

Reliance Precision announces brand evolution as part of 2020 centenary celebrations.

Reliance Precision is launching a new brand identity in a year of celebration that will mark the company's centenary in November 2020.

Previous identity



New identity and colour palette



In the first major review of the brand identity since its creation, the new approach centres around an evolved Reliance 'shield' logo, combined with an updated wordmark.

Designed in the 1950s, the original Reliance shield was influenced by the company's former location in St Helen's Gate, Almondbury. St Helen's cross, book and crown were adopted as part of the logo for the business.

The evolved shield retains its distinctive shape whilst the book and lectern have been redrawn to better reflect the business as it is today. The biggest change sees the crown replaced with a gear segment - a reference to the business' technical roots and a move to ensure that the shield remains uniquely 'Reliance'.

Whilst Reliance Precision Limited remains the company's legal name, the new wordmark appears without the word 'limited', providing a simplified visual approach.

The redesign process also provided the opportunity to explore and document the company's values in a "Book of Principles", shared with all employees.

Charlotte Brandes, chair of Reliance Precision Limited, explains. "It is wonderful to be able to celebrate the last 100 years of business and to look forward to the future. As part of this, I have seen how the brand has progressed into this current reflection of Reliance's exceptional culture. The whole process has been instrumental in defining and capturing the underlying principles that create that culture. It is also significant that the shield symbol has been retained and refreshed, as this is so easily recognised and readily identified with Reliance."

In addition to the shield and wordmark, a detailed review of the proposition, colour palette, literature and digital

assets, across both its Huddersfield and Bandon (Ireland) sites, has culminated in a revised approach to the company's communications across the board.

Steve Woollven, Managing Director described the strategic backdrop to the brand evolution. "The specialist nature of our manufacturing and problem-solving skills is transferable across diverse markets. This has been transformative for the business in many ways. However, it also poses a challenge because each of our business units communicates a slightly different offering, meaning we have to take a more measured approach. One message certainly does not fit all.

Thinking about our brand has helped us to clearly define our values and clarity of message to our varied customer base. The brand evolution is a timely strategic move and comes at a very exciting time for Reliance Precision as we develop new market opportunities and continue a programme of investment to stay at the forefront of modern manufacturing. Our new identity presents a confident and considered image."

The new brand identity will be released in stages throughout 2020 starting with a simple evolution of the company website and updated stationery.

"The business is still family-owned, independent and retains a 'family' feel - which is amazing when you think that we are entering our 100th year."