CASE STUDY:
REBRAND DESIGN

BEFORE



AFTER



Aquamark

Commercial window cleaning

turquoise
CREATIVE

TIME FOR A COMPLETE BRANDING MAKEOVER

Our Challenge

Aquamark are London's high-rise and complex window cleaning experts. Their brand didn't show it.

A dated logo, an outdated website and tired marketing materials weren't helping them stand out in a competitive market.

Our solution...

OUR SOLUTION

A complete rebrand, top to bottom:

New logo: Three vibrant colours, and a simpler name: “Aquamark”.

Brand guidelines: One clear guide for logo, colour and typography.

Stationery: Letterheads, compliment slips and business cards.

Website: A bespoke WordPress site, built for a better user experience.

Brand in action: Clothing, signage and a fleet of branded vehicles.

The outcome...

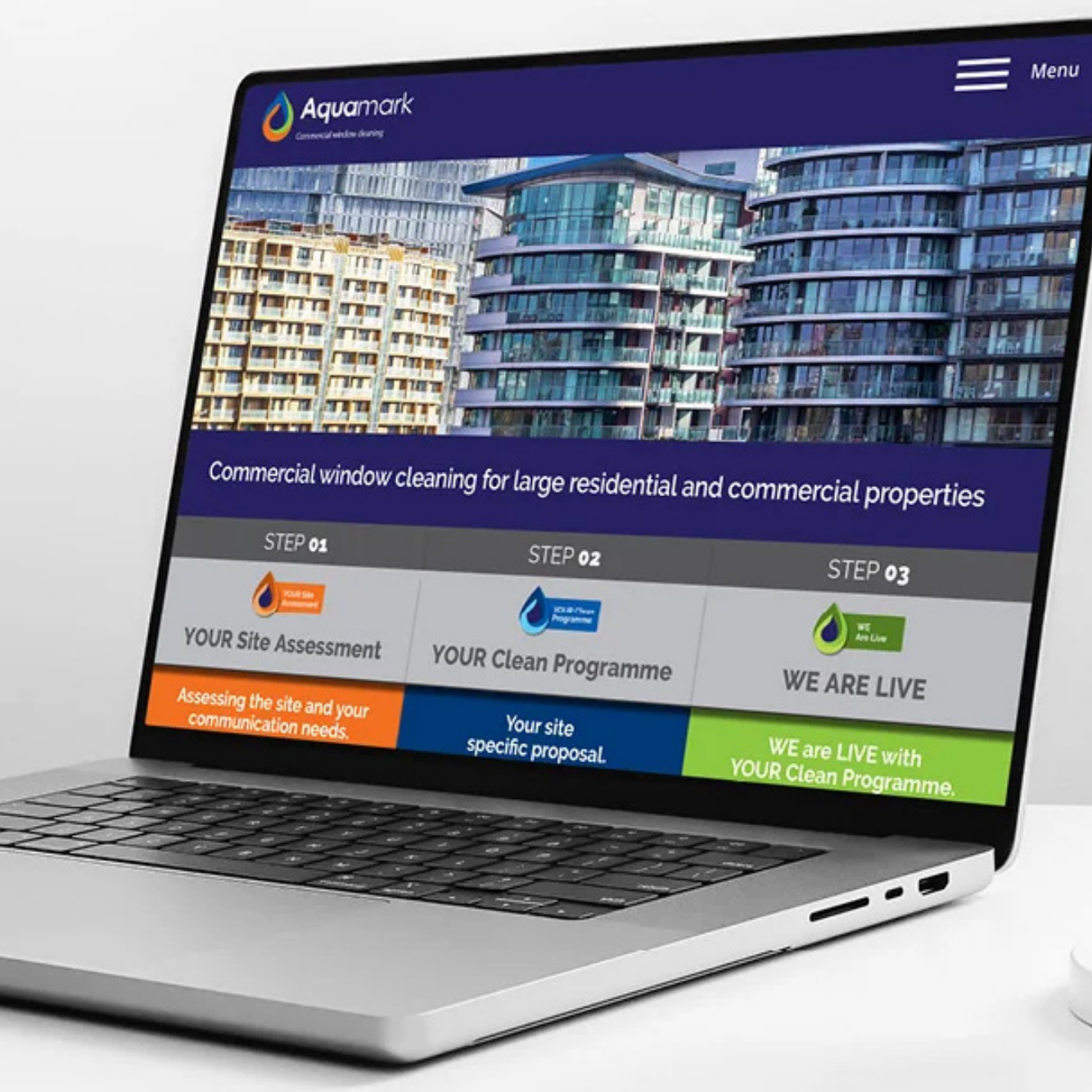



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Menu
Commercial window cleaning for large residential and commercial properties
STEP 01
YOUR Site Assessment
Assessing the site and your communication needs.
STEP 02
YOUR Clean Programme
Your site specific proposal.
STEP 03
WE ARE LIVE
WE are LIVE with YOUR Clean Programme.

THE OUTCOME

The new logo boosted recognition.

The new website boosted engagement.

And consistency across every touchpoint puts Aquamark where it belongs: leading its industry.

The result...



THE RESULT

A modern, consistent brand that positions Aquamark as a leader in their industry.

Ready for your own brand makeover?

Get in touch: turquoise-creative.co.uk

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