

Cable & Wireless

The art of communication



Cable & Wireless

Communications

What needed doing

Telecommunications company, Cable & Wireless, was going through a demerger. One of the resulting business units, Cable & Wireless Communications, tasked us with creating their identity. The target audience were investors, city analysts and local offices around the world.

How we went about it

After workshops, meetings and interviews with key stakeholders, we developed the mission: 'We put communications technologies at the heart of nations'.

The Cable & Wireless name was strongly associated with a globe but it needed reinterpreting. Using lines to represent cables, we twined them into an ampersand that also resembled a globe, resonating with the previous logo. These lines formed the basis of the entire identity.

We commissioned illustrations for high profile communications such as the website and annual report. We also wrote stories to show how employees live up to the brand values each and every day. Finally, we storyboarded and scripted a brand animation to help them share their new brand at internal and external launches.

'Our corporate brand was iconic but outdated. Elmwood took to the task of modernising it with real passion, immersing themselves in both our history and ambitions. They worked with us to pin down and refine what we stand for before developing an absolutely first class brand identity.'

Lachlan Johnston

Director of Brand and Communications

