

Brand Vision



DART®
THE POWER OF PRECISION

the **art** of brand building

What we do

We build strategy and structure into business communications using creative thinking and award-winning design.

How we do it

We have a two-stage process:
Brand Strategy + Brand Implementation.

Why we do it

Delivering brand vision energises decision makers in charge of great business and that makes us feel good.

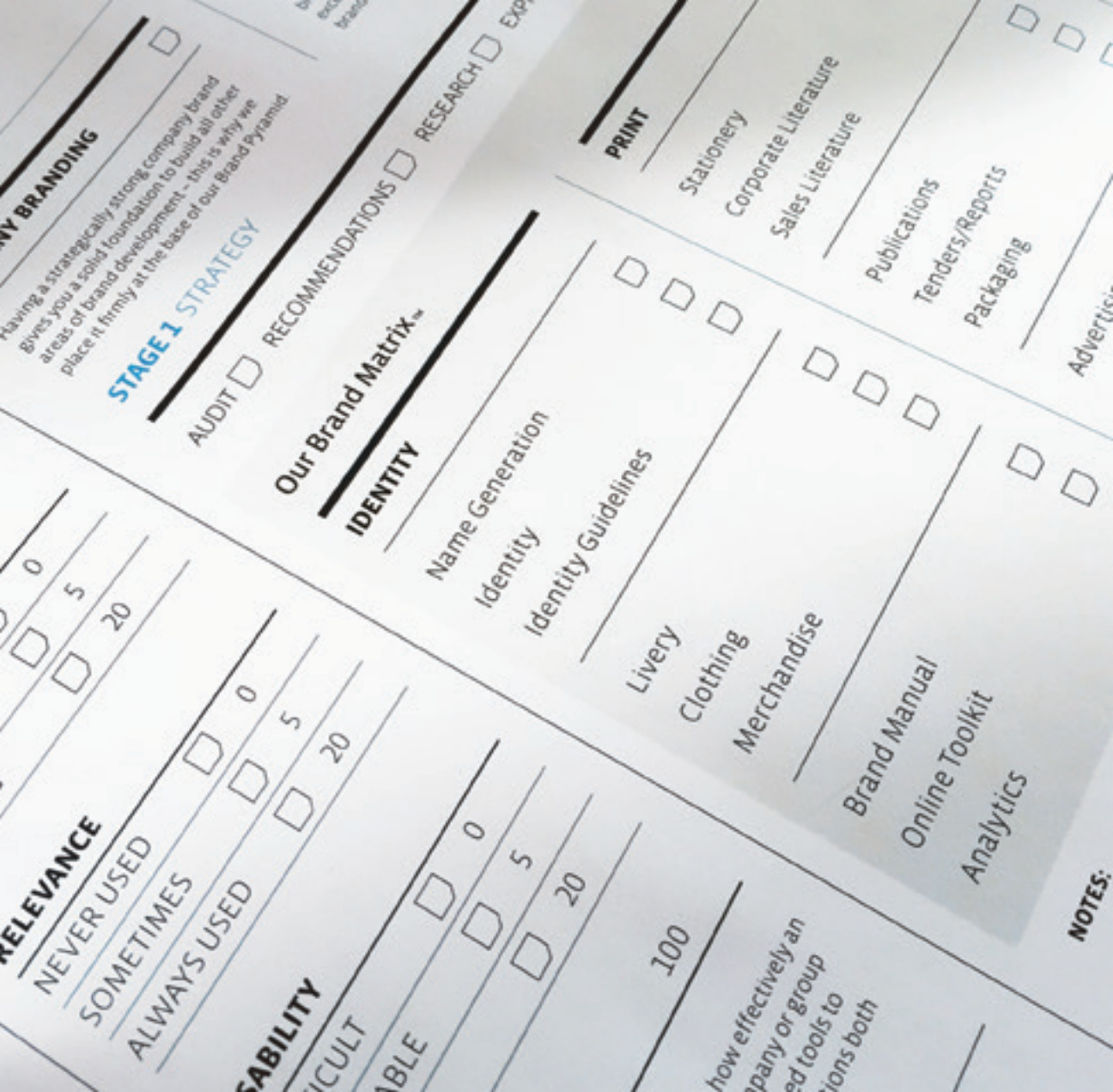
depart**ment**

CONTEXT

The following pages outline the stages carried out for the DART Tool Group Brand Building project.

It mainly focuses on the work developed for Stage One Brand Strategy but it also includes some examples of Stage Two Implementation.

The project was carried out over a twelve week timescale and this book has been created to capture the essence of what was delivered in that time.



PROCESS TOOLS

The Art Department's Brand Planner tool incorporates our project process stages along with our Brand Matrix tool which is used to map out the recommended communication channels to be developed for the Vision presentation – recommendations made as a result of our initial Brand Audit.

BRAND AUDIT

The following pages are the results from our Brand Audit. These were gathered using a series of questions with a focus on Positioning and Messaging. This was a critical first step as it focussed everyone's attention on key business issues that we needed feedback on.

Business or Service Area

SERRACON LTD T/A DART TOOL GROUP

Supply of power tool accessories, machines and associated products to merchants and resellers to the construction trade.

Target Audience

Directors, Owners, Branch Managers and Buyers for Buying Groups, National Merchants and Independents covering the builder, timber and electrical wholesale market.

Market Trends

Trend 1

Tradesmen tend to gravitate to purchasing brands that are known, regardless of cost and would rely on advice from their preferred suppliers.

Trend 2

Merchants are tending to buy less but more often.

Trend 3

The internet is having an effect on parts of the market particularly on the machine side. This would be more apparent where individuals are buying rather than established companies.

Client Needs

Need 1

Need to offer customer choice by offering alternative brands to make the tradesman aware of what is available in the market.

Need 2

Need for attractive, modern displays to showcase their product offering to create more demand. Where we have put a display stand into a customer, sales have increased by up to 7 times.

Need 3

Need to have product knowledge, particularly of new or unique products.

Tagline

Providing a brand which a tradesman requests by name.

Net Takeaway

We want our customers and prospects to regard the DART brand as a serious alternative to the leading brand names, which represents quality and value for money.

Core Message

The DART brand will bring increased revenue through incremental sales.

Positioning Statement

The DART brand will bring increased revenue through incremental sales.

Differentiating Messages

Message 1

The DART brand is unique and is not sold through wholesalers of multiple brands (i.e. Toolbank, Screwfix, B&Q) or direct to end users.

Message 2

Our customer service personnel provide key information to customers on the status of their orders.

Message 3

We have a "sale or return" policy whereby a customer can return a product if it doesn't sell within a 6 month period and receive 100% credit provided the product is in a resellable condition.

Substantiating Messages

Message 1

DART customers/prospects are wary of suppliers selling direct (particularly through websites.)

Message 2

Feedback from customers informs us that the leading brand companies treat them as a number rather than a customer.

Message 3

Many responses are that this is a no risk proposal. (Rarely do we get product back.)

Qualifying Messages

Message 1

DART is a registered brand of Serracon Ltd and routes to market are under our complete control.

Message 2

We are responsible towards our customers and will respond quickly to their needs during the order process and after sales support.

Message 3

Customers and prospects can buy any product within the range without committing to a financial risk of the product being left on the shelf if it doesn't sell.

Client Benefits

Benefit 1

We will not sell to end users which provides protection to our customers.

Benefit 2

The customer is well informed about any aspect of their dealings with DTG and not left in the dark.

Benefit 3

Customers can offer a wider range of products to their customers to prove the need, without a long-term commitment if it isn't successful.

Client Evidence

Don Bur Trailers trialled our products and found them to outperform the product they were using. As they were an end user we suggested companies they could buy the product from and declined their request for a direct account.

Client Evidence

Walker Modular requested that they bought our products due to our quality and when we declined a direct account, they suggested their preferred merchant that they wanted to supply them.

Client Evidence

A1 Ironmongery started with a small stock profile and have continually added to the range knowing that they will not be left with stock that doesn't sell. To date, after 4 years, we haven't taken any stock back.

Descriptor of Solution/ Service Delivered

The DART brand provides opportunities to resellers to increase their market share by offering a further brand which has substantial profit potential.

As a forward thinking global supply chain partner, DART Tool Group offer quality good value for money products coupled with an unparalleled next day, no hidden cost, no hassle service. This takes the anxiety out of the client's service offering and gives them the edge in the marketplace.

FEATURES / BENEFITS

Wide range and variety of products / Provides a one-stop shop solution which engenders customer loyalty. We are unique in the marketplace as we have no one single competitor.

Customer focus / Providing personal service and are treated as an individual and not a number.

Next Day Delivery service / Satisfying client's needs quickly.

Full UK Rep coverage / Ability to give support to National Accounts with personal 1-2-1 service.

ISO accredited / Provides confidence in dealing with a bona fide supplier.

Free chocolate bar with all orders over £100 / A little "Thank You" – Customers who know, rush to open our boxes first!!

Marketing support / Provides customer with promotional tools to sell the product.

No quibble guarantee / Provides confidence in product and service.

Sale or return policy / Negates financial risk.

Less than 1% outages / Assurance that products are in stock when it is needed.

Free point of sale stands / Displays the products professionally without merchandise cost to the customer.

Machine warranties / Gives confidence in the after sales service.

Personal support at presentation days / Shows our customer that we appreciate their business.

Promotional offers / Provides opportunity to increase sales.

RECOMMENDATIONS

From the information gathered at our Audit, the brand strategy team at the Art Department discussed a range of communication channel recommendations using our Project Planner and Brand Matrix tool. Selections were made and further market research was undertaken.

Our Brand Matrix™	
IDENTITY	PRINT
Name Generation	<input type="checkbox"/>
Identity	<input checked="" type="checkbox"/>
Identity Guidelines	<input checked="" type="checkbox"/>
Livery	<input type="checkbox"/>
Clothing	<input checked="" type="checkbox"/>
Merchandise	<input checked="" type="checkbox"/>
Brand Manual	<input checked="" type="checkbox"/>
Online Toolkit	<input checked="" type="checkbox"/>
Analytics	<input type="checkbox"/>
Stationery	<input checked="" type="checkbox"/>
Corporate Literature	<input checked="" type="checkbox"/>
Sales Literature	<input checked="" type="checkbox"/>
Publications	<input type="checkbox"/>
Tenders/Reports	<input checked="" type="checkbox"/>
Packaging	<input checked="" type="checkbox"/>
Advertising	<input checked="" type="checkbox"/>
Direct Mail	<input checked="" type="checkbox"/>
Analytics	<input type="checkbox"/>

DIGITAL	ENVIRONMENT
Websites	<input checked="" type="checkbox"/>
Intranet	<input checked="" type="checkbox"/>
Presentations	<input checked="" type="checkbox"/>
Film/Animation	<input checked="" type="checkbox"/>
Software Interface	<input type="checkbox"/>
Apps	<input checked="" type="checkbox"/>
Advertising	<input checked="" type="checkbox"/>
SEO	<input type="checkbox"/>
Analytics	<input type="checkbox"/>
Signage	<input checked="" type="checkbox"/>
Interiors	<input checked="" type="checkbox"/>
Exhibitions	<input checked="" type="checkbox"/>
Events	<input checked="" type="checkbox"/>
Point of sale	<input checked="" type="checkbox"/>
Experiential	<input type="checkbox"/>
Advertising	<input type="checkbox"/>
Guerilla	<input type="checkbox"/>
Analytics	<input type="checkbox"/>

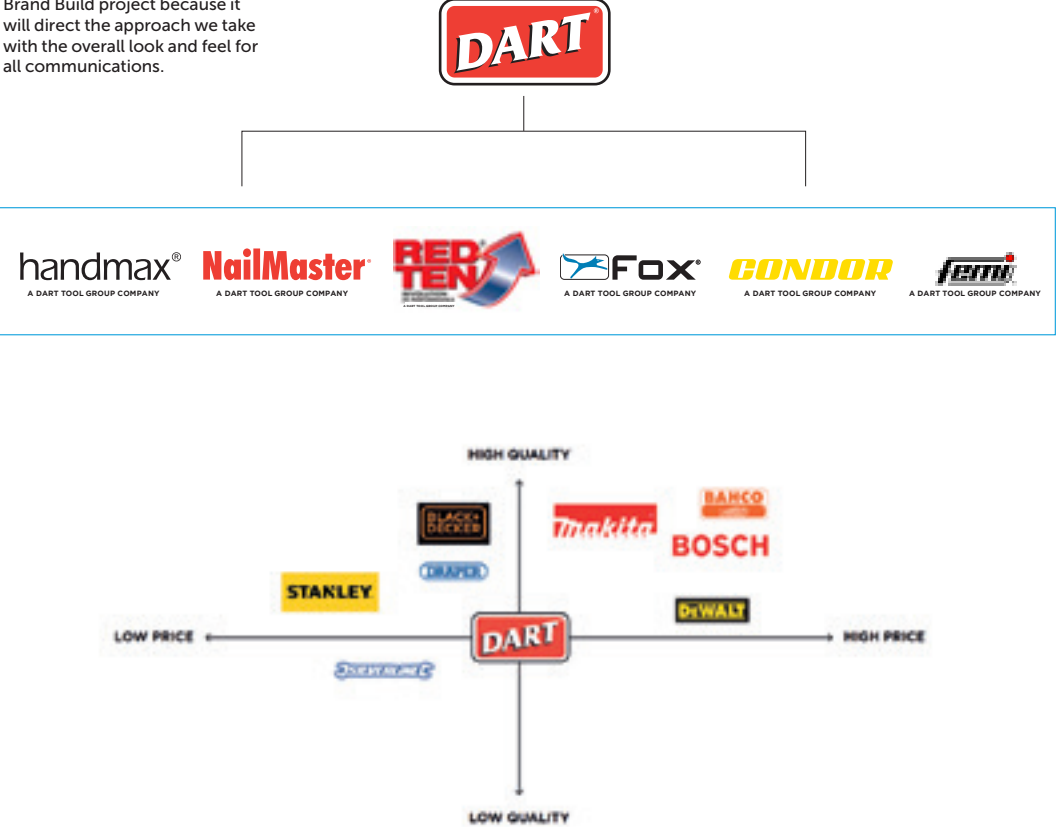
RESEARCH

With communication recommendations agreed internally we conducted research into market competitors across all levels of brand positioning from low cost to premium. As with most of our research for brand strategy we also looked at ways in which very successful companies are currently structuring their messaging.

This work helps to focus our minds in making sure our solutions for DART can compete at a level the very best brands are operating at. Furthermore we also need our thinking and ideas to be validated at the stage we call Expression.



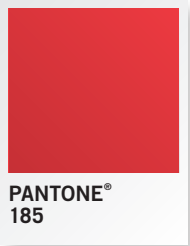
Discussions around market positioning is vital with any Brand Build project because it will direct the approach we take with the overall look and feel for all communications.



EXPRESSION

We presented a series of mood boards to show imagery, typography, colour, style, concepts and messaging ideas to get early feedback on the direction we were exploring for the next stage (Vision).

The colour palette chosen for DART is based around the strong association with red from the previous logo along with the contrasting and industrial colours of black and silver.



C : 0 1
M : 91
Y : 76
K : 0

R : 228 2
G : 38
B : 38

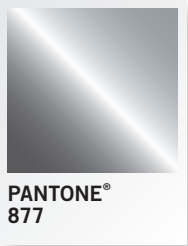
Hex: #E42626 3



C : 0 1
M : 0
Y : 0
K : 0

R : 0 2
G : 0
B : 0

Hex: #000000 3



API- MetaFOIL 1
1017M Matt Silver

Foilco 2
422 Matt Silver

A contemporary and distinctive family of typefaces were chosen to create a distinctive and recognisable look for all DART communications.

MONTANA

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@%\$£

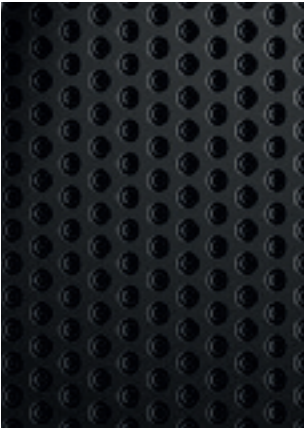
MUSEO SANS 500 + 900

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@%\$£

TRADE GOTHIC BOLD CONDENSED #20

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@%\$£

To build upon the distinctive look for DART we arrived at a suite of textures for creating added visual interest for backgrounds and effects to enhance imagery and text.



RUBBER



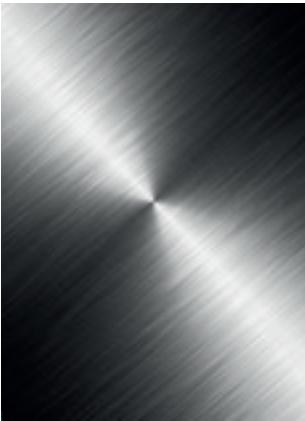
WOOD



CONCRETE



RUSTED METAL



ZINC



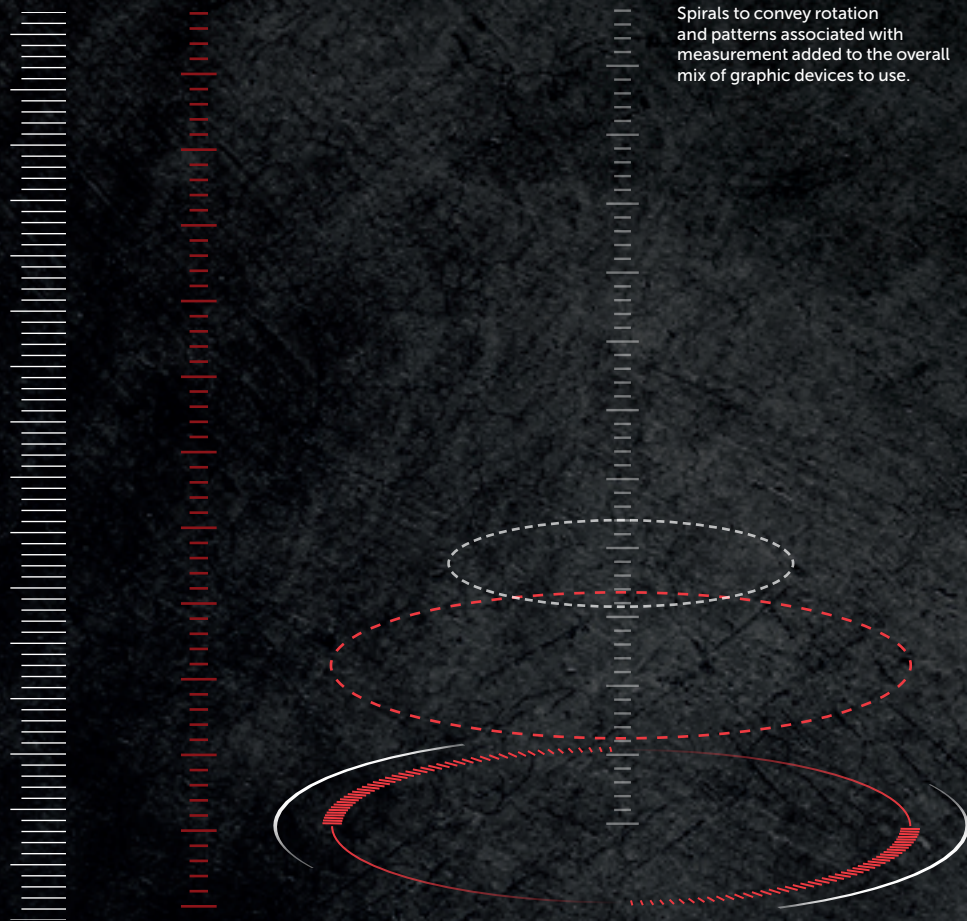
EMBOSSED METAL

Styles for imagery using large areas of flat colour, close-crop abstraction of the subject matter and delicate patterns to create visual interest.

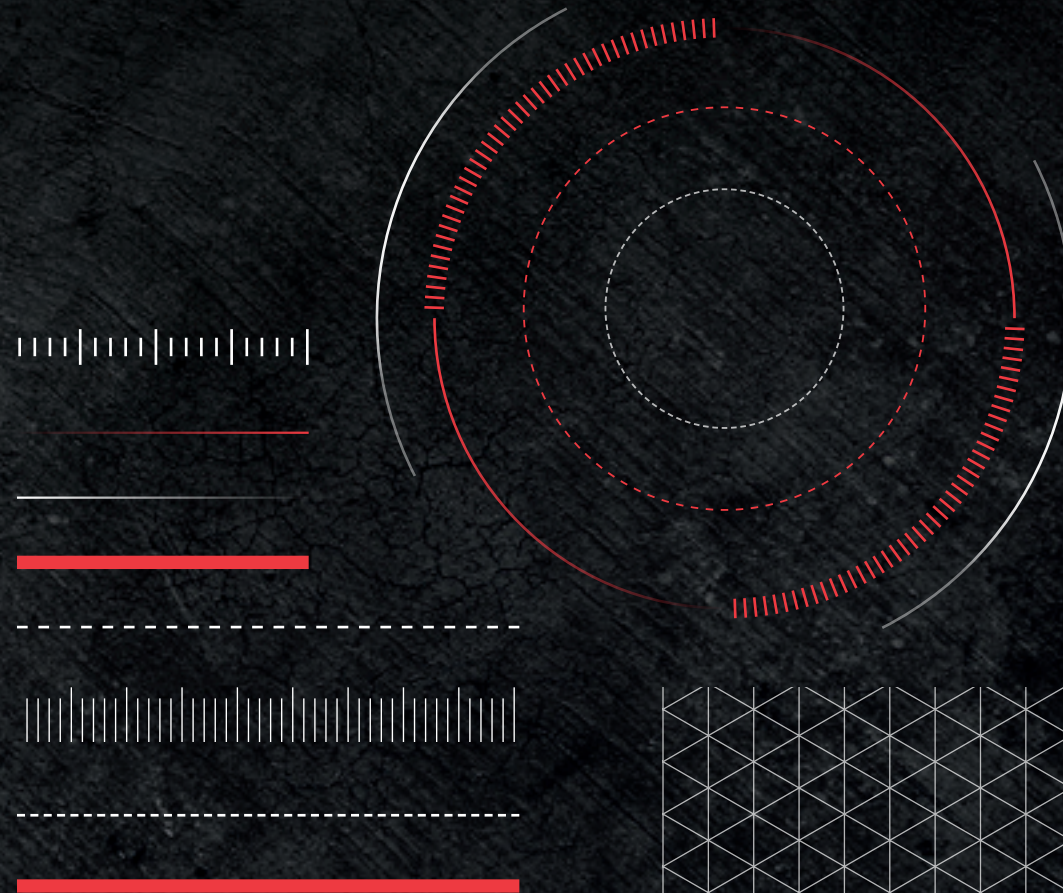




Subtle uses of vignetted blocks of colour and repeat patterns across large areas all add to the overall visual language of the new DART brand.



Spirals to convey rotation and patterns associated with measurement added to the overall mix of graphic devices to use.



THE POWER OF PRECISION®

STRAPLINE

With any Brand Building project the object is to arrive at one core message that can be distilled down to a point that makes it very easy to remember.

For DART we captured the entire essence of the Brand with one sentence – **THE POWER OF PRECISION®**.

This then became embedded into the new identity to make sure that it was visible at all times – it can also be used on its own alongside supporting DART imagery, video or text.

MESSAGING

The importance of getting the message right can never be overstated. It should be relevant, informative, clear and where possible – engaging.

The following pages show sample text which was used to get approval on the overall style and tone for future communications.

DART IS ALL ABOUT PRECISION

DART's power tool accessories are designed precisely for performance. Engineered precisely for exceptional lifetime value, and backed by a service that's precision-tuned to meet your needs.

That's what makes DART the right choice for thousands of users and resellers globally –

THE POWER OF PRECISION.

AN UNRIVALLED RANGE AT A COMPETITIVE PRICE

DART delivers a portfolio of products that brings you an unrivalled range of high performance, great-value professional equipment – no matter which trade; from builders in the construction industry to highly skilled joiners and carpenters in the timber industry. All our power tool accessories have been carefully researched and selected to ensure enduring quality and state of the art technology while remaining value for money. DART offers a serious alternative to leading brand products, at a competitive price.

EXTREME STANDARDS IN QUALITY

Established close to a decade ago, DART has grown year on year, taking the industry by storm. The business is an independent company run by a proactive board of directors with a team consisting of industry experts who really understand how our power tool accessories are used.

By carefully managing our manufacturing process, we ensure extreme standards in quality, durability and choice, while remaining highly desirable in price; therefore delivering outstanding value to our customers. In addition, we provide easy on-line ordering, next day delivery and superb technical advice. Our aim is simple: to be a brand that will be a first choice by the user and requested by name.

PRECISION ENGINEERED FOR PROJECT EFFICIENCY

Our approach is to create a product that's both superior and more competitive than the leading brand in each key category. A standard has been set. DART hold the ISO9001 accreditation meaning we provide defect free products to our customers on time and within budget.

Our products are designed for better functionality and engineered for a longer life. We have reached this by combining high quality raw materials with manufacturing expertise, pushing DART ahead of many other brands.

HOW CAN DART HELP YOU?

DART's team, who work from our headquarters and satellite offices throughout the UK and Europe, is made up of experts who really understand how DART products can meet your needs. Together we share the same skills and trades associated with our industry – that's part of what makes us different.

We're highly responsive to what you, our customer, wants. From our product and industry knowledge to our service and aftercare, we can advise on every aspect and will always recommend what we believe to be right for you. And that in turn means you can offer your customers exceptional quality, choice and value.

IF WE DON'T
HAVE WHAT
YOU NEED, WE
WILL SOON!

At DART we're able to act fast – it's one of the advantages of being an independent, family-owned company. That means that if we foresee a need in the market – whether it's a particular item, size, quality or price point – we have the ability to respond quickly and source what is required.

We do this in a multitude of ways. We proactively keep in touch with the world around us whether it's the industry, economy or environment and we listen to feedback from people, like you. This data is then collated and communicated to our research and development team.

As a result, we can develop and deliver new products quickly and effectively, growing our range organically in response to what our customers really want and need.

YOUR QUESTIONS ANSWERED

Got a question or need product advice? Don't hesitate to contact us at DART. Our aftercare is as important to us as any part of our service.

We provide a full aftercare support service offering both technical advice and solutions to your challenges. We can fix most of your queries efficiently and effectively by means of a short phone call or email.

We offer this service because we can – thanks to the depth of knowledge and experience shared by our team of skilled engineers.

Also, everything is covered by our no quibble guarantee so you can be assured that you're dealing with a company who really cares.

VISION

This was the final stage of the Brand Strategy and the following pages show samples of this work. We have also included elements from Stage Two Implementation which show the development from concepts into reality with new photography being commissioned and also the design development of various projects taking the Vision into reality.

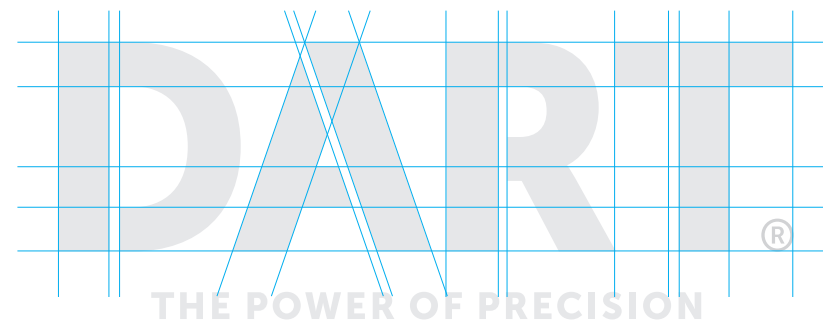
IDENTITY

The new DART Identity signifies a key moment in the company's history when the directors embarked on a Brand positioning exercise to take the company to the next level.

The new Identity would become the first indicator of change and for that reason the new marque had to set the standard for the high-quality crafted communications that would follow.



Precise lines, sharp angles, bold shapes:
these were the essential building blocks
of the new DART Identity.



DART[®]
THE POWER OF PRECISION

DART[®]
THE POWER OF PRECISION

Proposals for a sub-brand structure that would deliver a recognisable and consistent solution to all future sub-branding requirements.

DART[®]

DART[®] SUB BRAND

DART[®] HANDMAX / DART[®] NAILMASTER

DART[®] HANDMAX / DART[®] NAILMASTER

APPLICATION

The proof of a well-crafted Identity design is in how it performs on a wide range of applications. In addition to the more standard uses of a company logo we make sure that it is also a robust solution that works for any requirement.





DART[®]
THE POWER OF PRECISION



PRINT

To achieve stand-out in any marketplace the crafting of great design needs to be supported by the use of high quality and well structured communications in print.

This was the case with the DART project and careful consideration was given to all aspects of printed materials from the business card through to the Vision for new catalogues.

DART
THE POWER OF PRECISION

+44 (0)1592 652900
1 Wheatfield Road
Dunnikier Business Park
Kirkcaldy KY1 3PD
darttoolgroup.com

DART
THE POWER OF PRECISION

Robert Paterson
Managing Director

robert.paterson@darttoolgroup.com

T +44 (0)1592 652900
F +44 (0)1592 654854
1 Wheatfield Road
Dunnikier Business Park
Kirkcaldy KY1 3PD
darttoolgroup.com

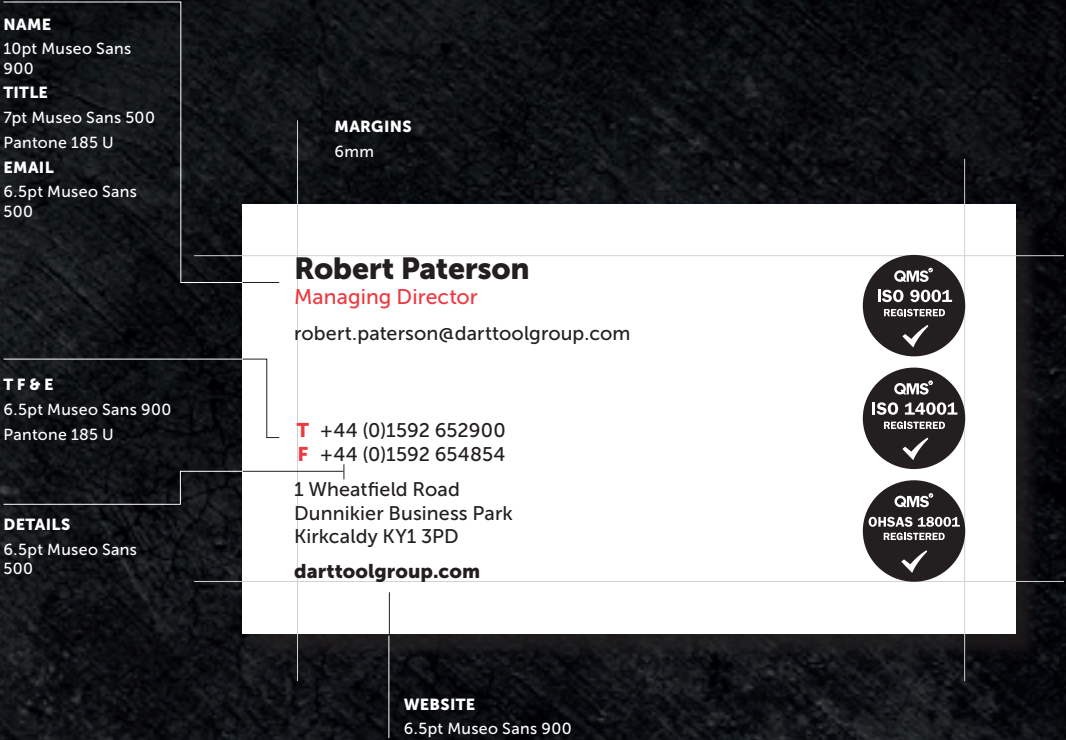
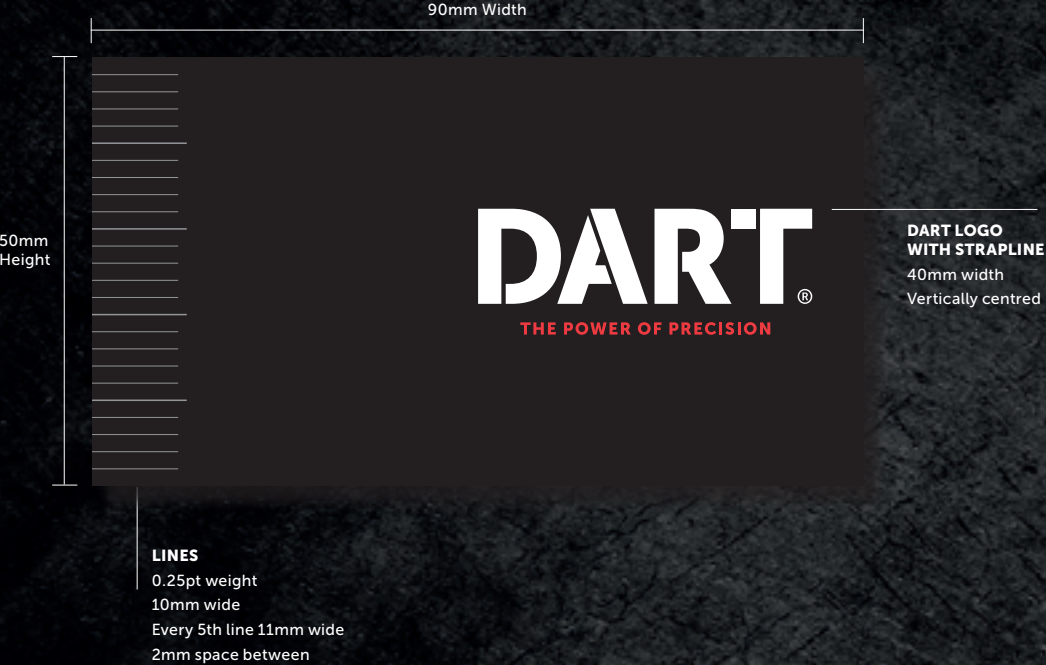


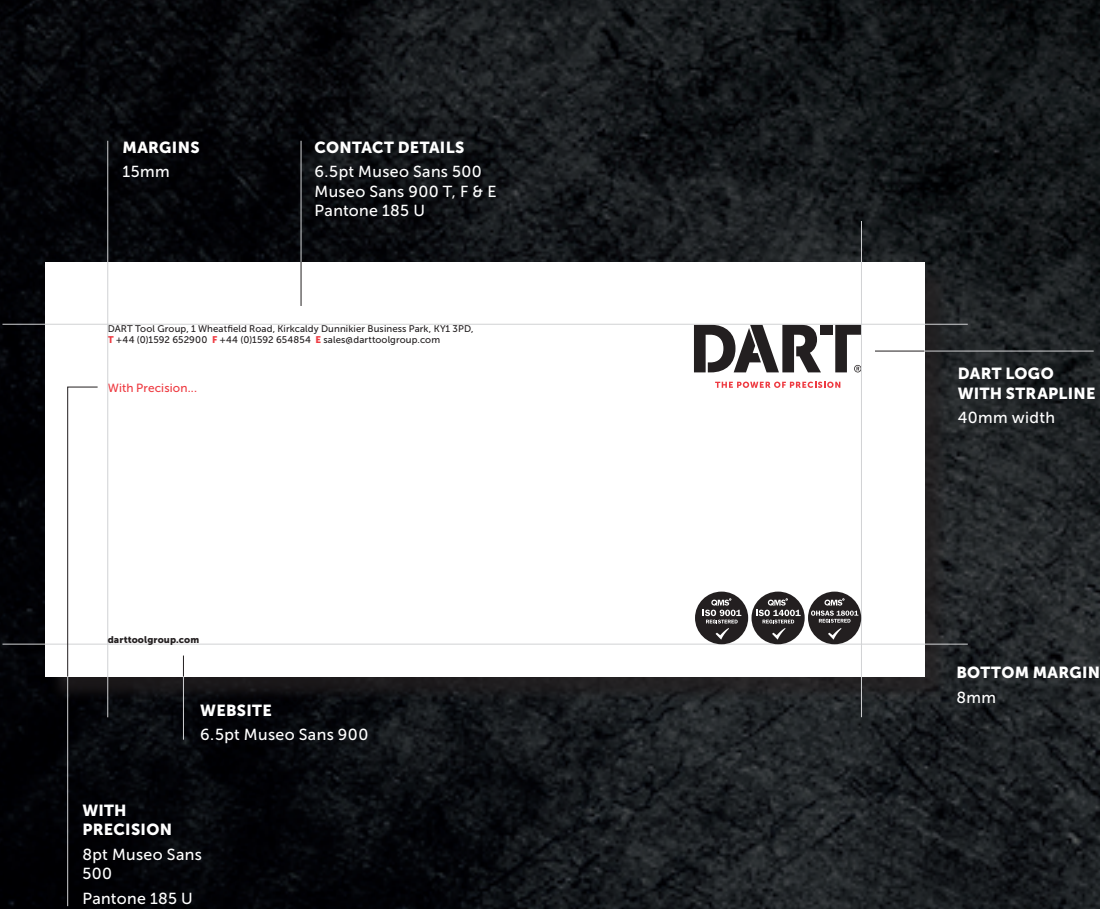
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DART
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DART®
THE POWER OF PRECISION

As part of our Vision presentations we explore and promote a wide range of paper finishes that can greatly enhance the final printed item. Textured paper and embossed finishes being two such examples.

DART®
THE POWER OF PRECISION

When you have a strong Identity design and a suite of crafted elements to deliver a look and feel that is unique to your company then the next critical stage is to make sure these are combined in a way that creates the desired high quality visual impact.

With cover design it is often a case of less is more as is demonstrated with the visual mock-up for the proposed DART overview brochure shown opposite.

A stack of black brochures is shown at an angle. The top brochure features a large white 'DART' logo with a registered trademark symbol. Below the logo, the tagline 'THE POWER OF PRECISION' is written in red, slanted capital letters. The brochures are bound with white stitching visible along the edges.

DART®
THE POWER OF PRECISION

Brochure spread to show different styles for typography and page layout.

**MAXIMUM
POWER
MAXIMUM
TORQUE**

DART. DRILLMAX

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Ecturect atquat es de platem isseque lametur, officie ndebit, od quibus, quiae nam aut rem illit fugit, te segue ma is et, officia pro antia numpque nemo corpore ligentia velis adque nam quare, ut ut proid quae, re nemo repertum nege aturibus, sum fuga.

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Nam vel ex evulgris rectus, con recta con eis vilupta redidit, mperantia omis officia ut mlogap reiant as por sunt et hant eis nomeni flusum nectam larepedita con nhamis illandit eadam summa vil arat lusandubid quae quaque repertum abores ne et et, simgorem quom emecta dantem viluptas, Namis lili rem lab id et et re nomeni etatynne abores ne et et, simgorem quom emecta dantem viluptas, Namis lili adiaeculit quom delugitaput blabio. Nequis macti con tenece fortis, saqui dupidus lili magrit ut quom delugitp exis ante mactat aut m, con velis vil mo emum a venietur maximagrit qui lpi idempertis dis erperra sunt occab lptam idunt, quom quacta viluptas simversperia delupha eromemum eume, non exercitit lnis delandunt et qui rectum in euptate sum fuga.

Et laut quident is prii si te quidem fuga. Et od maximet qui conem aut enicci lreut vilu vel modum luntur, apici mident quae lili as utemolone mlliguis remere velis id mo quonim a venietur maximagrit qui qui idempertis dis erperra sunt occab lptam idunt, quom quacta viluptas simversperia delupha eromemum eume, non exercitit lnis delandunt et qui rectum in euptate sum fuga.

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THE POWER OF PRECISION
darttoolsgroup.com



A range of product guides used to demonstrate to retailers that DART promote their products at the same professional level as companies like Bosch.





Visuals showing how all brand elements combine to create consistency across all printed materials.



High impact typography to deliver maximum stand out for full page advertising in trade magazines.



PACKAGING

Packaging plays a highly visible and hugely important role in positioning the DART brand in the minds of the retailers and end-users.

It was therefore very important to include this in our Vision presentation so that the team at DART could see how the overall 'look and feel' of the new brand could be rolled out across all packaging requirements in the future.

The new house style of typography, the measurement devices, the brand colours and the use of textured card or images of texture all combine to deliver the next generation of DART packaging.



0123456789



P R E C I S I O N











Product branding and packaging design developed to match the high design standards of competing brands such as Bosch.

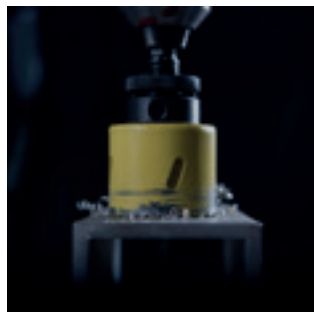
Design solutions that also fit with the strategy of delivering exceptional quality at every level of customer experience with the DART brand.



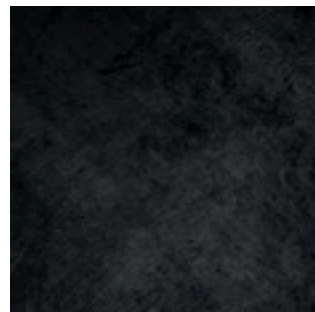
PHOTOGRAPHY

From the initial Expression and Vision presentations the following pages show some of the results of a photoshoot from the Stage Two Brand Implementation phase. This shows how 'the power of precision' tagline was effectively brought to life through the use of stunning photography directed by our Creative Director.

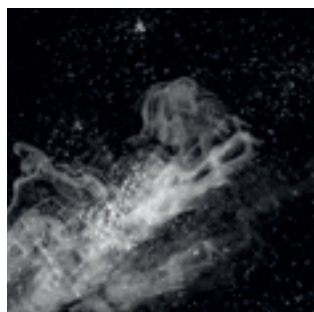
These images are now very much part of the DART library of resources to use across all communications, now and in the future.



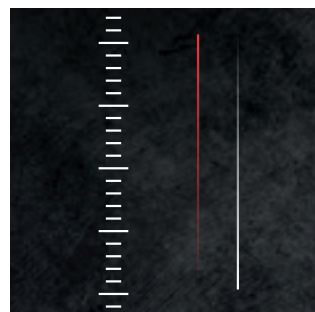
Original image



DART grunge background

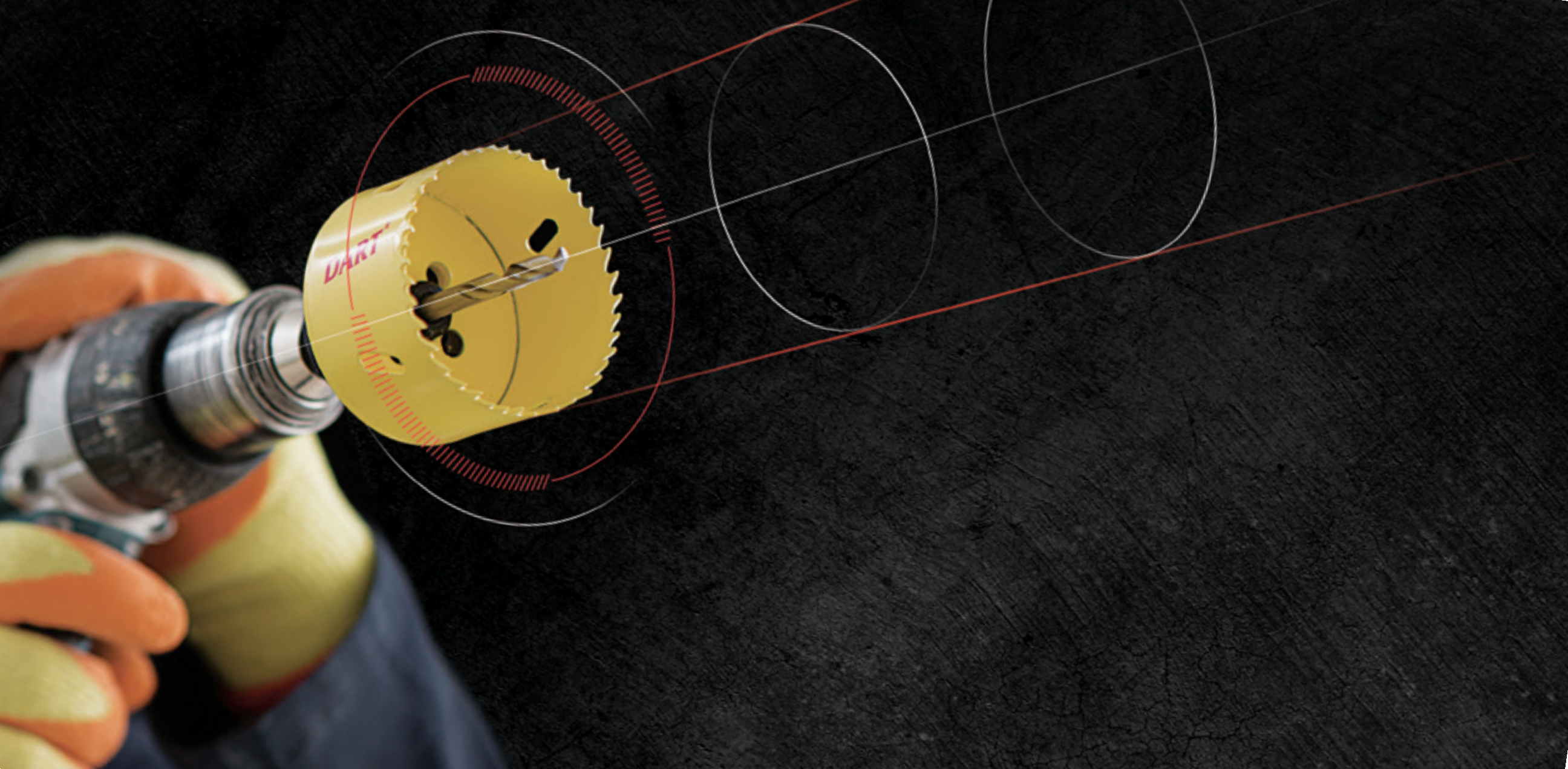


Dust & particles

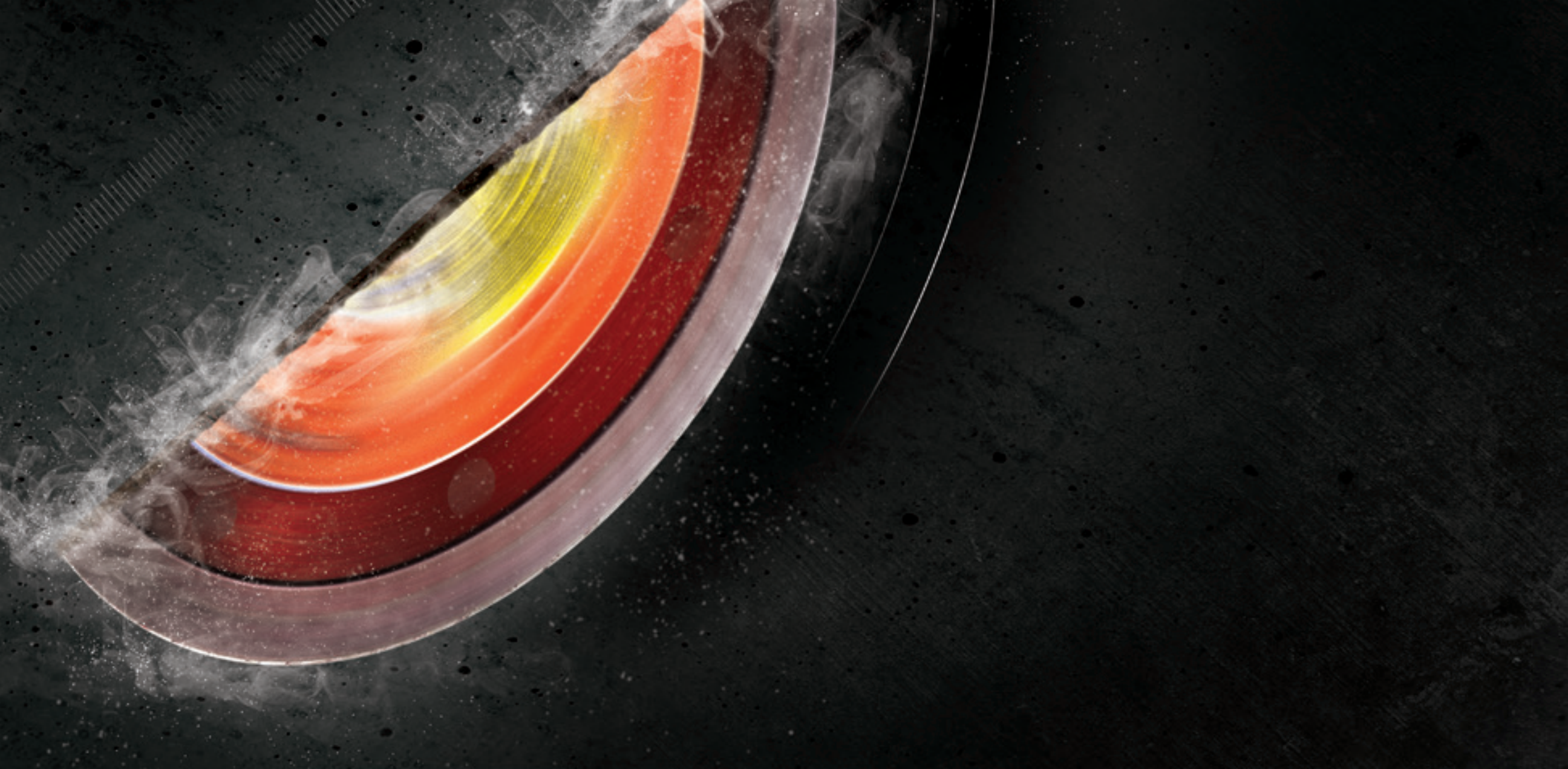


Technical details







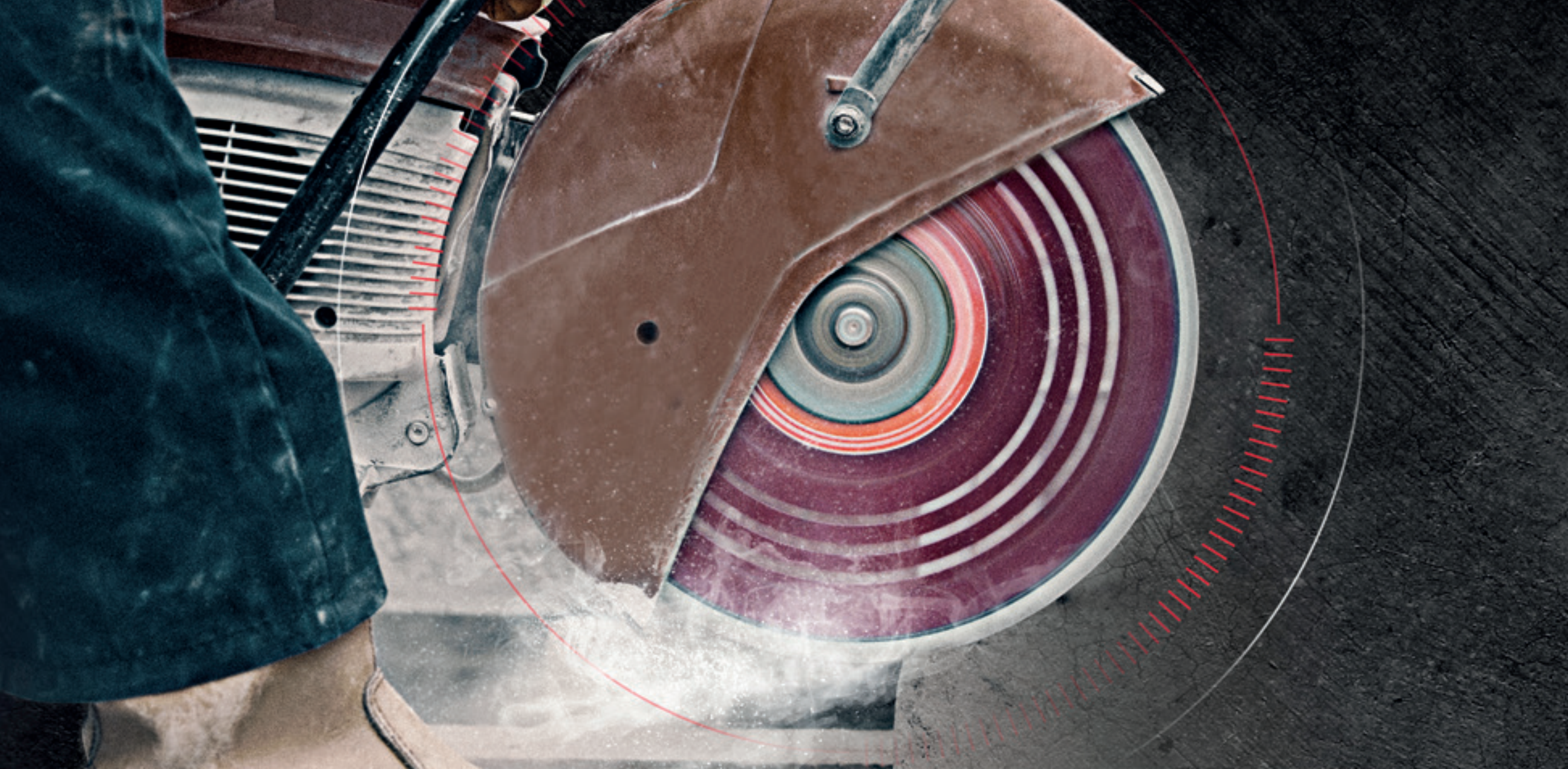






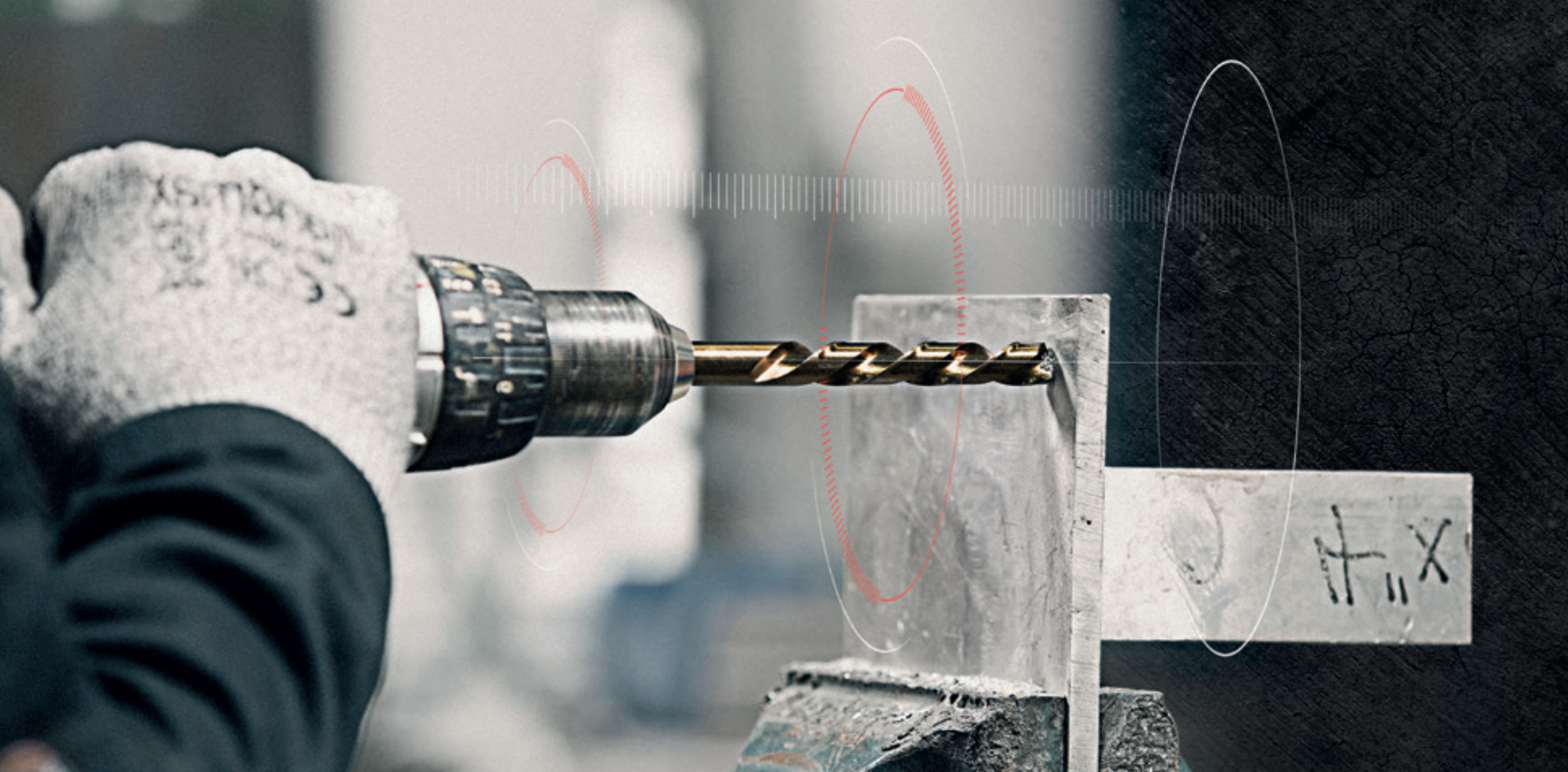












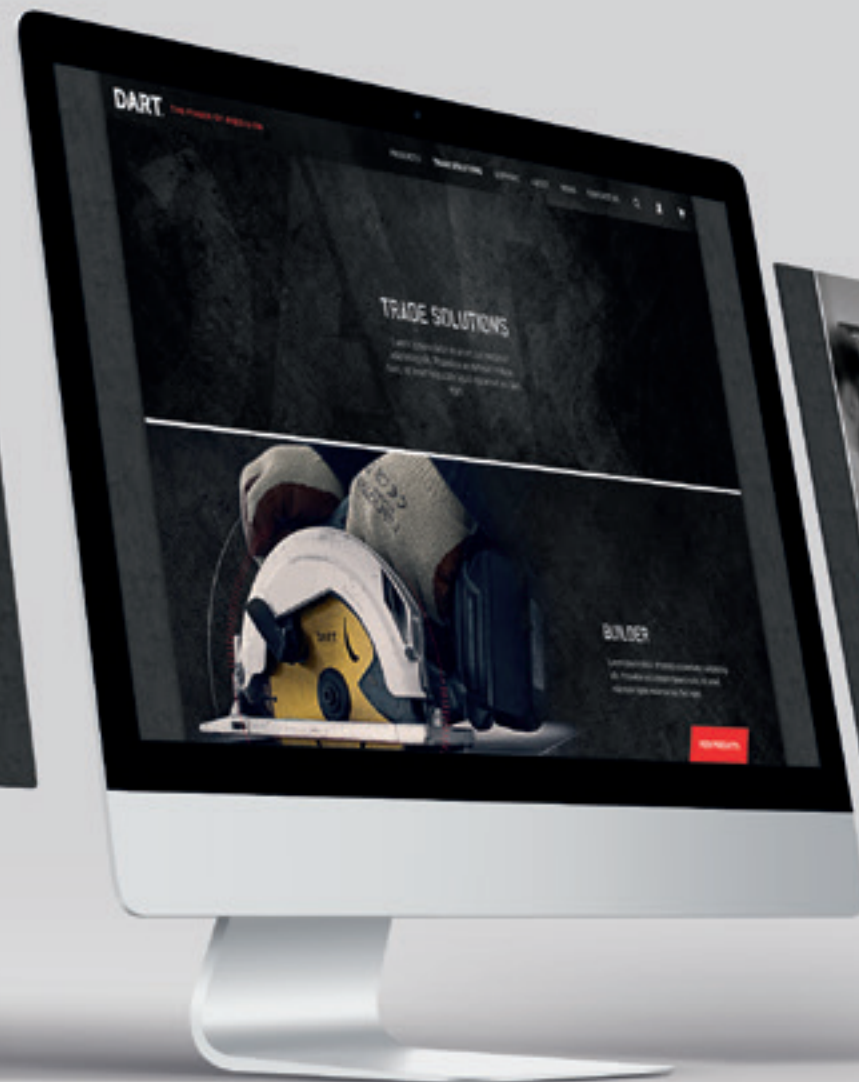




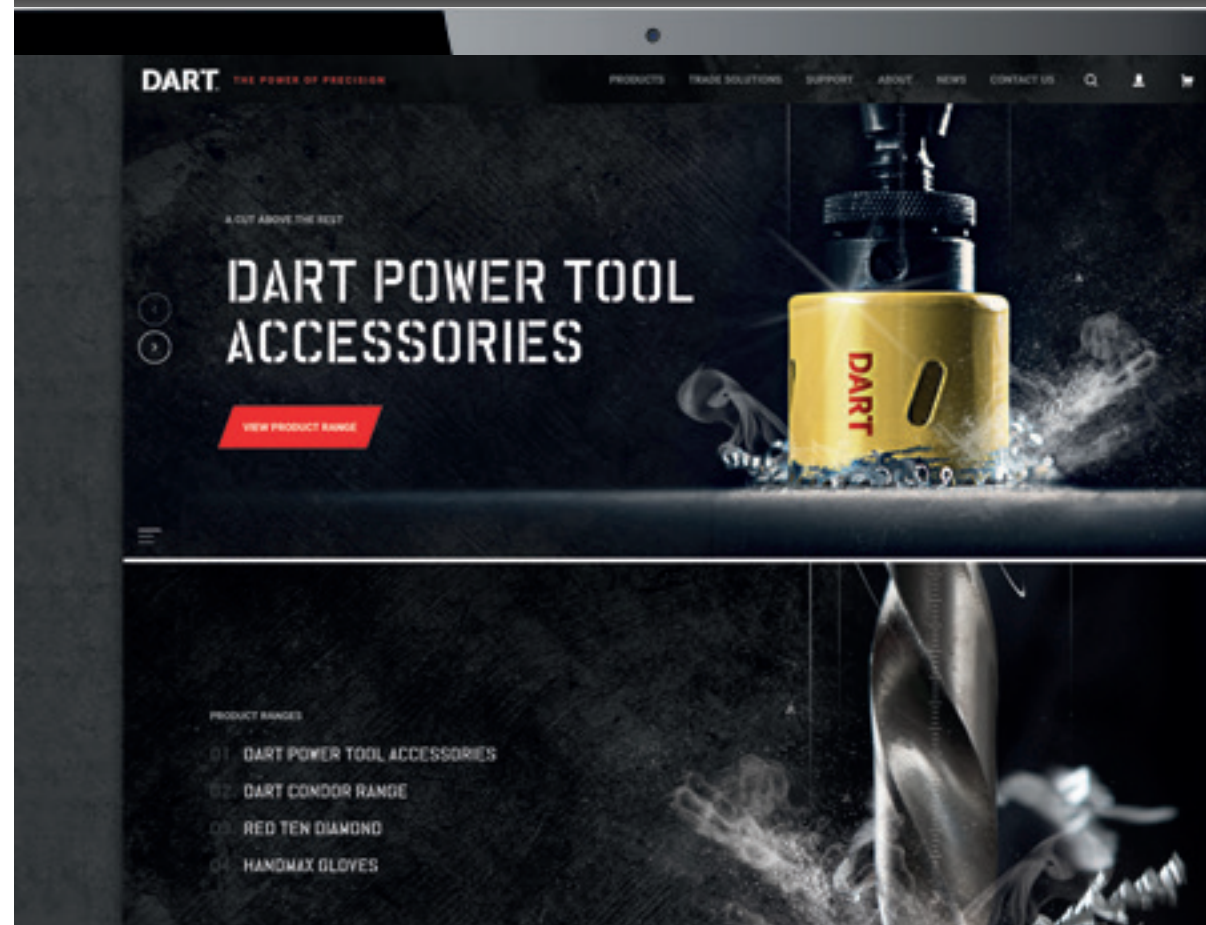
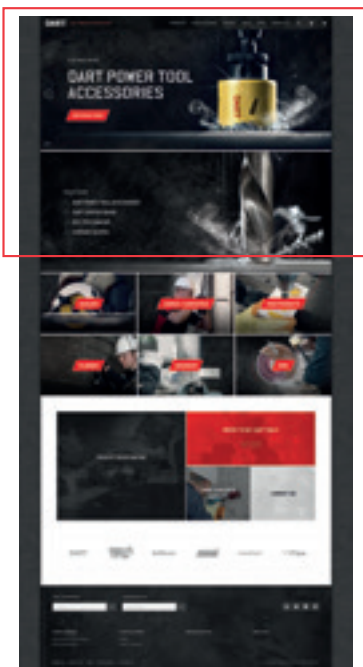
DIGITAL

Arguably one of the most important range of communication channels in today's marketing mix falls under the description of 'digital'.

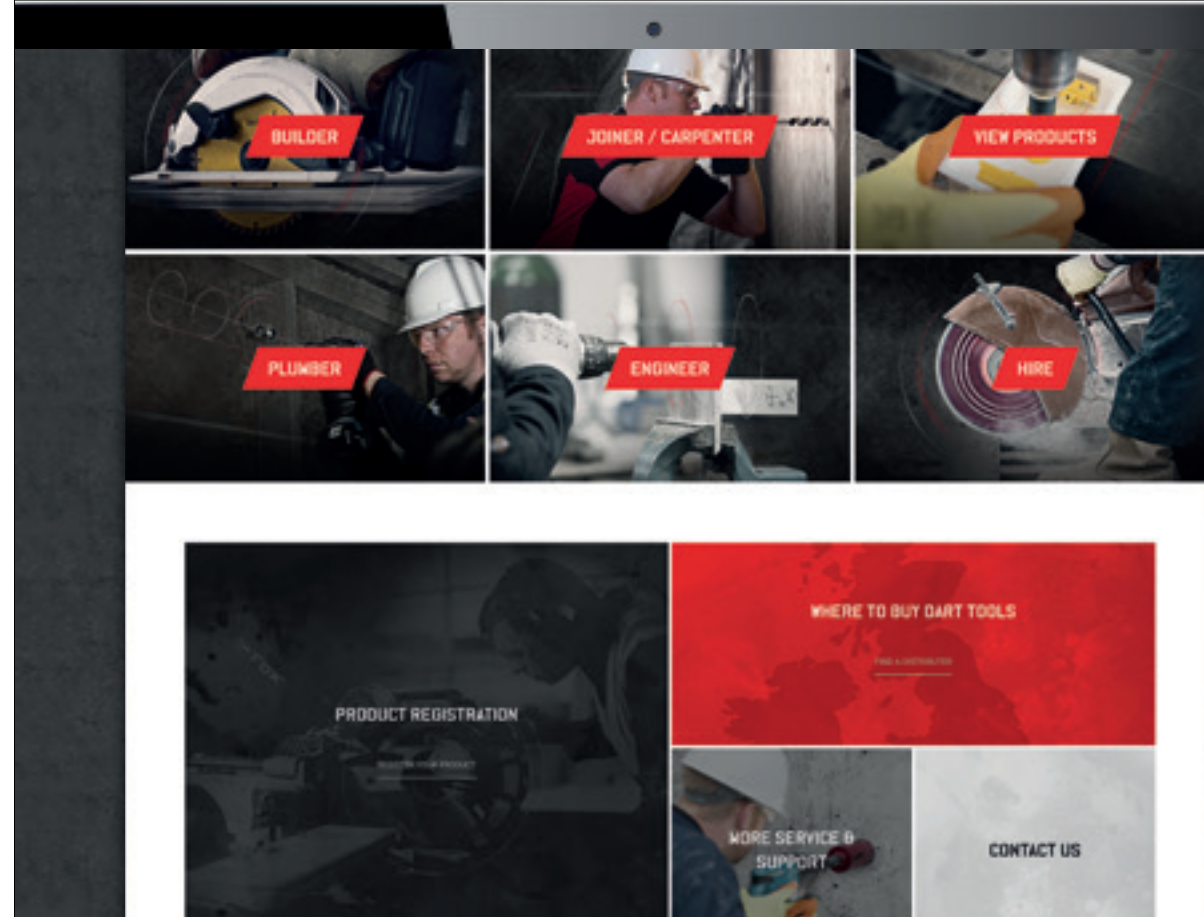
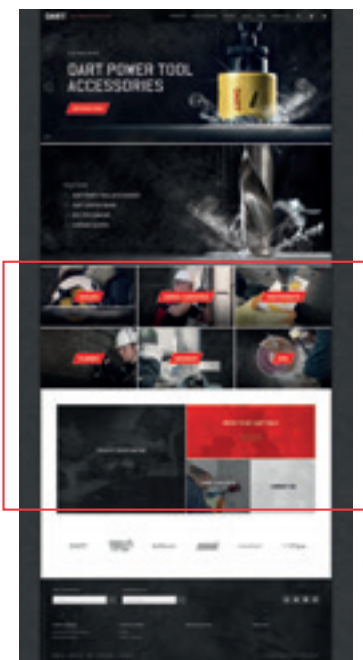
Websites, apps, presentations, digital marketing, video – all are vital channels for brand-building success. This is why digital communication plays such a significant role in the strategy work that we undertake for all brand build projects.



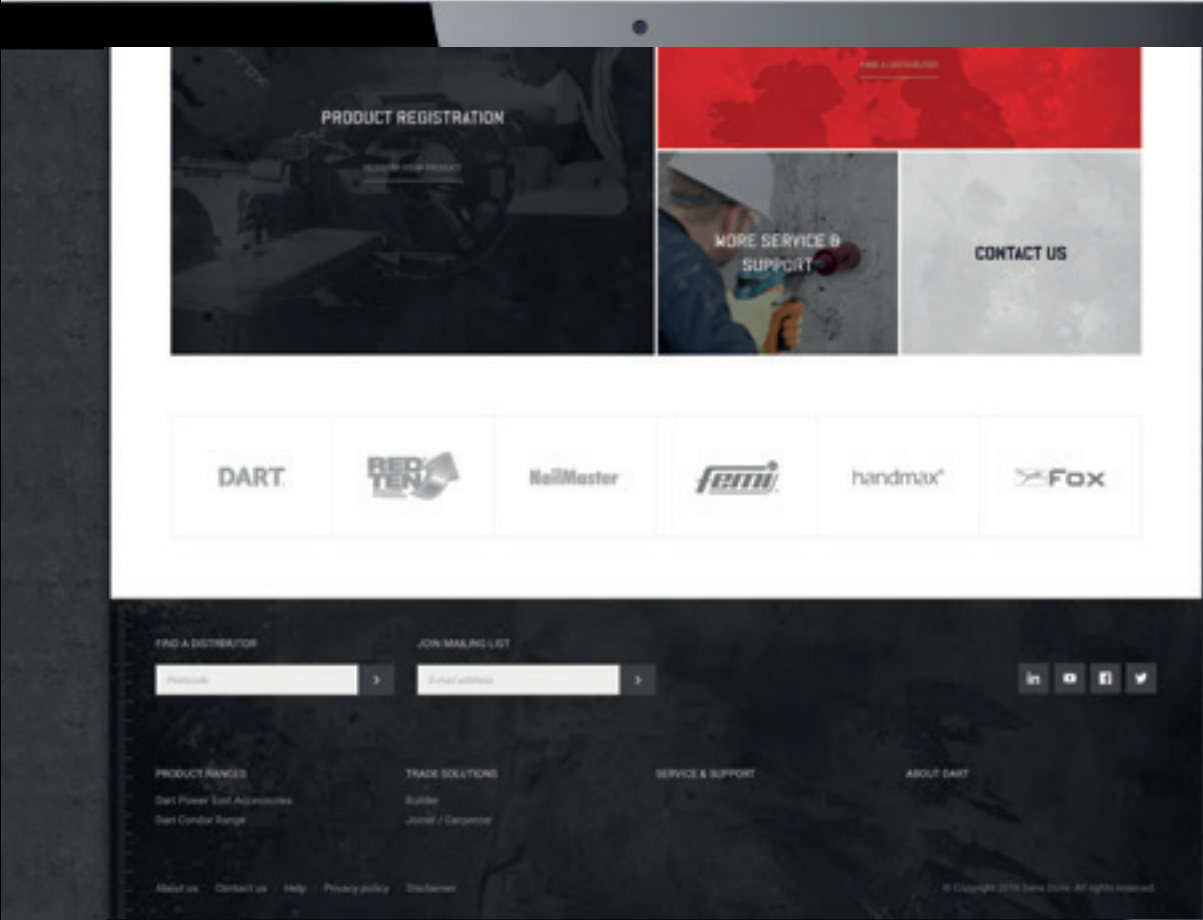
Using the stunning imagery captured in the photoshoot the Art Department web team developed a new site which would work across all platforms: desktop, tablet and mobile.



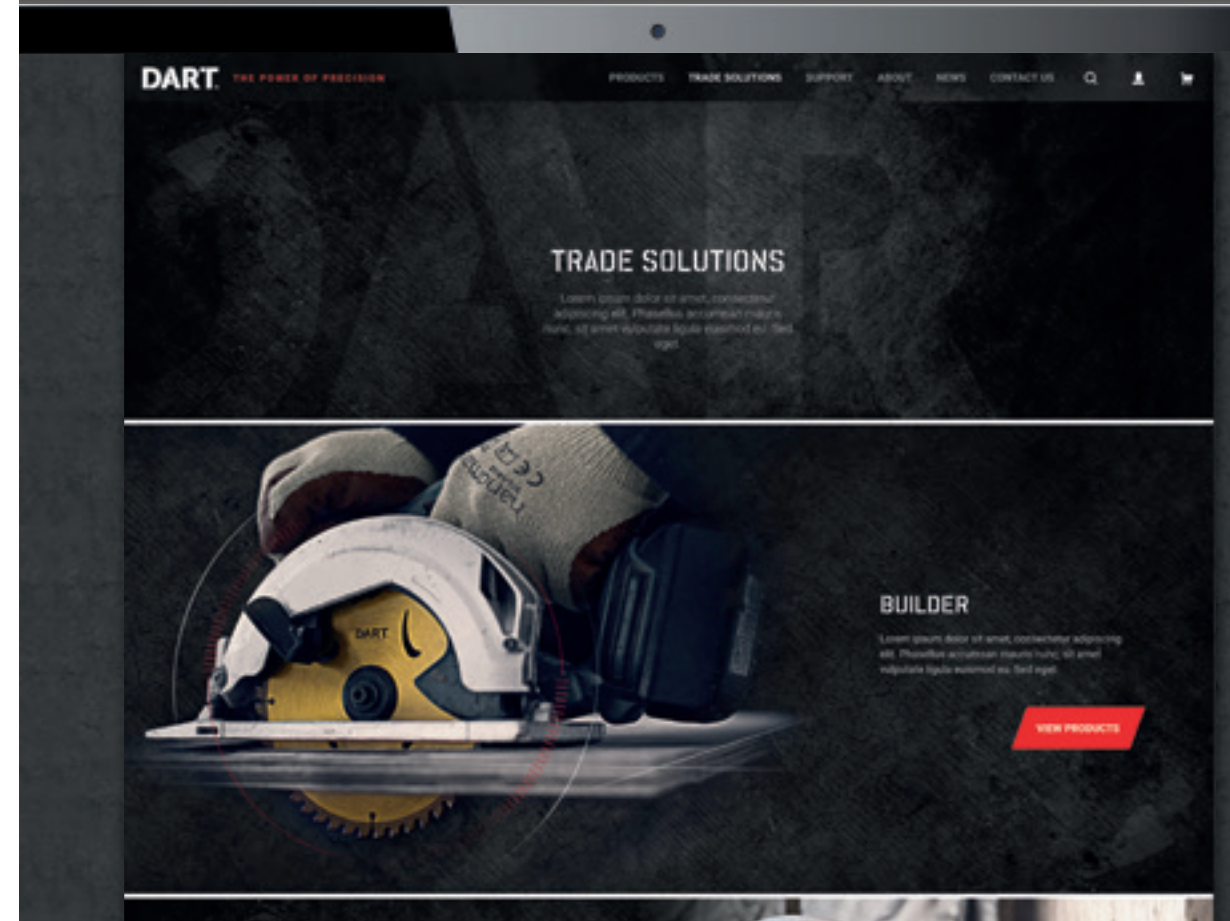
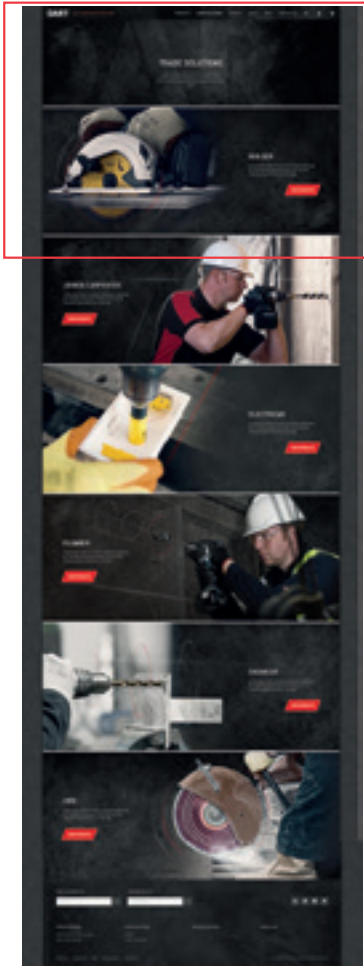
A carefully planned structure was presented for approval prior to developing the finished visuals shown opposite.

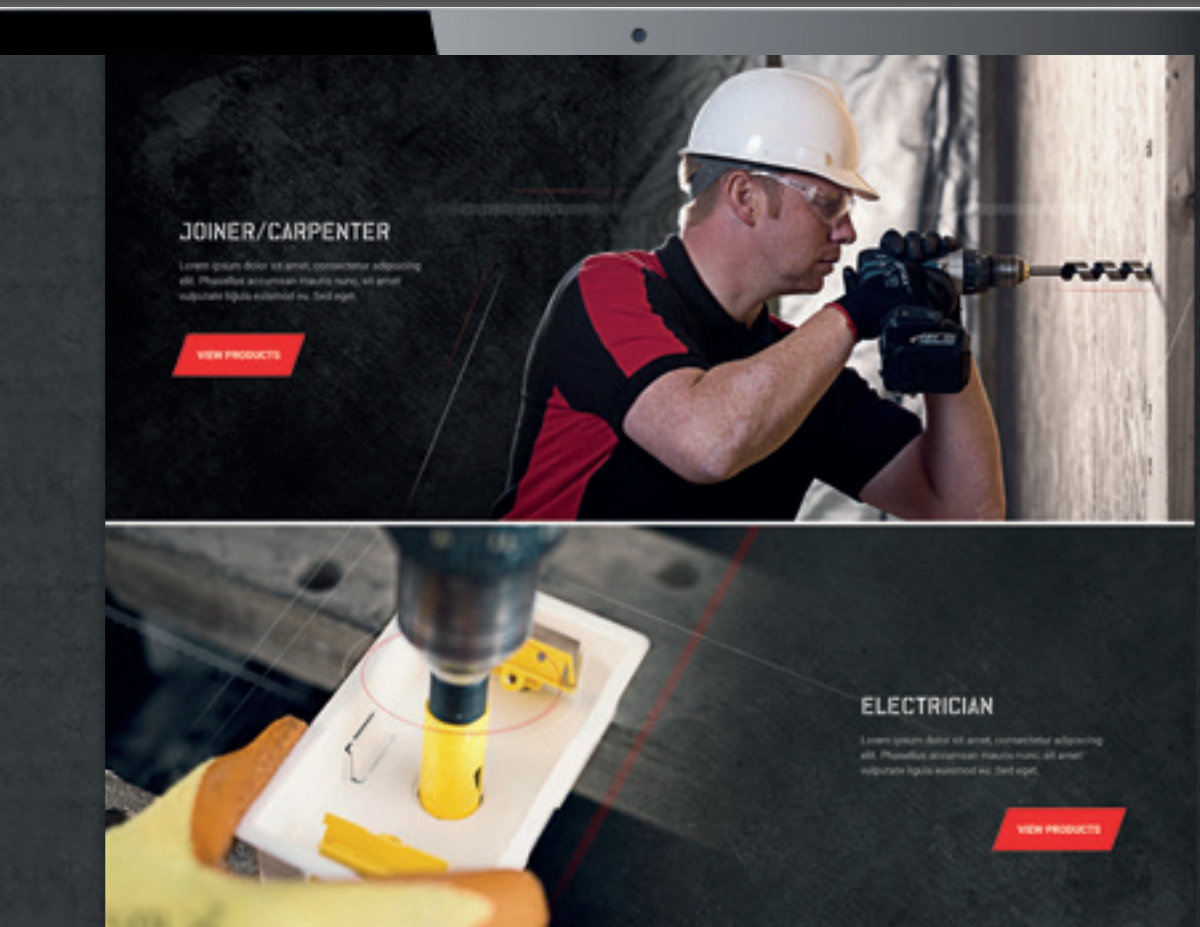
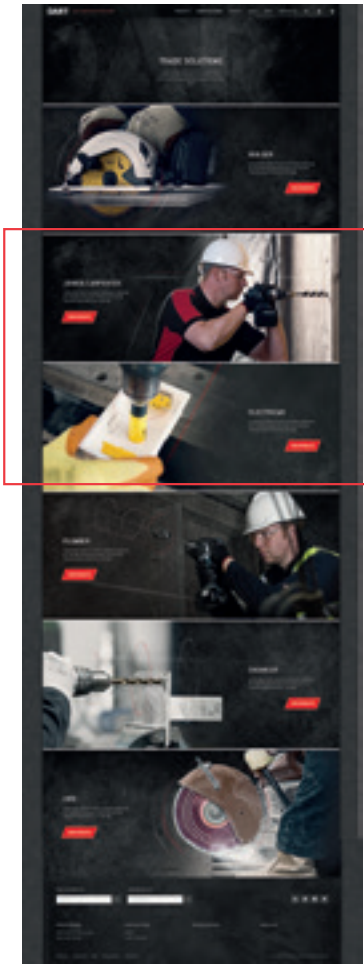


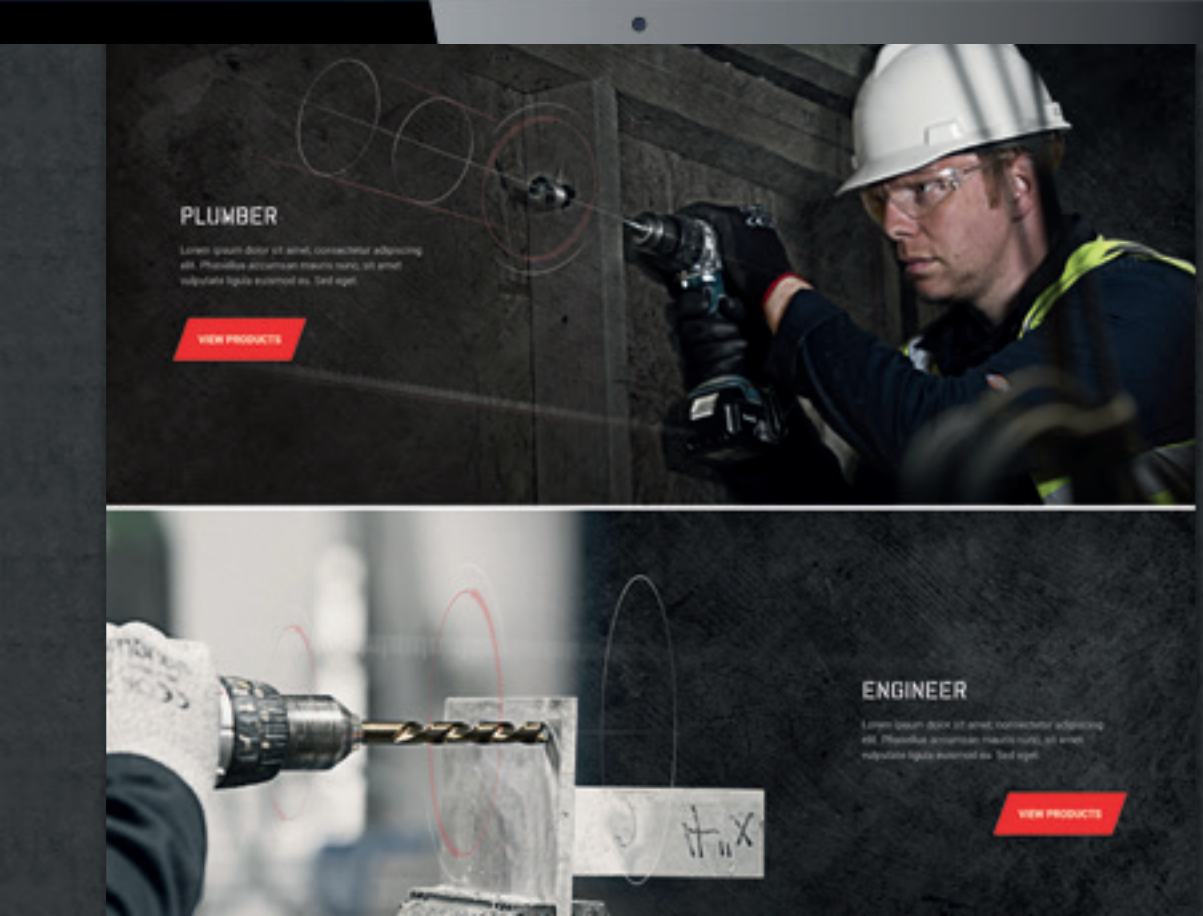
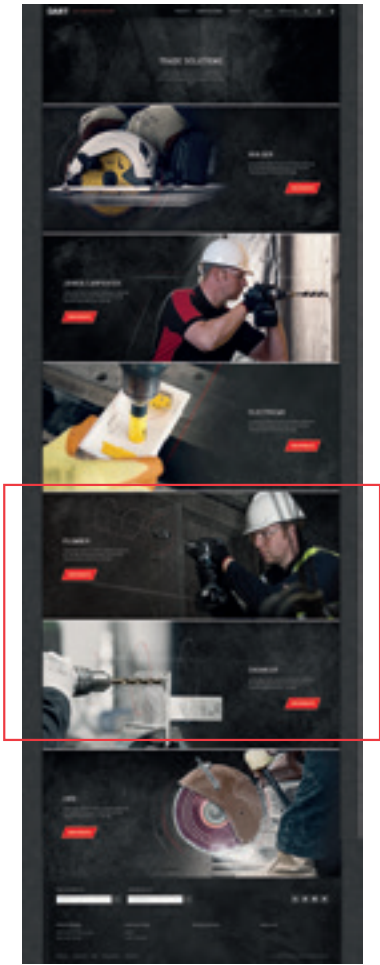
From these detailed layouts the programmers had a very clear brief for how the finished site should look and perform.



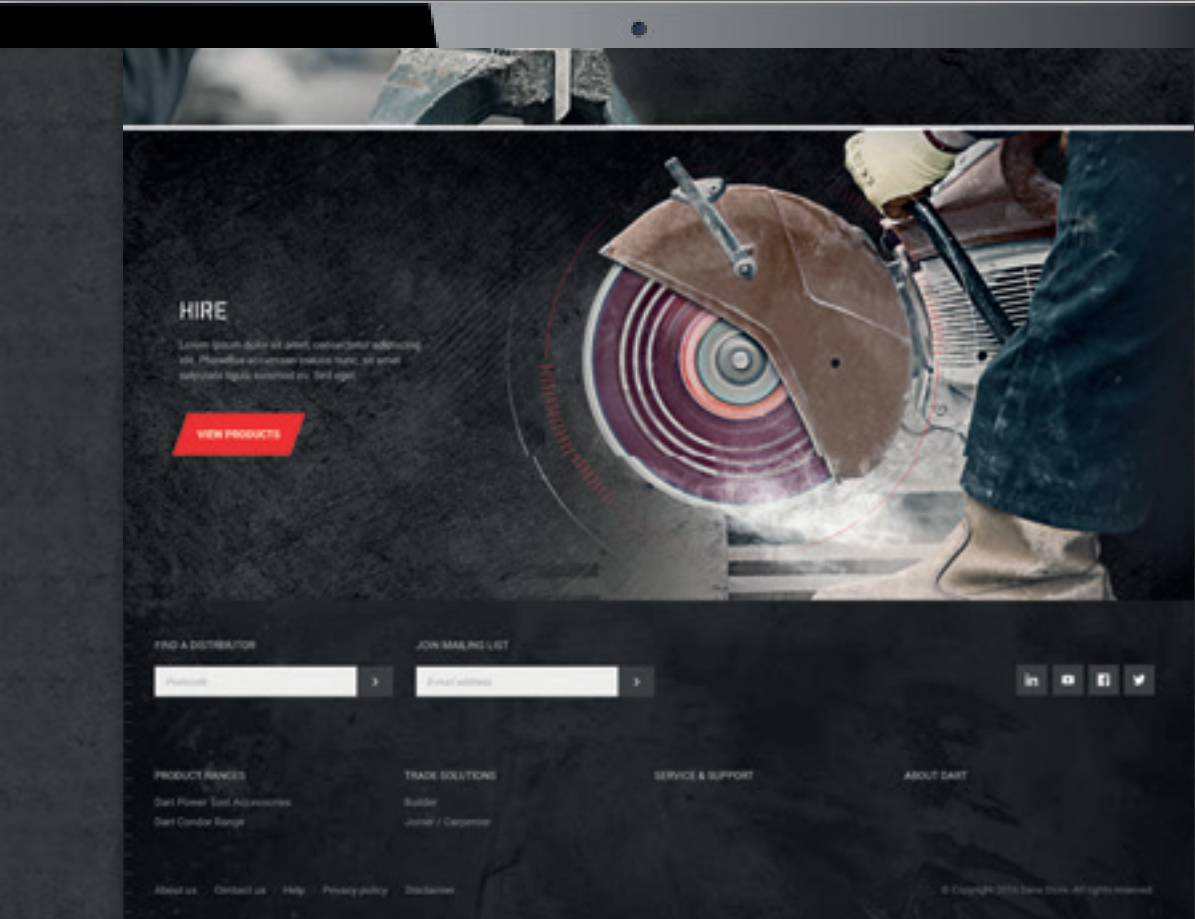
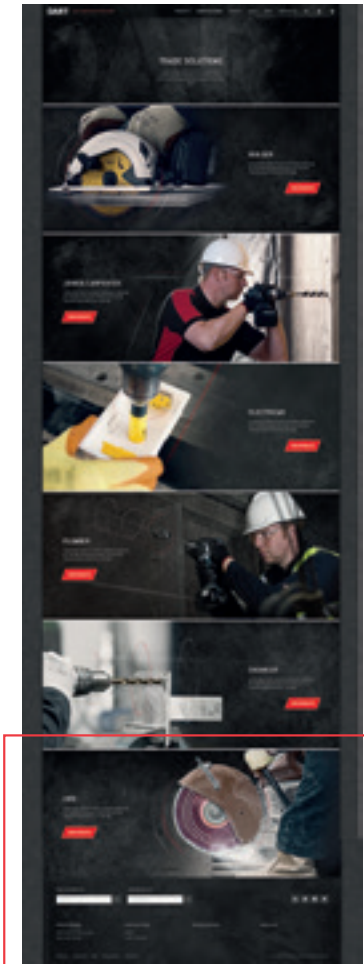
The single page scrolling solution adopted for the home page and product pages allows the end user to quickly see the content they are interested in.



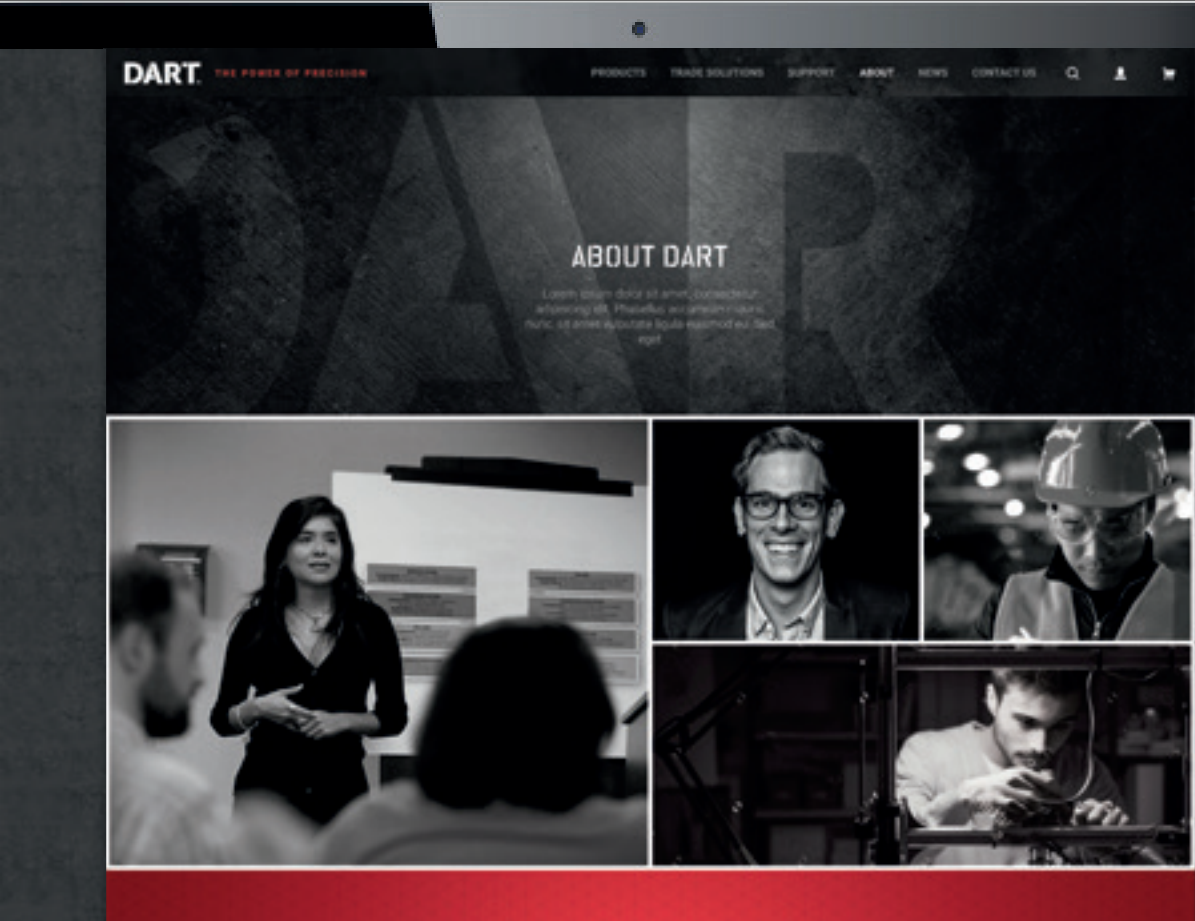




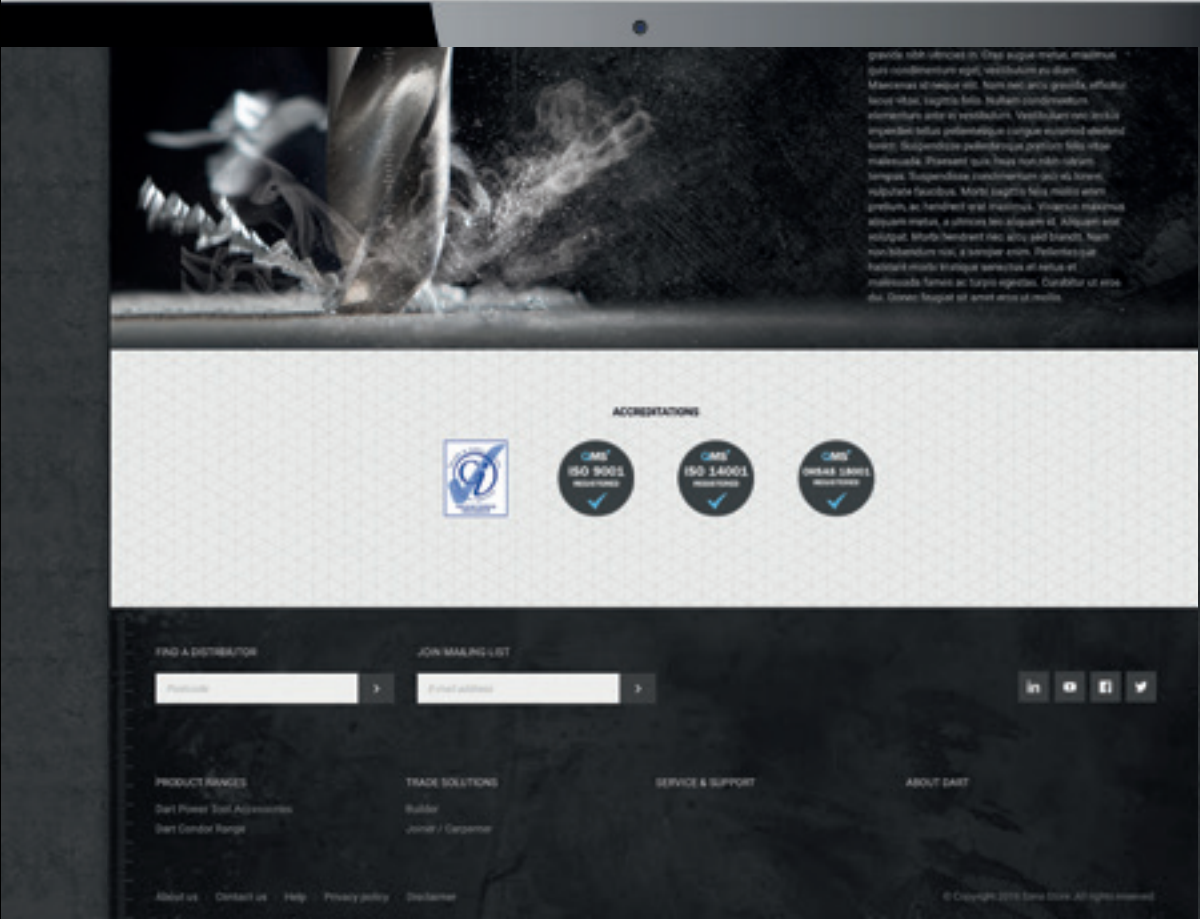
Clear user instruction and areas for collecting customer details from an integral part of the overall design.



The culture of DART is captured within the 'about us' page and ensures that the passion for quality and exceptional service is effectively portrayed.





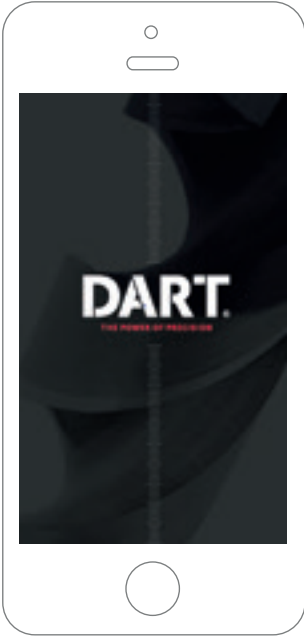


PRODUCT APP

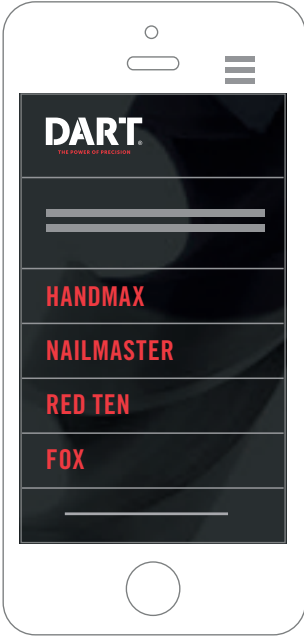
Brand Vision gives us the opportunity to explore a wide range of digital applications aimed at taking the DART brand to the next level.



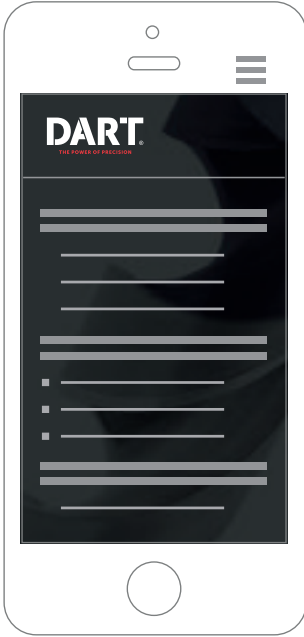
Ideas presented for the development of a bespoke app designed to attract new users of DART tools and also to assist existing end users find products they need.



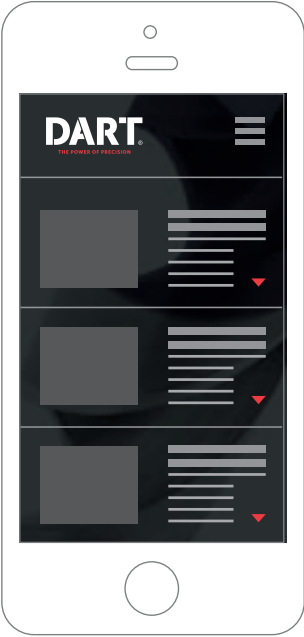
PRODUCT SELECTOR ENTRY



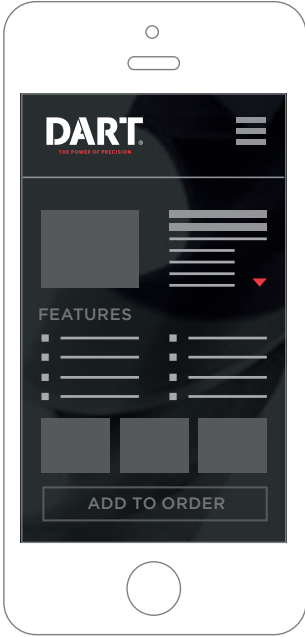
CHOOSE PRODUCT CATEGORY



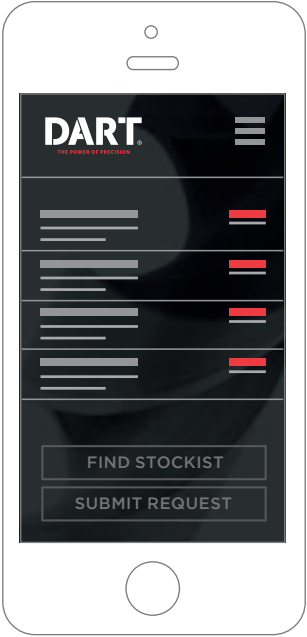
REQUIREMENT ANALYSIS



RECOMMENDED PRODUCTS

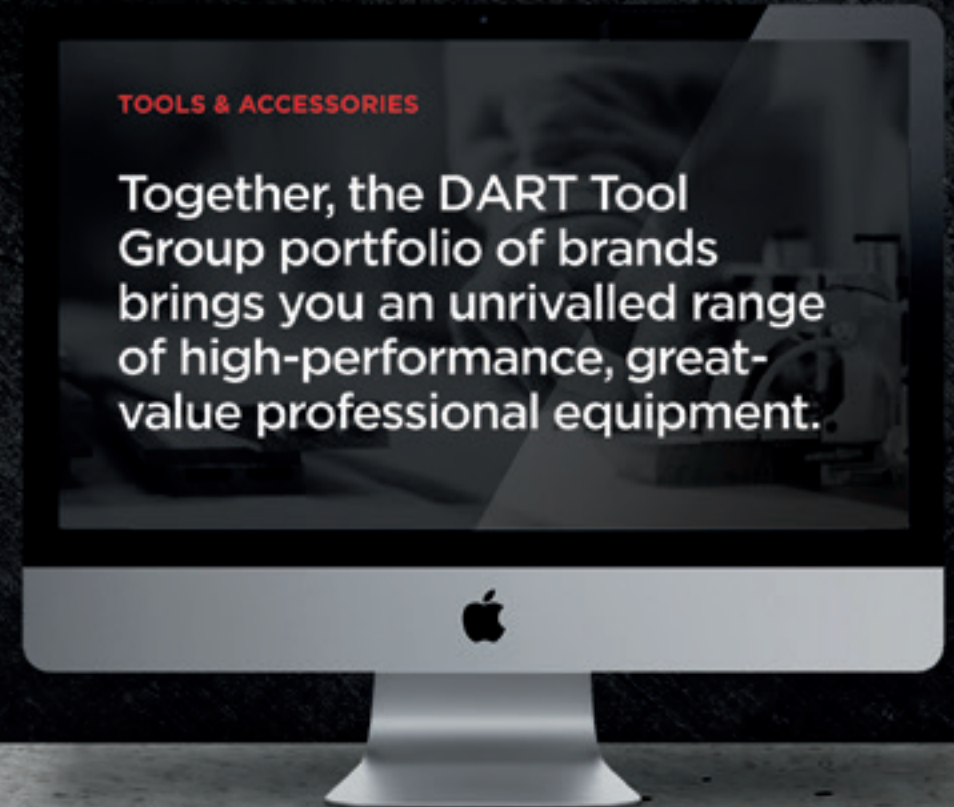


PRODUCT FEATURES



SUBMIT ORDER REQUEST

The new brand style for all levels of company presentation using .ppt so that DART can edit the content in-house.



ENVIRONMENT

By bringing your brand into the working environment you reinforce the value you place on having a strong brand to your employees and your clients. It is for this reason that we spend a lot of time thinking about this and developing ideas to present at our 'Vision' presentation.

Because this is a vision for DART we appreciate that not all our ideas get through to the implementation phase but when faced with the challenge of creating maximum impact, branded environments can often become a company's biggest success and talking point.



DART
THE POWER OF PRECISION



DART[®]
THE POWER OF PRECISION

DART[®]

THE POWER OF PRECISION



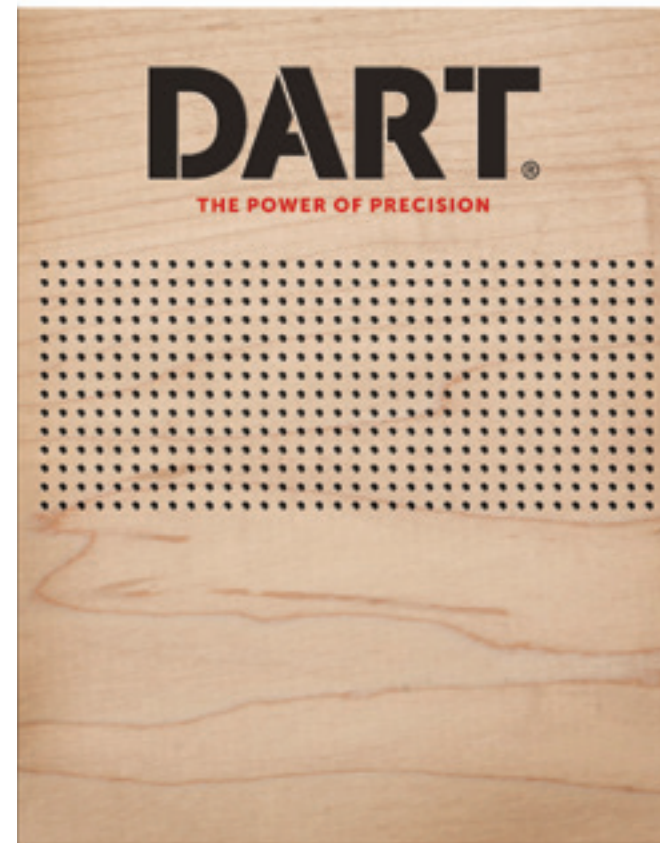
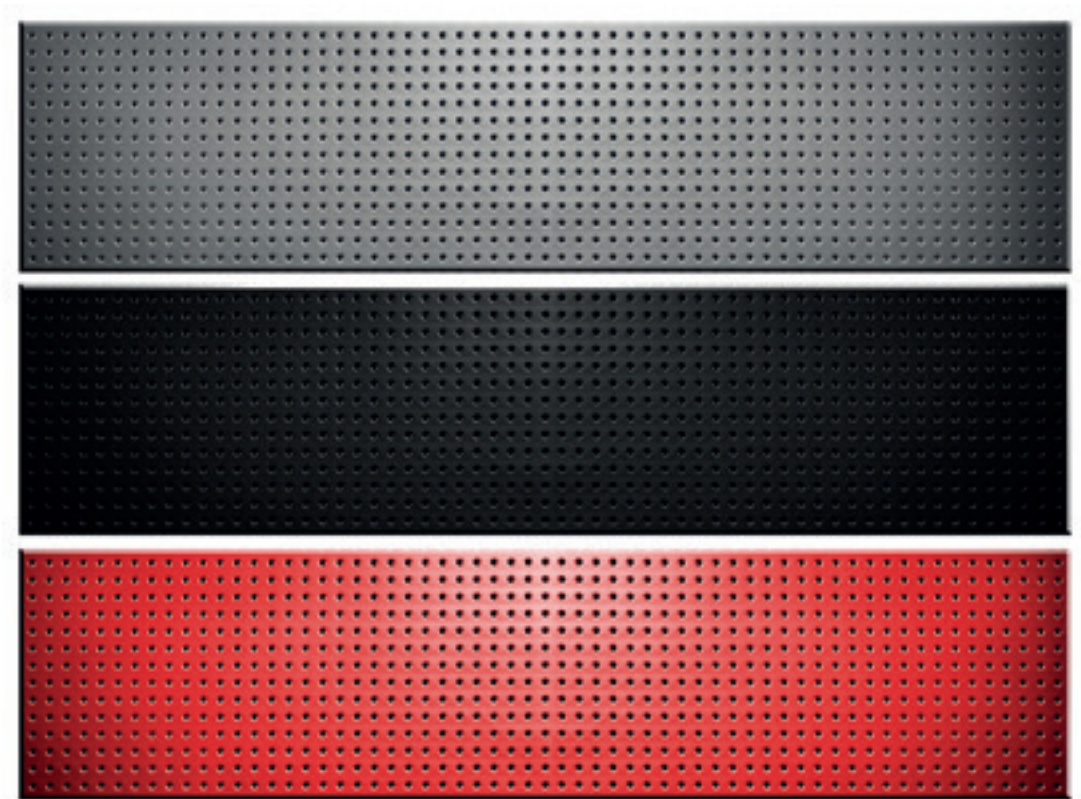
DART®

THE POWER OF PRECISION



DART[®] DRILLMAX



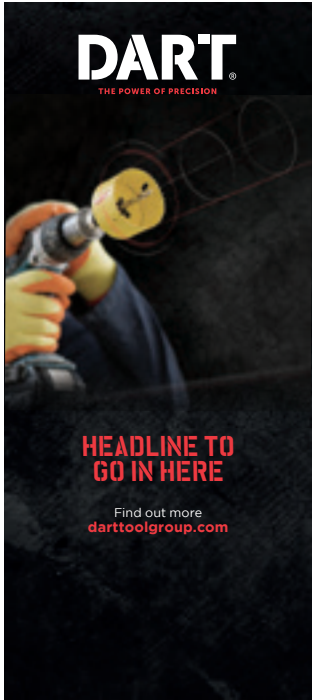
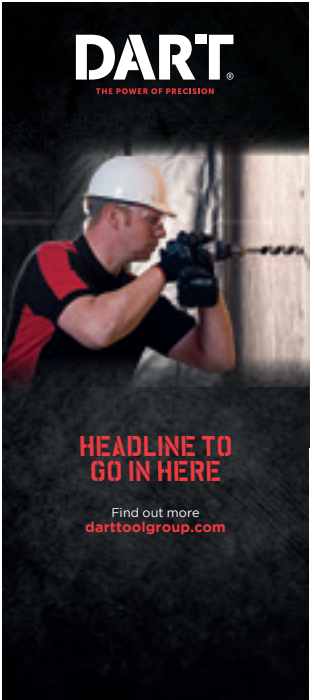


We work closely with bespoke manufacturers who can deliver a range of customised display solutions.





Creating an impact at trade shows can be a game changer as it is the ideal platform to physically demonstrate the difference between your brand and other competing brands to a large and influential audience.



Styling for a range of single sail pull-up banners which are ideal for the branding of small events.



Large scale DART ID with strapline

Sector specific image

Montana Bold
in Red
C0 M91 Y76 K 0

Museo Sans 500
& 900

Feathered black solid

HEADLINE TO
GO IN HERE

Find out more
darttoolgroup.com

Main background
Grunge

department


This book has been lovingly crafted by our design team as a review of the work carried out for the DART Brand Strategy.

We would like to take this opportunity to thank the directors at DART for placing their trust in the Art Department, their commitment to our approach and their involvement at every stage of our process.

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department

ABERDEEN

1 Rubislaw Place
Aberdeen AB10 1XN
T: +44 (0)1224 620872

EDINBURGH

The Corn Exchange
Edinburgh EH6 7BS
T: +44 (0)131 561 7285

BERGEN

Bryggen 15, Bryggen
5003 Bergen Norway
T: +47 930 26 666

E: info@artdepartment.co.uk

www.artdepartment.co.uk