

# Charles Hope

## **New Website and Branding Case Studies**

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☐ Charles Hope

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02

## Contents

Brief 03

Goal We Set 04

Modernised Branding 06

Website 09 - 17





## Charles Hope

### Brief

As Charles Hope are scaling, in adding new properties across Europe, Richard Maurin, the CEO, wanted to bring a consistent and impressive display of their apartments, which are open to all types of guests, but which focus currently on the corporate market. The new website and branding, needed to appeal across leisure, corporate and other markets, making sure ultimately guests find it easy to book, or enquire and that it's helpful.

## Goal We Set

The goal for the branding was modernise the design to work online and to have broader appeal.

**The goals decided on for the website, were:**

- Become a content leader, meaning the best most helpful content on Charles Hope is on Charles Hope direct.
- Market destinations, so the buildings and local area, and not just the apartments, because people staying for weeks, or months, will want to know more about the area they are located, what they can do and what facilities outside of their apartment are available.



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- Be as visual as possible. Show with images, instead of icons, and use video content where we can, which helps truly inform the guest. This has led to Matterport videos where you can explore the entire apartment and how to video guides.

- Communicate the different divisions of Charles Hope and the growing nature of markets and activities.

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 Charles Hope



## Modernised Branding

New brand logo for website and print.

New core message “central to your stay” to highlight the central city locations of the properties Charles Hope have, plus the hands on nature of the team, in helping guests through guest services.

Favicon.

Social media logo.

Updated font selection.

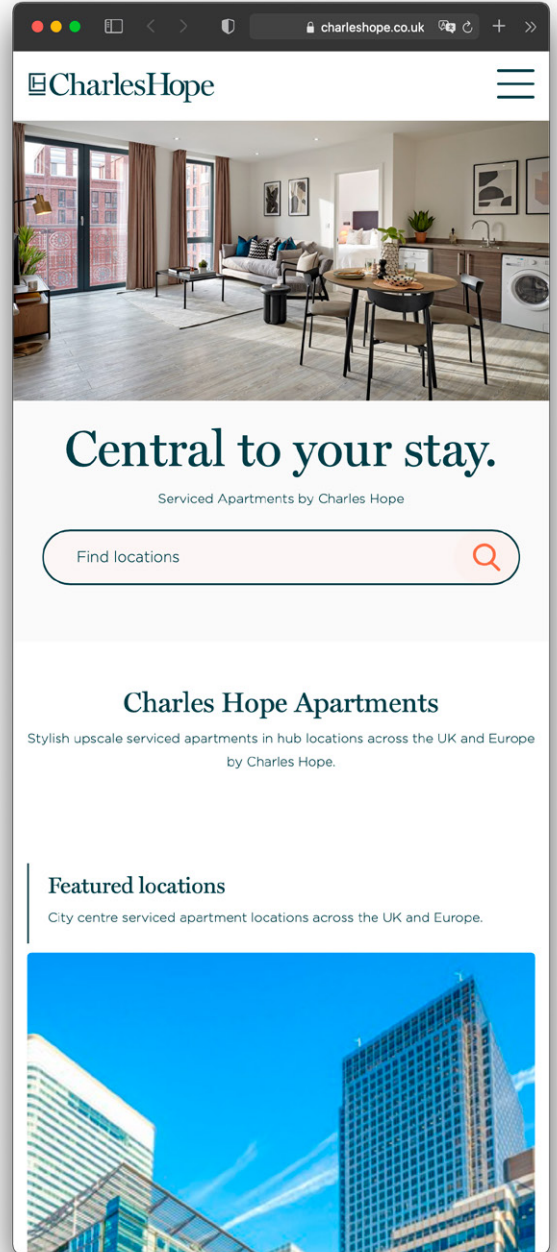
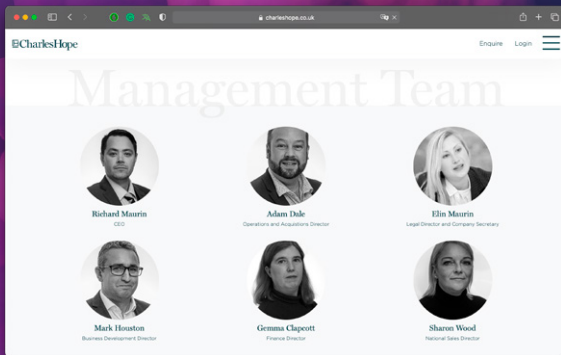
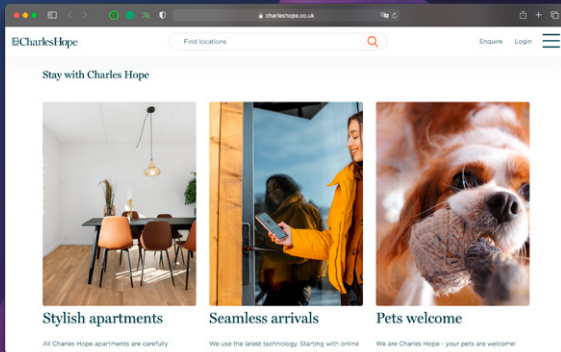
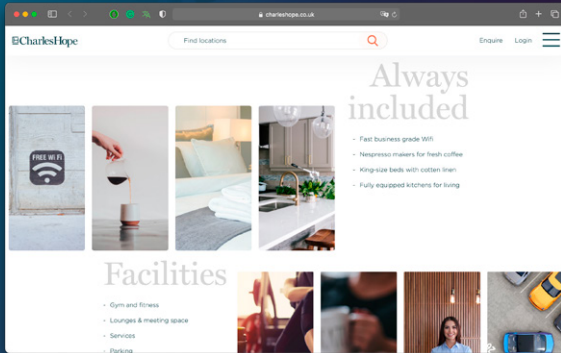


## Gotham Light

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## Miller-Roman Display

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0



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08



# Website

Mobile and desktop designed.

Technical speed optimisation to help because of the content rich nature of the website.

SEO optimised, including labelled images, titles, and researched keywords and meta descriptions, which fall in the ideal limits for Google's latest guidelines.

Use of plug in's such as scripts for Matterport, or chat boxes.

Google Analytics sync to measure all website metrics.

Umbraco 8, easier than Wordpress to use, professional content management system enables sync of accommodation from elina to the website and booking engine.cross country skiing.

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10

Send message

Please fill out the form below and we will get back to you as soon as possible.

\* Name

\* Email

\* Message

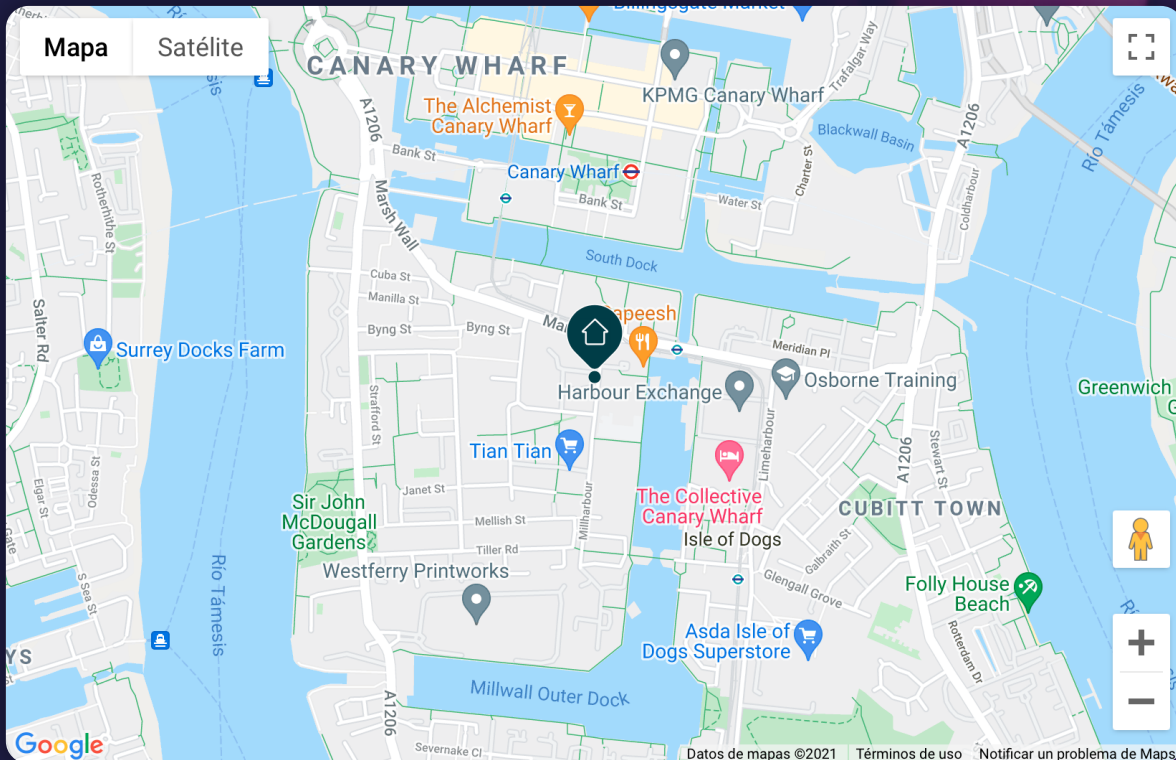
Submit

Powered by [tawk.to](https://tawk.to)

**Book or Chat**  
**Call to Action**



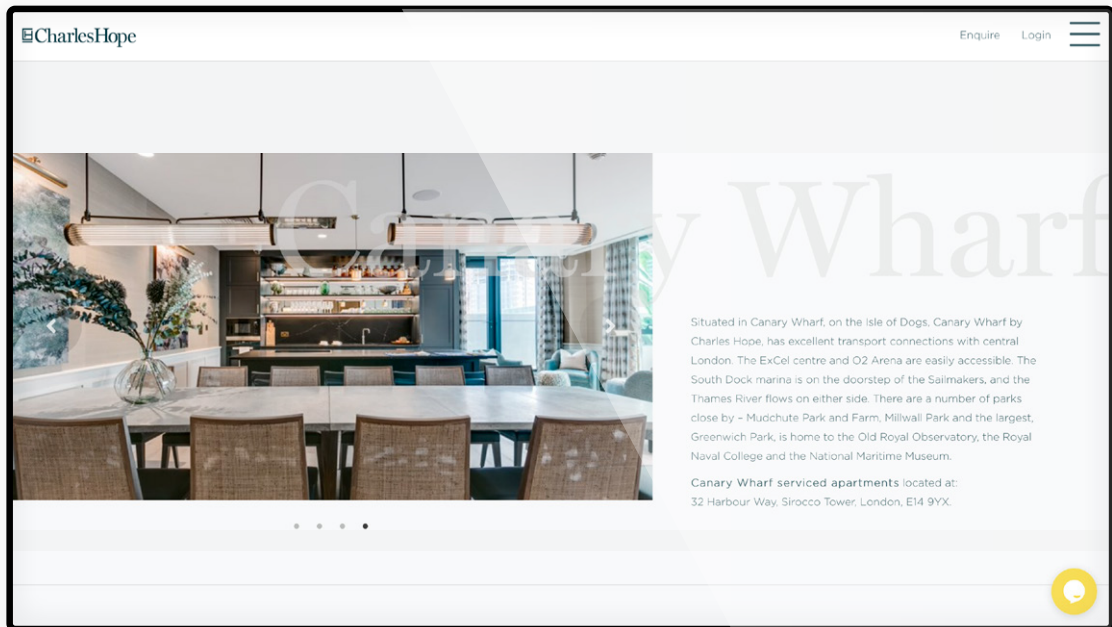
# Clear Map with Street View Option



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11

# Location Explained



Charles Hope

Enquire Login

## Canary Wharf

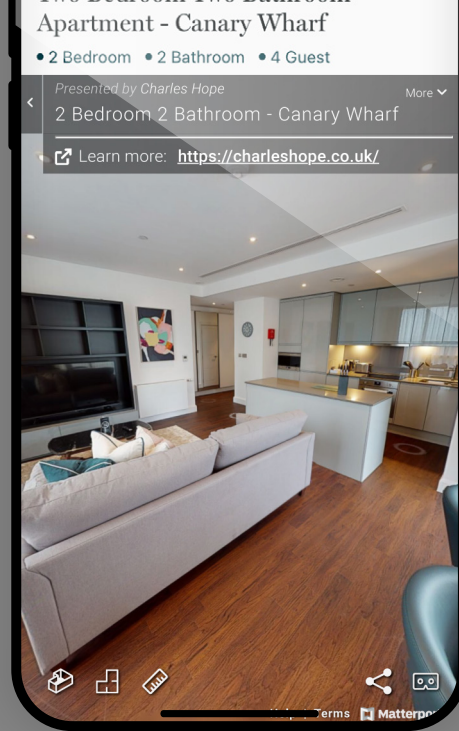
Situated in Canary Wharf, on the Isle of Dogs, Canary Wharf by Charles Hope, has excellent transport connections with central London. The ExCel centre and O2 Arena are easily accessible. The South Dock marina is on the doorstep of the Sailmakers, and the Thames River flows on either side. There are a number of parks close by - Mudchute Park and Farm, Millwall Park and the largest, Greenwich Park, is home to the Old Royal Observatory, the Royal Naval College and the National Maritime Museum.

**Canary Wharf serviced apartments** located at:  
32 Harbour Way, Sirocco Tower, London, E14 9YX.

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12

# Matterport Interactive Videos



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## Apartments

Presented by Charles Hope

1 Bedroom 1 Bathroom A - Canary Wharf

Learn more: <https://charleshope.co.uk/>

One bedroom Apartment - Canary Wharf

• 1 Bedroom • 1 Bathroom • 2 Guest

Explore

2 Bedroom 2 Bathroom - Canary Wharf

POWERED BY Matterport

Two Bedroom Two Bathroom Apartment - Canary Wharf

• 2 Bedroom • 2 Bathroom • 4 Guest

Explore

## Facilities Highlighted



Gym & fitness centre



Co-living space



Chill out room

## Amenities Listed

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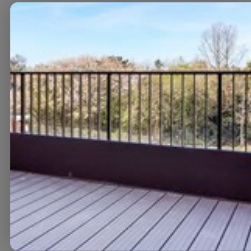
14



Wifi



Fully equipped kitchen



Balcony



Nespresso machine

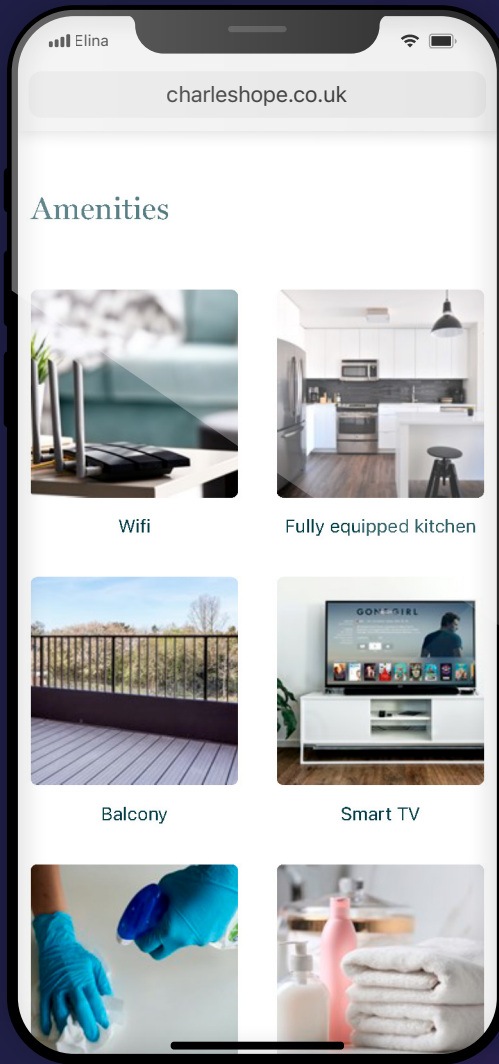


Hardwood floors



Dishwasher

Images Used Instead of  
Icons at All Times



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15

# Distances to Local Facilities and Attractions

## Attractions

Mudchute Farm	1.3 km   0.8 m   16 min walk
Cutty Sark	2.6 km   1.6 m   32 min walk
Folly House Beach	1.6 km   1.0 m   20 min walk

## Coffee shops

Starbucks Canary Wharf	0.7 km   0.4 m   10 min walk
Cafe Nero Canary Wharf	0.7 km   0.4 m   10 min walk

## Events

ExCel London	3.5 km   2.2 m   Take the DLR from South Quay
O2 Arena	3.2 km   2.0 m   Take the Jubille line from Canary Wharf tube station 1.0 miles (16 mins via tube)

## Transport

Canary Wharf Tube Station	0.8 km   0.5 m   10 min walk
South Quay DLR Tube Station	0.5 km   0.3 m   5 min walk
London City Airport	6.7 km   4.2 m   Take the DLR from South Quay or taxi

## Parks and waterways

South Dock	0.3 km   0.2 m   4 min walk
Sir John McDougall Gardens	0.8 km   0.5 m   10 min walk
Millwall Outer Dock	0.3 km   0.2 m   4 min walk
Island Gardens	2.1 km   1.3 m   26 min walk
Greenwich Park	3 km   1.9 m   40 min walk

## Restaurants

Lime Bar and Restaurant (Indian)	0.8 km   0.5 m   10 min walk
The Ivy Canary Wharf (British)	1.1 km   0.6 m   12 min walk
ROKA (Japanese)	0.8 km   0.5 m   10 min walk
Gaucho Canary Wharf (South American)	1.1 km   0.7 m   14 min walk
Big Easy Canary Wharf (American)	1.0 km   0.6 m   13 min walk
Garbanzos	0.7 km   0.4 km   9 min walk
Five Guys Canary Wharf	0.7 km   0.4 m   10 min walk

## Shopping

Canary Wharf Shopping Centre	0.6 km   0.4 m   8 min walk
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## Supermarkets, stores and markets


Tesco Express	0.2 km   0.1 m   3 min walk
Co-op Food Isle of Dogs	0.3 km   0.2 m   6 min walk
Billingsgate Market	1.8 km   1.1 m   22 min walk
Mark and Spencers	0.7 km   0.4 m   10 min walk



# Local Highlights


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**Greenwich Park and Mudchute Park & Farm**

Located 0.8 miles from Mudchute Park & Farm and less than 2.0 miles from Greenwich Park, there is plenty of green space for exercising, relaxing and enjoying nice weather. Greenwich Park is one of the Royal Parks of London, 74 hectares in size, and part of the Greenwich World Heritage Site.




**Canary Wharf**

Canary Wharf, on the Isle of Dogs in East London, is the secondary central business district of the capital. Along with the City of London. There are many high-rise buildings including the third-tallest in the UK, One Canada Square, which is 0.5 miles from the apartments by walking.



**Cutty Sark**

Cutty Sark is a popular tourist attraction. A British clipper ship, built on the River Leven, Dumbarton, Scotland in 1869 for the Jock Willis Shipping Line. The ship was one of the last tea clippers built and one of the fastest, just before sailing ships gave way to steam propulsion. Just 1.5 miles from the apartments by walking.



# Charles Hope

## New Website and Branding

### Case Studies