

## Callisto Homes

Folders Gate

Development branding exercise

Print

A development of 23 new homes in leafy Ampthill, Bedfordshire; Callisto needed sales material to reflect the quality and rural feel of Folders Gate. Armstrong commissioned a watercolour artist to produce artist's impressions of the development which

provided potential buyers with a clear picture of how the finished homes would look – vital when buying off-plan. The brochure also provided individual floorplans and home specifications as well as information on the local area and amenities.

