

## Solid as a rock

Pamela Cairns Letting had become part of the furniture on Douglas Street, Walney. With a move planned to Duke Street in Barrow, Pamela decided it was time to redevelop her identity and position the company as a 'premium' brand. Specialising in letting properties to such discerning clients as the Royal Navy and the 'top brass' from BAE, Pamela wanted specialists of the same calibre to undertake the new company make-over.

This level of skill and experience could really only come from one man, Paul Musgrave of Musgrave Design & Advertising. With a ten-year track record of operating leading creative agencies in Liverpool, and with new offices in Barrow, Barcelona, and Vancouver, Paul was chosen to spearhead the project.

Musgrave created a new logo and developed an identity concept that communicated the Pamela Cairns personality and business offering. With a design plan in place Paul needed to fulfil the final piece of the jigsaw; the production and supply of world class images. T & J Photographic of Ramsden Street, Barrow have been producing this type of work for 24 years, so Paul called them in to work with the team who, in consultation with Pamela, hit upon the idea of using her surname – Cairns – as a primary element of her corporate image.

Many a fell walker has traversed the Cumbrian peaks and seen the piles of stones, 'cairns' which confirm the way of the footpath. Musgrave Design provided an initial 'storyboard' as a guide for David to begin producing images, and Pamela went beachcombing to find the perfect size and shape of stones.

With all the ingredients in place, T & J Photographic created the images in the studio. Blu tack in hand, David was tasked with building the pebbles into interesting monoliths. One of the designs involved an exterior shoot at Aldingham beach. It was with great amusement that two elderly ladies, taking the afternoon air, watched as three grown men played with stones, and got excited when each shot was ready to be photographed. The results can now be seen adorning the walls of PC! in Duke Street and also on Pamela's stationery and business cards.

Developing your brand and corporate image demands attention to detail. It is crucial to pick your image builders wisely...

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