

## Amec Foster Wheeler Brand identity



### When two become one...

Mergers are never easy, and when two giants in the international engineering and construction industry came together – with the UK's Amec acquiring the US-based Foster Wheeler – the challenges they faced were very big indeed.

Working with strategic branding consultants BrandCap, we set out to create a new unified brand that would make everyone involved in the new company – all 50,000 of them, in over 50 countries – feel good about being part of a much enlarged and truly global business.

#### The brand idea.

First came the brand idea: Connected Excellence. And, using that as a springboard, we went on to develop a powerful brand mark. The sense of movement created by our radial device suggests dynamism and growth, while the precision-interlocking of the segments reflects the company's global expertise, and the integrated way in which it's delivered. Stacking the rather long name of the new business made it neater and easier to use. And our lower case logotype conveys a light, contemporary feel – as do the fresh, and distinctively non-macho colours. (You don't see a lot of lime green and teal in the construction industry.)

#### A brand to bring people together.

Another important component of the new identity was a dynamic and engaging visual language, springing directly from the brand mark.

Symbolic of the company's project management expertise, the segments represent the bringing together of disparate elements, to create a harmonious whole. Used singly or in different overlapping combinations, depending on the application, they powerfully represent the merged company's people and processes – in a way that has helped to give members of the team a sense of pride in and "ownership" of the new brand.

It's still early days for Amec Foster Wheeler. But all the signs are that, across the company, the new brand has helped to generate a real Feelgood Factor, and a genuine belief that the two former rivals are stronger together.

#### Kind words...

*“...from the global merger of two engineering companies in Amec Foster Wheeler to the rebrand of the largest private school network and of course BrandCap's very own brand identity, the team at Neon are a joy to work with. ...they are also excellent at working with the client's team to implement and deliver the brand identity for a successful launch.”*

**MANFRED ABRAHAM**  
Founder & Managing Partner  
BrandCap

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## PROJECT SUMMARY

- Brand identity
- Brand guidelines
- Brand animation
- Flagship literature
- Literature scheme
- Advertising templates
- Signage
- Interior graphics
- Vehicle livery
- Exhibitions
- Stationery
- Digital Templates
- Power Point templates

