Corney & Barrow
Brand identity

Premium & Exclusive.

We were asked by Corney & Barrow to review and refresh their brand identity, to help position them as the leading independent wine merchants and supplier of fine wines from around the world.

The firm had a long and distinguished heritage in the trade and wanted to retain that equity while presenting themselves as a more forward-facing organisation. The new mark would also need to incorporate the two Royal Warrants, as well as working more effectively in digital media.

The solution? The new mark's letter forms were completely redrawn, with the bespoke type lovingly sculpted to create a careful balance of heritage and a sense of the contemporary – while also being utterly premium in feel. The configuration of the old mark, which placed the name on a single line with Royal Warrant above, was revised to a more integrated and practical stacked configuration – with the two Royal Warrants moved to the left, to balance the mark.
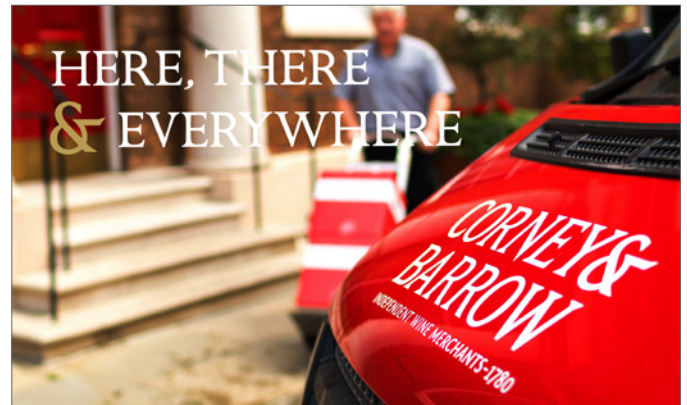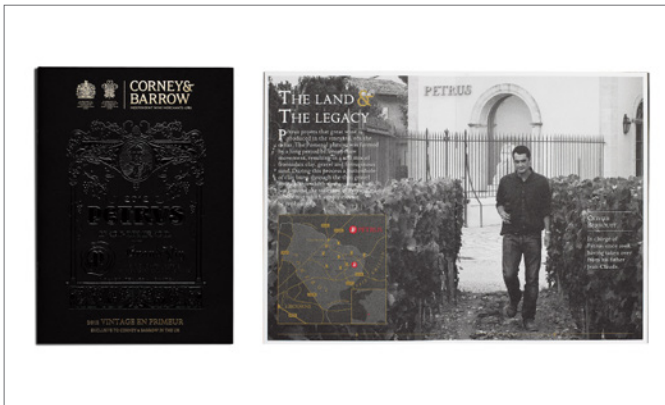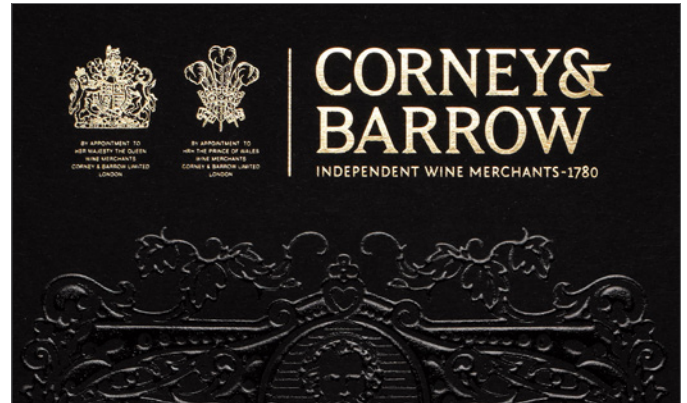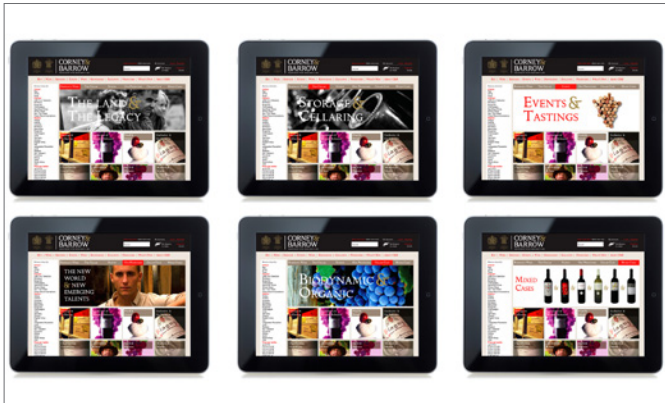
Our elegant new Ampersand was then used as a graphic device to help highlight Corney & Barrow's many attributes and offerings. The new brand identity with its new mark and visual language was then rolled out across the business, online, in literature and on vehicle livery. And we're pleased to say it's now seen as a new benchmark of quality within the trade, and as the hallmark of a very premium offering to Corney & Barrow's clients.

Kind words…

"Dana and Neon came to us at Corney & Barrow with high recommendations from some very senior people in the industry… His attention to detail and the steps that he had gone through to make his initial recommendations really helped to cement our trust in him as an expert…"

ADAM BRETT-SMITH
Managing Director
Corney & Barrow

Neon®

Corney & Barrow
Brand identity

PROJECT SUMMARY
Brand idenitity
Brand guidelines
Tone of voice guidelines
Flagship publications
Literature house style
Brand assets micro-site
House range packaging
Vehicle livery
Stationery and forms
Digital templates
PowerPoint templates

If you'd like to know more about Neon, or if you have a project/pitch/ roster review you'd like to discuss with us, we'd be absolutely delighted to hear from you. Please call Dana Robertson on the number below, or drop him an email info@neon-creative.com or call +44 (0)20 3289 1733