

# Blackfords by Glazer™

## Visual Identity

Blackfords is a family-run lithographic printing company based in Cornwall that specialises in two-colour work. The company wanted to signal that it had upgraded its technology and service ethos to meet modern commercial standards.

We created a new visual identity which was more contemporary and direct, and which reflected Blackfords' specialisation.

The logo cleverly combines two pieces of paper with a 'b' for Blackfords, highlighted in a strong corporate yellow. A new brochure reinforces the company's brand values and the visual impact that two-colour work can create.

