

elm

Brand Strategy
Naming
Brand Identity
Marketing Collateral
Hoarding
Advertising
Website
Display Suite Environmental Graphics
Music CD & Packaging

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Developing brand campaigns for developers is a complex task. The pressure on budgets and risk management are normally prerequisites for some fairly mediocre design outcomes. elm is a case of a great client who understood the value and nuances of detail and design.

The name elm delivered an endless layer of visual language treatments that were used across a broad range of marketing collateral. From CD's, to sales and marketing brochures, through to the web site and advertising.