

# brandgraphica™

## Genesis / Enterprise

### Client

Activ power+sail

### Project

Brand Identity. Brand Launch.

### Description

When Rib Charter Solutions began looking to expand their business, they turned to Brandgraphica for a modern branding strategy and alternative brand architecture that would facilitate their rapid expansion.

Following a condensed consultation and development period, Activ became the first company to use Brandgraphica's new range of brand development products. This gave Activ advanced levels of control over their brand collateral and application including a highly effective website. In a short space of time and at their own pace, Activ have created a range of items to reinforce their brand including stationery, advertisements, racing sails, exhibition stands and most recently, clothing which has become so sought after the organisation is preparing to merchandise a range of sailing equipment bearing its name.

### Results

Two years on from start-up the business now has a very healthy order book and employs more people than we do!

### Client Quote

'Some days it looks like we own the Solent with that logo on our sails, flags and jackets!'

Director

Activ power+sail

*The right impression  
from day one*

Get the full story, talk to  
**Brandgraphica** today

Brandgraphica Limited  
Harley House  
Brooklands Park  
Crowborough  
East Sussex TN6 2JD

T +44(0)1892 665504  
F +44(0)1892 654805  
brandgraphica.co.uk

© 2008 Brandgraphica Limited

