

Walmsley Shaw Brand identity



Natural craft skills.

Neon were approached by award-winning garden builders Walmsley Shaw, to help them to become top-of-mind for commissions from leading garden designers, architects and developers.

The brand identity and website we created took inspiration from owner Martin Shaw's belief that 'you build with nature, not against it'. With copy from Neon's favourite writer Lindsay Camp, the new website was designed to be more 'tell' rather than 'sell' – with the goal of not only showcasing Walmsley Shaw's building and landscaping skills, but also their considerable communication, logistical and planning abilities

Kind words...

"We are so delighted with our experience of working with Neon on re-branding our company. Not only have they produced some wonderful work for us, but they also had the skill to successfully advise us on where our company needs to go and how best to compete in our overcrowded market. As a young company going through the daunting task of re-branding, we couldn't have asked for better people to manage our expectations and hold our hand throughout the whole process. Our new Walmsley Shaw brand identity, which everyone compliments, really demonstrates Neon's creativity. The website positions us as a leader in our industry, and appeals to the top garden designers in the country. Thanks again for all your hard work."

MARTIN SHAW
Managing Director
Walmsley Shaw

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PROJECT SUMMARY

- Brand identity
- Advertising, season one
- Advertising, season two
- Stationery
- Website
- Promotional items

