

## CASE STUDY

# The Colorfield Temporary Website

### THE CHALLENGE

Mid-City Development is in the process of developing a high-end, boutique-style, 18-unit condo project on Baylor Street in downtown Austin, where the HOPE Gallery used to be located — an internationally known outdoor gallery that served as an art park since the 1980s. Mid-City contracted Catalyst for naming, logo, and branding of the development, and due to the iconic location and standout building design, it was requested the name and branding match the uniqueness of the project.

Mid-City's goal for resident attraction was to target the affluent art community — directors, artists, architects, music producers, etc. — as well as Austinites looking for a new home, and people living in Houston and Dallas who were looking for a second home for leisure and/or business. Given this target demographic and nature of the development, the client requested names be derived from an art theme that conveyed elegance, luxury, and “million dollar lifestyle.”

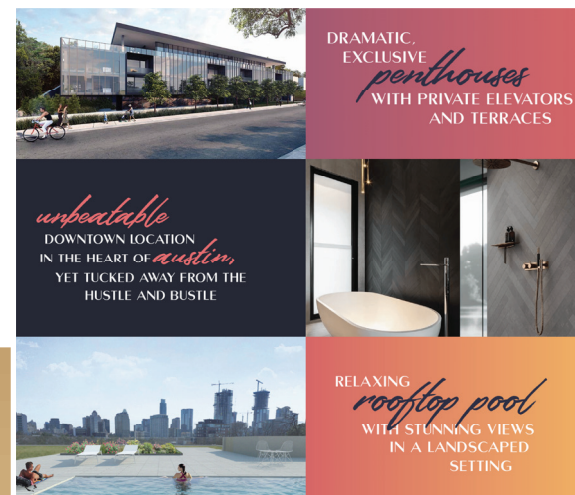
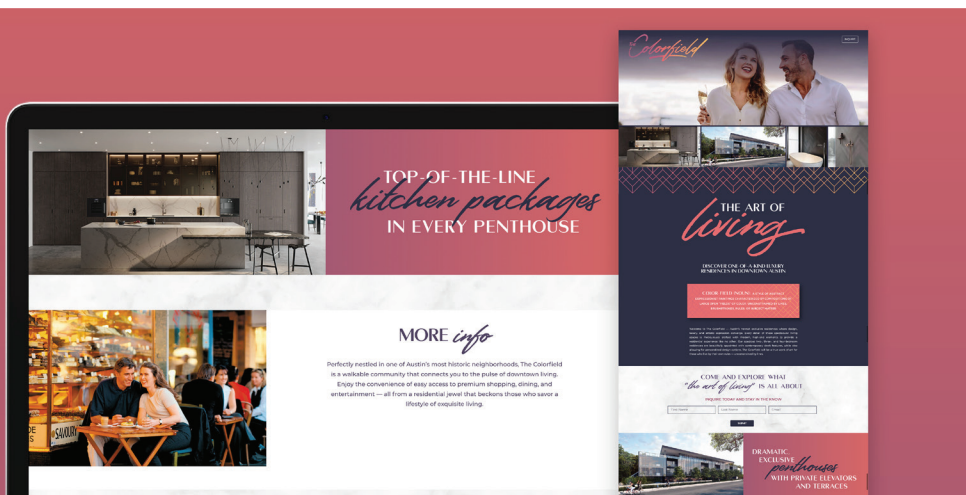
After Catalyst completed the branding, the next step was to set up a temporary website that allowed staff to collect leads and interest from prospects while the development was still under construction.

### THE SOLUTION

The name Colorfield — which is an abstract style of painting characterized by large, open fields of solid color — was selected for the development. Unconstrained by lines, brushstrokes, or small details, this style allows the color itself to become the focal point and subject of the piece. The logo was designed by using an elegant brushstroke that mimics the painting style's characteristics.

A temporary website was designed for The Colorfield using the new brand identity and interior renderings as an inspiration point. The homepage features several lifestyle images catering to their target audience, but keeps design to a minimum, letting the vibrant color palette and renderings of the unit and amenity spaces steal the show.

Due to the uniqueness of the name selection, another standout feature on the temporary website was the definition of “colorfield” placed toward the top. In addition, two call-to-action forms were placed on the temporary site to collect leads from prospective residents and interested visitors.



## THE RESULTS

Although the development is currently under construction and the option to lease is not yet available, the success of the temporary website positions the client for success as a strong first impression in downtown Austin's luxury housing market. By launching a temporary site, the eventual transition to the full, custom site will be a more seamless process.

