

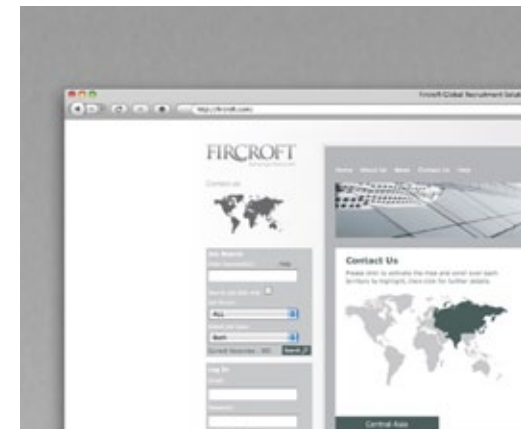
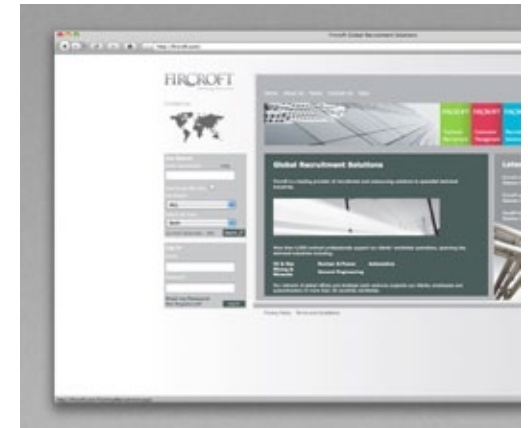
**Client**  
Fircroft Recruitment

**Discipline**  
Integrated

**Description**  
International recruitment company Fircroft was expanding quickly and was looking for a brand to mirror their success, scale and global presence. In a four-way pitch it was Manifest's proposals that were chosen.

**Execution**  
Manifest presented a number of options at the pitch presentation but it was the evolution option that convinced the Fircroft board. By developing and modernising the existing Fircroft identity and placing it within a new brand template, Manifest managed to create a new brand tool kit that retained what was good about the company but further promoted the professionalism and scale of their global operation.

**Deliverables**  
Branding & Visual Identity  
Graphic Design  
Multimedia



**Work.**

