

Hello there

We are an independent branding and graphic design consultancy



The Goldsmiths' Company
Brand positioning & identity

About us and what we do.

Neon is an independent branding and graphic design consultancy, founded and led by Creative Director Dana Robertson.

We work in a multitude of sectors, with some iconic brands, as well as some great little guys. Whether we're creating new brands or revitalising existing ones, ideas and intelligence and craft are at the heart of everything we do.

We're always looking to find fun and unexpected – or sober and serious – ways for brands to engage and communicate more effectively, whoever the audience, whatever the media.

At the same time, we never miss a chance to ensure that everyone enjoys the ride. Life's too short not to...

A wild mind and a disciplined eye.

At Neon, we work in partnership with clients to deliver engaging and insightful problem-solving ideas, executed beautifully.

Hundreds of agencies use the word creative and each would give you their own definition. For us, it means cultivating a wild mind and a disciplined eye – using intelligence and wit to make people think, smile, pause, feel, understand, or simply be intrigued.

It means working hard to understand each client's business, digging deep – right down to the roots – to find

out what makes them different, and how they can gain an edge over their competitors.

And finally, it means working equally hard to find fun and unexpected – or sober and serious – ways to communicate those differences as engagingly and effectively as possible, whoever the audience, whatever the media.

What do we do? Now there's a question.

Over the years, we've have worked on an incredibly broad spectrum of projects for a hugely diverse mix of clients. We've created, revitalised, developed, extended or advised a host of well known national and international brands.

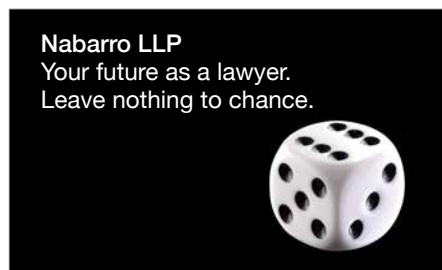
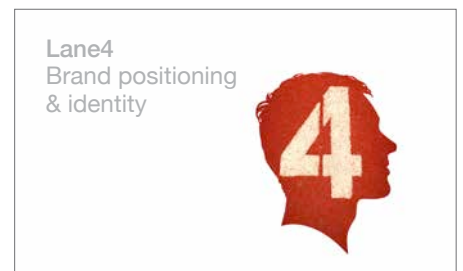
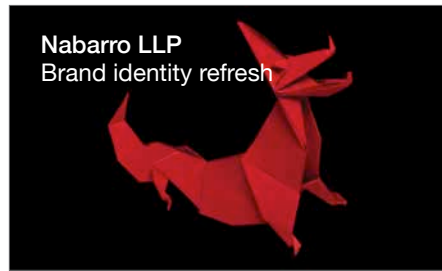
We don't specialise in any sector; we love the challenge of immersing ourselves in new ones – and you'd be amazed at the wide variety of specialist knowledge we've picked up along the way.

Our focus is on solving brand communication problems, whether by defining compelling strategic positionings, originating memorable new brand names, or creating powerful and distinctive brand identities.

We also help brands to express themselves through literature, print and online, in advertising, retail, and environments – as you'll see, when you treat yourself to a little browse through our work.

Our work A few bigger projects...

(visit www.neon-creative.com to find out more)



Our work A few smaller projects...

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