2009

Clifford’s Fireplace Company Limited Brand Identity Project

Peter Dee

Dublin Institute of Technology, peter.dee@dit.ie

Follow this and additional works at: http://arrow.dit.ie/aaschadpoth

Part of the Business and Corporate Communications Commons, E-Commerce Commons, Graphic Design Commons, Interactive Arts Commons, Interdisciplinary Arts and Media Commons, and the Marketing Commons

Recommended Citation

Dee, P. "Clifford's fireplace company limited brand identity project".

This Multimedia is brought to you for free and open access by the Fine Arts at ARROW@DIT. It has been accepted for inclusion in Other resources by an authorized administrator of ARROW@DIT. For more information, please contact yvonne.desmond@dit.ie, arrow.admin@dit.ie, brian.widdis@dit.ie.

This work is licensed under a Creative Commons Attribution-Noncommercial-Share Alike 3.0 License
CLIFFORD’S FIREPLACES supply a wide range of fireplaces & stoves across Ireland. Clifford’s fireplaces required a clean, bold and modern logo using warm colours and imagery.

Peter Dee - Strategic Design and Marketing Consultant, was responsible for the design and development of the brand identity for the Clifford’s Fireplaces Company which was used on business cards, letterhead, advertisements, promotional material and e-Commerce website.

Clifford's Fireplaces Ltd. was established in 1947 and with over 65 years of experience in the fireplace and home heating business it is their goal to ensure that customers obtain the most appropriate products and services to meet their heating requirements.

http://www.cliffordfireplaces.com