

VEYO WINS FOUR AWARDS AT TOP EUROPEAN BRANDING EVENT

24 April 2015 - Veyo, the comprehensive conveyancing portal, wins three awards for 'Best Visual Identity', including the top award within the technology, media and telecommunications sector, and silver for Best Creative Strategy at the prestigious **Transform Awards Europe**.

Brand strategy consultancy, Industry, working alongside Veyo, has been responsible for the development of the product proposition, name, identity, marketing strategy and creation of the advertising, promotional literature and initial website.

Presented last night by Gyles Brandreth, the broadcaster, actor and former Conservative MP at the Brewery in London, Veyo and Industry scooped one gold, one silver, two bronzes and a highly commended for their work.

- **Gold** - best visual identity from the technology, media and telecommunications sector
- **Silver** – best creative strategy
- **Bronze** – best visual identity from the professional services sector
- **Bronze** – best visual identity from the property sector
- **Highly commended** – best strategic/creative development of a new brand

A panel of judges made up from branding experts from countries all over Europe, critique the work of a large volume of high profile brands and agencies for the industry's definitive celebration of excellence, rewarding innovation in branding across Europe.

Transform Europe said about Veyo that: "Conveyancing – the legal transfer of a home from seller to buyer – needed to step into the 21st century, and the Law Society in partnership with technology firm Mastek UK strove to achieve this advancement." One judge described the branding as a "standout in category", with another highlighting the "really strong memorable visuals, which are applied beautifully across all platforms".

Veyo, developed by the Law Society and global IT solutions specialist, Mastek UK, is soon to launch and will bring together electronically all the processes, checks and documentation prepared and undertaken by solicitors and licensed conveyancers in the sale and purchase of residential properties.

The brand identity name, Veyo derives from the word Conveyancing; its Latin stem being 'veho', meaning 'to carry'. The logo of a brown hare, an animal renowned for its agility and speed, signifies the improved efficiency that Veyo will bring to the home buying process. Working in partnership with well-respected illustrator Noma Bar, Veyo's bold brand identity set on a bright orange background is both modern and meaningful.

Sholto Lindsay-Smith, strategy director and James Packer, creative director at Industry, comment: "We have been very pleased with the campaign as we developed Veyo's stand out brand and are immensely proud. With Veyo being derived from the Latin stem of conveyancing and being short, easy to pronounce and easy to Google, it is set to become a household name that is synonymous with a more efficient, transparent and speedier home buying process. And working with the illustrator Noma Bar, who we would like to thank, we created original, thoughtful and instantly recognizable illustrations with the hare logo representing the speed and efficiency delivered by the service."

Elliott Vigar, CEO of Veyo, comments: "We are delighted that the development of Veyo's product proposition has been recognized at the top European branding awards. It is an absolute accolade and I would like to thank everyone who has been involved. We were confident that Industry had created a strong visual identity worthy of the top award. And we are confident that we have created a product that will change the conveyancing market. Our marketing and brand awareness campaign has made a huge impact. The property industry and consumer media are talking about us in eager anticipation. We will be launching very soon and look forward to rolling out the product and bringing a real change to the home-buying process."

Notes to editors:

The Law Society

The Law Society is the independent professional body established for solicitors in 1825 that works globally to support and represent its members, promoting the highest professional standards and the rule of law.

Mastek UK

Mastek UK is a global technology solutions provider, combining the strength of a world class product company with a specialist services organisation. Its core IT services include application development, service management and testing, systems integration, data warehousing, business intelligence and analytics. It has over three decades of extensive experience specialising in the government, retail,

insurance and healthcare sectors. Mastek operates across Europe, Canada, Asia-Pacific and the Middle East. www.mastek.co.uk

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