

brandgraphica™

Genesis / Energise

Client

B P Collins
(Solicitors – Gerrards Cross)

Project

Brand Identity and Communications Platform

Description

We created this corporate identity and advertising platform for B P Collins after researching the brand over a six month period. The brand had begun to fragment and we were appointed to unify the firm as a whole. Within 18 months we had transformed the brand's visual expression to better reflect its true status and helped to harmonise its differing factions – uniting all behind a single brand whilst enabling individual practice groups to promote themselves. Brandgraphica continues to act as brand custodian. Our work includes Genesis – corporate identity, brand guidelines, image library, external web site, interiors, press advertising, corporate brochure, electronic presentations, business overview brochures, internal communications, direct mail, merchandise, signage and internal launch event.

Results

B P Collins continues to expand and has appointed Brandgraphica to further create an Energise Communications Platform to drive the brand forward.

Client Quote

'A truly enlightening brand journey.'

Partner and Practice Group Leader
B P Collins

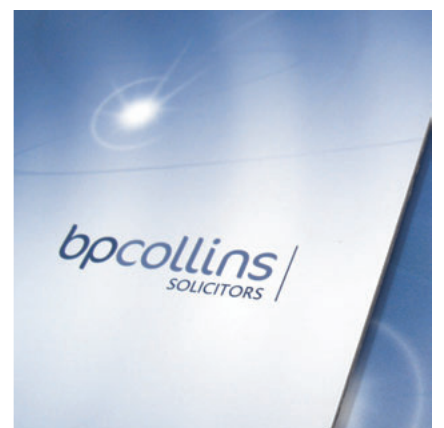
uniting *all* in a single
brand-wide effort

Get the full story, talk to
Brandgraphica today

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