

Case Study

Re-brand for Consulting Vanuatu to Link Personnel Services

A local recruitment company, Consulting Vanuatu, needed a face lift. They wanted to boost their recognition in the general marketplace and their current branding just wasn't telling the right story. We recommended the first place to start was a rename. We brainstormed some options and Link Personnel Services was the winner. Next we created the new visual identity - but there was a catch. We had to use the same colours and 'star' icon that the original identity used. How did we do it? Because we had to incorporate an icon that had no real relevance to the new name, we placed it strategically within the design and devised a new meaning - to link to or aim for something higher.

With the use of custom photography, we rolled out the new branding to stationery, vehicles, signage, web graphics and print advertising.



On Budget



On Time



Client satisfied

