

# 101 reasons to use Harrison Clark



## Knocking spots off the competition with Harrison Clark Solicitors

Harrison Clark are a forward thinking firm of solicitors. They wanted to break away from the visual language used in their industry sector while remaining professional and reflecting their core values. They wanted a brand that stands out, gets people talking, raises and enhances their profile and gives them a more tangible personality.

Sperm created the Dalmatian concept to resonated with Harrison Clark's characteristics of being likeable, loyal and full of energy.

### Key skills used in project

- brand strategy
- brand consultancy
- brand language
- brand implementation
- graphic design
- web design
- SEO (Search Engine Optimisation)
- marketing
- advertising
- information design
- identity design
- copy writing
- art direction
- retouching
- artworking

[www.harrison-clark.co.uk](http://www.harrison-clark.co.uk)

