

Hello there...

We are an independent branding and graphic design consultancy



What we do.

Neon is an award-winning brand consultancy where creativity meets purposeful strategy.

We collaborate with passionate people, brands, and businesses (from ambitious start-ups to established icons) helping them stand out with personality, vibrancy, and authenticity in an ever-evolving world.

Through strategy, storytelling, and design, we help build brands and bring them to life. Creating brand identities, campaigns, and websites that spark recognition and form lasting connections.

Every project is shaped by the same combination of hard-won experience, restless creativity, free-ranging curiosity and relentless attention to detail. From full-scale rebrands to single stand-alone communication pieces, all are driven by our desire to surprise, delight and elevate.

We believe great work is born out of great relationships. The process should be as inspiring as the outcome; the journey matters as much as the destination.

The partnerships we've forged across the UK and beyond have led to ideas we're proud of, friendships that have lasted, and results that speak for themselves.

Whether you're starting up, growing or evolving, we'd love to hear from you.

Every great collaboration starts with a conversation, so do just call or drop us an email.

About us.

Founded in 2008 by Creative Director Dana Robertson, Neon brings over two decades of big-agency experience to a more personal, agile, and collaborative way of working.

We believe great ideas come from genuine partnership, working closely with clients to craft brands, campaigns, and experiences that connect and endure.

Over the years, we've helped shape brands and businesses through ambitious strategy and award-winning design, collaborating with everyone from international law firms and sports organisations to media groups and artists like blues-rock legend Seasick Steve.

Deliberately boutique by design, we've been trusted with major branding projects — proving that experience, creativity, and genuine care matter more than size.

We bring the same passion and pride to every project, whatever its scale — from global behemoths to beautifully crafted print, environmental graphics, and hard-working websites that stand out for all the right reasons.

Our hands-on approach has earned us a respected creative reputation, lasting relationships, trusted partnerships, and a steady flow of recommendations — a reflection of how great work comes from working together

Our work...

From brand projects, to campaigns to supporting the little guys too...

Action for Children
I'm an activist for...

HW Fisher rebrand
Taking accountancy from dry-and-dusty to dynamic

Moody's CreditView
The view that counts

enhanced view
balanced view
trusted view

Moody's CreditView
The view that counts

Kantar CX+
A brand identity with that unmistakable X factor...

'Silver Speaks'
Exhibition branding

CMV
Competitive/Muscle/Strengthened

Corney & Barrow
Brand identity

ENJOY & EXPLORE

Nabarro LLP
Brand identity refresh

Nabarro LLP
Don't just warm a chair.
Find the perfect seat.

The Goldsmiths' Company
Brand positioning & identity

Action for Children
National Children's Hour

Nabarro LLP
125 London Wall

The Global Teacher Prize
Brand identity

GEMS Education
Brand identity

Nabarro LLP
'Clarity Matters'
typographic conundrums

COURT

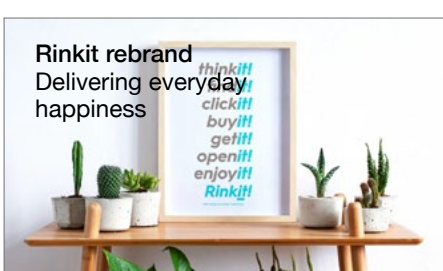
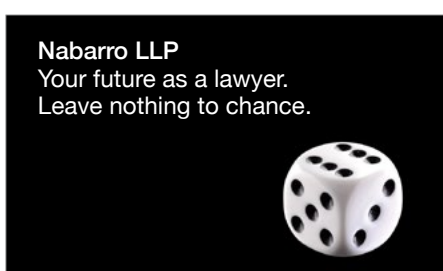
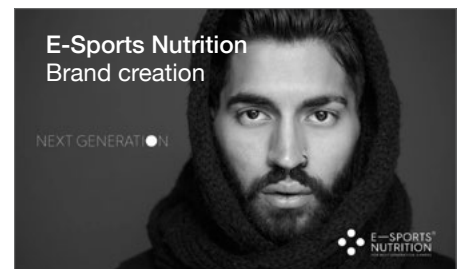
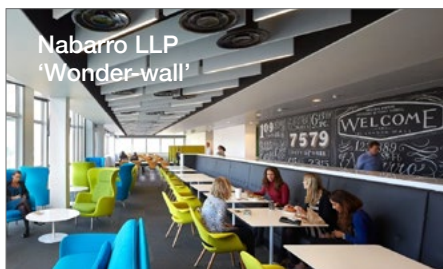
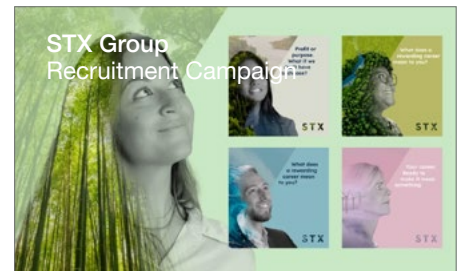
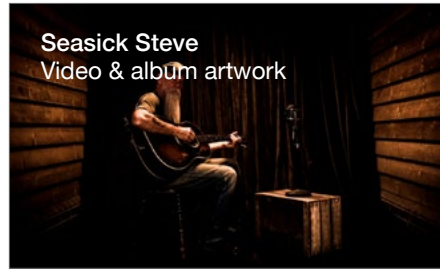
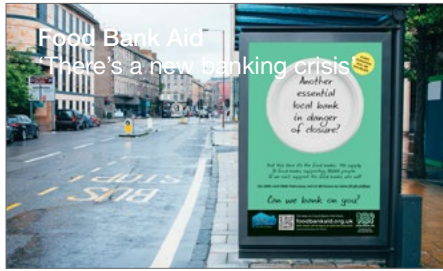
1Varna
Naming, brand positioning & identity

Corney & Barrow
Engage for Change
House range

The Goldsmiths' Centre
Brand positioning & identity

Our work...

From brand projects, to campaigns to supporting the little guys too...



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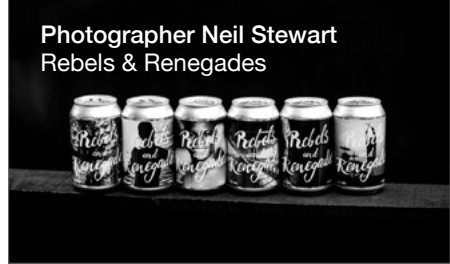
The Goldsmiths' Company
Gold: Power & Allure



E-Sports Nutrition
Packaging



Photographer Neil Stewart
Rebels & Renegades



Moody's ESG Solutions
Leading insight,
championing change



Sawhorse Films
Films with cut through



E-Sports Nutrition
Ecommerce website



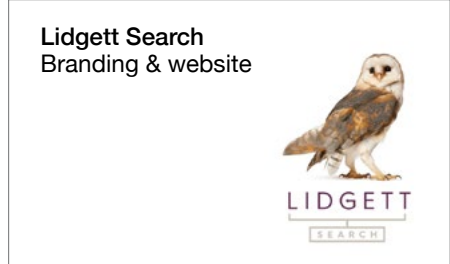
Bignor Park Estate
Branding & website



Moody's ESG Solutions
'Comprehensive' campaign




Lidgett Search
Branding & website



Bitmap Books
Book-specific
barcode illustrations



Arundel Bee Project
Branding & website



Love Arundel
Branding



The Goldsmiths' Company
Assay Office
Advertising with more punch...




An hour for good
'It starts with hello'
Loneliness campaign



Simmer & Brew
Go with your gut!




Nabarro LLP
Clarity Matters



Bespoke Britain
Curated experiences
with a premium edge

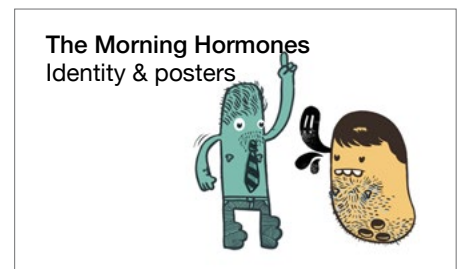
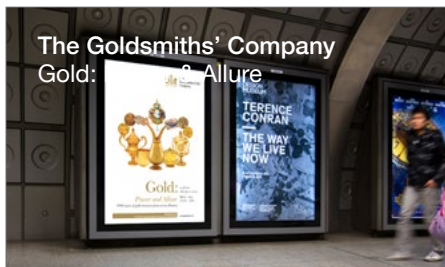
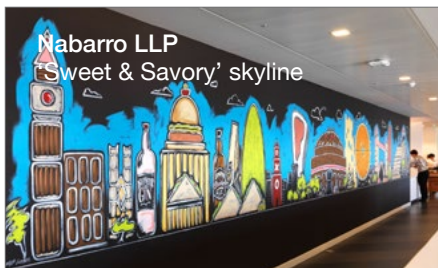
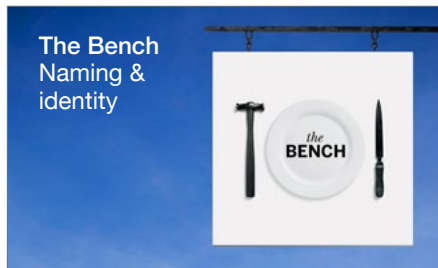
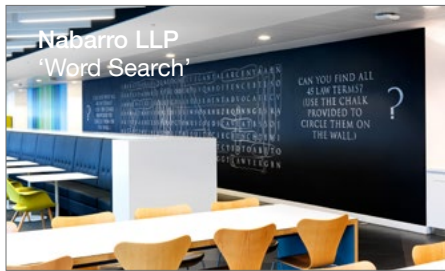


The Castle Cinema
West Sussex
pop-up cinema



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