

## Case study

Client: British Institute of Innkeeping



### The brief

Cask Marque is an industry standard for demonstrating your ability to keep cask conditioned ales.

In 1990, the BII asked my (at that point) employers MDA to come up with a brand identity.

As they were busy with larger projects, the task fell to me.

### What we did

I spent around a day going through various pen and paper ideas and concepts.

I even tried showing a few people but few were interested in what I was doing.

So I carried on regardless and came up with the logo you see before you here.

It can be seen in almost every public house in the UK.

### The results

**35 Years later it is still exactly the same as the day it was created\***

**\*Using Letraset – before Macs took over**

To see what we could do for you, please call Steve on 07974 179899 or email [steve@bemorecheetah.com](mailto:steve@bemorecheetah.com)

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