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Boss Design
Design Case Study

Office Seating
Brand Identity

Deep

Form Follows Function

Boss Design is the market leader in the UK seating industry. At the forefront of British design, they have compiled a comprehensive range of seating that encompasses all aspects of the office market, from upholstery, meeting and breakout seating collections through to complimentary tables and bespoke product design.

Yet Boss' marketing and sales material was mediocre and could not compete with rivals. It looked dated and failed to communicate the depth of the product range.

After winning a tough pitch, Deep embarked on creating a new brand identity that would enhance their reputation and help forge new business nationally and internationally.

Boss boasted a 100% increase in sales in the year following our re-branding exercise.

Identity

Brief

Review and assess Boss Design's brand identity and sales and marketing material, ensuring that the company has the status and kudos it deserves in both the UK and international markets.

Solution

The simple 'BD' symbol is updated, but retained to maintain brand consistency. It is augmented by a strong but subtle colour palette and clear, refined type inspired by The Bauhaus. This modernist design-led art movement appeals to Boss's target audience of interior designers.

boss
design

The logo features the word "boss" in a large, lowercase, red, sans-serif font. Below it, the word "design" is written in a smaller, lowercase, grey, sans-serif font. To the right of "boss" is a grey symbol consisting of two interlocking, rounded shapes that resemble a stylized 'B' and 'D'.

Photography

Brief

To give visual proof of the quality of materials, elegance and innovative design of Boss' products, inspiring interior designers to use their seating.

Solution

Three photographic approaches: large scale, in-situ images taken at specially chosen, ultra-chic and prestigious office spaces show the extent of the company's installations; crisp studio shots of the individual pieces ensure that the furniture is seen clearly and informatively; and close feature details show the design and manufacturing excellence.



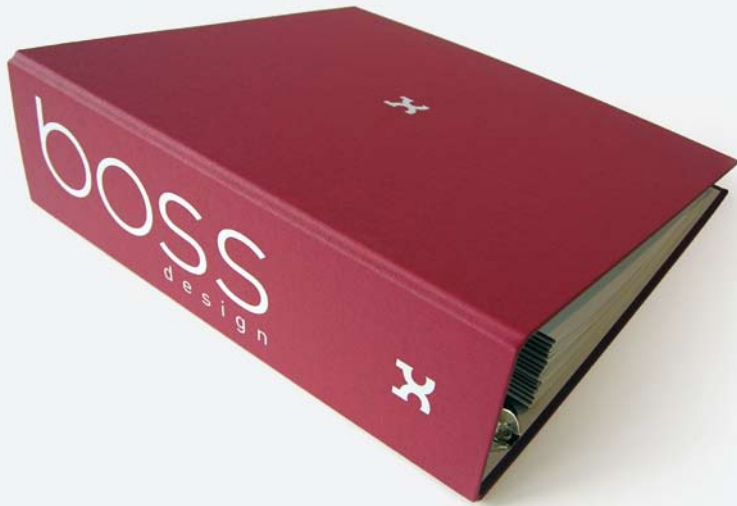
Literature

Brief

Communicate the Boss product portfolio to a varied audience of interior designers, architects and buyers both nationally and internationally, competing in a very well branded market with both design led and informative sales material.

Solution

An annual 112 page 'look book' portrays the entire Boss portfolio of products and services. A separate folder holds detailed brochures on individual seating ranges which can be updated and edited as the portfolio develops. Strong red covers ensure visual impact compared to rivals.



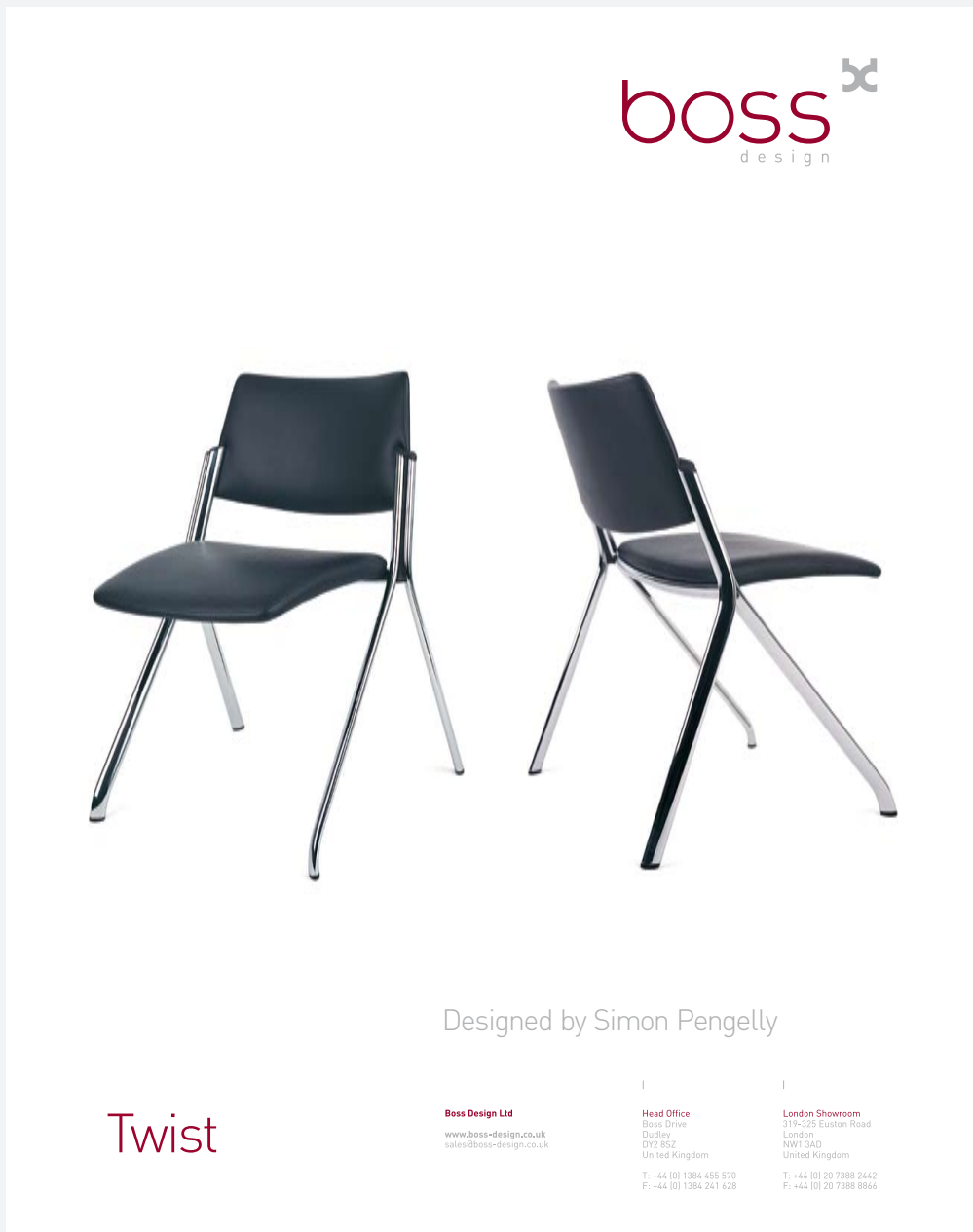
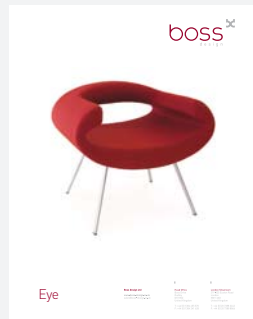
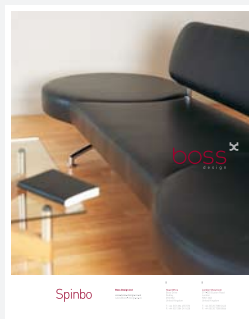
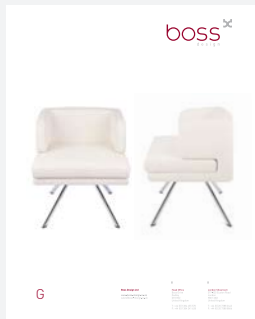
Advertising

Brief

Create a series of product led advertisements to place in the UK's leading design magazines: Icon, Blueprint, Wallpaper and Mix Interiors. Brand consistency is required whilst ensuring the products are visually arresting and informative.

Solution

Clean and simple layouts make the brand identity tangible and clear, standing out within the publications. Subtle and refined images on white backgrounds allow the product to be the focus, and alternative in-situ shots underline the Boss brand as sophisticated and contemporary.





Clients

Alma Media
Amano
Arenson
Below Zero
Benoy
Boss Design
Bovis Lend Lease
Cafod
Campbell Reith
Chapman Taylor
Cloudy Bay
Crombie
Deep Restaurant
Disney
Easyjet
Financial Times
Garrington
Harper Collins
HBL Media
ICA
Land Securities
Liquid Communications
Macquarie Bank
Maris Interiors
Newham Council
Norbain Security
Octopus Investments
Open Architecture
Parkview International
Paypal
Penguin Books
Prima Restaurant
Q Developments
Rankin Photography
Ritz Fine Jewellery
The Radiator Company
The Ritz London
The Ritz Club London
The Sunday Times
Thomson Scientific
Whole Foods Market
Veuve Clicquot



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