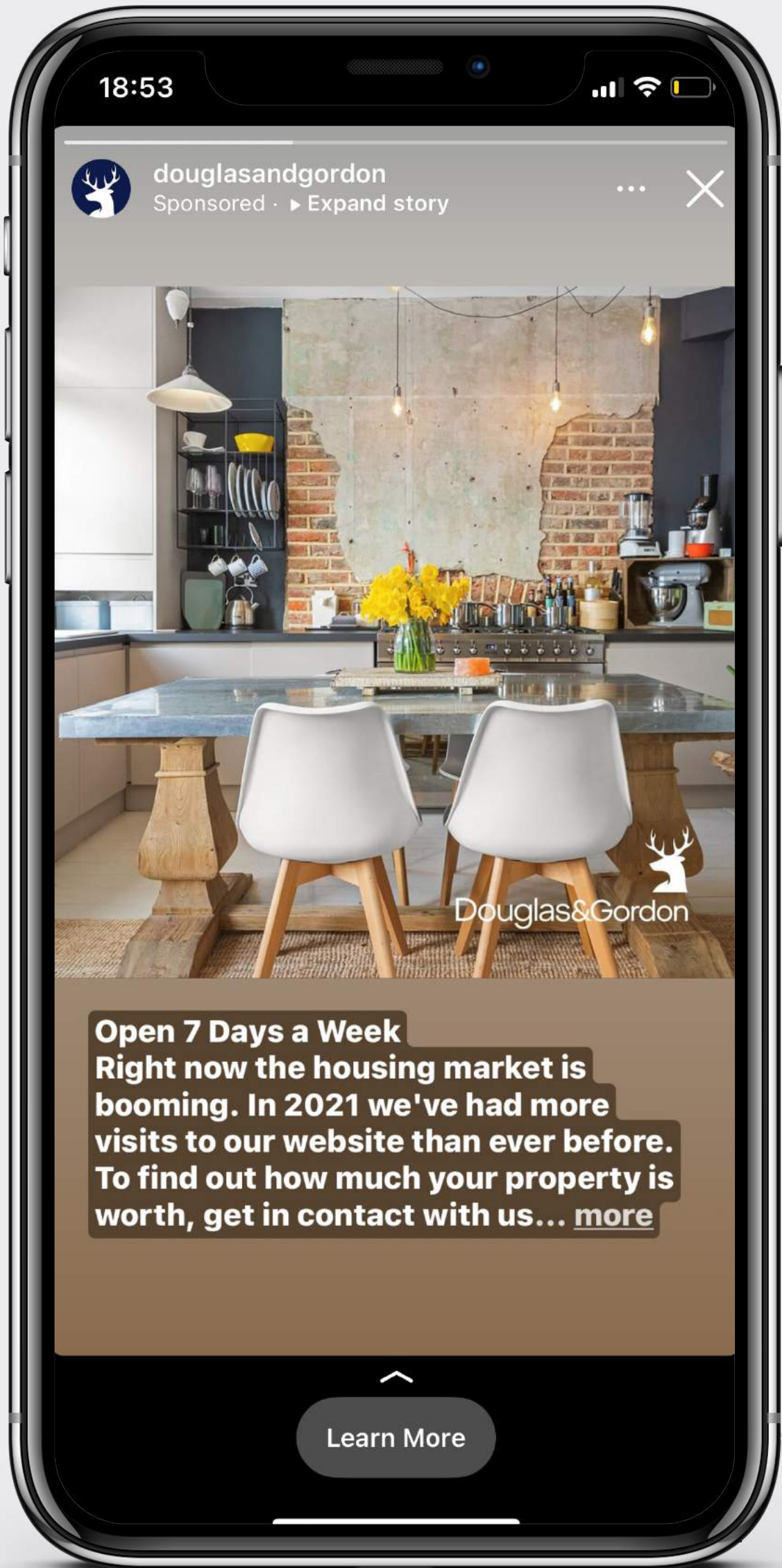
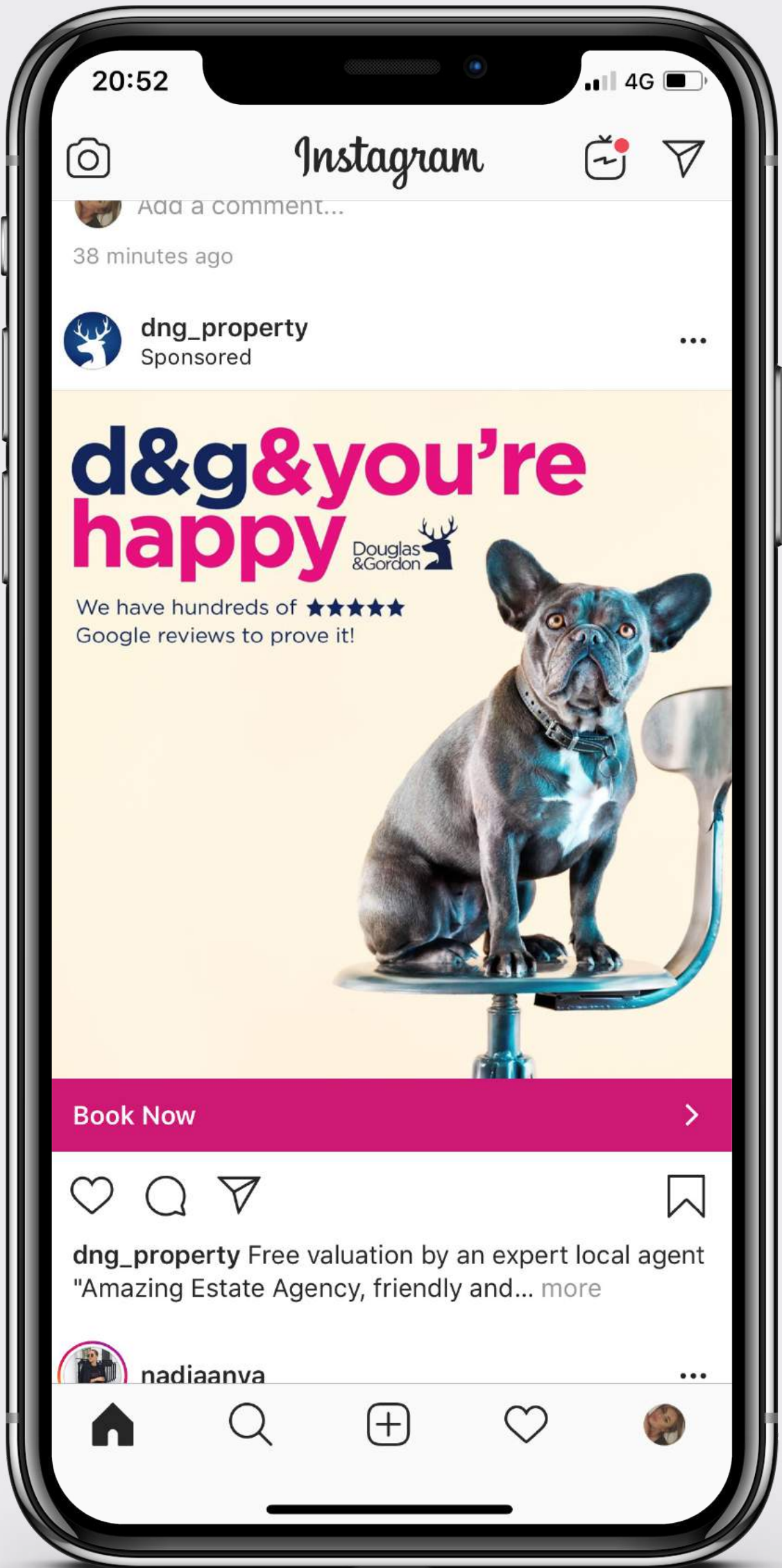


MONICA ROUTLEDGE

Selected Portfolio 2021

Social Media Advertising

Creating content for advertisements on owned social channels and Google display ads.



Social Media Advertising

I select and edit our own property images for use on Facebook carousels, video and static advertising spaces.

The images are selected based on their 'lived in' aesthetic. Avoiding images that feel too staged.



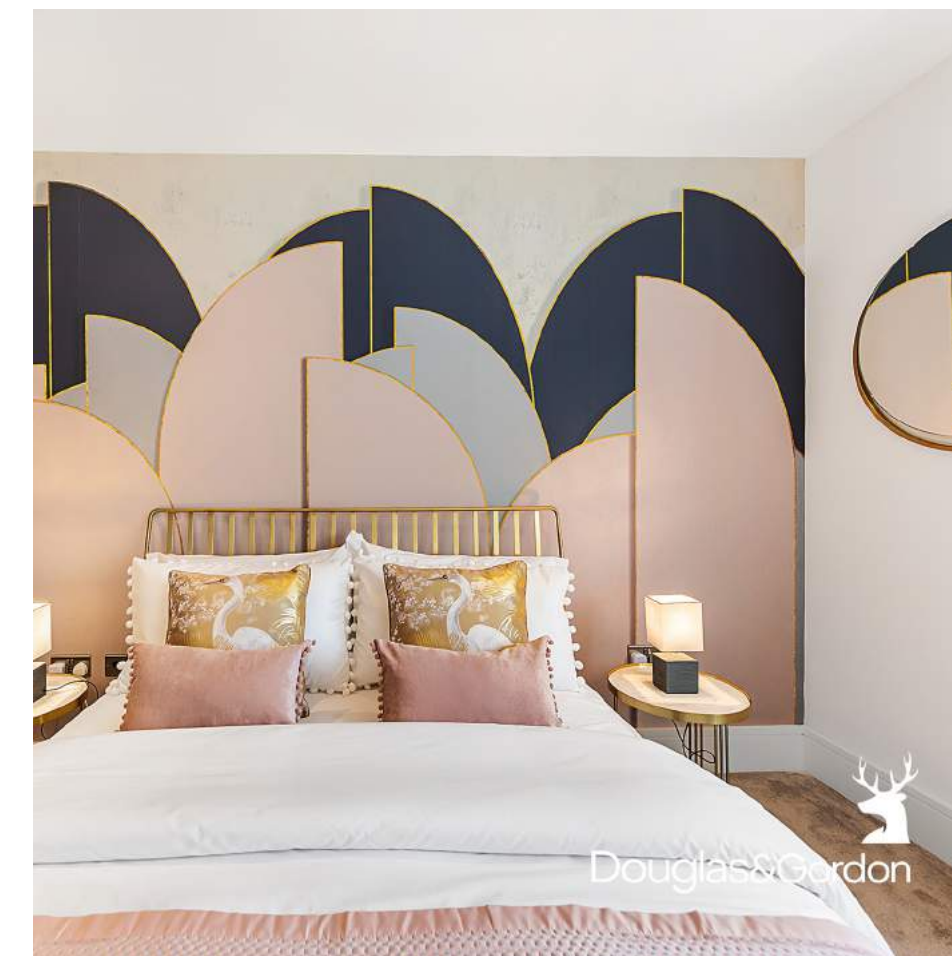
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60+ Years' Experience
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1,000's Five -Star Google Reviews
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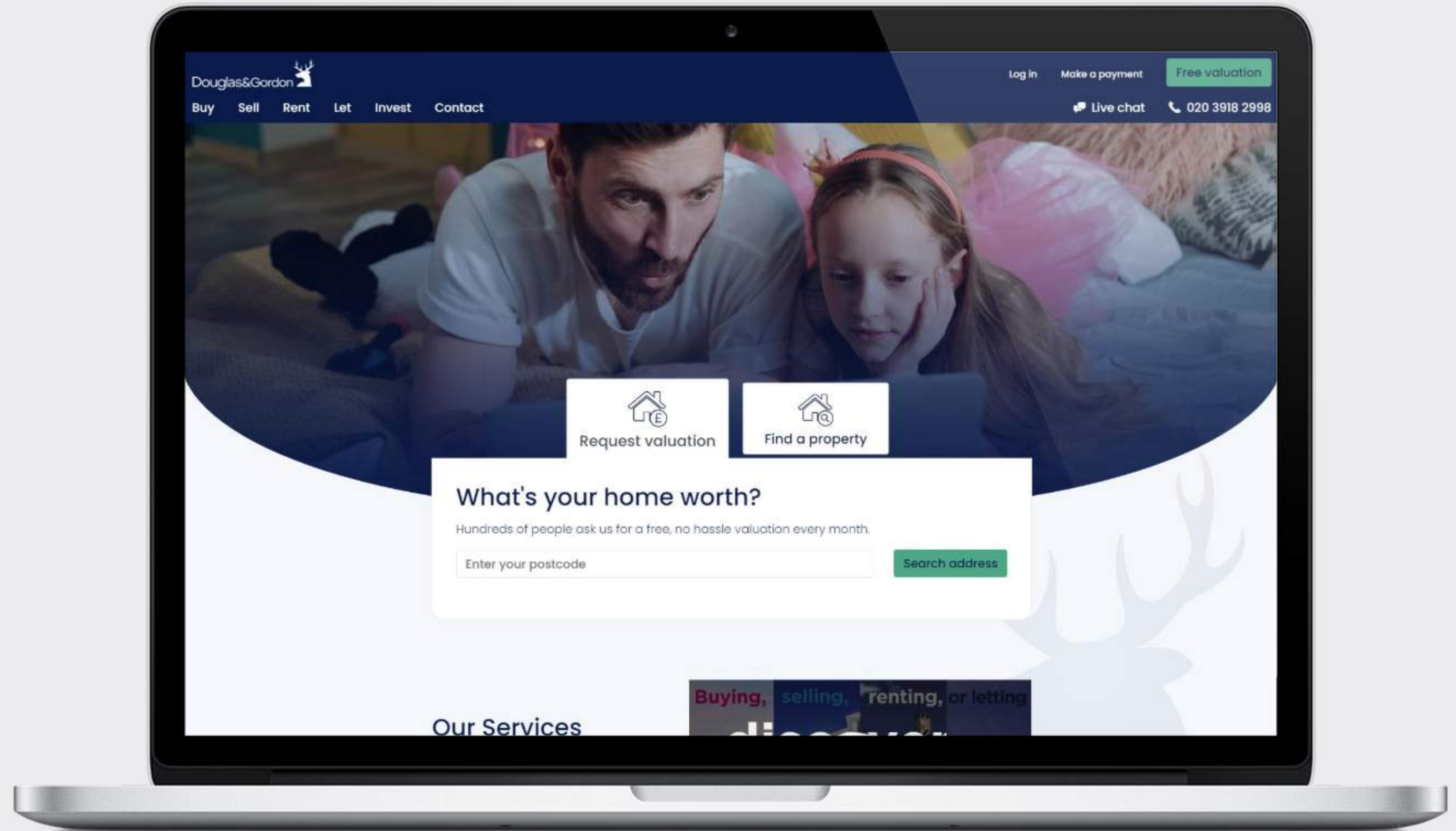


18 Interconnected Offices
FORM ON FACEBOOK

[Learn More](#)

Website Design

Working with in house web designers to create webpage layout options, selecting and editing imagery and thinking about the user experience on site.



Google Display Creative

Google display ads can be a great brand awareness tool and these are designed heavily around our brand colours, fonts and imagery type.

Brand messages are conveyed through each piece and tie in with the imagery used. The brand colours should also be apparent not only in the copy but within the background image.

We know property inside out. So from lease extensions to light bulbs, talk to us.

We opened our first office in 1958. That's over 60 years of giving our customers the confidence to make life changing decisions with certainty and peace of mind. So buying, renting, letting or selling, talk to us.



Complete peace of mind.

We make being a landlord as easy and profitable as possible.

"As a landlord I continue to be highly impressed by Douglas&Gordon - they've consistently found very good tenants very quickly."

John - Mar 2021

We sell more properties in under 4 weeks, than any of our competitors.

We love what we do and nothing matters more than our clients. You, in other words.

"I was very impressed with D&G right from the beginning. Very professional but also very enthusiastic."

-Vendor, Clapham

Over 75% of the properties we list, sell within 3 months.

Complete peace of mind.

We sell more properties in under 4 weeks, than any of our competitors.

#propertyconfident

Knowing that your agent is the best in the business and will go the extra mile to get you exceptional results.

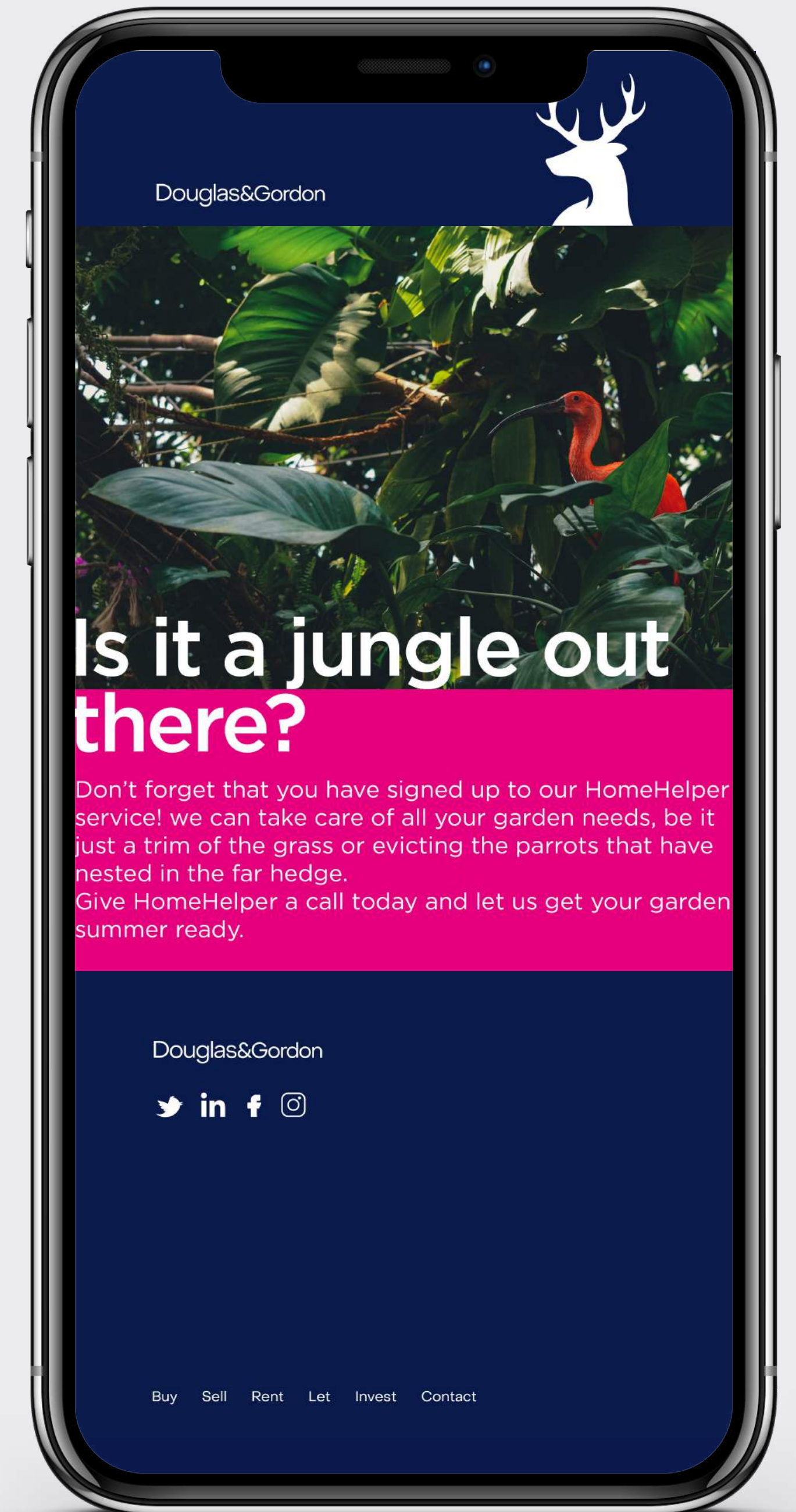
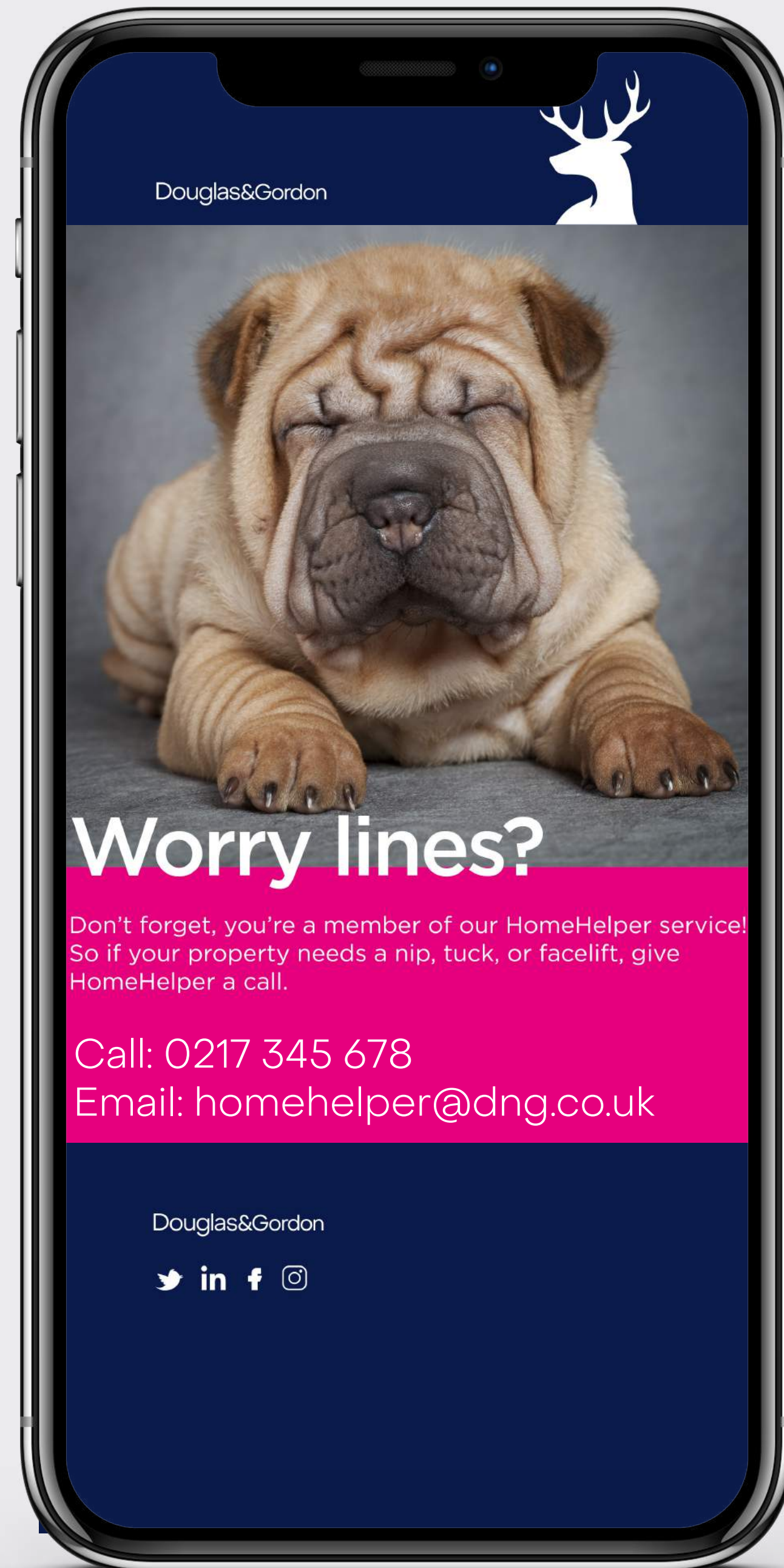
We sell more properties in under 4 weeks, than any of our competitors.

Email Campaigns

I had a reasonable amount of freedom when creating the HomeHelper email campaigns.

This is a service unlike any other previously offered and we wanted it to have a lighthearted and friendly tone of voice, with a nod at a bit of humour.

2 years later, the branding has been updated but my initial concept has stuck.



Confident aspects

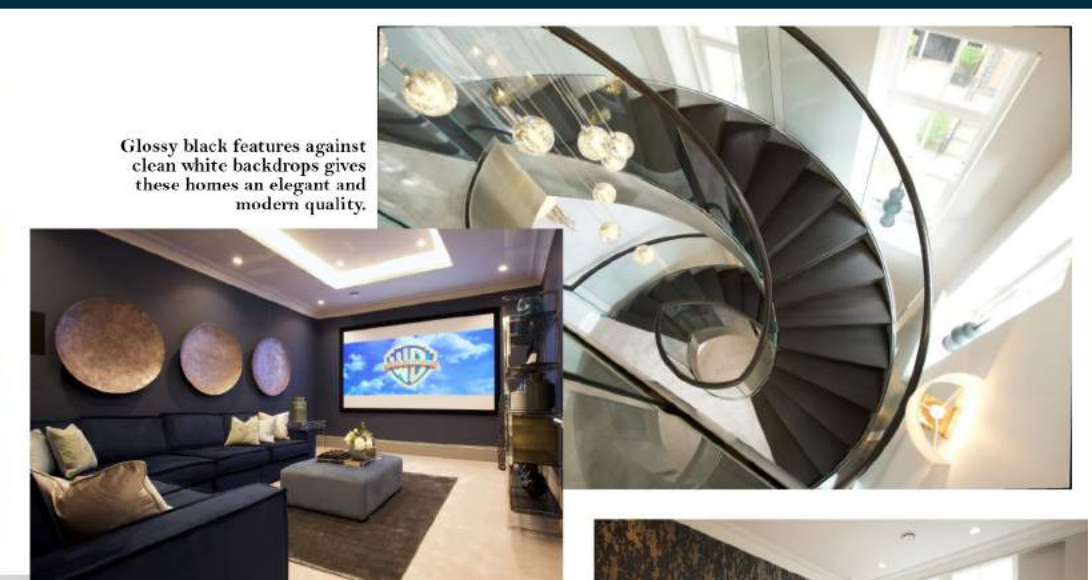
Properties with poise and personality in some of London's most desirable areas.



Bridge Lane

Battersea Park

A mixture of modern, classic and



Glossy black features against clean white backdrops gives these homes an elegant and modern quality.



Finchley Road

-Chalk Farm

If panoramic views are your thing, this property needs to be on your hit list. Arranged over the top three floors, this penthouse apartment is all about the vista.

With floor to ceiling windows in every room and glass internal walls, allowing light to flood through the property's open plan living space, two balconies and a private rooftop terrace with 360° views, this property is filled with natural light and there's tonnes of outdoor space for entertaining (when we're allowed).



Bedford House

-Balham

Sustainable and ethical living is the way forward. This new build, Balham, is built with the earth in mind, with sustainable features and ethical materials throughout the apartment.



Beautifully crafted features and finishes will impress the most discerning of guests.



Editorial design and copywriting for a digital magazine about luxurious properties and international travel.

I pulled this in line with a recent re-brand using image direction and tone of voice that had been newly implemented.

International Property & Travel was used on our owned social channels as a brand identity and awareness tool.



Beautiful wood pannelled ceilings draw the eye up to the impressive overhead space.



Coopers' Loft

-Wandsworth

Built in the magnificently restored, Grade II listed building of the historic Young's Brewery, this unique property has bags of character. The brewery has been beautifully renovated, with many original features still in place and ceilings that reflect the buildings rich history.

Original arch top windows flood the apartment with natural light and the sky high, wood clad ceilings allow each room to feel spacious, open and airy whilst maintaining a cosy atmosphere.

The development has been designed to accommodate a vibrant mix of premium residential apartments and carefully selected retail and leisure facilities.

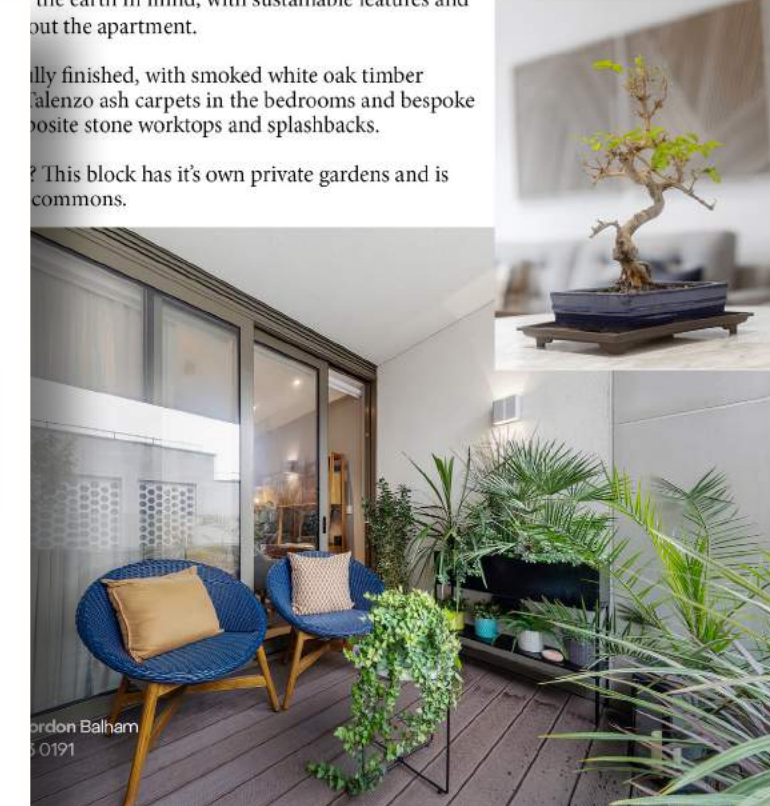


There are various 1, 2 & 3 bedroom apartments available within this development



Open plan city living within your own little slice of brewing history.

Prices vary
Douglas & Gordon East Putney
Tel: 020 8788 3000



Beautifully finished, with smoked white oak timber veneer, balenzo ash carpets in the bedrooms and bespoke composite stone worktops and splashbacks.

This block has its own private gardens and is a rare find in the area.



Digital & Print Publications

Digital & Print Publications – Ads



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Management

from
15%

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Editorial design and copywriting half and quarter page ads for a Scottish newspaper, the Press & Journal.

I put these together with the aim of balancing the feeling of heritage within the images, with a contemporary font and confident, straightforward tone of voice, reflective of the agency's new management.

Business Cards

Business cards are one of the few tangible items that many business have. They are often a first impression and so must accurately reflect the business.

In both these examples I have chosen a simple palette, that is reflective of the rural setting of the businesses and conveys a feeling of calm and tranquility.

I have kept the fronts understated and elegant, keeping copy to a minimum where possible.

- CCTV
- Gated site
- Dedicated bays
- 3 miles south of Elgin

T: 07748968955

E: thelevelfarm@gmail.com

f TLCStorageelgin

📷 thelevelcaravanstorage



BH BEAUTIFUL
HOLIDAY HOMES

SONIA ROUTLEDGE
HOLIDAY HOME MANAGEMENT

07840 382 590

SONIA@BEAUTIFULHOLIDAYHOMES.CO.UK

WWW.BEAUTIFULHOLIDAYHOMES.CO.UK

Logo Design

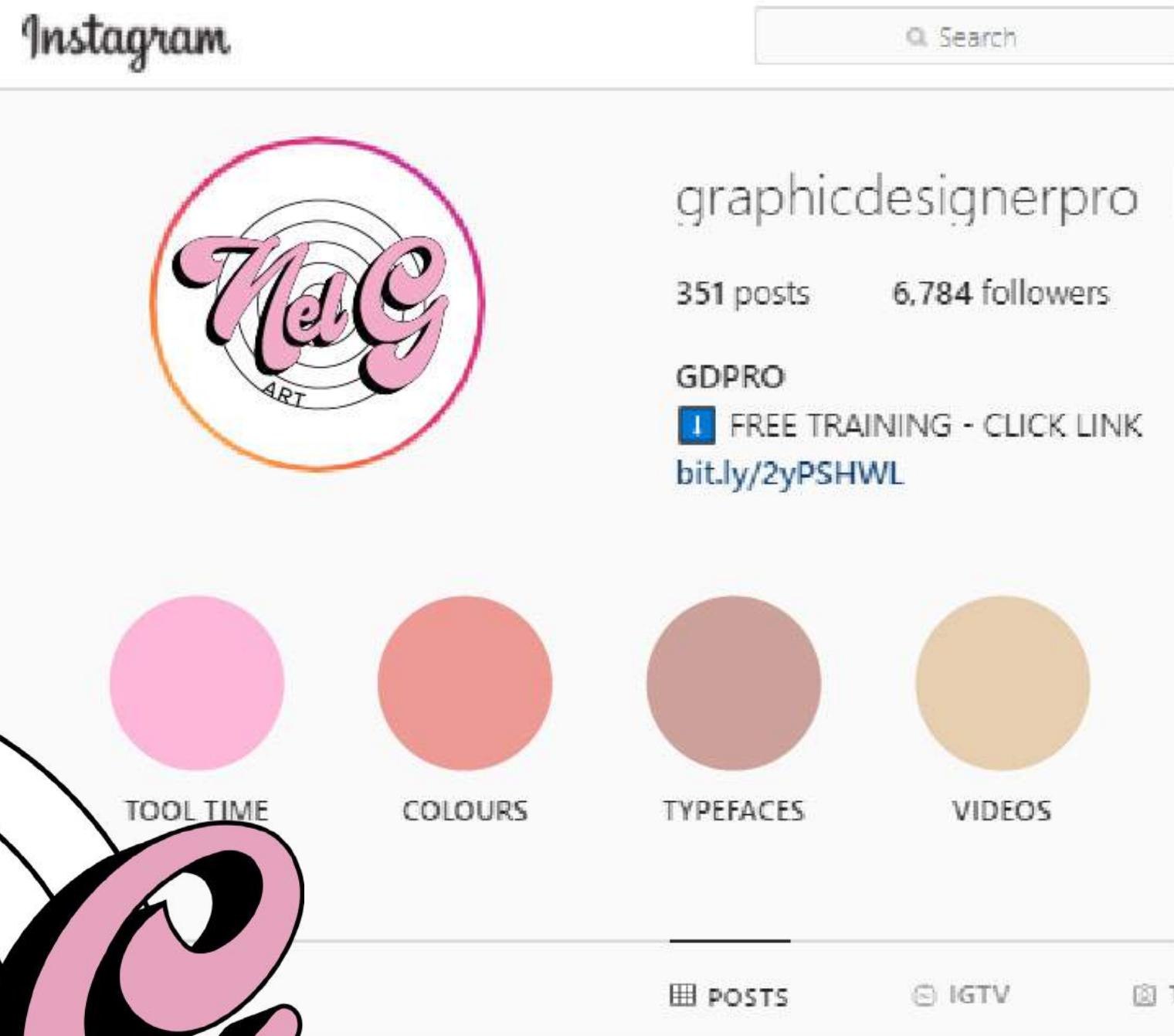
Logo design is a more recent interest of mine that has developed alongside my Adobe Illustrator skills.

This particular work was for an artist, looking for a logo that would 'pop' on her social media page showcasing her monochromatic artwork.



Mock Ups of Logo in Situ.

Social Media.



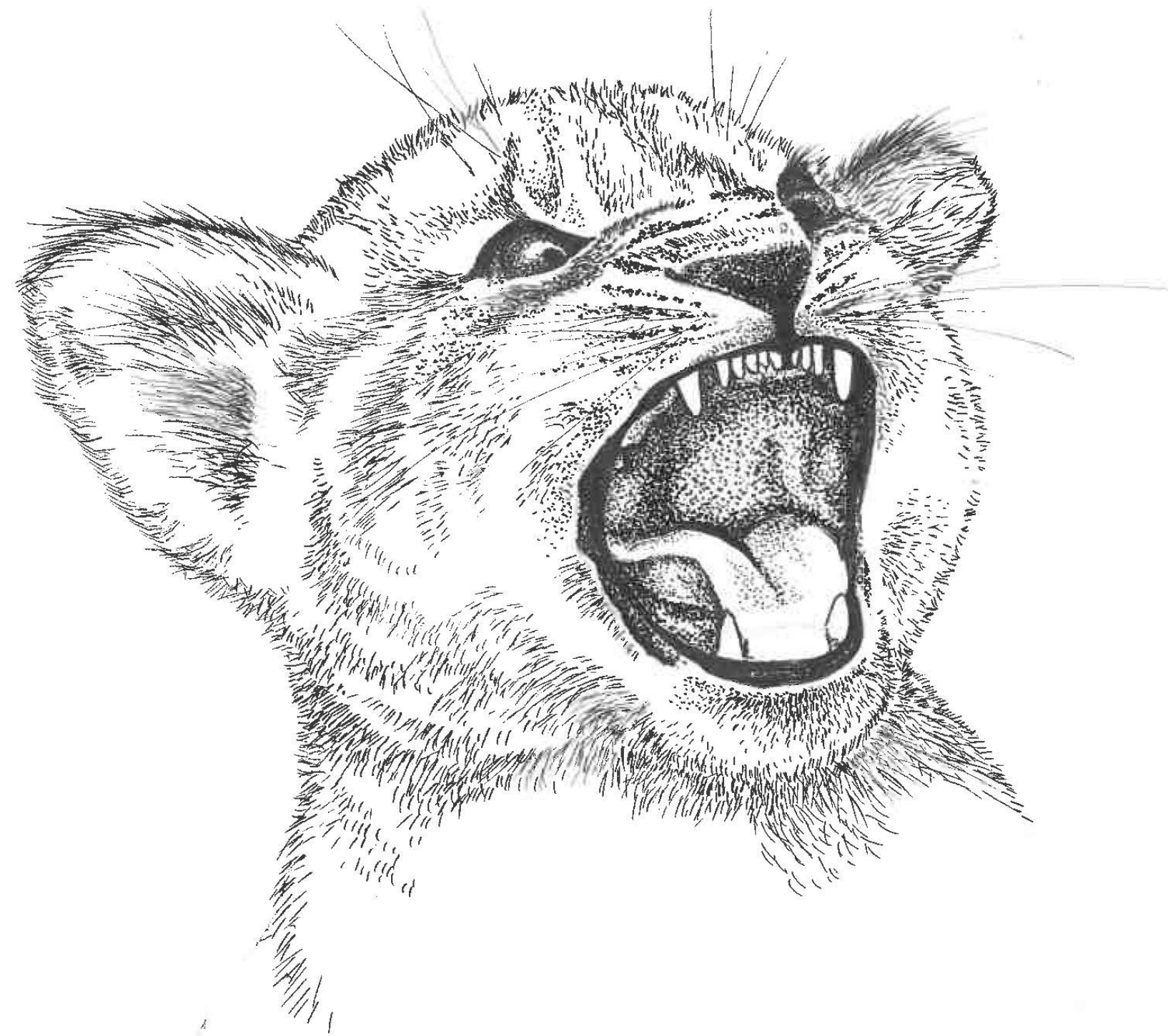
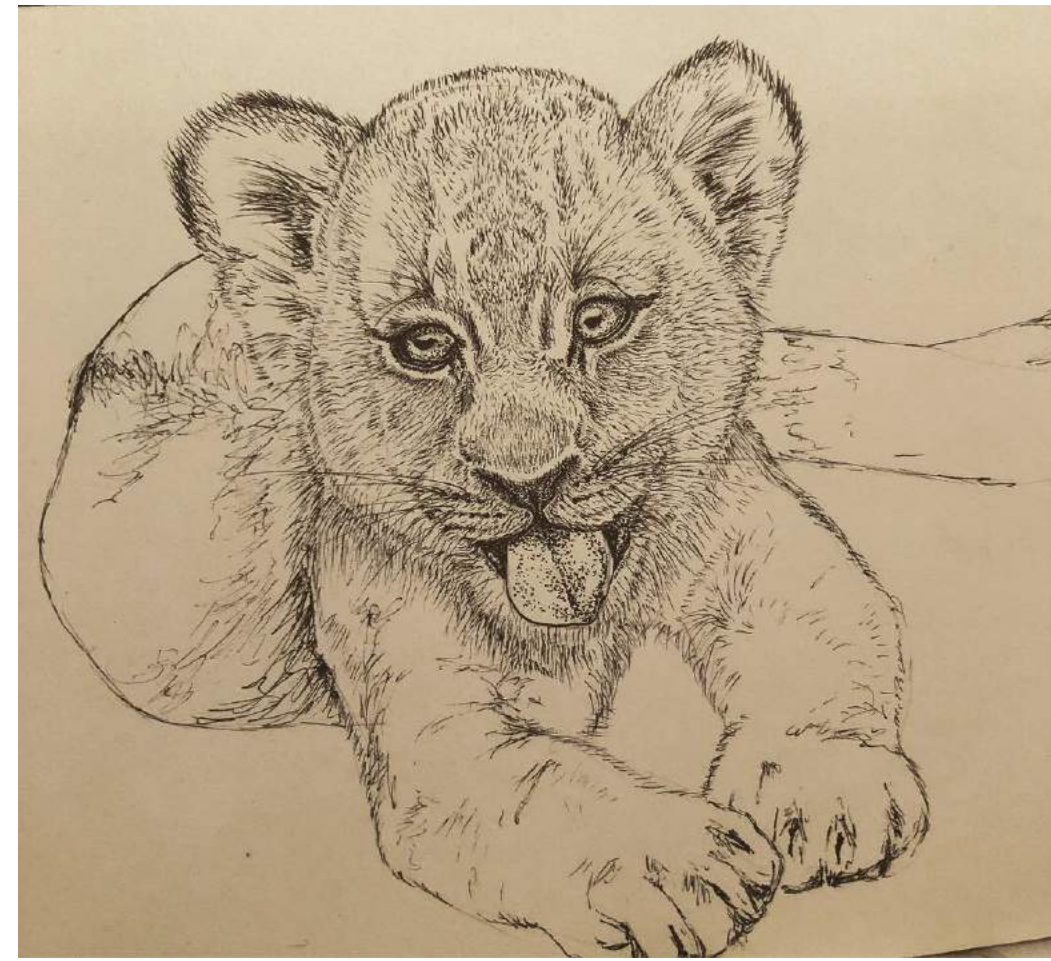
Headed Stationery & Merchandise.



Nel G Art
Address Line 1
Address Line 2
Tel: 0123 456 789
Email: nelgart@email.com



Personal Illustration



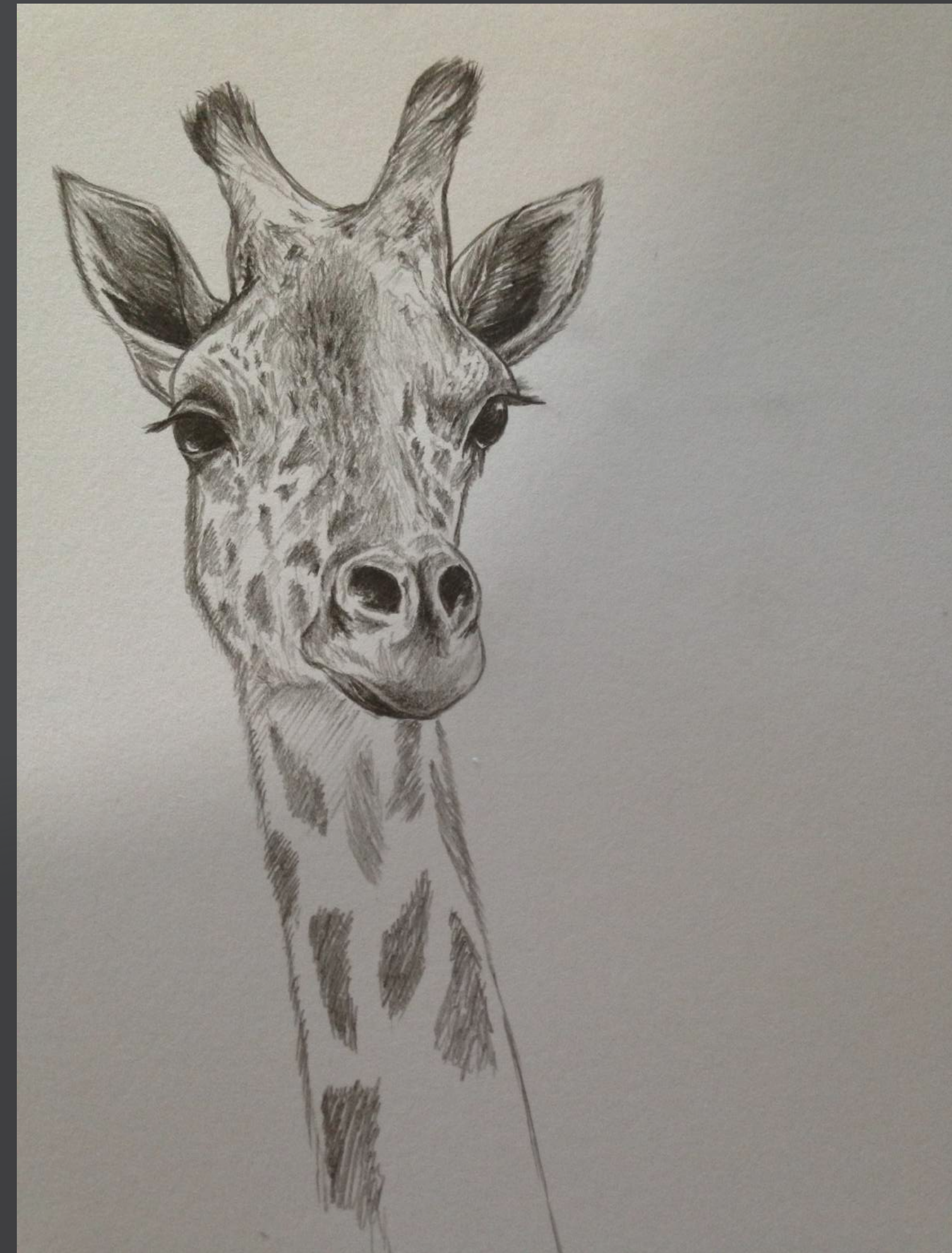
I am a keen illustrator and have had a couple of pieces commissioned as birthday gift and tattoos.

I work mainly in pen and ink but have been known to dabble in many other mediums.

I almost exclusively draw wildlife but I also enjoy fashion illustration and can produce working drawings, thanks to my time spent studying fashion marketing.



I have also had my artwork feature on company Christmas cards, order of service at weddings and form the basis of a company dress code document.



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