

brandgraphica™

Genesis / Energise / Enterprise

Client

Morley and Scott
(Accountants – London and South England)

Project

Following 10 years of acquisition, Morley and Scott required a fresh positioning for its accountancy practice

Description

One of the most well-known and trusted names in accountancy, Morley and Scott have built their reputation over the last 70 years. Our job was to rediscover the values that drive the business. The review led to a new identity and strapline to reposition the business. The unique pledge 'protect and prosper' was created to reflect the new vision and rediscovered values. It introduced an increased range of core competencies and specialised areas that the business had developed over the last decade. Our work included: Genesis – research and corporate identity, image library, brand guidelines, external web site, interiors, external advertising, press advertising, corporate brochure, electronic presentations, business overview brochures, internal communications, direct mail, branding, signage, internal and external launch events and a launch movie.

Results

Increased awareness and much greater cross-selling of services. Brandgraphica continues to service the brand.

Client Quote

"We will never forget what Brandgraphica have done for our brand – fantastic."

Managing Partner
Morley and Scott



Get the full story, talk to
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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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