



We build brands and visions.





Concepts by Jones

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# Hi,

I'm Kenroy, founder of  
Concepts by Jones.

I've created this short presentation, hoping to capture your interest. I would love to discuss how we can contribute to the success of your real estate projects. Let's schedule a meeting soon!







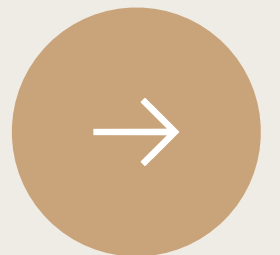
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We craft impactful  
concepts for people,  
nature, and society.



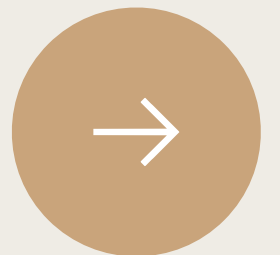
# What we do

We build creative real estate concepts for investors, projectmanagers, agents, innovators and realtors, who are looking to raise revenue with the projects.



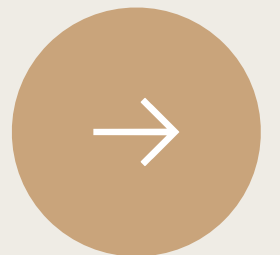
# Why we do it

We believe real estate has the ability to change the future of **people, nature and social impact.**



## Who does it

‘We’ is actually ‘I’ most of the time. I love to collaborate, so whenever busy or possible, I team up with a group of skilled professionals. I create the concept and branding, while outsourcing the deliverables to them.



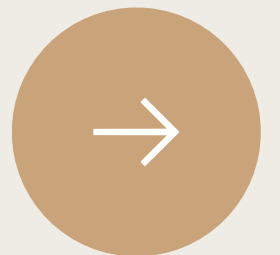
## How we do it

Firstly, a decade of experience, degrees in graphic design, illustration, concept development and online marketing. Secondly, being genuinely empathetic and curious. We get in the skin of the target group and create a story or a metaphor they can relate to.



## When we deliver

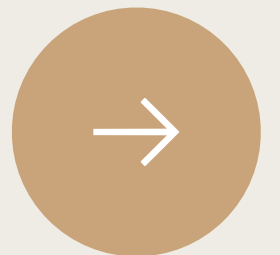
We deliver a concept and branding within weeks. The designing of elements might take a bit longer depending on the products. However, a timeframe will be communicated beforehand.





## Where I do it

All I need is my brain, skills, laptop, music and a snack 😊 ...so I can basically work from anywhere in the world. Whether it's in my office, at your company or on a train (done that before, It's not that bad).

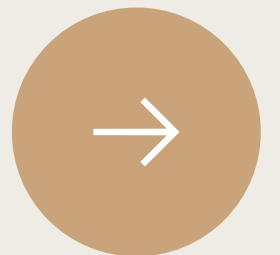


# Mission + Expertise

Creating impactful concepts that not only look and feel good, but will better the lives of future generations.

## Expertise:

Concept development and Strategy, Branding, Graphic- and Visual design, Copy/ Storytelling, Iconography, Logo design, Website design, Content design, Photography and Illustration.

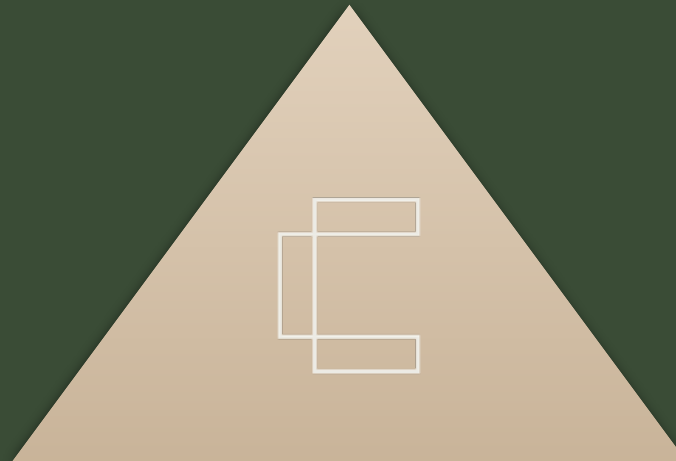




Our core values

## Personal

At Concepts by Jones, expect a personal touch, ensuring your vision is uniquely tailored and understood.



## Empathetic

We keep our target audience in mind, understanding their needs now and in the future. To us the soft values matters the most.

## Professional

Concepts by Jones delivers professional excellence, backed by a decade of successful projects and expertise.





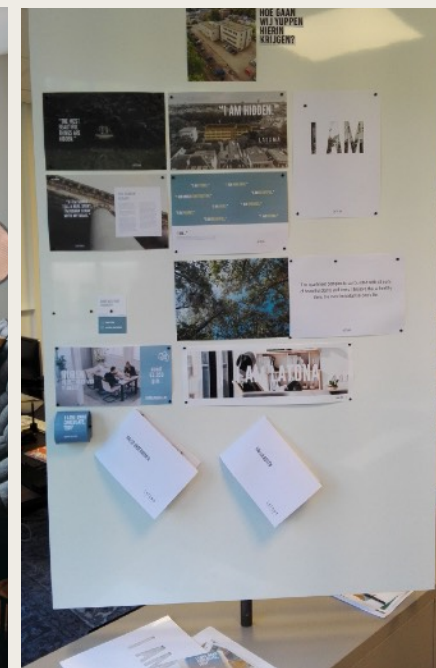
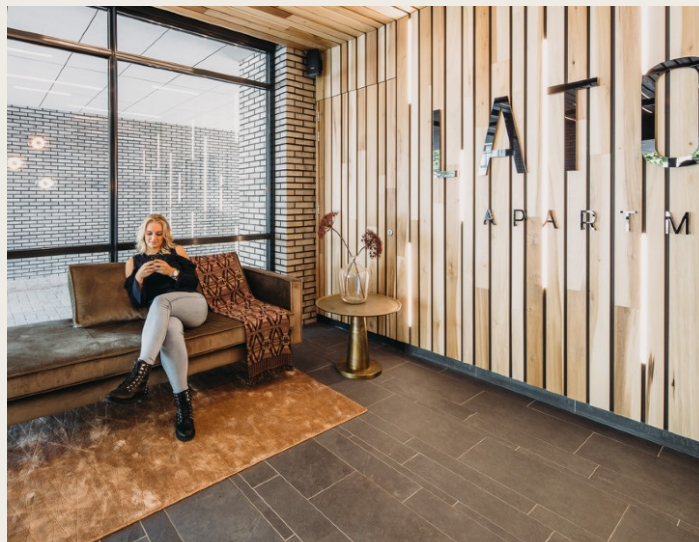
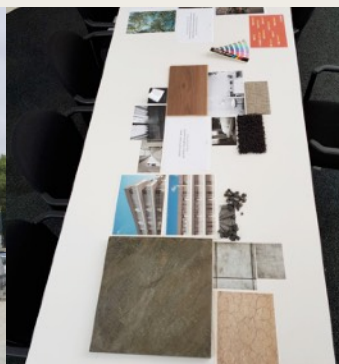
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Allow me to walk you through  
a few cases.



## Project: Latona

LATONA, inspired by a Roman goddess, graces Utrecht's 'Maliebaan,' standing tall on one of its finest streets. Once an old office building. To transform this into such a concept I had a unique approach: engaging the senses, greeting you with a special scent and friendly messages like, "Hi, I'm Latona. How's your stay?" Residents love playing along, treating LATONA like a real person. Their joy confirms the success of our creative concept.







## Project: One Space

Let me introduce One Space, born out of the challenges posed by Covid-19. Anticipating limited access to public spaces, I envisioned a solution for my client, Syntrus Achmea Real Estate and Finance. The concept is straightforward – “A space where everything is in reach.” It’s a versatile building, fostering social cohesion among residents.

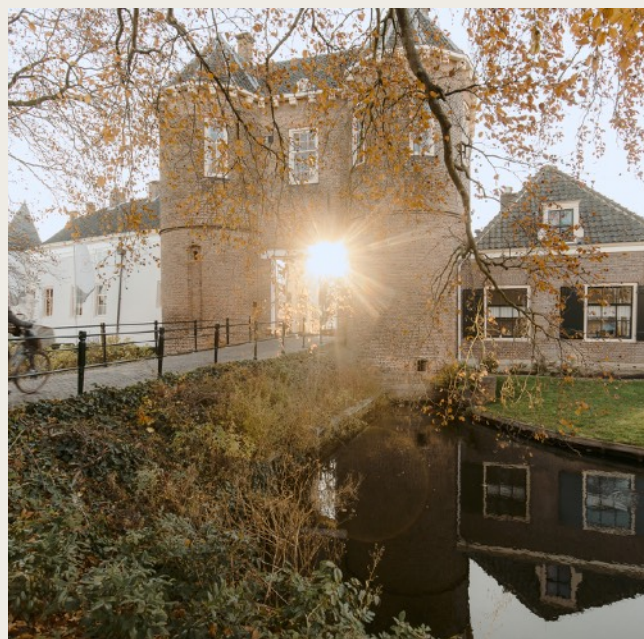






## Project: Huize Hofland

In the past the town where this project was located had a history of protecting itself. The investors of this project were looking for a concept to build on to attract their target group. Instead of selling finished houses, the product is a land on which you can build. Doing my research on the target audience, it's clear that it would be a place where families would live. Knowing this the word protection came up again. Not so much protecting a town, but the protection of a family, a safe place where kids can grow up in a green environment.





## Project: Your Loman

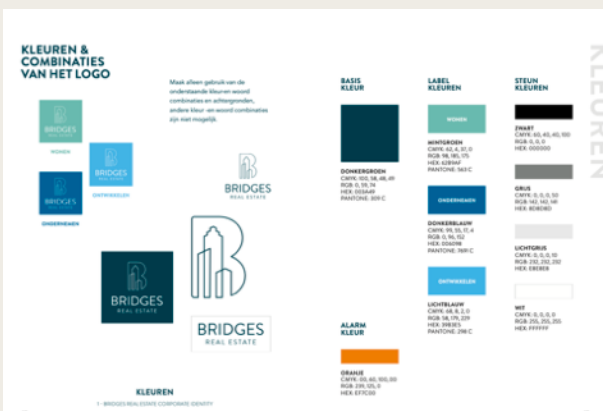
My major client sought a concept for attracting newcomers in Utrecht, a location with intense competition. The core idea centered around the theme of 'ownership' for individuals embarking on their first apartment journey. Recognizing their desire for responsibility and personal space, I infused the branding and communication with the term 'Your' to convey a sense of individual possession and belonging.





## Project: Bridges RE rebranding

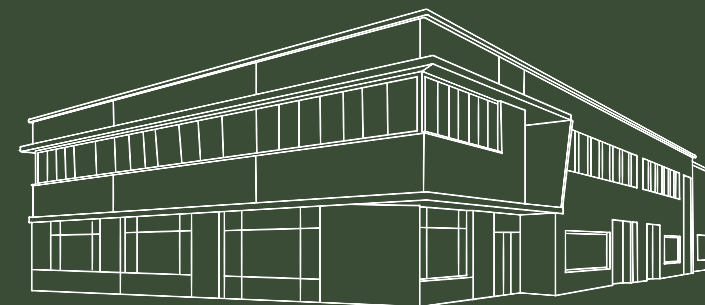
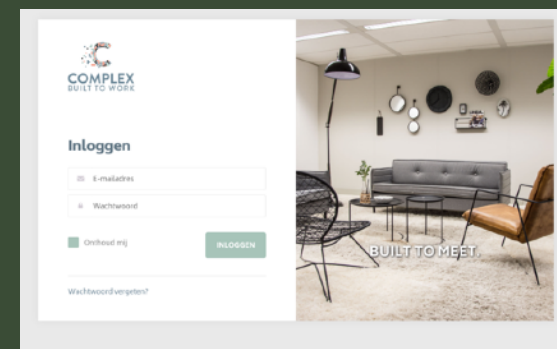
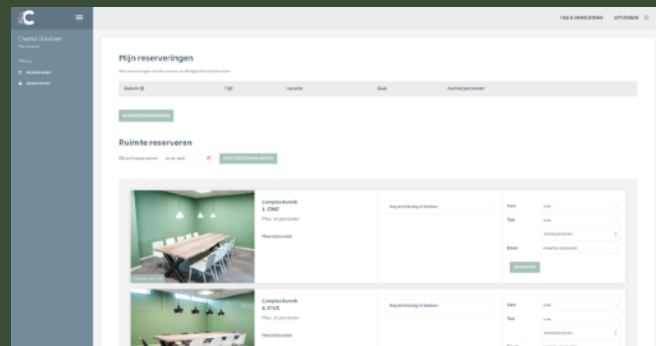
A real estate agency sought a comprehensive rebranding, encompassing a new photography style. Given their emphasis on living, working, and development, I devised various strategies to align their branding with the specific needs of the market.





## Project: Complex branding

I conceptualized "Complex" as a workspace, and its logo vividly conveys this idea. The varied shapes within the logo dynamically move towards and away from the incomplete 'C.' Complex is a shared workspace where diverse professions coexist, offering opportunities for interaction, though not mandatory. The dynamic nature of the space reflects its high mutation rate as people come and go.





Client relations

**syntrus** | **achmea**  
real estate & finance

**DOCK  
WIZE.**

**lumen**

**Pensioenfonds  
Horeca & Catering**

**KINDER  
HULP**

*de* **IDEEËN  
FABRIEK**  
*van Pieters*

**MUR**

**PORTAAL**



## Clients testimonial



It's pleasant to work with Kenroy. He is highly involved and cares about the goal of both customer and client.

**Patrick Mur**

Director at Mur Conditioning



“Kenroy is an inspiring individual. He encourages pushing the boundaries in what you seek, ensuring that you delve into the essence of your objectives. Sharp, critical, motivational, and consistently surprising, he has a knack for revealing unexpected excellent outcomes—often aligning with what you couldn't articulate or specify yourself. Graphically sharp, to the point, and surprising, yet always apt.”

**Frans Kooijman**

Architect Studio in Motion



“Working with Kenroy is a real joy. Not only is he a brilliant conceptual thinker, he also has a great, positive vibe that gives a lot of energy to both the project and the people involved.”

**Hanneke Overhorst**

Art director Luumen





Our added value for you

## Investor



Our concepts allow investors to gain revenue on their projects.

## Project manager



Our concepts are often used by PM's to get permission from the government.

## Architect



An architect will get inspiration from our concepts, sometimes even changing the construction to fit the concept.

## Agent/ Realtor



This group uses the storytelling from our concept, to present a project in a unique way and attraction in the market.



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# Know more?

Here's a [video](#) and a link to my agenda,  
feel free to [schedule a meeting](#)!

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