

# Aycliffe Business Park

Branding, Website Development, Social Media, Email Marketing, Print Design



**"I can't speak highly enough of Thrive and their team - the extra mile is a familiar place to them! They consistently go beyond what is expected, providing solutions that are unique and yet a perfect fit for your needs. It's rare to find a marketing company that is so committed to really understanding who you are!"**

Kerina Clark, on behalf of ABPC



It is a great element of pride that we continue to be an integral element of the development, brand and strategy behind Aycliffe Business Park, one of the largest business parks in the North East. As our Director is one of the board members, we have long been a part of shaping the business park's messaging and strategy. We successfully pitched for the new Aycliffe Business Park Community website and brand, which allowed us to be at the core of the park's latest phase of development.

The brand was produced with the idea of being clean, simple and transferable across various forms and media. We chose the green-blue shade as the main brand colour as it represents the green that has long been synonymous with the development of Aycliffe's town, as well as the shoots of business that grow and thrive on the business park. The arrow shape represents the position of Aycliffe Business Park on the map and is carried through all printed material and the website.



## An exciting partnership...

Aycliffe Business Park's new website needed to provide an element of accurately and easily incorporating up-to-date business information from residents, which is how we developed 'On the Map'. This interactive feature allows companies to submit their data for review, before being uploaded into a categorised profile. We also produced blog and news resources, for regular updates and business promotion, as well as the Events section, to promote the business park's calendar and residents' events.