

Case Study

# Countrywide Property Lawyers Internal rebranding



# connect

## Identity

We designed a logo to encapsulate the four areas of staff improvement. Each element placed in the 'o' of connect was an integral part of the mission statement.

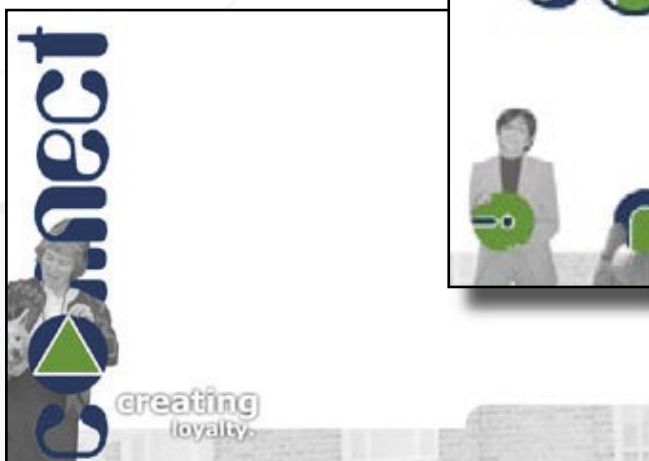
As CWPL are involved in property, we based all the communications around the door - the opening to something new.



Desk wobbler



Email teaser



Powerpoint presentation



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Free standing office presentation stands



Branded puzzle