

Corporate identity overview

Hetherington Veal, creating new identities

We have created identities and brands for a wide variety of clients, from FTSE 100 companies to small businesses, always with the same dedicated approach to answering the clients brief.

Less Carbon - corporate identity

A complete integrated solution, including identity, stationery and website, Less Carbon are involved in helping companies to reduce their carbon emissions.

P&O Princess Cruises plc – corporate identity

Nominated for the 2002 International Design Effectiveness Awards, this identity is testament to our ability to create identities that not only look good, but do the job for which they were intended.

Northern Heart Gallery – corporate identity

A complete integrated solution, including identity, literature and website, Northern Heart was launched in February 2002 and has already accumulated 5 awards.

Quenby Hall – corporate identity

Quenby Hall was unique as a manufacturer of organic stilton, in being able to claim it was where stilton was first made. It was important, therefore, to reflect the genuine tradition behind the brand in the identity. The hall, the illustration of which is integral to the identity, still stands and is occupied by the family who manufacture the cheese today.

Acoustic Works – corporate identity

Acoustic Works are a sound engineering company, designing bespoke acoustic solutions for both recording studios and auditoria. The identity reflects the precision of the bouncing sound waves, instrumental in achieving the desired acoustic.

Britain in the World – conference identity

The Royal Institute of International Affairs hosted this event to examine the role Britain could or should play in future world events. The globe stand as question mark, visually poses the question.

Speakers at the event included Prince Charles and Henry Kissinger.

Trehearne architects – corporate identity

This firm of architects have been with Hetherington Veal since the very beginning, and as well as this recent revamp of their identity, we have produced two highly regarded pieces of literature for them.

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DESIGN CONSULTANTS

Corporate identity overview (continued)

Uovo – corporate identity

Hetherington Veal created the corporate identity for Uovo, an e-business solutions provider, reflecting the company's symbiosis of creativity and technological rigour.

Individual identities

Music is a great interest for the partners, and they love to work with individual musicians to develop identities that help them communicate on a visual level, what they seek to express musically.

Stormproof – corporate identity

This identity was created for a range of waterproof clothing to be sold worldwide, but mainly in Japan. It was important that identity should communicate on a very simple and immediate level what it was about.

