

Wednesday, 18<sup>th</sup> November 2015

## NEW BRAND FOR LANDMARK WHITE AND LMW HEGNEY

From today, a significant change to leading national property valuers, LandMark White and LMW Hegney, will officially take effect. A new logo has been created for the two companies, who share common values and aspirations and have successfully been operating as individual brands since 2003.

The company has a long and proud heritage, founded in 1988. As leaders in the provision of property valuations, they have provided research and advice to many thousands of homeowners, investors, developers and lenders for over 27 years.

Old logos:



New logo:



The new look and brand presence has been described as a design for the future and will see a move from the blue and gold logos to a new era, with the introduction of a teal mountain device and simplified company name.

Mountains are a natural landmark and have captured the hearts and minds of humans since the origins of humankind. Humans have forever strived to reach higher, build bigger and be bolder. The sight of a mountain can conjure up feelings of awe, respect, aspiration and excitement, yet also provide a sense of stability and refuge.

Chief Executive Officer, Chris Nicholl said the innovative new look was part of an overall brand update to launch its “next chapter of success”.

“The new dynamic and vibrant look is reflective of our evolution as a company. At LMW we want our identity to express that we are one company offering a diversity of services and capabilities whilst we continue to work towards improving and simplifying our client experience.”

“The culmination of this work is a positive step for our future, providing a unique identity that stretches from consumer to business, enterprise to government partnerships and local to national markets” Mr Nicholl said.

Included in the rebrand is a new LMW website [www.lmw.com.au](http://www.lmw.com.au) which is reflective of the company’s modern new appearance.

Mr Nicholl said, “We are looking forward to an exciting new era and now our brand has a unified and contemporary design that’s ready to take us there.”

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