

CLIENT CASE STUDY
FORCE 10 GROUP
ABU DHABI.

FORCE 10 GROUP

BRAND STRATEGY, ARCHITECTURE AND CREATION



FORCE 10 GROUP

OVERVIEW

Founded in 1993, the Force 10 Group provide a range of services that span the construction and manufacturing value chain. The organisation comprises of five divisions, each sharing a goal to provide the best quality services, construction, building system manufacturing sectors and products in the real estate.

CHALLENGE

Following a period of rapid, organic growth, we were asked to provide a solution that would rationalise their offering internally, whilst helping to position and clearly communicate their offer externally to an increasing number of key audiences and defined stakeholder groups.

SOLUTION

The result: A strongly identifiable brandmark and derivative solution that works across all business units. As part of our ongoing commitment to the successful roll-out of the brand, we created incredibly robust and thorough guidelines – providing tools, templates and applications to help guide the family of brand identities through continued group expansion



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FORCE 10
GENERAL CONTRACTING

A SUBSIDIARY OF FORCE 10 GROUP



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PROPERTIES

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FORCE 10
PROJECT MANAGEMENT

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FORCE 10
TRADING

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FORCE 10
INDUSTRIES

A SUBSIDIARY OF FORCE 10 GROUP



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FORCE 10
PROPERTIES

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...with 10 ...
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FORCE 10
GENERAL CONTRACTING





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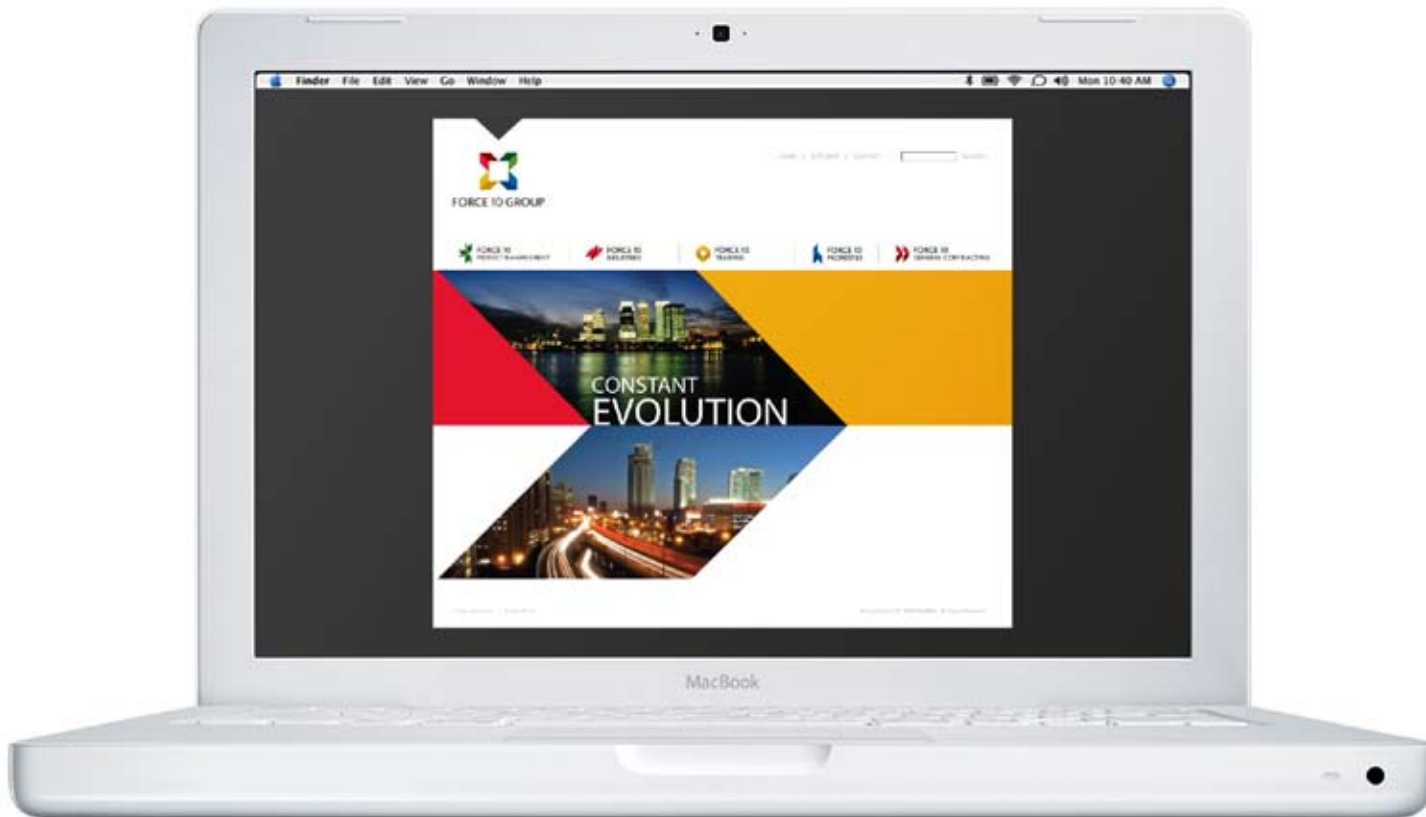
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PROJECTS

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