



# Macdonald & Company

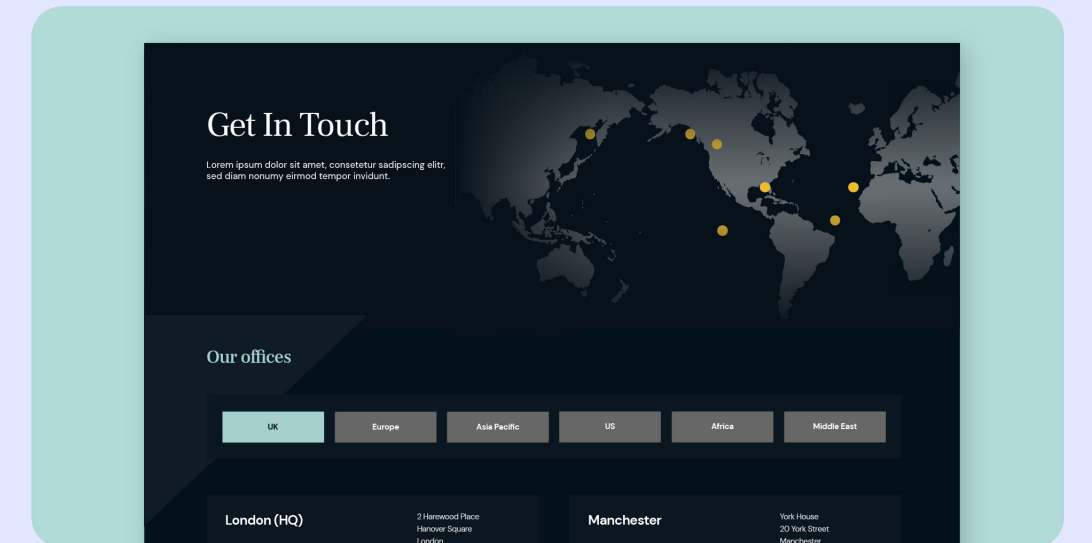
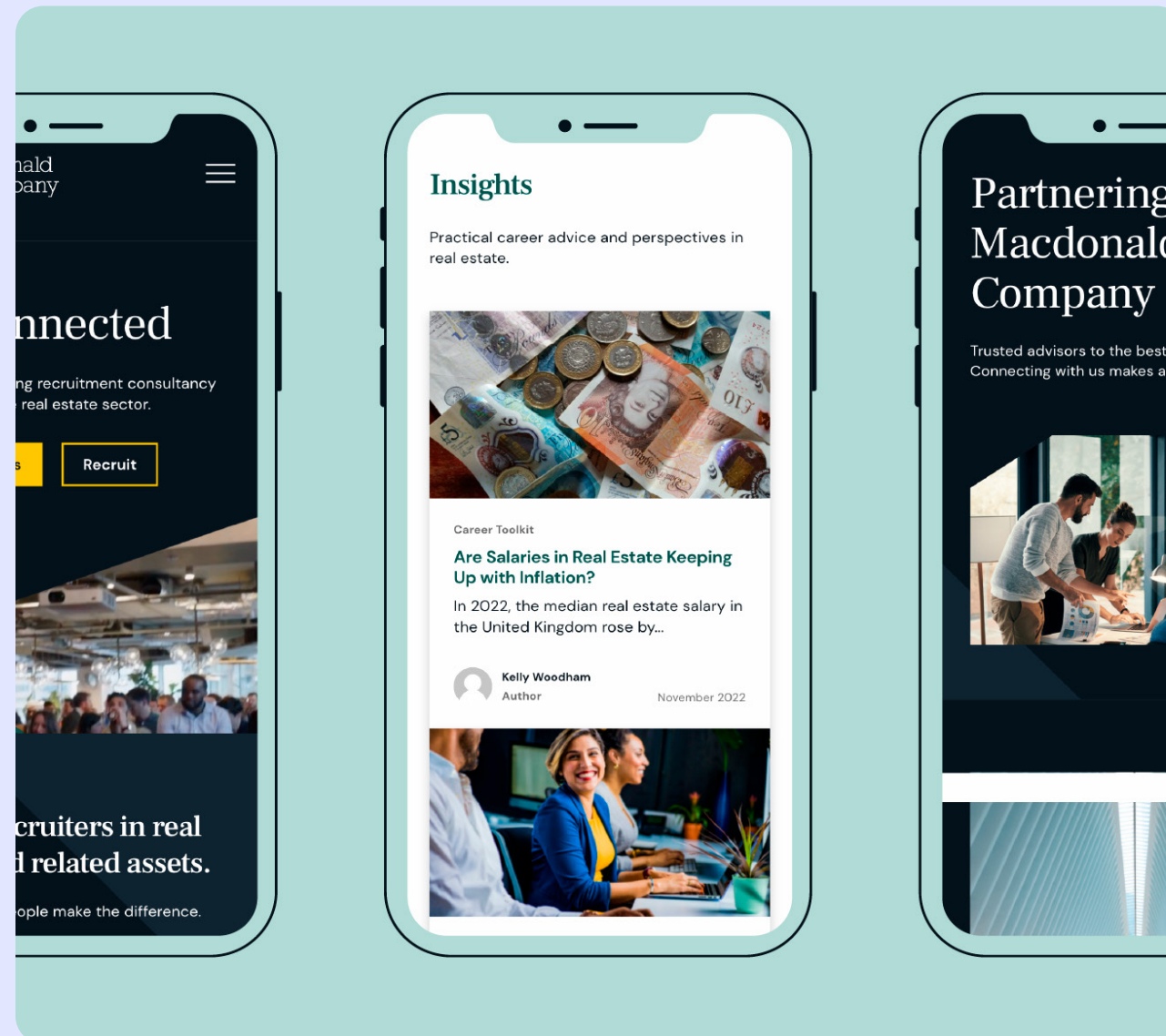
Building the right connections in real estate recruitment.

## The Problem

The previous identity of Macdonald & Co did not represent their high-end service. As leaders in real estate recruitment, they have extensive knowledge of real estate on a global scale, and connect the right candidates to the right role. Their new identity needed to showcase their expertise and to communicate their global reach. They also needed a website that was flexible and adaptable to their changing needs.

## The Result

Stripping back the colour palette to focus on dark and rich tones, positioned Macdonald & Co as the high end professional service that they are. We accentuated the jagged, angular shapes to frame the brand as the cutting-edge solution, leading the industry from the front. Through our partnership we improved their website UX and UI design, reshaped their brand identity, and created a targeted content strategy to drive lead generation.





# Need help with your branding or website project? **Let's talk!**

[Discuss your project](#)

## Macdonald & Company



"We started working with Canny in 2021 on a rebranding project. They took our disjointed branding and turned it into a strong, professional showpiece for our global consultancy."



Chanelle Child  
**Marketing Manager**

