

For Immediate release:

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West Valley Properties Website/Branding Launch

Hitstate was awarded the task of re-branding/positioning West Valley Properties based in Santa Clara, California. What the company needed was a brand design, website, logo and collateral for its younger investors who are a bit more web savvy than their older base set of clients. Needless to say they didn't want a web site that would scare away their older and more established client base.

They needed a web site that was easily navigated yet hip enough to draw in their younger clients. Hitstate gave them the perfect solution. It was a solution that comprised of keeping parts of the older established logo design but just updating it. It was a recognizable icon that older clients still be familiar with.

The web site was completely redone with newly added features for the newer younger clients. These features included trackable login info for

their database as well as up-to-date & downloadable specs on investment properties.

We then moved on to the collateral which comprised of a press kit, brochure, business cards, envelope and letterhead. The general company brochure was stapled into the press kit. The press kit had a folder which allowed for West Valley Properties to individualize each mailed presentation kit sent out.

