

TIMES



FWO MOTION

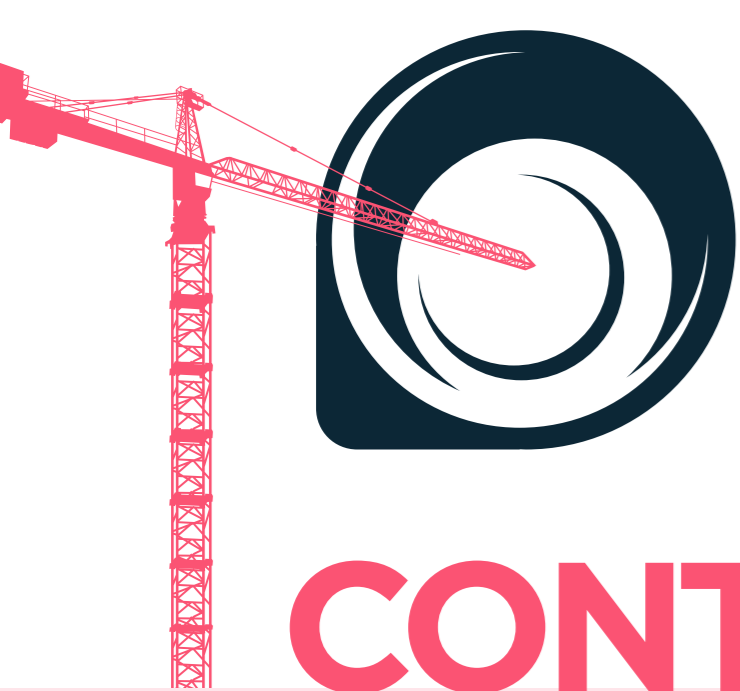
BUILDING BETTER BRANDS

// PRINT SERVICES EDITION //

CHESTERFIELD BOROUGH COUNCIL | EDWIN JAMES GROUP | PHENNA GROUP | SDL MINORFERN



SPRING 2023



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WHY CONSISTENT BRANDING matters

An organisation's brand is integral to its success.

Research shows that the most successful businesses have consistent brand design across the board. In fact, studies show that companies that always present their brand consistently see an average revenue increase of 23%.

Branding your workplace is a crucial part of your business's overall corporate branding strategy. But it's a lot more involved than just placing your company logo on the wall. It's about thinking outside the box, being creative, and using different print mediums, both internally and externally, to portray your brand missions, values, and objectives in a way that inspires your workforce and gains your customers' trust.

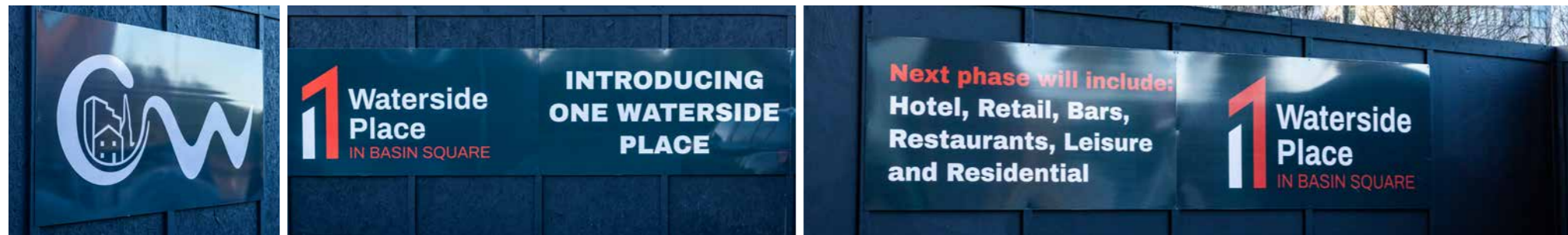
Often overlooked in the digital age, print is hugely effective at conveying your brand messaging to staff and clients who may not be aware of your value proposition and business values. Incorporating these into clever designs and visually striking graphics can help shape your corporate identity and transform neutral or bland premises into an inspiring and positive workspace.

Our full-service creative agency excels at managing brands. We offer bespoke, creative design and print services that can be applied throughout your organisation to unify your brand for maximum impact.

Over the next few pages are some examples of the types of creative design and print solutions we regularly deliver to clients across a wide range of industries and sectors.



BUILDING SITE HOARDINGS



CLIENT

Chesterfield Borough Council and Bolsterstone Group PLC

PROJECT

One of the UK's largest regeneration schemes, Chesterfield Waterside is a £340 million sustainable development set in a canal-side environment. Built across 16 hectares, phase 1 of the development will deliver Grade A office space, a hotel, apartments, and a multi-storey car park.

We were tasked with managing the branding, design, manufacture, and installation of 190 meters of printed and cut vinyl hoarding boards with protective anti-graffiti laminate. Our experienced design and web development teams also created the Chesterfield Waterside logo and accompanying website to help promote the development online.

BENEFITS

Practical: Meets strict health and safety regulations and limits site access to protect the public while protecting the surrounding area from dust and construction debris.

Appealing: Provides a visually appealing screen for residents and passersby while unsightly construction work is ongoing.

Cost-Effective: Large format print is a low-cost way to market urban developments 24/7/365. It also keeps the public informed about the project and its positive impact on the local community.



INTERIOR OFFICE INSTALLATIONS

CLIENT

Edwin James Group

PROJECT

Edwin James Group is a market leading engineering services group with 16 offices and service centres located across the UK.

The brief was to work to existing guidelines while developing the office branding for the wider group to use, including the EJ Academy in Glasgow, the Musk office in Swadlincote, and the Peak office in Reading.

We designed, manufactured, and printed all the products in-house and provided professional installation for a seamless end-to-end service. We also worked closely with the client to ensure the branding aligned with the company's core values, philosophy, and vision.

Print services delivered included printed wallpaper showcasing the company's local heritage roots, a sustainability wall highlighting the company's eco-objectives, triptych boards, printed, solid, and frosted, cut vinyl graphics, raised acrylic lettering, a branded dry wipe board, cable-mounted A1 poster holders, and a wall-sized re-peelable graphic.

BENEFITS

Boosts Morale: Creates a visually appealing environment where employees can connect as a team in a shared space that reflects the company's core values and aspirations.

Motivates and Inspires: A combination of thoughtful design, motivational artwork, inspiring slogans, and positive messaging applied to training rooms, break-out spaces, classrooms, and individual learning areas will boost employees' mental wellbeing and increase productivity.

Engages Workforce: Thinking outside the box and creatively presenting the company's brand messaging with visually striking graphics helps shape corporate identity and transforms a neutral space into an inspiring and positive workplace.



“

“We absolutely love the work you've done in our offices - breathing life into our working environment and helping us grow our brand, people and culture. Thank you FWD Motion.”

*Alex Richens
Head of Communications*



EXTERIOR SIGNAGE

“

“We really put some tight deadlines against the FWD Motion team to complete this project...The professionalism and dedication to completing the project with an exceptional eye for detail has been outstanding. In a very short space of time, Phenna Group now has a complete sector with consistent branding, messaging, and visibility in the marketplace. We look forward to working with the FWD team on future projects.”

Stuart Abbs, Managing Director, Infrastructure Division at Phenna Group



CLIENT
Phenna Group

PROJECT

We were recently tasked with a huge rebranding project for world-renowned TICC specialist, Phenna Group.

Part of the project focused on bringing all the separate businesses under the Infrastructure Division into one refreshed brand with consistent design and messaging. We chose the successful elements of the existing brands and incorporated them into a more professional, corporate design using the brand's new colours, typeface, and logo.

With 15 physical locations across the UK, updated external signage was paramount to continuing the rebrand operation.

We managed the exterior branding of each office, laboratory, and warehouse location throughout multiple companies and delivered hard-wearing exterior signage on di-bond trays installed at height by our expert, IPAF-accredited, 2-man team.

BENEFITS

Great First Impression: High-quality, professionally designed signage with logo, brand messaging, and corporate colours builds brand identity and ensures a positive first impression on staff and clients.

Practical: Visible branded signage helps employees and visitors navigate multiple entrances and exits on larger sites.

Builds Trust: Presenting the brand consistently across locations builds trust and credibility and reinforces positive brand values.





RETAIL SHOP FIT OUT



"Working with FWD Motion on this project was a real pleasure. FWD's design, print and installation work has resulted in a bright, modern and informative visual space delivering useful and engaging product and brand information. The retail fit showcases our brands and products with easy access to the advice and expertise of our parts advisors."

A fantastic team effort. Well done and thank you all."
Aaron Firth, Sales and Marketing Director



CLIENT

SDL Minorfern

PROJECT

SDL Minorfern is a successful, family-run business supplying tools, equipment, and car parts to the garage and car repair trade for the last 40 years.

When they needed help modernising the shop counters in their 12 branches, they turned to us to find a creative way to display their everyday car care products while updating their branding at the same time.

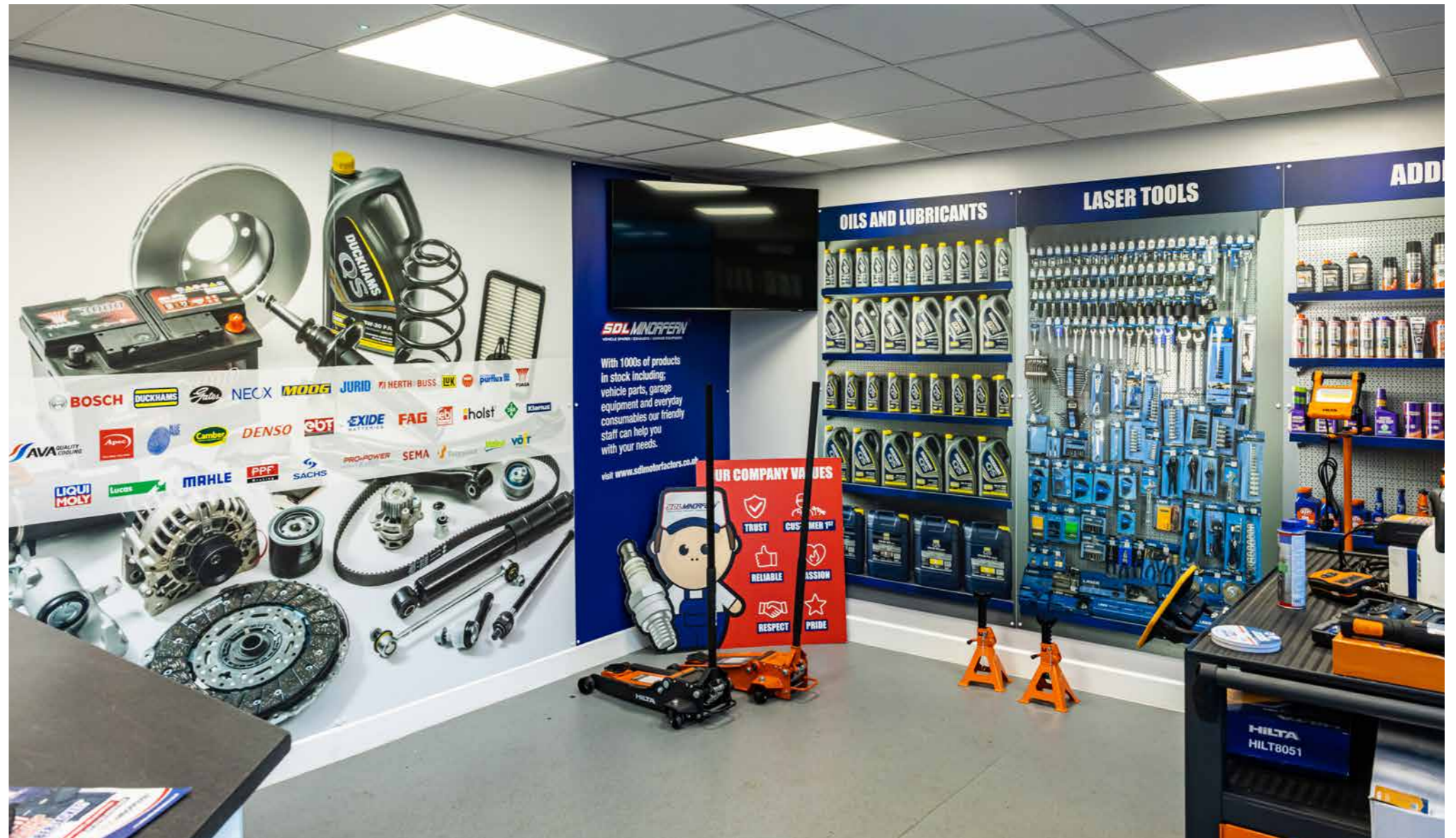
We achieved this using a combination of large format print boards, photography, wraparound counter graphics, and thoughtfully placed brand messaging to capture customers' interest.

BENEFITS

Visually Appealing: Eye-catching, large-format graphics help increase brand visibility and convey key information at a glance.

Space Saving: Using photography on boards to represent stocked products removes the need for physical shelving units and frees up floor space for a more modern, cleaner look.

Unified Messaging: Each branch has the same consistent brand messaging to build trust, stand out from competitors, and increase brand authority.





creative
thinking
with
direction



FWD Motion is a well-established digital marketing agency with an experienced team who excel in marketing, design, website development, and print.

You can get in touch with us at enquiries@fwdmotion.co.uk or call us on **01246 439045**

www.fwdmotion.co.uk

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