



The Challenge

Inland Homes, a leading brownfield regeneration specialist tasked us to create a brand for a completely new sustainable housing concept constructed of containerised units that can be joined together to provide flexible, practical and affordable living space.

The Approach

Through using elements of our Brandschool® programme, we named the new brand Hugg™. We thought it was the perfect name as it encapsulated the very essence of the product - the units 'hug' each other to create a community and a feeling of belonging. The name also takes a little inspiration from the Danish word 'Hygge' - a 'way of living' that creates a sense of contentment.

The design reflects the modernity of the brand proposition. The brandmark is simple, bold, confident and clear - utilising a bright colour palette that compliments and contrasts with the materials that the units are constructed of. The overall look and feel is hugely engaging - a combination of lifestyle photography, striking iconography and a unique tone of voice makes for a really strong brand.

Hugg™ is the brand for sustainable residential accommodation which uses modular construction to provide flexible, practical and affordable living space.

Hugg™ is about embracing a smart way of living. Where there's a space for everything, and everything in its place. A Hugg™ is always here when you need one and you'll find everything you want in a place you'll be happy to call home. It's been designed like that from the very start. Discover a feeling of belonging. Welcome home. Welcome Hugg™.

