

A market comprises a mix of tenants with individual trading names, but there is always a collective name by which the market is known. The market is often the single largest retailer within the town centre but it usually has the least retail identity.

An identity is important to create brand recognition among consumers, even for a market. Location, trading days, events and offers should all be promoted with a consistency of style across all platforms.

Quarterbridge creates innovative and memorable retail identities specifically tailored for market operators.

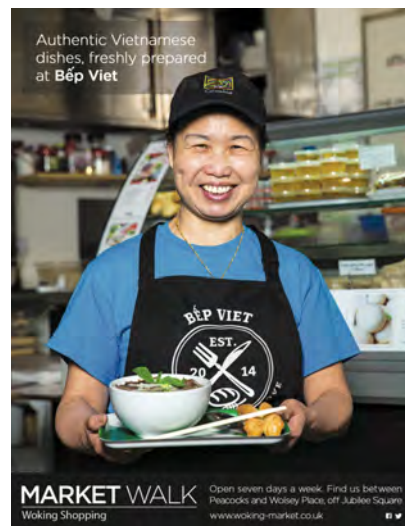
Good signage is essential to make the market visible and accessible, whether it's directional signage or external banners to promote an event.

Each of these logos has been designed to reflect the market it represents, whether a traditional Victorian indoor market, a contemporary food hall, a market within a modern retail complex or a street market.



Perhaps the best example and most comprehensive branding Quarterbridge has undertaken would be at Woking Market. The market was previously without an identity. The Market Walk brand was created and since evolved from a simple market brand into the The Woking Market Company, which is the market operator and lease holder for the site.

The Market Walk is established across all social media tangents, printed on bags and present on all market and promotional events.



Quarterbridge have been commissioned to design the Bromley Market brand, this will be issued alongside brand guidelines, which will help steer future branding exercises.

To accompany the brand, Quarterbridge will be engineering and will be launching the Bromley market standalone website.