

Corporate brochure



Newsletter



Exhibition stand



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BRANDING | CASE STUDY

Rawlison Butler LLP

Brief

Following market research into how they were perceived by their key markets, leading commercial law firm, Rawlison Butler, invited submissions for a review of their corporate branding and house style. The new image was to apply across all areas of the firm's communications and marketing materials.

Activities

- Written proposals and budgets
- Symbol and firm positioning approaches
- Typography and brand guidelines
- Stationery production with Word templates
- Signage
- Corporate brochure
- Proposal document with inner content formatted via Word templates for customisation
- Website re-face
- On-line and printed publication templates
- Exhibition stand

Result

At the conclusion of the branding programme not only had the corporate image been successfully updated, importantly, it had been delivered on time for the launch of the firm's LLP status and had been well received by partners, staff and key clients.

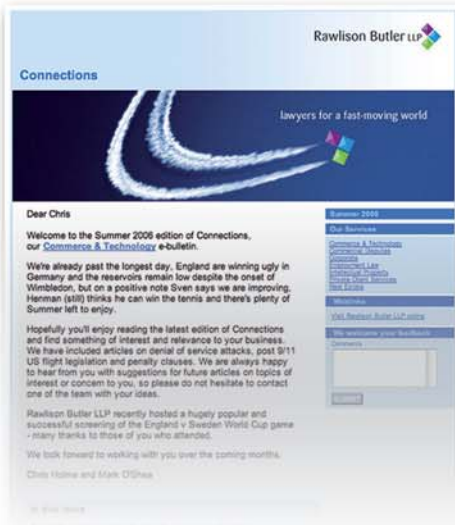
"Our key value at Rawlison Butler is timeliness, and MPH Creative matched our very high expectation in that area. The new branding was not only good, but on time as well!"

Stuart Evans, Partner, Rawlison Butler LLP

Leaflet template



Stationery



ebulletin template