

brandgraphica™

Energise

Client

B P Collins
(Solicitors – Gerrards Cross)

Project

Energise Communications Platform

Description

Having completed a new Brand Identity (Genesis) for B P Collins some years previously, the client initially requested Brandgraphica to create a library of photographic images to support its marketing function. It became clear in the initial consultancy period that new photographs, while making the production of marcoms a little easier, wouldn't actually 'lift' the brand and those supporting it in the way the client imagined it might. An Energise solution was suggested to not only support the marketing function but also breathe new energy into the brand, through all its channels. New additional colour palettes combined with libraries of unique illustrations and desaturated photography enable B P Collins to easily express more of their ideas in a distinct and visually powerful manner.

Client Quote

"It feels good to be in the hands of people who are creative, detailed and knowledgeable."

Senior Marketing Executive
B P Collins

*new energy
new direction
new advantage*



Get the full story, talk to
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