

CASE STUDY: PROFFICE

Industry: Business Services

Under one roof

Proffice is the leading staffing company in the Nordic region, with over 12,000 employees in around 100 offices across Sweden, Norway, Denmark and Finland. The company provides temporary staffing, recruitment and outplacement services, and is listed on the NASDAQ OMX Stockholm, Mid Cap List.

We were asked for help in bringing together Proffice Group's 10 different brands under one single master brand. They asked us to create a new, strong visual identity and brand architecture to reflect the new company structure.



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The missing link

After close consultation with Proffice, and with an extremely short timetable, we developed three different design ideas in the form of mood boards. After just one presentation Proffice was convinced by the strength of our proposed design path: The Missing Link. Proffice's main aim is to help their clients unlock their growth and performance potential by finding the missing links in their business, the essence of which we captured in our proposal.

Within three months we developed the idea of The Missing Link into a comprehensive visual identity programme that included logo, typography, colour palette, stationery, classified ad design, PPT design, image style, printed matter, tool box and a completely new web design. Not bad in just 12 weeks!



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The waiting game

From our Stockholm office, we brought together 10 different Proffice brands under one new brand, strong new visual identity and comprehensive brand architecture. All this has only just been launched, and so we wait to find out the impact of The Missing Link.

