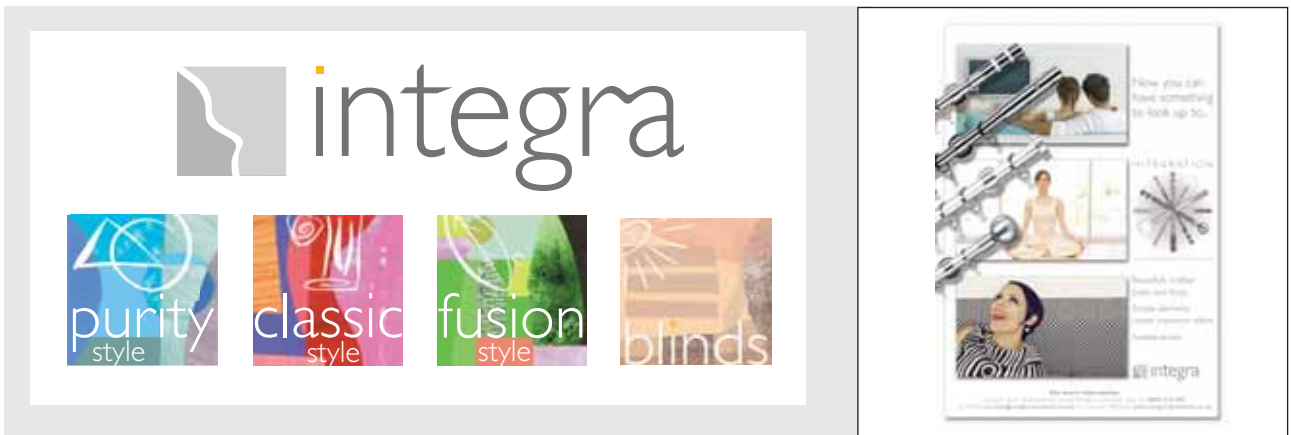


our **branding** work speaks volumes  
for our clients locally, nationally and globally



**Client:** Rolls-Royce plc (FSS)  
**Brief:** To create a new name, identity and marketing communication materials for an agency company.  
**Result:** The Saurcerer brand has been well-received both internally and externally.



**Client:** Integra Products  
**Brief:** To develop a lifestyle consumer brand.  
**Result:** A new vibrancy in the positioning of the company.



**Client:** Swan/Littlewoods  
**Brief:** To build equity in the Swan brand.  
**Result:** A revised master brand identity along with a range of Product sub brands.

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# our branding work speaks volumes

for our clients locally, nationally and globally



**Client:** Derby Specialist Fabrications (Rolls-Royce plc)  
**Brief:** To launch a new identity programme for a Rolls-Royce subsidiary company.  
**Result:** DSF now has a unique identity and a marketing strategy to develop new business.

**Client:** Allen Gears (Rolls-Royce plc)  
**Brief:** To create a new identity in line with the global market.  
**Result:** An identity that reflects the forward-thinking approach and experience of Allen Gears.



**Client:** The Bucklemaker Restaurant and Bar  
**Brief:** A new identity applied on menus and signage.  
**Result:** A fresh image attracting a wider audience.

**Client:** Trident Housing Association  
**Brief:** To create a new corporate identity.  
**Result:** A revitalised organisation in how it is perceived Internally and externally.



**Client:** IMI plc  
**Brief:** To re-refresh the company image.  
**Result:** A new evolved look in line with the company's vision.

**Client:** Ames Stokes Stevens  
**Brief:** To create a simple yet forward thinking image for a small metal fabrication company.  
**Result:** The new image helped to focus the company's marketing.

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