

# blueberrycreative

case study



opening up new markets

# productdevelopment

*Fleet Legal*

## **Description:**

Launched by CS2 Lawyers, Fleet Legal is a company created to provide fleet management services. Fleet Legal represents a pioneering approach to fee earning by providing a one-stop shop for fleet owners.

## **Brief:**

- Develop an identity for a new legal service that can be projected onto all corporate communications.
- Clarify and communicate the offer

## **Scope:**

Corporate Identity

Corporate Literature

Website Design

## **The Approach:**

The partners of CS2 Lawyers own a number of service-based firms that are essentially run to create a market for the firm's legal services. Fleet Legal was their latest venture and the firm contacted Blueberry Creative with a design brief. Blueberry met with the partners and the staff who were to head Fleet Legal to learn about the product and determine the full extent of Blueberry's contribution to promoting the offer.

Blueberry came up with a variety of prospective identities that fulfilled the brief that could also be carried across the communications portfolio. The chosen identity was then incorporated into all stationary, corporate literature and website. It was agreed that the literature would take the form of an A4 six page brochure. In this layout it not only provided information on the service but also allowed imagery to be used that would effectively reflect the corporate offer without the reader feeling bombarded with information.

Blueberry also designed the front-end graphics for the website working alongside CS2, who had their own programming services. The site supported the identity and literature incorporating colours and visuals that were previously applied in the brochure.

CS2 had their own system for producing presentations and sales support literature and it was decided to extend this to the Fleet Legal material, Blueberry were able to help with the translation and integration of the graphics from their work.

## **Client's comment:**

"Blueberry's work was insightful and answered our brief perfectly, they also turned out to be very flexible and knowledgeable when we wanted to adapt aspects of the work to our in-house technology.."

*Warren Horridge, Fleet legal*