



Peak Converters are one of the UK's leading foam converters, supplying foam and fibre products into a variety of sectors including soft furnishings, packaging, medical, sports equipment, acoustics and soft play.

Undergoing a business transformation
the company, formerly known as
Breasley Ltd – a company with a rich
40 year heritage, approached
Apricus Marketing to create a
new brand identity that
would provide the business
with a platform for
future growth.



PHASE 1:

Competitor research and brainstorming of possible naming options, including research into domain name availability and existing company registrations. Development of market positioning and creative brief.



Where expertise and innovation meet...

PHASE 2:

Once the name had been finalised, a tagline was developed to reflect the expertise that the company has developed over the last 40 years, but also the fact that it is innovative in its approach, specifically, its use of new technologies and materials.



PHASE 3:

Parry Creative were chosen as the design partner because of their experience in re-branding established businesses.

"Working from the creative brief, we wanted to use the logo design to emphasise how the company has strong technical capabilities, tied in with the geographical location of the business. The idea of the interlocking peak icon came from these two key elements"

Laura Parry, Parry Creative



PHASE 4:

Design of logo concepts – liaison and optimisation of chosen designs based on client feedback.



PHASE 4:

Development of brand guidelines

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Our vision and mission

Vision
To strive to be recognised as an organisation with a leading reputation for honesty, quality, integrity and a sense of family.

Mission
To excel at what we do. Use high-tech skills to deliver market-leading products and exceptional service, maintaining our position as the pre-eminent provider of foam conversion services across a diverse range of applications.

Innovation: constantly using new technologies & techniques to stay at the forefront of our industry, pushing boundaries to offer the best products and services possible

Family Focussed: providing our customers, employees and suppliers with a solid, reliable support network to meet both their individual and business needs. Adopting a 'can-do' attitude at all times.

Circular Economy: always working at the highest level of the circular economy, striving to reduce our environmental impact and drive our innovation

Integrity: operating with honesty and transparency. Always.

Our values

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03. Typography

Brand fonts

Our brand font is Bicyclette Regular. This is the font used in our logo and should only be used for headline content.

Our secondary font is Montserrat. We use this font for titles and paragraph content.

Example usage

Headlines - Kerning +20
Bicyclette Regular

Titles - Kerning +50
Montserrat SemiBold

Paragraph - Kerning +50
Montserrat Regular



PHASE 4:

Creation of company stationery



PHASE 4:

Creation of social
media templates



BRAND ROLL OUT

With these strong brand foundations now in place, the team are looking forward to developing this throughout the wider marketing activities and strategy.

