

vivid
interiors

to Morgan Sindall plc, Vivid Interiors
furnishment services as a main
sure, entertainment and retail sectors.
to working relationships and excellent project
interiors distinct in the industry.



Vivid Interiors

The ask

'Help us showcase our talents' was Vivid Interiors' request. Vivid provide first-rate fit-out and refurbishment services to the hotel, retail, leisure and entertainment sectors. An expanding company with a wealth of outstanding projects to shout about, they needed a brochure that would do their work justice and double up as a sales tool.

The task

We set to work with some exquisite photography of Vivid's key projects and some high quality stock. The images were arresting enough to speak for themselves, so we arranged minimal copy to maximum effect on the pages, and bound these together with brass inter-screws. This way, Vivid could add, remove or reorder the pages as desired or even send them out as single sheets.

The proof

The end result was a clear reflection of Vivid's high standards and hands-on approach – they were delighted with it. And so were their prospective clients. In fact, a rush of positive enquiries followed the first mail-out, something unprecedented in their marketplace.

**bentley
holland**