

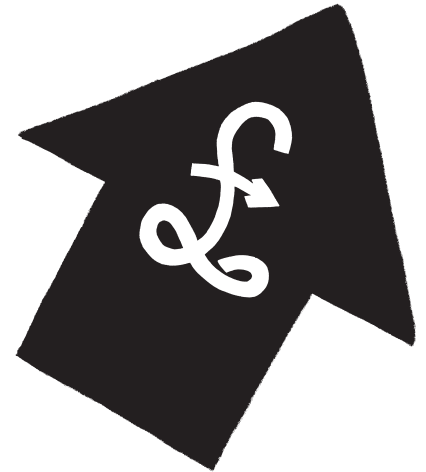
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# A flexible approach gets Glanville fit for the future

## **Client**

Glanville Environmental

## **Agency**

Ginzola.com

## **Deliverables**

Identity and roll-out

## **The challenge**

Creating identity and supporting materials to reflect where Glanville is today – on a very tight budget

## **Results**

“The programme added value, helping us to revise the brand in an evolutionary manner.”

## **Project Summary**

Rapid growth in terms of both personnel and turnover resulted in new challenges for Glanville – providers of waste management, construction, sewer and drainage faultfinding to businesses and individuals across the South West. Domestic and small business customers weren't engaging with existing branding, which struggled to present this innovative company to its full potential. So the South West Design Programme stepped in to help.

## **Client Summary**

David Glanville started the company with a single tanker back in 1984, and has been working hard to keep at the forefront of the market ever since – expanding and evolving to meet the needs of changing markets. Turnover is now approaching £3m pa. The company employs 34 employees out of offices at Yelverton in Devon, works at Lee Mill and a recently opened depot at Bridgwater.

Having delivered high-quality industrial cleaning services for over 25 years, Glanville has more recently moved into waste management and civil engineering support. Recently it has achieved ISO 14001, one of the highest environmental standards possible.

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## Agency summary

Ginzola.com delivers web design, programming, online marketing and Search Engine Optimisation support. Services include content management, e-commerce, active web pages, database engineering, search engine optimisation, internet marketing, graphic & corporate identity design, online and distributed video in HD and Active Domains. Recently Glanville have opened 60 Active Domains to further enhance their web presence. Ginzola is the trading name of Daniel Fletcher's internet consultancy and network of freelance internet specialists. The Ginzola.com team was supported by two placement students.

## The challenge

The business needed to create a brand and image that reflected the wide range of services on offer, while foregrounding Glanville's environmental credentials. What's more, the new brand needed to be clear and appealing to municipal, industrial and domestic customers.

A Designing Demand Generate session with an SWDP Design Adviser helped Glanville focus on just what it needed to move forwards as a company. Emerging requirements included:

**Brand strategy work** – new name, new visual identity and a new segmented identity structure to highlight different services

### **Brand guidelines**

**Roll-out** – across stationery, comms templates, vehicle livery, workwear and signage

**Marketing materials** – design and copywriting

**Exhibition and launch materials**

**New website**

“It’s been exciting to work with a company who are willing to be dynamic and are open to new ideas and possibilities.”

**Daniel Fletcher**  
Ginzola.com

A substantial project... so it seemed. Because in business, the unexpected often happens. Glanville’s business plan had been based on winning a substantial project. However, due to circumstances beyond their control, the project never materialised, impacting on budgets. And given the current financial climate, readjustments had to be made to ensure a successful future for all employees.

With substantially less budget available – but an awareness of how important a strong brand is to future success – Glanville got back in touch with SWDP to try and find an alternative solution.

### **The response**

Glanville decided the best way to get the project going in the short-term was to involve students – one a design specialist – through the Shell STEP scheme.

A new name, Glanville Environmental, was decided upon, then logos and subsequent materials were developed. The new brand identity was rolled out across vehicle liveries and stationery, and new case study material prepared.

Glanville’s website was also rebranded. It was written in-house but designed and built by Ginzola.com. One of the main objectives of the website refresh was to create a site that appealed to small businesses and individuals as well as larger organisations. To open up more opportunities for Glanville, services were clearly differentiated into sectors for ease of navigation.

From the agency’s perspective, the project was certainly a success. Daniel Fletcher of Ginzola.com commented:

“It’s been exciting to work with a company who are willing to be dynamic and are open to new ideas and possibilities.”

Finally, Glanville sponsored the new business ideas award at Plymouth University, generating plenty of positive PR across the region.

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“The programme added value in terms of providing a structure through which to revise the brand in an evolutionary manner.”

**Colin Robson**

Operations Director

### **The results**

It seems that the strategy has been highly effective. Domestic and small business customers can now relate to Glanville as a service provider, rather than an industrial-focused company, and this has been reflected by an upturn in interest.

Recognition of the importance of establishing a clear brand image – and communicating this through a range of media – resulted in the name and visual changes that now assist in attracting new customers. It was the first step in repositioning the company within a strong and positive environmental framework, and the basis of a future ‘eco-promise’ that may eventually underpin both brand and operations.

### **The next steps?**

A corporate brochure to support the sales team and exhibition materials to build on brand recognition at local events.

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