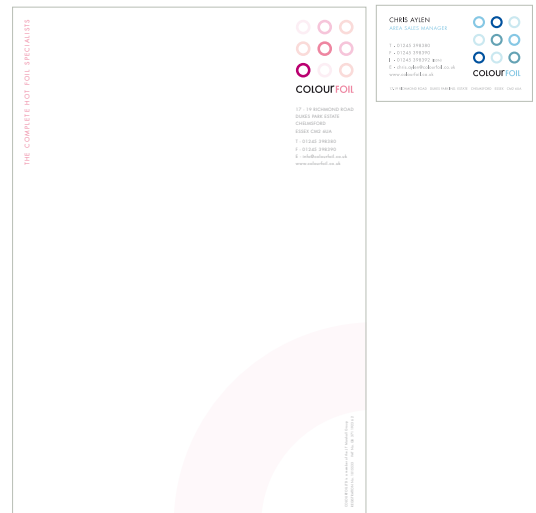


Colourfoil

Corporate identity & stationery



We were approached by Colourfoil, a foil blocking company, to refresh and modernise their identity.

The factory itself proved the point of inspiration. After seeing the many rolls of foil in hundreds of hues it became apparent that this needed to be reflected in the identity and stationery. Six colour palettes were devised to represent the range available. This ensured that, through correspondence, the brand was continually kept fresh. As foil blocking is their business it made perfect sense to actually foil block one of the circles to demonstrate their expertise and give added distinction.

