LIONCOURT HOMES

THE FURROWS | GOTHERINGTON

THE BRIEF

The Furrows was the first development to launch under Lioncourt Homes' new Distinctly Lioncourt sub-brand. CDP was appointed for its first signage installation with the housebuilder, helping establish a consistent, high-quality presence across the development.

The signage needed to reflect the new brand guidelines while complementing the development. Placement, consistency and finish were central to the brief.

THE CHALLENGE

✓ Translate a new sub-brand into physical signage	✓ Create a signage manual and catalogue of designs
✓ Maintain a consistent premium finish	✓ Incorporate bespoke materials and details
✓ Coordinate production and installation dates	



THE SIGNAGE

APPROACH & PRODUCTION

Working from the Distinctly Lioncourt brand guidelines, CDP developed a signage manual and catalogue of designs to guide a consistent visual approach at The Furrows.

THE SIGNAGE BROUGHT TOGETHER TAILORED FORMATS AND FINISHES, INCLUDING:

- ✓ Oak-effect posts and flagpoles
- ✓ Bespoke Monolith signs and custom-made toppers
- ✓ 3D Acrylic lettering
- ✓ Optically clear printed window film and internal signage







THE RESULT

OUTCOME & CLIENT FEEDBACK

The finished signage gives The Furrows a consistent Distinctly Lioncourt identity, complementing the homes and the surrounding development. It also marks a positive start to the partnership between Lioncourt Homes and CDP.

FROM LIONCOURT HOMES

"I've had a really positive experience working with CDP on the signage for The Furrows in Gotherington. As this was the first development to launch under our new Distinctly Lioncourt sub-brand, it was particularly important to us that we got the signage right. I was really impressed with how well the team understood our brand guidelines and translated them into the finished signage. The quality is excellent, and I think it's really helped give the development the polished, premium look we were hoping to achieve.

Throughout the project, I found CDP incredibly helpful and accommodating, particularly with the planning documentation and when we needed to make changes to installation dates. Stephen has been fantastic to work with. His communication has been excellent throughout, and he's always been approachable, responsive and willing to help, which has made the whole process much easier.

Overall, I'm delighted with the finished result and the service we've received. I'd happily recommend CDP and look forward to working with them again on our next project."

LIONCOURT HOMES

CLAIRE HUGHES
MARKETING MANAGER, LIONCOURT HOMES

A NEW PARTNERSHIP

CDP PERSPECTIVE

PLANNING SIGNAGE FOR YOUR NEXT DEVELOPMENT?

From individual installations to larger development signage projects, CDP can support design, production and installation. Talk to our team about your requirements.

STEPHEN GIBSON
stephen.gibson@cdp.co.uk
07415 646 609
www.cdp.co.uk

FROM CDP

"It was a pleasure working with Claire and the team at Lioncourt on The Furrows development in Gotherington.

Being the first site to launch under the new Distinctly Lioncourt brand, we understood how important it was to get every detail right and deliver signage that reflected the premium quality of the development.

We worked closely with the team throughout the project, from initial planning and design through to production and installation, ensuring the finished signage brought their brand vision to life. It's incredibly rewarding to receive such positive feedback, particularly around our communication, flexibility and attention to detail. We're really proud of the finished result and look forward to continuing our relationship with Lioncourt on future developments."

COMMUNICATIONS
DESIGN | PRINT

STEPHEN GIBSON
SIGNAGE MANAGER, CDP