

## Indie House PR Brand identity & Website

indiehouse

### Independent thinking, global impact

As a senior-level communications consultancy operating at the heart of the global content industry, Indie House PR blends strategic communications, corporate and brand reputation, and campaign delivery for the entertainment sector. With clients spanning film, television, streaming and the wider creative ecosystem, the agency needed a brand and website that reflected both its independent mindset and premium positioning.

For Neon, tasked with creating a distinctive identity and digital presence, the challenge was clear: how to express strategic authority and cultural fluency in a way that felt contemporary, confident and unmistakably “indie”?

#### A Modern Mark with Personality

We began with the logo — building a contemporary sans-serif wordmark that communicates clarity and seniority. Clean, confident typography anchors the brand in credibility, essential for an agency advising at leadership level.

But independence sits at the heart of Indie House PR. To express that spirit, we introduced a subtle disruption: a reversed ‘i’. This simple, unexpected detail injects personality into the mark, creating memorability without sacrificing sophistication. It’s a small gesture that embodies the agency’s independent thinking and refusal to follow convention.

Colour became another powerful differentiator. A vibrant gradient transition from magenta through to deep indigo brings energy and cultural relevance. It evokes the glow of screens, stage lighting and the dynamism of the entertainment ecosystem — while the neutral grey “house” grounds the identity with balance and strategic weight.

#### A Website with Immediate Clarity

With the identity defined, we translated the brand into a premium digital experience. The website was designed to communicate Indie House PR’s key strengths instantly: strategic communications, corporate and brand reputation, and campaign expertise across the global content sector. Clear messaging, refined typography and generous white space create an editorial, high-end feel that reflects the calibre of the agency’s work.

Subtle gradient accents carry the brand language through the interface, reinforcing the connection to the entertainment world without overwhelming the content. The result is fast, responsive and confidently minimal — ensuring the focus remains on expertise and experience.

Independent. Strategic. Culturally Fluent.

The finished brand and website position Indie House PR exactly where it belongs: as a trusted, senior voice within the global entertainment industry.

Through contemporary typography, a distinctive reversed ‘i’, and a premium gradient-led visual language, Neon delivered an identity that balances independence with authority — capturing the essence of Indie House PR in a way that feels both strategically intelligent and culturally alive.

### Kind words...

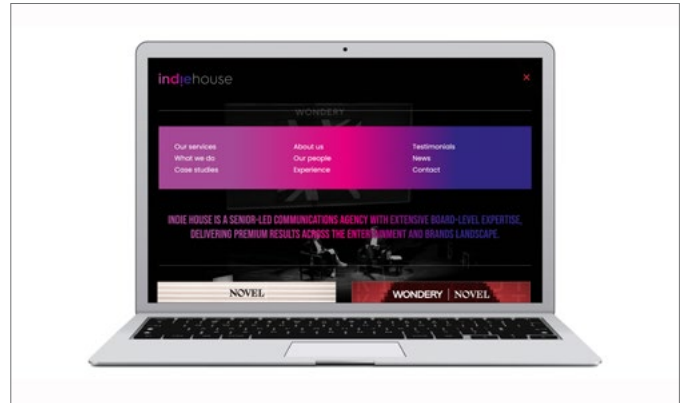
*“Dana Robertson, the uber talented branding and design expert leader at Neon, was briefed on building a brand-new website for indie house pr.*

*As a senior level PR agency blending strategic communications, brand and corporate reputation and campaigns for the global content industry, the look and feel of the site needed to reflect the entertainment ecosystem where the agency operates.*

*Neon fully understood the brief and delivered a brilliant creative execution, capturing the essence of indie house through a seamless, super responsive and collaborative creative process. If you’re looking for a new website, branding, design or logo, I couldn’t recommend Dana highly enough. He’s the best in the business.”*

**Rich Turner**  
Indie House PR  
Founder

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### PROJECT SUMMARY

Brand identity  
Website design & build  
Digital templates