

## Case study 10

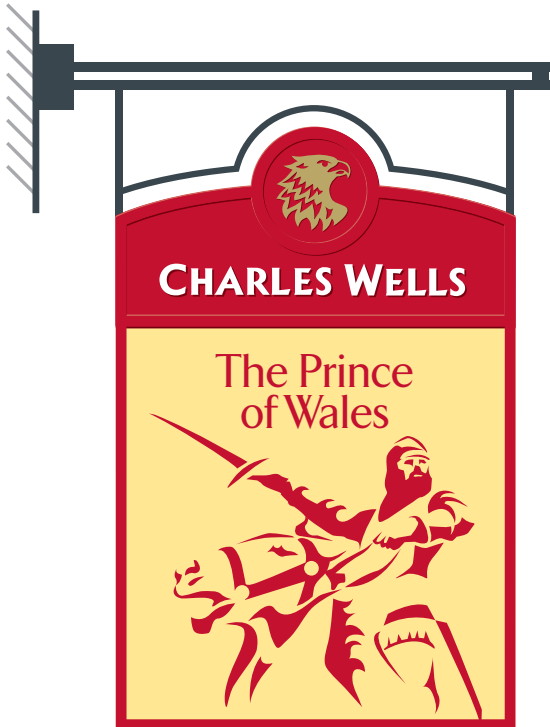
### Charles Wells

**Client:** Charles Wells Brewery

**Business Sector:** Food and drink / Leisure

**Description:** Create new identity for signage scheme, signage guidelines

Charles Wells commissioned us to create a new look and feel for the signage of their tenanted pubs. As well as developing their brand marquee we devised a signage guidelines to enable a smooth roll-out to their 250 licensed houses across the UK.



**What the client said:** "I just wanted to reiterate how delighted I am with the results of the focus groups. Your command and questioning of the group was nothing short of masterful. Truly impressive."

**Peter Wells, Director, Charles Wells** (\*Clarity was subsequently asked to lead the project to define the new brand identity, now completed.)

"Just wanted you to know that we think the Tenants News Brief was a truly fantastic piece – by far and away the most succinct piece of communication to show what we are doing. So once again, thank you to you both and well done."

**Peter Wells, Director, Charles Wells**

