



Case Study

Realm Products

Sector: Engineering, Manufacturing

Market: Brewing, Food Processing

Background

Pump and valve suppliers for liquids handling requirements.

Objectives

The company had traded for many years under the Realm name but had not refreshed its identity since the 60s. It had also acquired another engineering firm that had to be merged. The client wished to evolve the identity and create several new communications vehicles.

Solution

The brand identity of Realm was refreshed through logo modernisation. Shere developed a brand theme “Great ideas in the pipeline”, a new look and all content for catalogue, literature, advertising and newsletter. Shere went on to produce the new web site, aimed at their international marketplace.

Results

Realm’s identity and market presence was transformed over a period of two years.

