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Hanley Industrial Enterprises Pty Ltd  
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When Hanleys contacted Hamish Chadwick in September of 2003, the company was in desperate need of a corporate identity make over. Hanleys was celebrating its 30<sup>th</sup> anniversary in 2004 and the previous identity was outdated and did not reflect how the company had evolved over time. We needed to modernize our identity to better reflect our core business and the markets we service, without jeopardizing the brand equity we had built over the past 30 years.

Hamish was flexible in presenting a number of concepts and reworking them numerous times until we struck upon on a concept that fit with our vision – extending beyond the scope of many other consultancies which place limits on concept revisions. Hamish and Brendan often operated outside the project's original scope. In addition to the standard stationery, signage, and uniform design, they provided invaluable assistance in regard to trademarking, sourcing suppliers, and general advice and feedback.

Their thorough research and genuine interest in our company, future directions and goals resulted in a very successful modernization of our corporate identity and a smooth transition from the old identity to the new. The new identity has been well received in the market with many positive comments about our fresh new direction.

If you are seeking the services of a Corporate Identity Consultancy, we would recommend Hamish Chadwick who offers personal, committed and value added service, and excellent identity solutions.

Yours Sincerely

Lyndal Barnes  
Administration Manager