

**A MANIFESTO
FOR THE
BRANDING
AND DESIGN
OF THE BUILT
ENVIRONMENT**

partisan®

A PARTISAN APPROACH

We are strong supporters of a cause and that cause is the built environment, and how true brand values can bring about profound transformations, which benefit people culturally.

The Partisan approach is multi-faceted. It is about design, as both an imaginative, and forensic discipline.

It **bridges** design and developer **culture.**

It includes:

- brand identity;
- cultural strategy; and
- placemaking.

We aim to help the built environment keep its promise.

Partisan is a Manchester-based agency. It devises and carries out brand strategies, designs and marketing to support the built environment, the local culture and the local economy.

**CAN THE BUILT
ENVIRONMENT
KEEP ITS
PROMISE?**

The built environment is a promise.

The built environment is a promise, and to keep that promise it must connect with its users and become a part of their culture.

It promises transformation, renewal, reliability, reassurance.

A successful brand works in the same way.

The built environment and the brand work together, because they are about more than outward appearances: they are about values.

How then does branding add value to the built environment?

**UNDERSTANDING
THE
AUDIENCE**

A brand knows its audience, and a development or building should know it too.

Who are you building for? Just as the successful brand understands its audience, so the development project should shape itself according to the needs it is aiming to fulfil.

This should happen as early in the process as possible.

A brand is not a badge or a logo, it is a set of values that are aligned with, and in tune with, its audience and their expectations.

Why should the built environment be any different?

Understand who you are building for first and shape everything about your project around this.

This includes the visual and verbal tone of everything you do.

You are building more than structures, you are building **loyalty**, to and from your customers, and to the environment around you.

**TOWARDS
A COMMON
CULTURE**

The brand tells the story of the built environment. It helps developers, design teams, and public authorities tap into the cultures they are contributing to.

A culture-led approach to branding the built environment can bring developers and end-users closer together, helping to harmonise a sense of communal ownership.

This means that a new development feels appropriate and welcome from the earliest stages, because it meets the expectations of the area from which it will emerge.

The
brand
shapes
the
narrative.

LEARNING
TO THINK
DIFFERENTLY

Brand is about bricks and mortar but also about **space.**

This space is cultural as much as it is physical. It is about meaningful interactions. It is about heritage and about the future.

Understand the culture you are building for and you differentiate yourself. Culture-led thinking allows you to compete more effectively, and to contribute more profoundly to the built environment.

Brand loyalty exists in many forms, and it can exist for building developments as much as it does for consumer items.

But first you must define your brand.

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Let's work together
0161 759 6204

Partisan
Colony,
5 Piccadilly Place,
Manchester M1 3BP