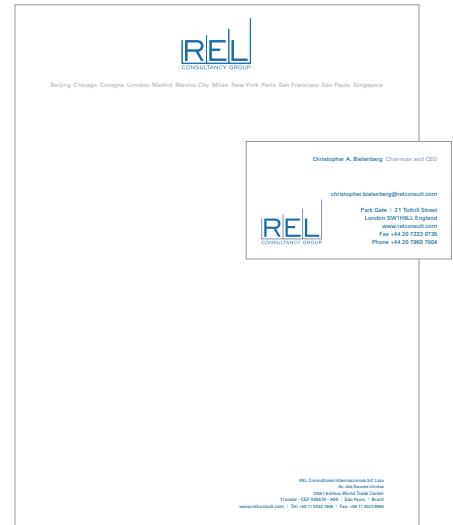




REL, now a division of the Hackett Group, is a London-based company with corporate clients on three continents. They help their clients — Heineken, Air France, Rolls Royce, Philips, Bayer, Thomson Reuters, etc. — liberate cash through structural improvements and better management procedures.

REL approached Nesnadny + Schwartz to design a marketing communications system that was flexible enough to meet the needs of their U.S. offices as well as their expanding European and Asian operations. Using a classic design style with contemporary illustrations and easy-to-read typography, we delivered a comprehensive marketing communications package, identity and business papers, client reporting tools, and a website.

The especially interesting part of the project for us was its international and multicultural scope — making sure, for example, that all the visual metaphors and messages adhered to the relevant cultural expectations. Pre-press, printing, binding, and shipping took place on three continents, so we thoroughly researched and managed everything from paper specifications and color matching systems to packing and mailing methods.



Top: REL Consultancy Group business papers and graphic identity system.
 Bottom: REL website.





REL Consultancy Group

What Would You Do With More Cash?

...the ability to release cash for our clients, enhancing flexibility for growth and reinvestment and providing an acute competitive differentiator.

Business Management Process

...the ability to release cash for our clients, enhancing flexibility for growth and reinvestment and providing an acute competitive differentiator.

Our findings often astonish clients, who repeatedly comment that our telling cash portrait is one they've never seen before.

Business Management Process

...the ability to release cash for our clients, enhancing flexibility for growth and reinvestment and providing an acute competitive differentiator.

Our projects typically achieve a 20-percent improvement in cash flow. At the same time, customer service is dramatically enhanced. ROI on REL's services commonly is 200 to 300 percent.

Business Management Process

...the ability to release cash for our clients, enhancing flexibility for growth and reinvestment and providing an acute competitive differentiator.

REL Consultancy Group capabilities brochure.