

OYSTER PARTNERS: IDENTITY

WHO WE REALLY ARE



Flexible and timeless,
the identity **helped Oyster
become market leader** in the
provision of digital services.

Problem

Oyster Partners was founded in 1997 and rapidly became a leading internet services firm. They experienced explosive growth during the dot com boom years.

Oyster's ambition was to be at the forefront of the digital revolution. Rapid growth and intense competition meant they needed to establish a strong identity that would communicate who they really were to both external and internal audiences. Clients needed to sense the excitement of going digital, while Oyster itself needed to quickly hire and retain the best people. Oyster needed a clear identity.

Solution

The identity was developed in close consultation with Oyster employees, to ensure that internal communications tools such as the intranet, office interiors signage system, seating, library labels, screen savers and even coffee cups, would be reflective of Oyster's company culture. Along with that, every single printed or digital identity element, from custom logo typeface, marketing materials, internet site, extranet site and documentation templates was designed to embody Oyster's values such as fresh thinking, synergy and inspiration.

Impact

The comprehensive brand guidelines ensured that every identity element was consistently created and delivered. Over seven years, the identity aided company growth and proliferation in a flexible, timeless manner, spurring Oyster to become market leader in the provision of digital design services.

Responsibility
Anja Klüver, while Art Director
at Oyster Partners
See casestudy online
[Oyster Partners](#)



WHO WE REALLY ARE

- Consult with Oyster employees
- Embody fresh thinking, synergy and aspiration
- Reflect company culture across touchpoints
- Develop comprehensive brand guidelines
- Build in flexibility for future expansion

