

## Great print campaigns rely on great execution

## Brand Book



### Background

For customers, suppliers and employees, the Crabtree & Evelyn brand provides a clear understanding of what the company believes and what to expect. To maintain this promise it is essential that the company is presented consistently across every single brand touchpoint. Therefore, Crabtree & Evelyn created a brand book, and familiar with 9 Impressions' expertise in brand guardianship and print production, we were invited to produce these books.

### Solution

9 Impressions worked closely with Crabtree & Evelyn's Design Manager, to develop a specification for their brand books that achieved the desired high quality look, feel and finish. Print-ready artwork was supplied to 9 Impressions and our role in fulfilling this project included; quality control, production and delivery.

### Result

These carefully bound and beautifully finished brand books express Crabtree & Evelyn's desire to share their history, inspirations and vision with everyone who touches their brand.

### Services delivered

- Project Management
- Artwork and Proofing
- Print Production
- Distribution