



The Ideas Book

A visual guide of marks and identities

Everything that is visual has an identity;
a unique symbol of association.

These associations have been formed
and forged throughout time via our
own ideologies and surroundings in
an aim to gain and promote public
recognition.

That family grocery shop, the last tasty
beverage that you drunk, your local
gymnasium, your dentist, politician,
the company that supplied your gas
boiler and the guy that fitted it... even
the papermill that provided the paper
to print this booklet all have and require
their own unique brand and identity.

As a designer or 'visual problem solver'
it is our duty to acknowledge all that can
be encompassed in forming and creating
a visual identity to help define and echo
the brand purpose and placement.

A well researched and correctly executed
identity should carry the ability to be uniquely
identifiable; a representation of in the form a
logotype, graphic mark, emblem or symbol.

+HESHAVE DOCTOR



The Shave Doctor

Mens shaving expertise & products



Pass Time
Learner driving School



The Exchange Bar & Kitchen
Telephone Exchange Speak easy
Restaurant and Bar



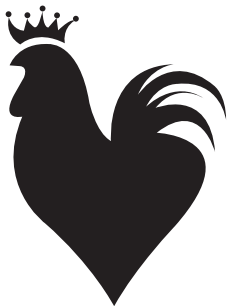
The Crown & Thistle
Gastro public house

simmer
I N S T Y L E



Simmer in Style

Kitchen interiors and designers



Kingswood Poultry

Trade suppliers of debonned poultry



L A N Z A R O T E



Vegan Villa Lanzarote

Vegan only holiday home and restaurant



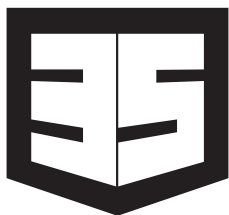
Ellen Taylor
Personal Trainer

lymes



Lymes

Newcastle-under-Lyme Juice bar



35 Security
Security services



Weston Motor Company
Vehicle Showroom



Priory Fish Bar
Fish takeaway bar



365 Drive

Vehicle insurance and breakdown cover

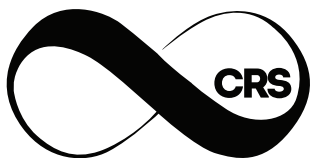


Fugly Eccentric Interiors
Unique interior antiques



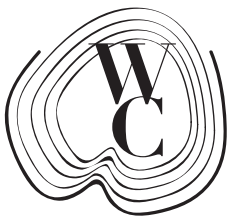
Mayfair & Knightsbridge

Domestic, commercial and industrial flooring



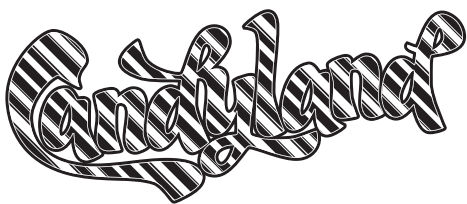
CRS Engineering

Manufacturers of earthmoving equipment



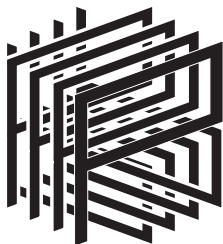
Woodside Cottages

Wood land holiday accomodation



Candyland

Wholesalers of sweets & confectionery



Patera Engineering Ltd

Architectural, custodial and structural fabrications.



The Smoke Pit BBQ Co
US outback inspired BBQ caterers



ishisha

Shisa lounge and online products

TAILORED TRANSIT GASTRONOMY

2CHEFS

• CATERING •

SERVING THE UK SINCE 1988

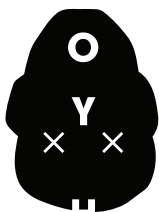


2 Chefs Catering

2 Michelin trained mobile chefs



Cover & Legal
Life insurance brokers



Over Your Head

Unique printed t shirt range



Chicos Peri Grill

Peri Peri chicken restaurant



Mitchel Electrical

Electronic component manufacturer



Yellow duck
Bathroom interiors



Decopluss

Plumbing and heating refurbishments



Care Brook Health Recruitment
Recruitment of health based employees



The Heritage Barber Shop
US inspired traditional barber



ROYAL LOTUS

皇蓮翁



Royal Lotus

Thai and Chinese Noodle Bar



S4 Photography
Lifestyle photographer



Eco Home Management
Eco friendly home utility management



ALTON BRIDGE



Alton Bridge Hotel
Hotel

FADED



Faded
Express delivery service



Ink Rnation
Vintage tattooist



Beardmore & Smith

Fireplace and stove manufacturers



Beefcakes Barbers
Traditional mens grooming



Direct Commercial Flooring

Domestic, commercial and industrial flooring



Birches Construction
Landscaping constructors



Home Dry Express
Home laundry service