

brandgraphica™

Task

Client

Howarth of London
(Manufacturers of oboes and woodwind instrument specialists)

Project

The Howarth Oboe brochure

Description

Brandgraphica were asked to design a brochure and overview folder to celebrate the beauty and craftsmanship of the Howarth Oboe, world renowned for its perfect sound and quality.

The brief was to make the instrument appealing to all ages and ability, from student to master. Using bold colour, warm imagery and classic typography we could capture the values behind the brand and express the moment of delight associated with playing a Howarth Oboe.

The premium materials used for the brochure and overview folder reflect the quality of the Howarth brand; reassuringly expensive and worth every penny.

Client Quote

"Thank you for 'living our brand'."

Marketing Manager
TW Howarth of London



creating, building
and protecting
premiums



Get the full story, talk to
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