



# Housing Works Proposal

Branding FM215

Dimitri Koumbis

Biannelis Fernandez

Olivia Keel

Leigh Hubbard

Dillon Pitysingh

Lorraine Lee

## **Overview:**

To execute re-brand an existing organization using branding Principles given in the course. As a group we will research and study the Housing works (housing works.org) as the client for the re-branding initiative. Housing Works operates many retail shops; have chosen Upper East Side (202 East 77<sup>th</sup> Street New York, New York) to act as the base model for our project.

## **Objective/Agenda:**

Given the chance to work with Housing works thrift store in the Upper East Side, our team has come up with new and innovative ideas that reach out to a larger demographics of people and bring larger customer base. In this project, we will rebrand the housing works thrift store. This will be the first step in changing the complete image of housing work, Upper East Side thrift store location. Second, we will change the floor