

A vertical decorative panel on the left side of the slide features a glowing blue and white circuit board pattern. The lines of the circuit board are intricate and layered, with some areas appearing to glow or emit light, set against a dark blue background with subtle particle effects.

Corporate Identity

Client: Keltech Consulting

Objective: Develop a new corporate identity for this chip design consultancy that gives the image of a large professional consultancy.

Activities: Napier reviewed corporate identity to maximise re-use of existing materials and style, then developed a new logo, corporate stationery and created artwork for use on Keltech's website. A corporate brochure, templates to allow materials to be printed on demand and a direct marketing letter were developed for a direct marketing campaign promoting the company.

Results: Napier developed a complete kit of materials to allow this small consultancy to be presented as a large, well-resourced company, helping Keltech grow its business. The graphics developed reflected familiar images from chip design (layout plots and waveforms), giving a strong image that was easily recognised and understood by Keltech's technical customers.