

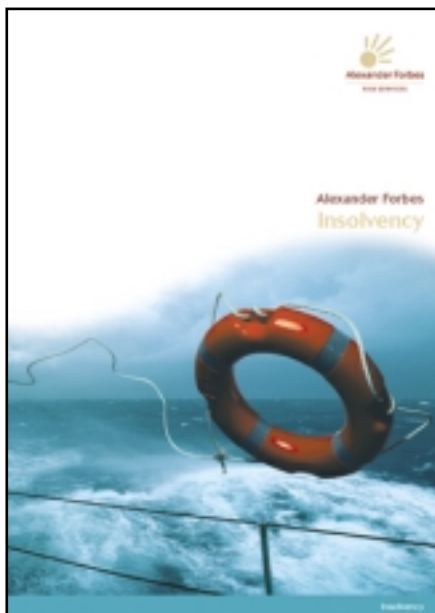
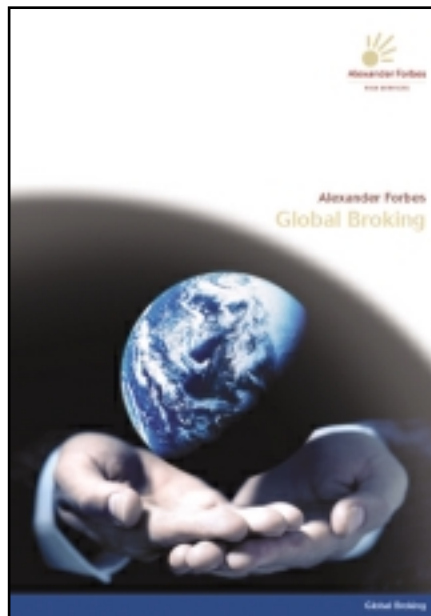
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creative solutions from a different school of thought

Client: Alexander Forbes

Project: UK corporate branding

One size most certainly won't fit all: Alexander Forbes in the UK operates through xx specialist divisions and xx regional locations, each with its own international client and service network; their customers range from private individuals to vast corporates; their communication needs from policy overviews to detailed cover proposals. How to give these creatures great and small a group identity they're all equally comfortable with? infinite flexibility...



davies and zieja ltd

1/2 faulkner's alley cowcross street london ec1m 6dd

t 0207 490 1110 f 0207 490 5655 e contact@daviesandzieja.com w www.daviesandzieja.com

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If you don't get the picture, you probably don't need to: choosing just the right image for direct audience appeal gave endless scope for lateral thinking.



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Horses for courses: the beauty of this format is its sheer adaptability. Brochures are expandable to suit the particular needs of diverse business units, while folders in the same livery allow for the use of inserts to give customers precisely the information they've asked for - no more, no less.



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