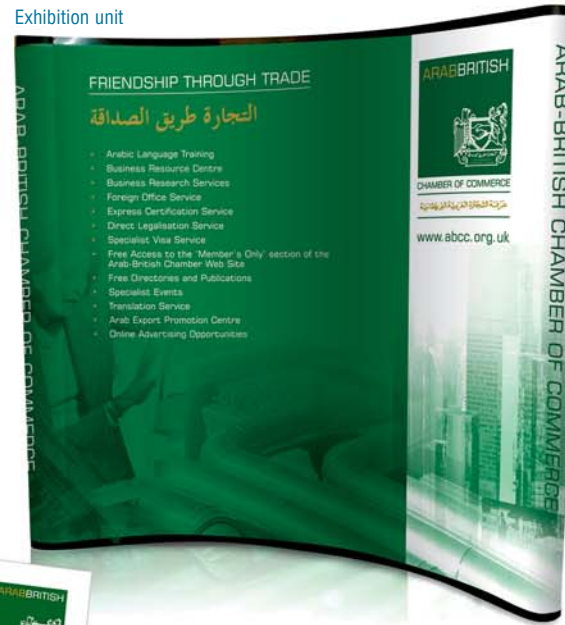


Exhibition unit



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BRANDING | CASE STUDY

The Arab-British Chamber of Commerce

The Arab-British Chamber of Commerce (A-BCC) is devoted to the encouragement of Arab-British trade. It offers a wide range of services to Arab and British companies who are planning to form bi-lateral trading relationships.

Brief

To create an up-to-date, business-like image, which would reposition the Chamber as a modern services provider to the corporate community.

Activities

- Logotype updates and branding recommendations
- Specifications and budgets
- Development across marketing materials
- Detailed designs for:
 - Stationery – Membership Pack
 - Application Forms – Course Brochures
 - Questionnaire – Exhibition Units – Direct Mail

Result

With the new image completed the Arab-British Chamber of Commerce has a modern and strongly co-ordinated identity to promote its services to the business world.

"Thank you for your excellent work and your support, patience and dedication to our re-branding project."

Layla Derraz, Business Development Section Head,
Arab-British Chamber of Commerce



Corporate wallet and information pack

Stationery

Conference Direct Mail