



COMMUNICATION DESIGN

HTA DESIGN LLP

2019



HTA Design LLP

HTA Design LLP are an award-winning design practice working locally with communities to create thriving places that people can live in, work in, and visit.

With a 50 year history of delivering successful projects, our collaborative approach to residential development and regeneration brings together Architecture, Landscape Design, Urban Design, Planning Consultancy, Sustainability, Interior Design, Community Engagement and Communications.

We are renowned for our sustained dedication and history of working with housing providers and local communities to deliver great places.

Our focus continues to be towards housing-led regeneration projects, making us the UK's largest housing only design specialist. This unique focus brings with it an in-depth understanding and knowledge of the sector that is discernible in all our projects.

We always pride ourselves on being a great place to work, with 200 staff across our London, Edinburgh, Manchester and Bristol offices. This was supported by becoming winners of the AJ100 Employer of the Year Award in 2018, and Clients' Choice Award 2019, as well as being selected as one of Building Magazine's top 50 Good Employers for the fourth year running.

The practice was originally established in 1969 and in April 2013 HTA Architects Ltd. transferred to HTA Design LLP when a new partnership was formed.



Staff trip to Paris with partners and children

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Creative Collaboration

Introduction

HTA's Communication Design team have been providing specialist services within the built environment for the last 15 years.

Working for Developers, Housebuilders, Local Authorities, Contractors and Consultants, we collaborate and develop creative solutions that help communicate key messages related solely to the built environment industries.



Our Services

We collaborate with clients and creative partners to deliver project experiences that resonate with our end users. Our range of services covers everything from business cards, to building façades and everything in between, bringing a fully holistic approach to how we create successful places.

COMMUNICATION DESIGN



BIDS AND SUBMISSIONS



BRANDING



PLACE IDENTITY



PROPERTY MARKETING



WAYFINDING



NARRATIVES



DIGITAL DESIGN



DESIGN-LED ENGAGEMENT



INTERIOR DESIGN



ILLUSTRATION



VISUALISATION AND CGI



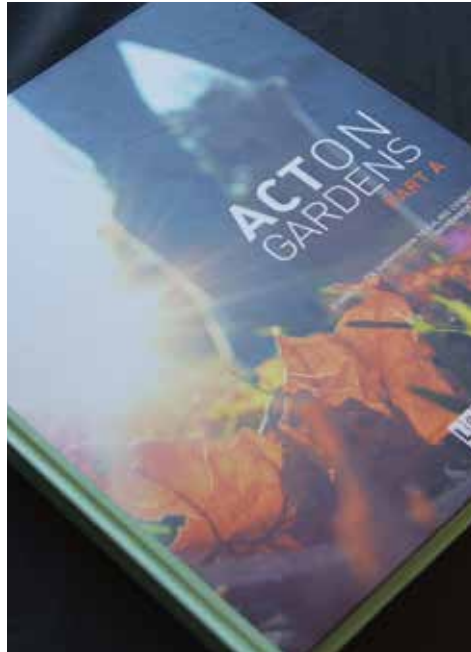
CORPORATE DESIGN

Bids and Submissions

We specialise in providing site specific solutions for architectural tenders and bid submissions. From Pre-Qualification Questionnaires, all the way through to Tender documents and Best and Final Offer submissions, our approach is to create legible and easily understandable documentation.

The process of responding to tender submissions that both answer specific submission requirements, whilst also telling the story of the place is something that we have developed over time.

We are able to create bespoke brand identity solutions that are appropriate to the specific site we are tendering for, and then able to translate those brands into legible and engaging submissions.



Above
Acton Gardens, Ealing

Below
Winstanley & York Road regeneration,
Wandsworth

Opposite page
Rochester Riverside, Medway



Branding and Place Identity

Our team are experienced in capturing the key messages needed to communicate successful brand solutions with specific audiences.

We provide a range of identity creation services - from initiating new place brands; giving a company a refresh; or rebranding entirely to implementing those design solutions in innovative and exciting ways.

Our approach to identity creation is a holistic and comprehensive one, which encompasses much more than just logo design or asset creation. We direct much of our creative towards the feeling of brands - the tone of voice and choice of language; how an audience engages and experiences the brand; how an identity will perform over a period of time and appropriateness of application for each of the brand assets.



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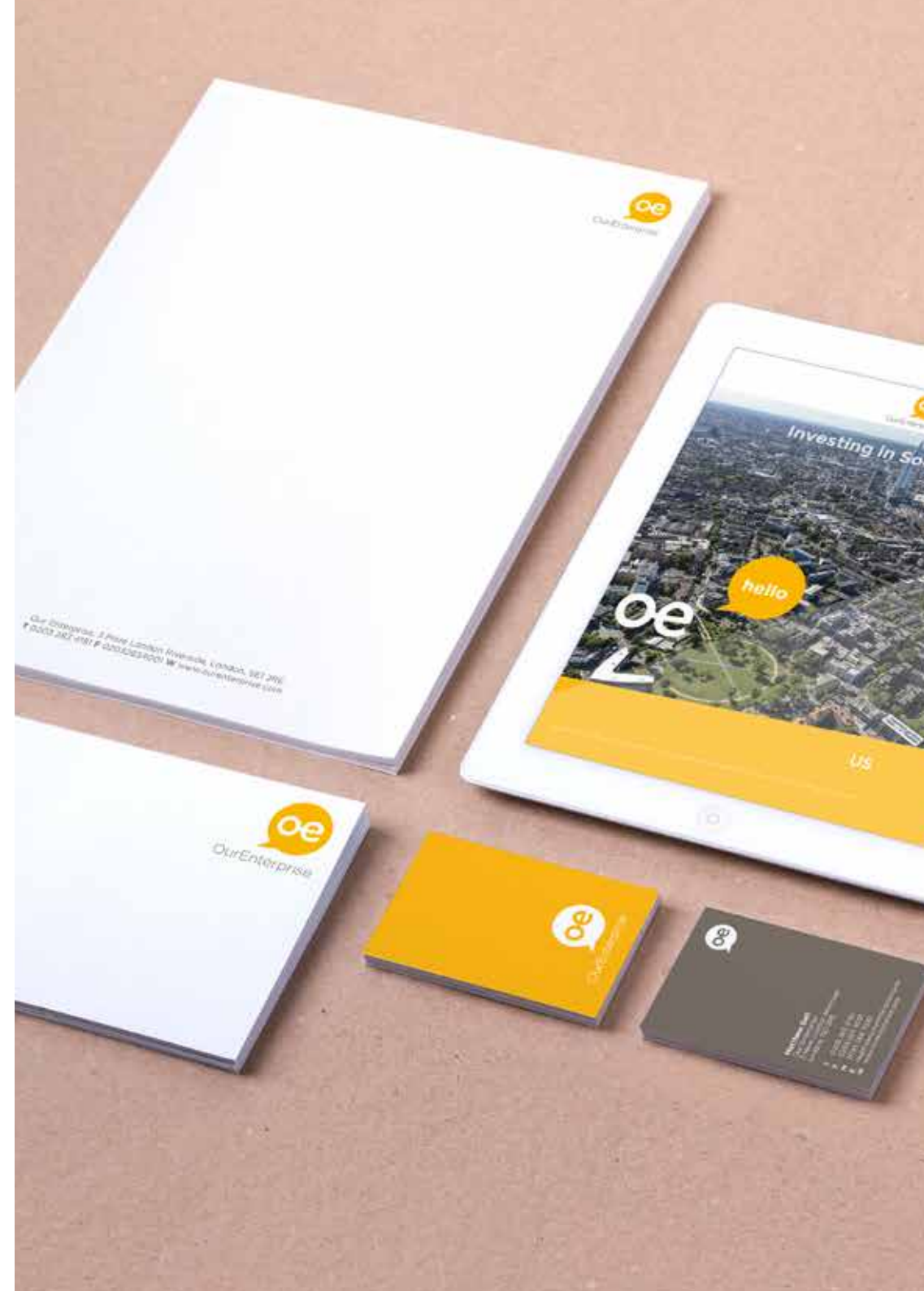
Winstanley & York Road, Wandsworth

Below

Aylesbury Estate, Southwark - resident workshop

Opposite page

Our Enterprise rebrand



Property Marketing

Our team have worked with sales staff across a range of projects to create successful property marketing solutions ranging in scale from individual homes, through to large scale regeneration programmes.

It's important to create individual products for each campaign, with a bespoke look and feel for each that is both demographic and location relevant.

The brand solution is then implemented across a wide range of materials used to promote and sell the product. Our experience includes delivering full 360° campaigns, incorporating print and digital outputs, site hoardings, marketing suite designs, show home interior design, advertising campaigns and merchandise.

Some of our most successful campaigns have been when a fully holistic and integrated solution is delivered as a comprehensive package of works, where consistency can be delivered across all collateral.



Above

330 Clapham Road, Clapham

Below

The Exchange, Bermondsey

Opposite page

The Maker for Peabody



MEET THE MAKERS

One minute from Limehouse DLR station, under the arches at Limehouse Basin, the monthly market runs on the last Saturday of the month.

Street food comes in the form of burgers from Backstreet Eater, Turkish Gozleme from Oh My Gozleme and steak sandwiches from Angostura Steak House. The Sugar For My Soul bar and Dashedand Coffee serve up the drinks, from alcoholic beverages to beer and coffee, with the added option of a boozy Balleys hot chocolate.

Gifts and knick knacks include candles from 45 Degree Candles, headwear from The Hats Project, Italian truffles from Mr Truffle, and Smiles4Miles coloring books, made with drawings by graffiti artists, street artists and illustrators and sold to raise funds for young refugees.



Wayfinding and Narratives

We have extensive experience in creating environmental narratives - helping people to understand and navigate spaces successfully.

This is done through telling stories to explain how places work and is most often implemented through either physical branding, such as public art; or through signage and wayfinding solutions.

We create projects that are responsive to the environments in which they are located, and appropriate for their use. We design bespoke signage for public spaces, parks, regeneration projects and buildings themselves - all the way down to front door numbering.

Bespoke cartography can be created to help explain and navigate spaces and signage strategies designed in order to strategically minimise the amount of street furniture required to navigate a place.

We have also created many information based signage systems, with a focus on information design, historical depiction, and You Are Here information displays. We can also design DA compliant panels, including Braille and tactile signage systems.



Above

Bexhill on Sea, concrete monolith design

Below

Jellicoe Water Gardens, Hemel Hempstead, historical depiction panel

Opposite page

Stevenage Town Centre Gardens
bespoke concrete and vitreous enamel



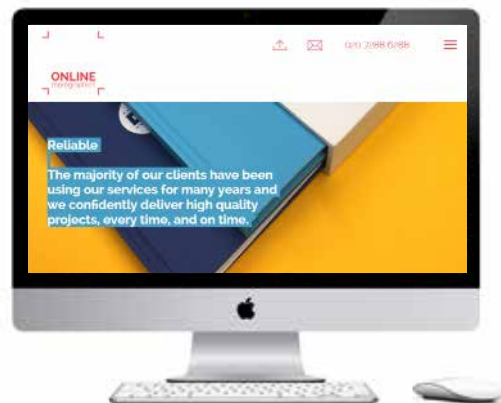
Digital Design

Our digital team are well versed in creating successful interactive experiences using online and digital solutions that are appropriate for the product.

We have extensive experience in creating bespoke Content Management Systems and client friendly interfaces, making the process of managing and keeping content up to date, an easy one.

We have translated brand solutions into digital experiences, and made immersive online environments, appropriate to client requests and consumer reach.

We can also manage social media and digital campaigns, with the ability to track and monitor response successes, alongside digital advertising such as online web campaigns.



Above top

Building For Life 12, an online accreditation scheme for endorsing high quality residential development projects

Above bottom

Online Repro redesigned website with integrated upload system and account tracker

Opposite page

Website for ethically focussed developer Our Enterprise



Design-Led Engagement

The way in which we prefer to engage with the range of project stakeholders, is through a process we like to call design-led engagement. This champions participatory design, and aims to be as inclusive as possible, with as many different contributors as possible.

We believe that the contributions that participants make, both help to make the project more authentic, meaningful and of value to all parties.

Some of the most successful projects are where residents and other stakeholders have been involved in design workshops or drawing sessions, where stories and experiences have been shared and where the design team can genuinely learn from local insight.

Some of the tools that we have used to reach stakeholders, have included stories workshops, robot drawing machines, market stalls, public art, object creation and event based sessions.

We developed a project called Assemble & Join in 2012; a s106 funded art and engagement project enabling stakeholders to design and build objects for the public realm, using a CNC wood router. It has been used in project locations at Lower Marsh in Waterloo, the Aylesbury Estate in Southwark, Trevenson Park in Cornwall, and at a new hospital site in Bristol and a youth project in Sheffield.



Above top
Assemble & Join, Aylesbury Estate, Southwark

Above bottom
The former Queen Elizabeth Children's Hospital, Tower Hamlets

Opposite page
Canning Town Creative, Newham



Interior Design

Our integrated interior design service compliments our other in-house specialisms, bringing together the building design and the end-user residents.

Our portfolio covers property marketing suites, commercial office space, residential buildings, extra-care buildings, build to rent developments, communal and leisure areas within buildings and works alongside wayfinding solutions designed for internal and external spaces.

Our design solutions are based predominantly around how people will use the spaces we have designed, and for what type of activity or function. We ensure that the brand identity of each project is translated into the physical design and experience of each space we design.



Above

HTA Design's new office in Aldgate

Below

Sales & Marketing suite at 330 Clapham Road

Opposite page

Greenford Green Build to Rent project in Ealing



Illustration

Our in house illustration team, create imaginative and engaging drawings that help bridge the gap between technical architectural solutions and resolved place design.

The illustrative approach works well with residents, as they respond to drawn spaces rather than CGI's

The illustration process itself, can help designers and architects to resolve certain problems quickly and communicate visual ideas throughout design stages.



Above

Wall mural depicting house types as a street scene for HTA Design's new office

Below

Proposal for regenerating railway arch development in Bermondsey

Opposite page

Aerial view of the proposed masterplan for the Aylesbury Estate in Southwark



Visualisation

Our visualisation team work alongside our designers and architects to resolve design problems in 3D and through the use of CGI rendering to give efficient and adaptable ways of visioning projects.

We produce images that can be used at every stage of the development process - from competitions through to property marketing visuals, animations and fly-throughs.

Above

Apex House modular student accommodation,
Wembley

Below

Winstanley & York Road regeneration,
Wandsworth

Opposite page

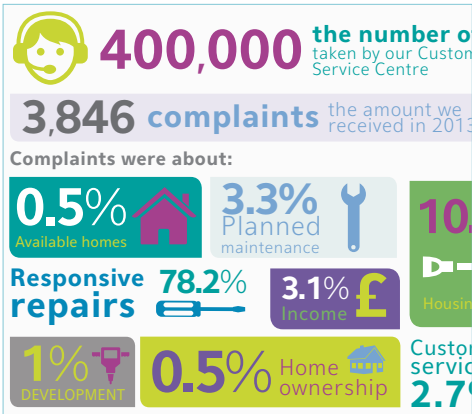
South Acton, Ealing



Corporate

Our team have experience of designing for corporate commissions, such as annual reports, resident charters, annual financial accounts, corporate reviews, corporate brand documents and websites, infographic solutions to visualising data and corporate tools such as stationery, templates for in-house usage and corporate presentations.

We work to translate existing brands into accessible and digestible publications that are audience and purpose appropriate.



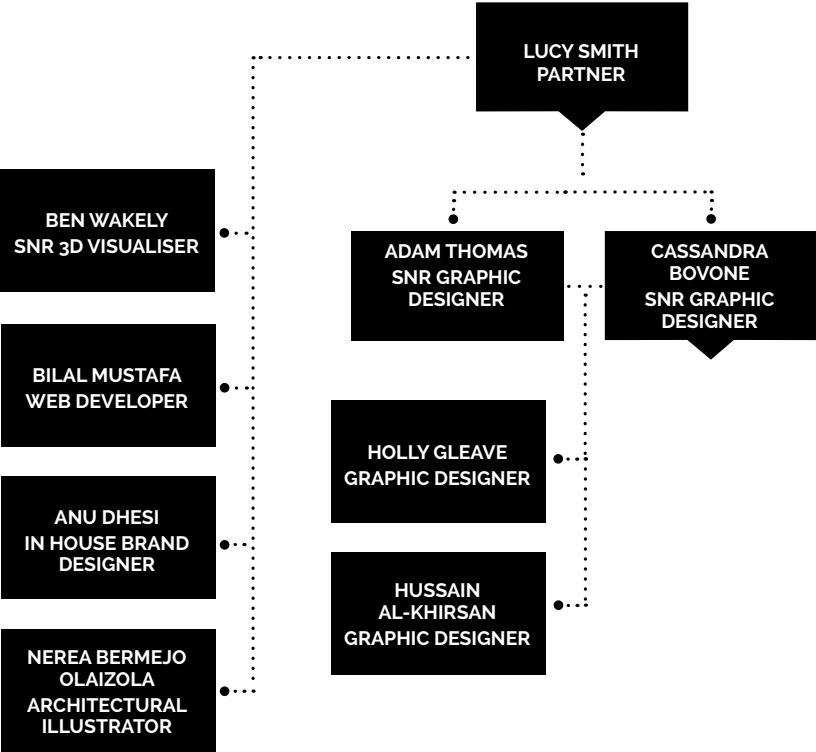
- Above Top**
Corporate brand creation for Haus & Holm, a Private Rent developer
- Above Below**
Infographics for a resident publication for Metropolitan
- Opposite page**
Annual Report for Lazari Investments



Our Team

Our team is comprised of individuals with different varying skills who all work together on projects to deliver bespoke design solutions. The combined skills mean that we can offer a full 360° agency approach to design and delivery of projects, with senior staff acting as account and project managers, ensuring quality delivery across the portfolio.

Team Structure



Lucy Smith
Partner, Communication Design
BA (Hons) MSc

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Lucy joined HTA in April 2004, setting up HTA Graphic Design to develop in house expertise in branding, bid, graphic and digital design. As Partner responsible for Communication Design, she is responsible for all visual brand output of the practice, as well as managing the project portfolio and client relationships for the graphics team. The purpose of the team is to communicate ideas relating to the built environment through high quality, creative and engaging channels.

She also manages visualisation, illustration and web development at HTA which all sit within the Communications team.

Lucy graduated from Goldsmiths' College, University of London in 2000 with a degree in Design Studies. She went on to work as a designer for a leading licensing company working with some of the UK's largest fashion brands, including French Connection, Nicole Farhi and Speedo before setting up her own design studio, where clients included Prada, Kangol and local charities.

Notable projects include:

Assemble & Join – Responding to a S106 and Engagement brief, Lucy and the team delivered a programme of engagement working with communities in site specific environments to design, make and build items for community use. The project was initiated at Lower Marsh in Waterloo where a retail unit was converted into a workshop and maker studio. HTA invested in a CNC wood router and it was used to create the designs that the community came up with, which included bird boxes, planters, play equipment, street furniture, signage, market stalls, bee hotels and an advent calendar for the whole street.

Aylesbury Estate Regeneration - Lucy is currently leading the communications programme for the Aylesbury Estate regeneration, developing the way that an evolving brand can be delivered across a 20 year programme of development. Through branding, graphic design, digital communications, public engagement, physical design and using different media channels, the team are working through different phases of consultation, planning and design proposals simultaneously. There is an extensive regeneration website for the project which is built using a CMS in the back end to enable clients to upload content themselves.

Hanham Hall – Lucy designed the way in which we create websites for community information post-occupation, with a series of managed websites that integrate different assets that are useful for the community in which it sits. These include live transport APIs, weather apps, the ability to post to a residents forum, book meeting spaces or car clubs, and notifications about construction, build programme and resident notices.

Lucy is a member of the London Society Executive Committee and is also the Art Director and Designer for the bi-annual Journal for members.

She is a member of HTA's Diversity & Inclusion team, specifically Women @ HTA and the LGBTQ+ group inclusive which aims to promote diversity across the practice and the built environment.

Cassandra Bovone
Senior Designer



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She was trained in Italy as a Product Designer, and started forming her cross-sector experience in integrated agencies with works spanning from corporate identity to editorial design, packaging and digital design, events and media campaigns.

In 2011 Cassandra moved to London to work for a design agency providing communications and education material to the healthcare sector. Here she contributed to the design and production of creative materials throughout their lifecycle from visual concept stages to print or digital production.

She then started working in the architectural field, where she gained valuable experience and knowledge working on internal and external presentations, new business pitches and bespoke promotional books and brochures for projects in the UK, Europe and the Middle East across a range of sectors including: Masterplanning, Commercial, Residential and Interior Design.

With HTA, Cassandra is currently involved in a variety of Sales and Marketing, bids and wayfinding projects across the company.

Adam Thomas
Senior Designer
BA(Hons) in Graphic Design



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Prior to Adam's eight years as a self-employed designer - working on a broad range of projects and with a broad range of clients such as: Argent LLP (Manchester and London), Urban Front, Bruntwood, Kier Property and the Bert Jansch Foundation - Adam was Creative Director at Wordsearch (a property marketing specialist) where he worked for seven years focussing predominantly on branding, graphics and marketing for the built environment and the commercial property sector. Before that he spent six years as Art Director with ico Design Partners, a multidisciplinary design studio.

Adam is currently working on Winstanley Road, York Gardens branding strategy and Spencer's Park bid document and branding design concepts.

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