

[case study]

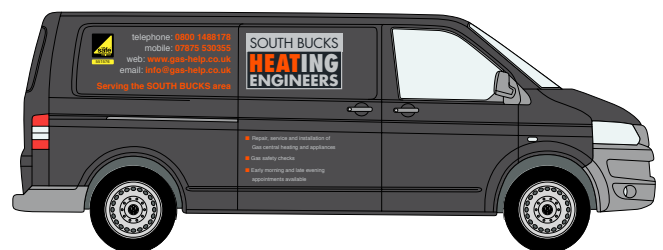
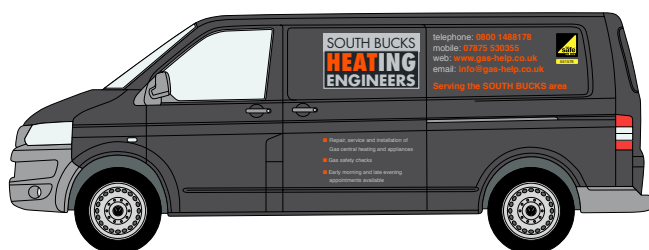
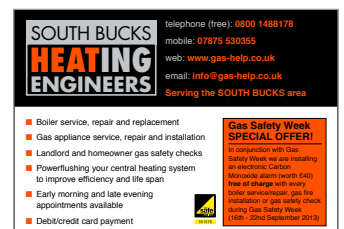
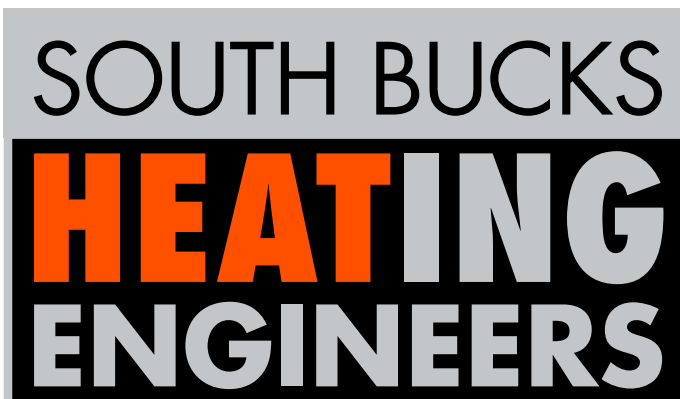
the heat is on | south bucks heating engineers

When my husband decided to make a career change and set up his own heating engineer business, I was excited as I was the obvious (and free!) choice to do his new identity.

The new identity had to be big and bold so it could be easily identified from a letterhead to the side of a van. I decided the most important word was heating and that heat in particular should be emphasised, so picked that out in the orange.

There were a lot of elements required including business cards, stationary, adverts to go in local directories, website, clothing and also van graphics.

It was essential to have this quality of branding on all of the elements to reflect the companies quality of service and help it to stand out to customers.



I am a freelance graphic designer, with over 20 years' experience, based in Amersham, Buckinghamshire with a real passion for graphic design, ranging from corporate marketing material to bespoke wedding stationary

I graduated as a BA (HONS) Graphic Designer in 1993 and have spent the last 22 years progressing from Desktop Publishing Assistant to Head of Design and Digital Publishing for a global lighting manufacturer.

I have now decided to go back to my real passion of graphic design! My knowledge and experience of design, branding, global marketing and project management, ensures that I can offer you the complete package to meet your requirements.

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