

TRC

Brand Refresh, Website and Marketing Collateral

THE SITUATION:

Terramar Retail Centers is a privately held real estate operating company that owns, develops and operates shopping centers located across the western United States and near Washington, D.C. They recently made a decision to update and rebrand their company under the name TRC.

OUR SOLUTION:

We took the time to really understand TRC as a company—and how they focus on best-in-class retail shopping centers that serve as a community’s primary shopping destination. We created a positioning that captured the essence of what differentiates TRC. We then communicated it with a clean and sophisticated color palette combined with simple geometric shapes. We created a highly-functional website and a collateral program to showcase the quality and attention to detail in TRC properties.

THE RESULT:

The TRC portfolio of properties are now communicated as a unified brand under their tagline and positioning, “Everyday Destinations. Extraordinary Locations.” Brokers and companies shopping for a retail location find it easier with all of the stats, plans and photos in one unified format that allows them to compare apples to apples. The new design and positioning set TRC apart as a company that pays attention to the details that are important to tenants. The site is also mobile-friendly and optimized to load quickly, despite a large number of photographs.

