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pencils**
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Creative, brand concept and positioning, design, architectural visualisations, digital, illustrations and POS for hospitality

Our clients and projects



M&B have been our clients for over a decade. We were originally approached by them to work with The Castle Group - a collection of eclectic urban iconic, high profile pubs. The brief was to create individual branding and identities for each of their 110 sites. The creative had to be quirky and unique while remaining 'traditional pub'. Ten years later we are still doing this work - either refreshing the old sites or creating new identities for new sites. The last five years has seen our work with M&B expand to other areas of their business. These include HR and careers, apprenticeship and graduate programmes, rewards and pensions and as M&B brand advisors. We work with them on digital campaigns: social, CRM, websites and offline: student and mentor packs and exhibition events.



Working with Ei Group's* leased and tenanted estate, we re-imagine existing sites, producing visuals, branding and signage in order to identify and aid recruitment of lessees throughout the UK. We work alongside potential lessees to refine their vision and develop a concept that will work for them moving forward. We also research the history of each site for redevelopments. *Ei group is now part of Stonegate Pub Company



We joined Bermondsey (A managed pub arm of Ei group) in 2016 to develop a scheme for their fifth site, The Marquis of Wellington in Bermondsey. Since then, we have designed, logos, POS, menus and signage and other marketing collateral including digital for all their new sites (70+ sites to date). Additionally we have designed the new corporate identity for Bermondsey pubs, brand guide lines, Mangers' guides, touch points, logo (left) and worked in the development of the "Pillars" that guide the culture and habits of the Bermondsey team.



We began working with 3sixty Restaurants in 2017. They had approached, us a specialists in the pub sector, to help them expanded into the pub market. We developed the vision, identity and fully re-branded concept for the Ego group. The work resulted in a brand bible, which is the design template for the brand, it's logo (left), POS, architectural look of each site, signage, and digital identity. The work was completed and rolled out early 2018. Following their re-brand, M&B purchased a major stake in the company allowing the business growth to be accelerated.* *(22 sites as of April 2020)



Marston's has recently segmented its offers into seven main brands/formats. To date we have worked with six of these segments. We have worked with them on their brands to simplify and clarify what each sector stands for and have continued to develop the identity and branding of the different sectors as they roll out. This includes complete visual identity, branding POS, external logos and signage for the different sectors and the individual sites within each sector.



Since 2016 We have been working with the Leicestershire brewer Everards, producing strategies and design concepts for their Marketing and HR team. We are currently developing the marketing for Everard meadows brewery tap we also work with many of their 175 pubs and business partners developing creative concepts, POS and signage within their estate.



We have been involved in branding and POS collateral for many of the Hyde's Brewery pubs. As well as asking us to re-brand existing sites they have involved us new concepts: The Camarena in Wilmslow and a completely new immersible concept for their flag ship pub and hotel site, The Abel Heywood in the Northern Quarter, Manchester. This was a fantastic and unique project. We were asked to research and write a true (embellished) history of Abel Heywood's family. The result is the charter profile of the herbalist and librarian Jessie Heywood, which we have designed and developed to be the figurehead of their new gin emporium concept launched in 2019.

