



## Holmes Seafood

### The ask

What's the catch? Holmes Seafood wanted to grow their business and stand out from the crowd at busy Billingsgate Fish Market. The brief included creating a new identity to help the company promote their values of quality and excellence and, ultimately, make their frozen fish look attractive.

### The task

We spread the word, giving Holmes an original yet professional look for their logo – differentiating the company from their competitors with its eye-catching design. The logo appeared on packaging, signage, banners and the entire fleet of refrigerated vehicles, to raise awareness among their delivery customers. We also produced a product brochure that listed over 500 product lines, replete with tons of images that we had styled and shot.

### The proof

Big fish. Since we began working with Holmes, they have grown into one of the UK's leading importers and distributors of seafood. And our work on the shoot has provided the company with a fantastic photo library for future marketing materials.

**bentley  
holland**