains over 32,000 homes for 70,000 customers in 54 local authority areas. Supporting people in those homes with the relevant support services to enable them to live independently. It builds new affordable homes for rent or shared ownership.