

Connecting two worlds.

Building an identity that lets the art shine

A bit of background...

Macfadyen is the brainchild of Rachel Macfadyen. They work with Developers, Interior Designers, Commercial and Private Clients to deliver made to measure art. Historically art was always created this way, art by commission.

What was the challenge?

Although Macfadyen has decades of experience, they had never had a formal brand. They asked us to help deliver branding that would reflect their commercial savvy art service. It had to have the ability to show all their images online to an audience that was both international and varied in taste and budget.

Our thinking and solution?

Talking to Rachel, we quickly identified that this was a meeting of two worlds: the artist side of Rachel wanted to be creative and unrestrained, the business side of the offer needed to be more constrained and accessible.

Our solution was to create a signature which visually met in the middle. Freedom mixed with a tinge of structure. Using this signature as a supergraphic to act as a transitional element, the joining of both worlds. Add to this muted colours and refined typography for a full brand look and feel.

A large part of the project was down to planning. With the website including over 110 images all needing to be uploaded and categorised (in order), as well as integrating social media. Without planning this could have been a structural challenge. The final site and identity delivers against all the objectives with an elegant and memorable solution.

What we did

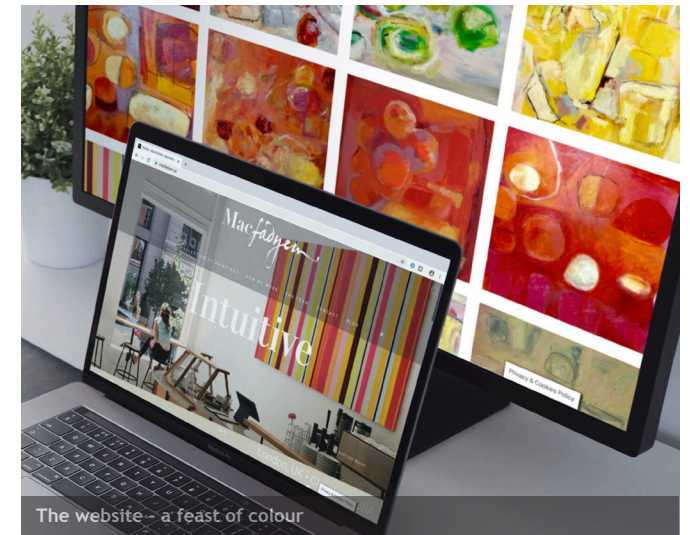
- naming
- branding
- stationery
- retouching
- planning
- website



Mixing of two worlds - art and business



The signature is everything



The website - a feast of colour