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Brand update & new website launch for Bolton's visual branding specialists Impression

Impression Ltd, Bolton-based visual branding partners to clients including Regatta, JD Sports Fashion, British Cycling, the University of Manchester and Bolton Council, has relaunched its updated brand with a new website.

Impression, which designs, manufactures and installs large-format graphics, high street retail window campaigns and unique concept products, worked with **Leigh marketing and creative agency CRE8** to redefine its brand before developing the new website, which communicates the business's depth of service, quality client base and broad portfolio.

Visual branding with impact

Supporting diverse events and organisations including Bolton Food & Drink Festival, Jodrell Bank Discovery Centre and high street retailer product launches, Impression and CRE8 introduced 'Visual Branding With Impact' as a brand strapline, redefining the way the business communicates its services to better describe clients' experiences.

A new process flow 'Consult-Design-Crete-Deliver' creates structure for the website to clearly communicate Impression's work throughout a visual branding project, from initial conception to rollout nationwide, or for a graphics and signage installation by the business's own team.

Impression Directors Martin Lyons and Carl Webster:

"Having established Impression over the last 12 years as a successful partner to leading regional and national organisations, it was important to us to communicate not just the work we do but the way we do it. The new brand messaging really focuses on the quality and attention we give to every stage of a project, resulting in impactful work for our clients that delivers the outcomes they're looking for.

We're excited about the launch of our new website, and we've really enjoyed the creative process. We now have a brand and website that supports our growth ambitions for the coming years."

CRE8 Marketing Manager Victoria Gregson:

"Impression is a highly respected local business, and we're delighted to have delivered this refreshed brand and website with the client team. Through strong brand messaging and considered website planning, we wanted to communicate those themes which make Impression a unique visual branding partner, including its commitment to quality and the close-knit teamwork which helps the business to make an impact for its clients.

CRE8's in-house marketing and creative expertise enabled us to deliver the project efficiently. Plenty of experience, great communication between ourselves and the client team and a clear shared vision made for a successful project, despite the lockdowns and related challenges of the last few months!"

Impression (Bolton) Ltd is a visual branding, communications and large format business supplying Greater Manchester local authorities, high street retailers, national sporting organisations, schools, universities and other recognised brands. Work is delivered entirely in-house in Bolton, from concept to manufacture and installation.

www.impressionltd.co.uk

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