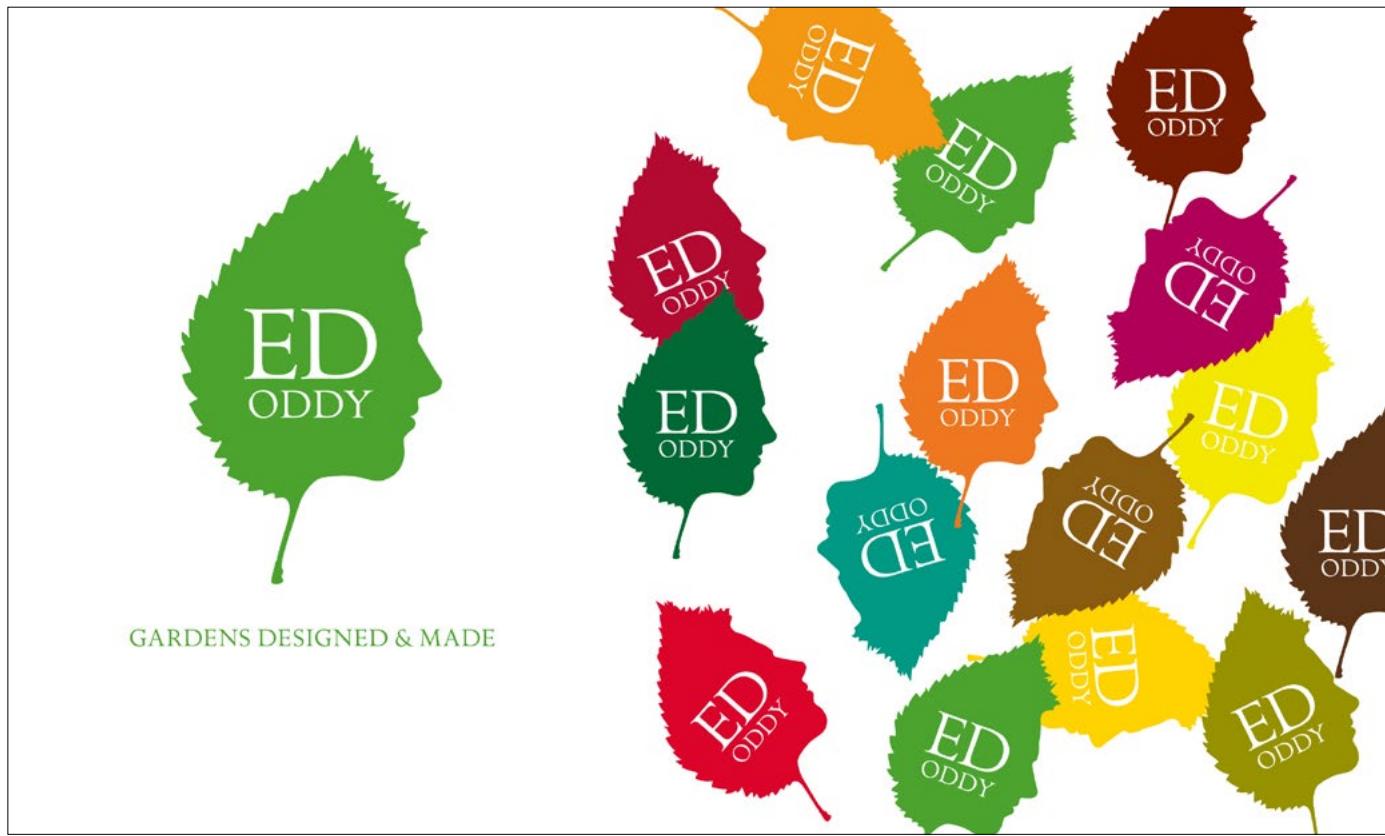


## Ed Oddy Brand identity



### A head for horticulture.

Ed Oddy is an award-winning Bristol-based garden designer with a contemporary yet considered approach to his work.

The brand identity we created for him was designed to reflect this personality. The fusion of Ed's 'er - 'ed/profile with an iconic leaf shape seems a nice way to represent a designer who creates forward-looking gardens in perfect harmony with nature.

### Kind words...

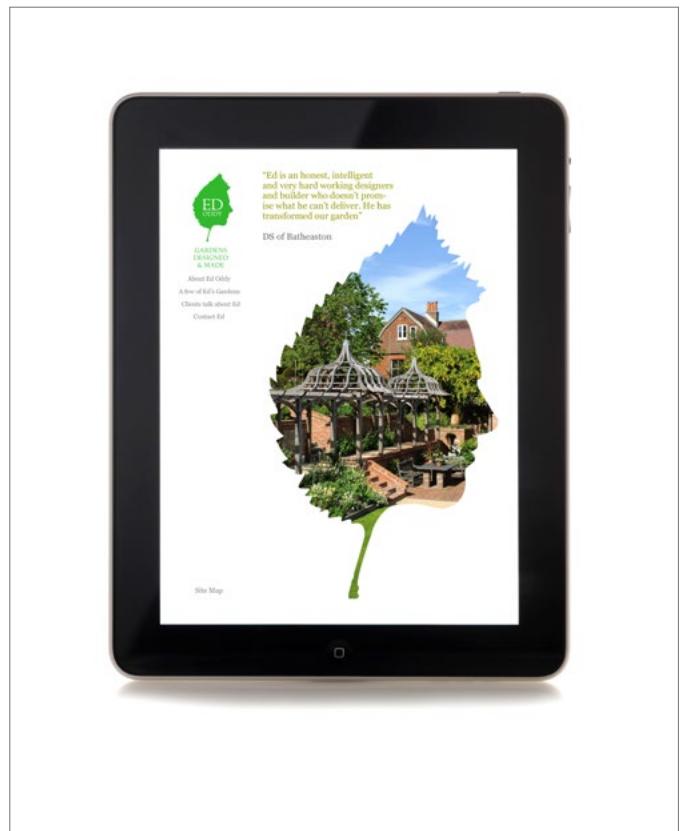
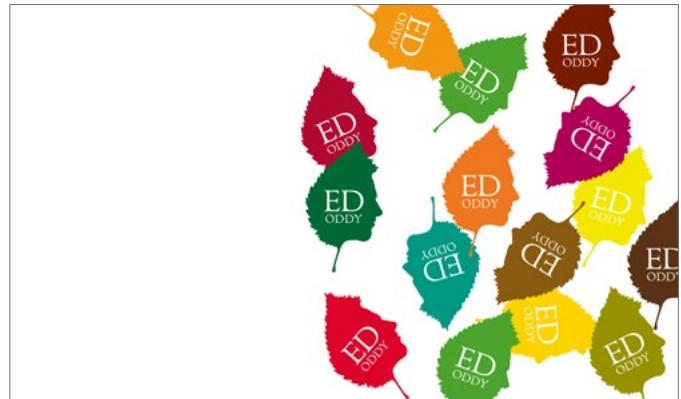
*"As a garden designer I was daunted and apprehensive at the thought of handing over the creative process to someone else but I'm happy to say that I was delighted with the results.*

*The identity Neon came up with presents me, and what I offer, perfectly to potential clients. From start to finish the team were a pleasure to work with, they communicated their ideas exceptionally well and I really felt my feedback was taken on board, making me feel I had real input into the design.*

*The response so far to my new 'Ed Oddy brand identity' has been fantastic, and their supplementary promotional ideas have proven invaluable and distinguished me wonderfully from my less imaginative competitors!"*

**ED ODDY**  
Creative Director, Managing Director  
Ed Oddy Garden Design

## Ed Oddy Brand identity



### PROJECT SUMMARY

Brand identity  
Business cards  
Stationery  
Website  
Van livery

### AWARDS

Graphis International  
Design Awards  
Gold 2012  
Brand marks category