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Campbell Reith
Design Case Study

Consulting Engineers
Brand Identity

Deep

An Edge

Before working with Deep, our identity and corporate material looked dated and uninspiring. Most importantly, it did not showcase the key strengths of the company.

We wanted to create a visual identity that reflected Campbell Reith's status as both designer and multidisciplinary consulting engineer. We needed to produce impactful marketing material that reinforced Campbell Reith's position as a mid-size firm with the strength and depth of a top ten global player.

As well as boosting the cross-selling of our services to existing and potential clients, this has given us an edge over our competitors in terms of all sales and marketing materials.

Our new corporate identity received excellent feedback, both internally and externally. The design raised our profile within our target sectors and is successfully promoting our multidisciplinary services to key clients. The quality and content of the material makes us immediately stand out from the competition.

Edwin Howells
Marketing Manager Campbell Reith

Identity

Brief

To update Campbell Reith Hill's corporate image, reinvigorating its visual identity and all sales and marketing material to accentuate the firm's design expertise alongside its cutting edge engineering skills.

Solution

Shortening Campbell Reith Hill to Campbell Reith emphasises the company's fresh outlook, with eye catching design potential. The refreshed logo, updated typeface and refined, modern colour palette produce a coherent and contemporary portfolio of online and printed materials.

CampbellReith

consulting engineers



Brochure

Brief

To portray the quality, breadth, depth and flair of Campbell Reith's expertise, reflecting the practice's international status. Layout, graphics and typography must be sharp and professional and remain contemporary for several years.

Solution

Key words and an emphasis on the practice's prestigious projects, arranged in landscape format showcase project photography and differentiate Campbell Reith from their competitors. The black and white imagery is elegant and implies longevity, reinforced by a wraparound outer cover that can be reprinted to remain up-to-date.



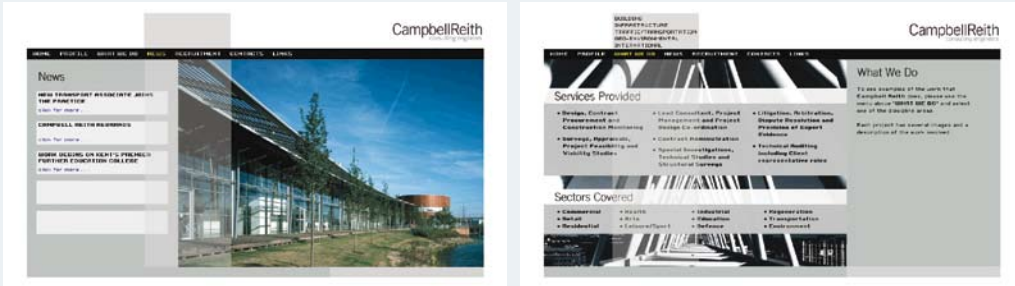
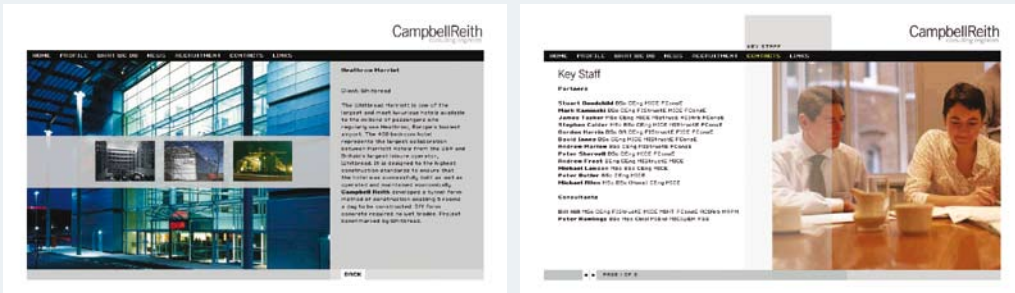
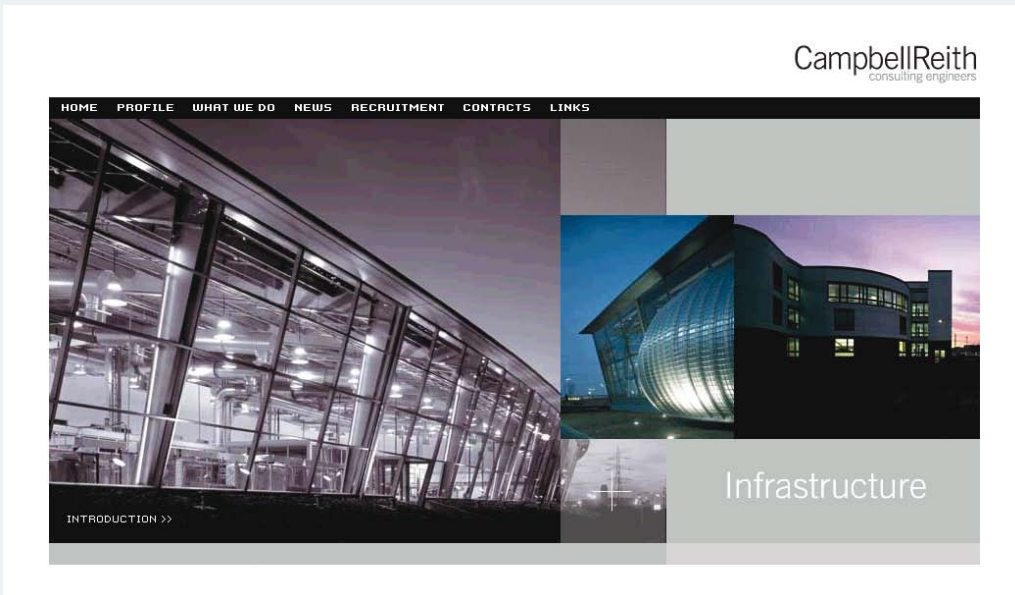
Website

Brief

To reflect Campbell Reith's stature, prestige and ambitions, presenting a corporate message in a on-line environment emphasising visual creativity alongside offering simple navigation, accessibility, management and maintenance.

Solution

A design to showcase the new corporate look, with all areas accessible from the home page for simple navigation. A combination of flash, php and mysql technologies enables a password protected interface for the database-driven content management system, allowing simple maintenance and updating of individual sections by Campbell Reith staff.



Signage

Brief

To rebrand signage across four corporate offices in line with the refreshed corporate identity, ensuring minimal disruption during installation.

Solution

Clean, striking formats build on the fresh corporate branding, combining large perspex signs and smaller, engraved metal plates to imply both modernity and longevity. Designing all executions to use existing sites and mounts reduced disruption during installation and made the adjustment to office environments more subtle.





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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