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## Clifford's Fireplace Company Limited Brand Identity Project

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Funder: Clifford's Fireplace Company Limited

PETER DEE - SCHOLARLY ACTIVITY

# CLIFFORD'S FIREPLACE COMPANY LIMITED

CLIFFORDS FIREPLACES



**CLIFFORD'S FIREPLACES** supply a wide range of fireplaces & stoves across Ireland. Clifford's fireplaces required a clean, bold and modern logo using warm colours and imagery.

Peter Dee - Strategic Design and Marketing Consultant, was responsible for the design and development of the brand identity for the Clifford's Fireplaces Company which was used on business cards, letterhead, advertisements, promotional material and e-Commerce website.

Clifford's Fireplaces Ltd. was established in 1947 and with over 65 years of experience in the fireplace and home heating business it is their goal to ensure that customers obtain the most appropriate products and services to meet their heating requirements.

<http://www.cliffordfireplaces.com>

CLIENT:

CLIFFORD FIREPLACES



PETER DEE: PROGRESSION APPLICATION  
DUBLIN INSTITUTE OF TECHNOLOGY