

# brandgraphica™

## Task

### Client

BSI Group  
(British Standards Institution – Global)  
Since its foundation in 1901 as the Engineering Standards Committee, BSI Group has grown into a leading global independent business services organisation.

### Project

Corporate Flagship brochure 2007/2008

### Description

British Standards Institution is a global brand consisting of many complementary businesses that employ 2,500 people worldwide. Brandgraphica is tasked with supporting BSI's global repositioning programme. Our responsibilities include the continuous development of BIO (Brand Identity Online), strategic & tactical group level communications, the continuous improvement of the group's internet presence and image libraries. Recent projects from this seven year relationship include the group's flagship corporate brochure, annual review, Business Superbrands, and interior artworks for the groups conference centre and reception area at their global headquarters in London.

Our work extends to: brand guidelines online, external web site, interiors, external advertising, press advertising, publications, corporate brochure, uniforms, vehicle livery, electronic presentations, business overview brochures, internal communications, online magazines, direct mail, merchandise, image library, and signage.

### Client Quote

'Brandgraphica have earned and retained their position as trusted brand consultants.'

Group Marketing Manager / Group eBusiness Manager  
BSI Group

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

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