

DW Windsor Catalogue, promotional material & website



We were asked to reposition DW Windsor within their marketplace. They needed to appeal to architects whilst retaining their existing public service marketplace. The main marketing tools that required this overhaul were their catalogue, various pieces of literature and website.

A clean, linear approach was adopted that suggested modernity. A fresh and vibrant colour palette was used to complement the existing DW corporate blue. These defined the different sectors of the company; from the more sober 'heritage' green to a punchy 'architectural' orange.

One of the key elements was to keep branding consistency across all mediums.

The redesign proved hugely successful and has firmly repositioned DW Windsor in their marketplace.