Watts Group Ltd introduces fresh branding and new logo to reflect collaborative work ethos

Tuesday 12 April, 2022

Unveiled this week is the new branding and logo from Watts Group Ltd, which cleverly represents the business in a more visually connected way. Affectionately named ‘the bagel’ the new logo brings together the historic four Watts’ circles which have always represented its core services - building surveying, cost management, project management and building services engineering – and visually centres the asset to create a never-ending, interwoven striking new brand mark. The rebrand aims to show the construction industry how united the Watts brand is in providing complementary service lines and collaborative working.

Not only is Watts launching its cleaner, new branding and logo this week but is additionally revealing its commemorative 55 logo. This new vibrant logo, which complements the new main logo, will be used during 2022 to honour over half a century of industry expertise, as Watts Group Ltd celebrates its 55th anniversary.

Emma Cox, Head of Marketing and Business Development for Watts Group Ltd says *“Our last rebrand was in 2014 so we were overdue a brand identity overhaul as the old Watts branding no longer reflected the way we work as a modern business. The services within our business are truly inter-linked and we want to move away from our services being viewed separately. We have cultivated a more connected and collaborative way of working throughout the whole business and our branding needs to reflect this.”*

Over the last few months the marketing team at Watts Group Ltd has been deep-diving, planning and working alongside external agencies to create new branding guidelines which are currently being rolled out across all seven regional offices in Belfast, Bristol, Cardiff, Glasgow, Leeds, London and Manchester.

“It’s been a journey, but we now have a fantastic foundation and the platforms to confidently communicate to our audiences loudly and proudly!” added Emma Cox.

Media:



Related Sectors:

Construction & Property ::

Related Keywords:

Building Surveyors :: Public Sector :: Consultancy :: Private Sector :: Rebrand :: Project Management :: Contruction ::

Scan Me:

Company Contact:

Watts Group Limited

T. 07540794502
E. emma.cox@watts.co.uk
W. https://www.watts.co.uk

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.watts.pressat.co.uk