



# Context

## The building of a group brand

Cammach Group is a long-established and successful service company working in the oil and gas sector. It is made up of three key service areas offering Engineering, Oilfield Products and most recently – Recruitment Services.

With a turn-over in excess of £5 Million and continuing growth in all areas of their operations the directors Bill Barclay and Graeme Matthew felt that the timing was right for a complete overhaul of the group and divisional brands to better reflect where they had taken the company since it's launch in 1997.

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## Step 1: planning

We have a logical and strategic approach to creative problem solving and brand building.

All our brand development projects follow a clear and effective plan of action, set out and agreed in advance of the creative process.

With every project undertaken we meet to clarify and formulate the creative brief, to help set clear objectives that effectively tie in with our client's business and marketing requirements.

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# The brief

The brief was to develop a brand centred around a new group Identity that would work across all operating areas with the flexibility to offer a solution for any additional services in the future. The presence of Cammach within Aberdeen also needed to be further raised as it's location is in the heart of one of Aberdeen's busiest industrial areas.

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## Step 2: immersion

You can't create a brand in a vacuum. So we immerse ourselves in the client's world, the market sector and the subject to gain a clear understanding of the client's business needs and positioning strategy.

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# Concept

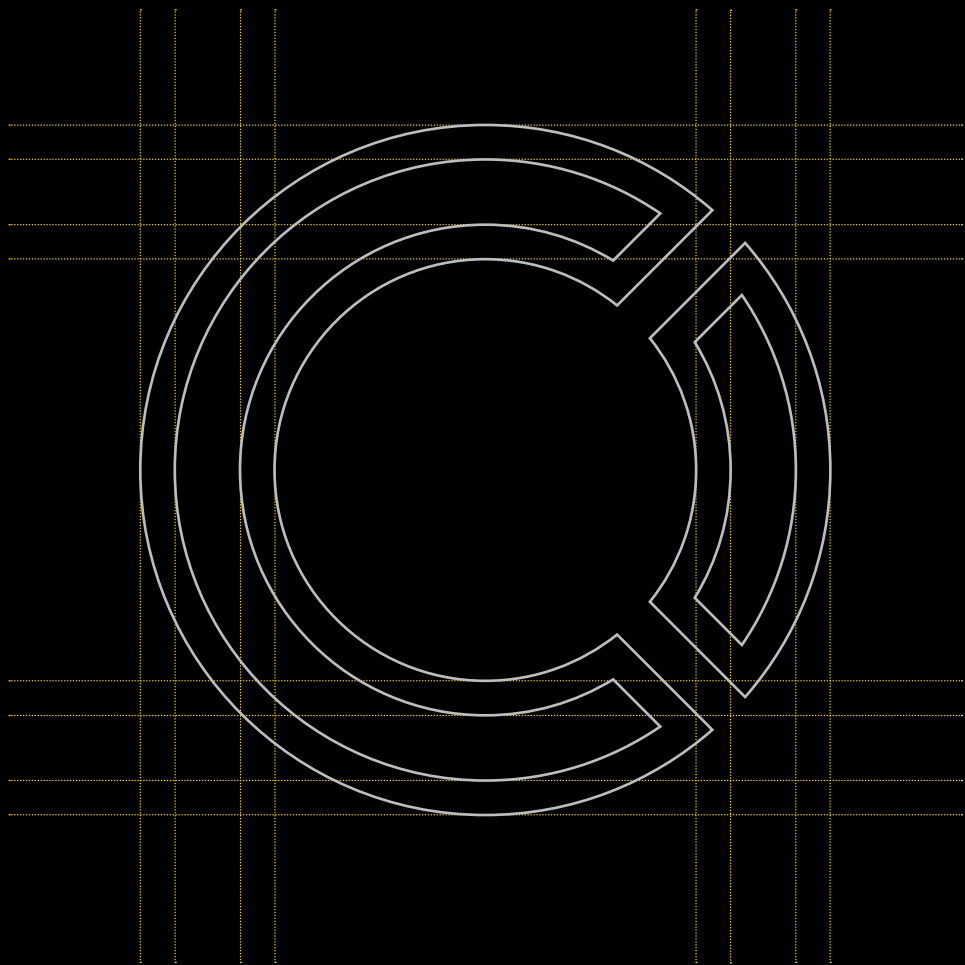
We liked the name Cammach as it was different, and just one word. It comes from the north east village of Cammachmore where the company started off so it also had a nice story attached to it. As part of this brand-building project we wanted to develop the multi-divisional nature of the group in a way that did not confuse or dilute the positive reputation that the current brand enjoyed.

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## **Step 4: creative development**

We believe in the power of ideas. Ideas are the engine of the creative powerhouse. They transform commercial strategy into impactful reality and are the first essential building blocks of successful brands.

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# Identity

A brand hierarchy needed to be established starting with the Group I.D. The company model was based around complimentary services all operating within the same sector so we wanted to convey this in the new Identity design. The abstracted C made from the remaining white segment of a circle resulted in a very neat solution for colour coding each division in a manner that also provided a very distinct icon that would be consistent across all service sub-brands.

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## Our service areas

We operate across four main areas:

- > **Identity**
  - > Print
  - > Digital
  - > Environment
-



^ Full colour



^ Full colour – Reversed



^ Greyscale



^ Greyscale – Reversed



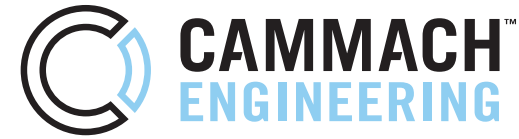
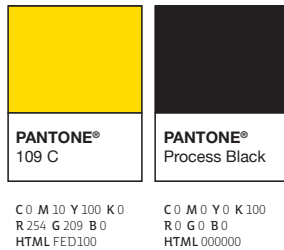
^ Mono



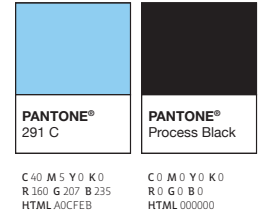
^ Mono – Reversed



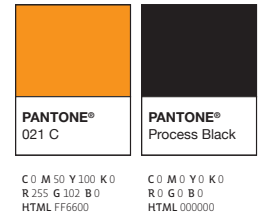
^ Master Logo



^ Cammach Engineering logo



^ Cammach Oilfield Products logo



^ Cammach Recruitment logo





^ Logo clearspace requirement  
The clearspace requirement is dictated by half the height of the Cammach icon.

This rule applies to the Master logo, as well as the entire secondary logo suite.

## ITC Franklin Gothic Demi

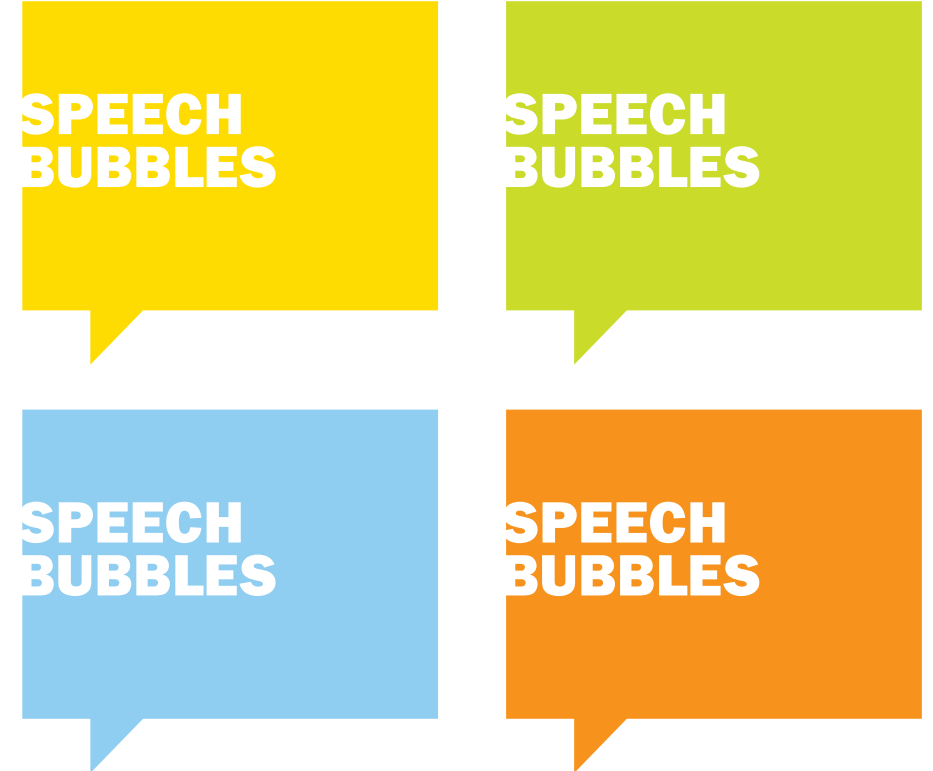
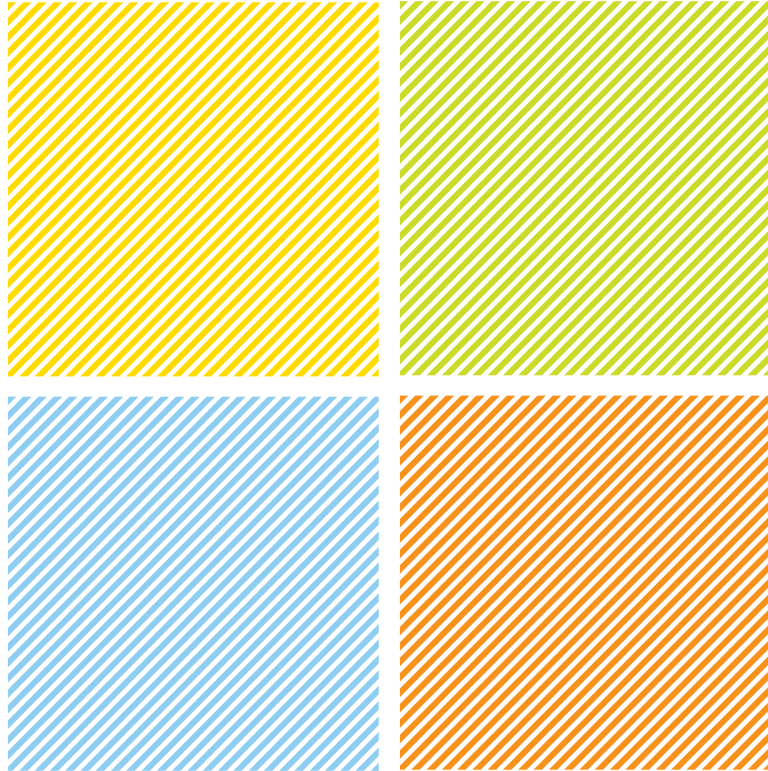
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0	!	?	/

## ITC Franklin Gothic Heavy

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
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n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0	!	?	/

^ Corporate typefaces







# Print

From discussion with Cammach it became clear that they were refreshingly straight talking. Their repeat business was based on the fact that they could be relied on to simply get the job done in a very capable manner on-time, on-budget and to a high quality.

In short when they say they will deliver – they deliver. This gave us the messaging platform on which we would build their communications in print.

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## Our service areas

We operate across four main areas:

- > Identity
  - > **Print**
  - > Digital
  - > Environment
-





^ An overview booklet was produced to deliver top-line messages that communicate the value Cammach offer.

^ Corporate brochure





**WE ACT FAST  
AND WE GET  
THE JOB DONE**

# Digital

There was nothing particularly wrong with what was being said on the existing website it was just not conveying the impressive range and quality of services that the directors Bill and Graeme had built their company around. As part of the brand overhaul the website, e.mail advertising and presentation material were all developed to help communicate a more engaging sales message.

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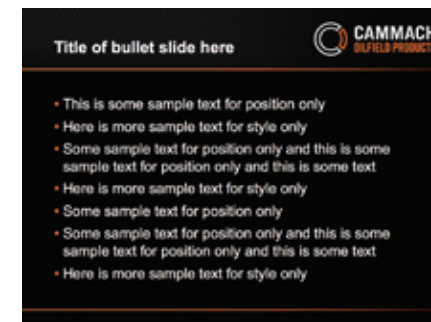
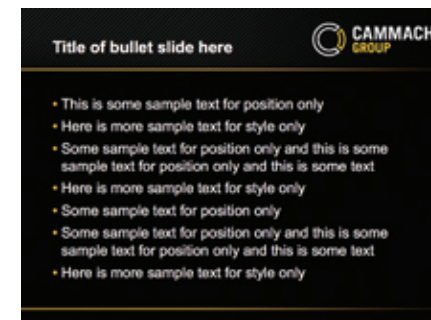
## Our service areas

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-







^ Master templates were produced for in-house development of powerpoint presentations ensuring consistency of styling and branding.





# Environment

With Cammach owning the premises they operate from there was an opportunity to achieve much better stand-out through the development of new signage, flags, reception and working areas within the buildings. Bringing the brand to life within a working environment has always delivered very favourable reactions and with this project this once again proved to be the case.

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## Our service areas

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-



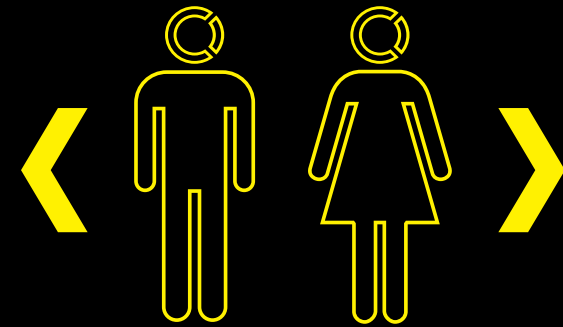


**WE FIND THE  
RIGHT PEOPLE  
FOR YOUR  
BUSINESS**



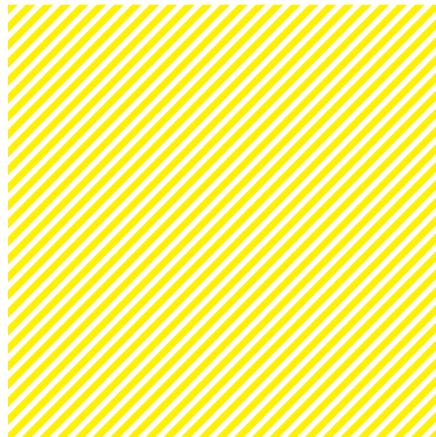
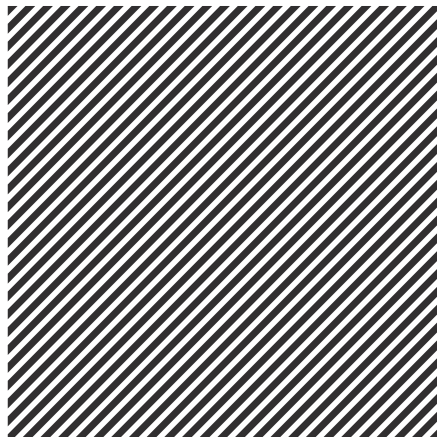


^ Every opportunity was taken to weave the new identity into all aspects of the company (even toilet signs).





# STORE DESPATCH IN OUT



^ Large and bold typography to match that on the brochure was used for internal sign-posting.





**CAMMACH™**  
BUSINESS CENTRE

A TENNANT NAME	A TENNANT NAME
A TENNANT NAME	A TENNANT NAME
A TENNANT NAME	A TENNANT NAME
A TENNANT NAME	A TENNANT NAME
A TENNANT NAME	A TENNANT NAME

01	02
03	04
05	06
07	08





## department

### Design specialists in brand-building

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### About us

This book has been developed by our design team at the Art Department to shed light on our creative process.

We hope you share our passion and enthusiasm for design, and appreciate the quality of work that goes into our projects.

We recognise the value of ideas and the power of design, and the difference it can make to your business and your bottom line.

If you would like to discuss creating a brand, or further developing your existing brand, please contact Gerry Kelly at:  
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