



Branding and Design

New Corporate Identity

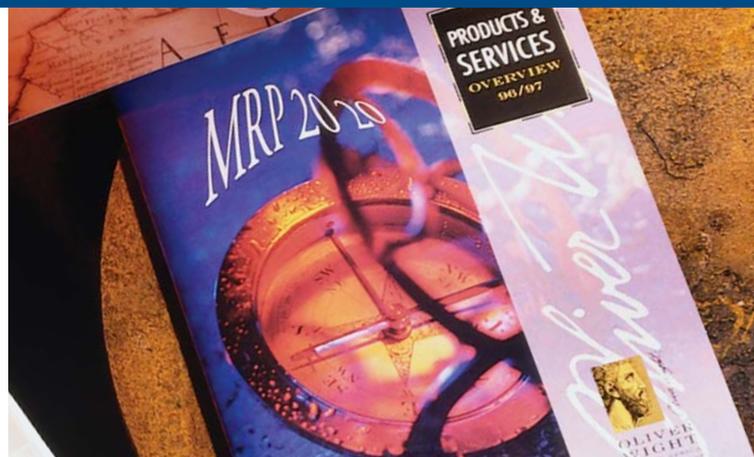
Oliver Wight, leading education and training consultants in business processes, initially asked Anderson Baillie to look at a new corporate image. Anderson Baillie performed a full audit appraisal of their current situation and advised a five year strategy to reposition the company in the market place. After helping to raise the company's profile, Anderson Baillie went on to design a complete folio of presentation material, including a 90 page products and services directory, and have assisted Oliver Wight in exhibition and advertising campaigns.

The group has grown in both size and influence in the last five years and has become recognised as a leading authority in the areas of sales and operations planning, new product introduction and people and change management.

Branding and Design

Original design, creates business brand asset.

For a full overview of our Branding and Design services visit www.andersonbaillie.com/design



"It's critical in any business relationship that there's mutual respect. Anderson Baillie made it clear, from the outset, that they understood our proposition and shared our enthusiasm for it. We have admired the way in which they've translated our vision into a sales and marketing strategy that works."

Andy Coldrick
President, Oliver Wight

