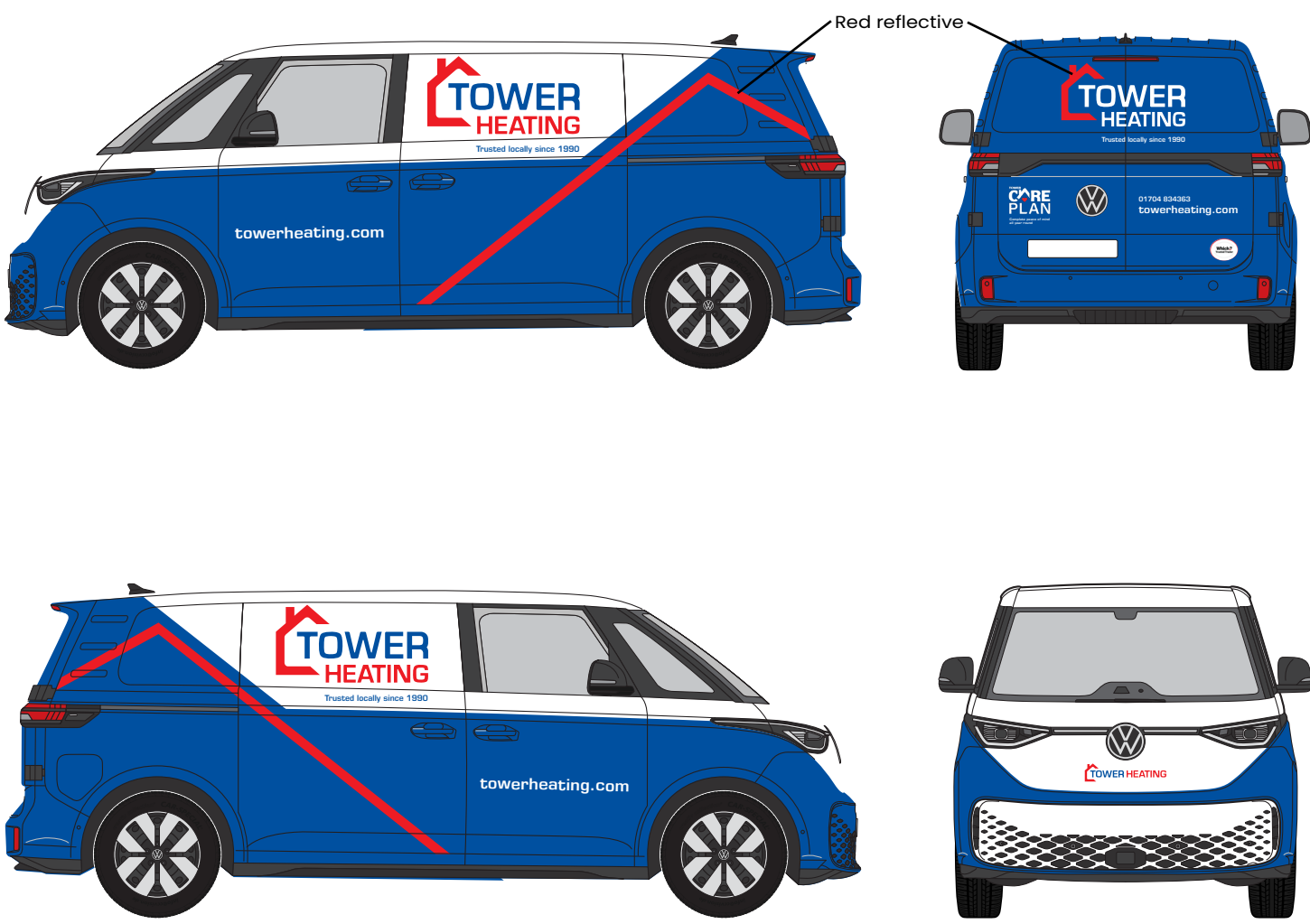
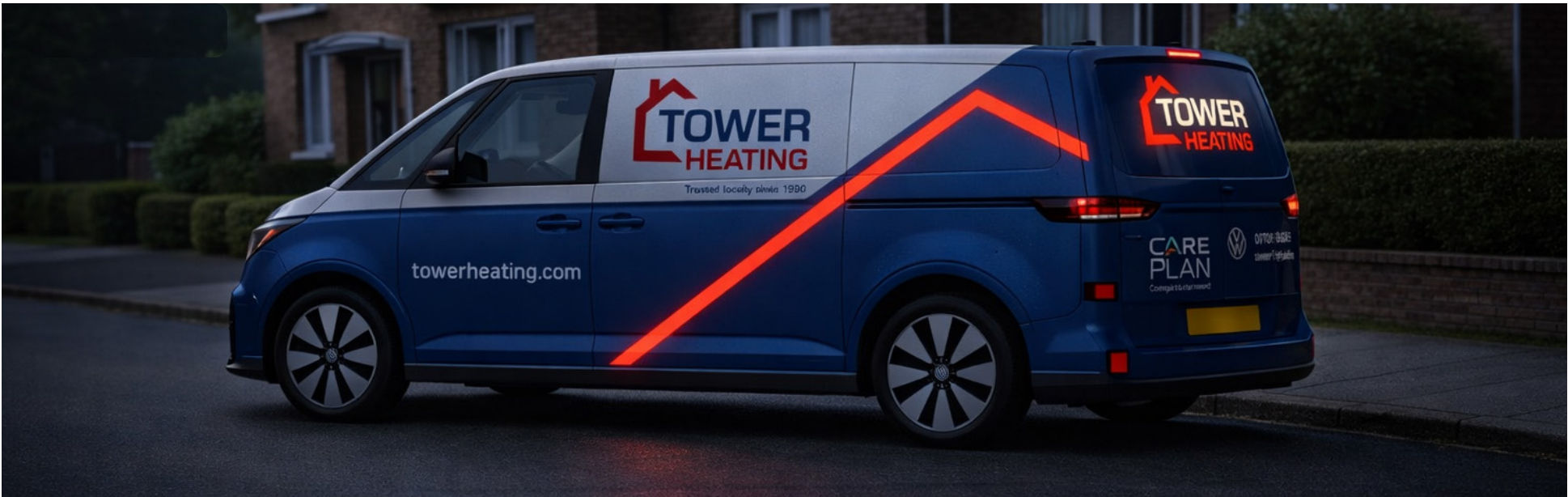


A distinctive graphic signature designed to be recognised at a glance.

Helping Tower Heating feel more established and recognisable across the local area.



This direction introduces a bold graphic element inspired by the roofline — designed to work with the shape of the vehicle rather than simply sit on top of it.

The result is a fully integrated, intentional design that feels built into the vehicle itself—creating a stronger, more premium and recognisable presence on the road.

The aim is to create something instantly recognisable at a glance, even before the logo is read. Over time, this becomes a repeatable visual asset across the fleet, helping Tower Heating stand out clearly in everyday environments.

The use of reflective red ensures strong visibility in low-light conditions, while maintaining a clean, high-quality finish during the day.

The design intentionally prioritises recognition over information, keeping the layout clean ensures the brand is memorable at a glance, particularly in motion.

In most cases, customers will search for a brand they recognise rather than note down details from a moving vehicle, so clarity and memorability are prioritised.

Key points:

Designed for instant recognition at distance and in motion

Creates a repeatable, ownable brand asset across the fleet

Reflective elements improve night-time visibility

Bold, confident and clearly differentiated from competitors

\*3D visuals shown are AI-generated mockups created to help illustrate how each concept may appear in real-world use. While they provide a strong directional reference, finer details and accuracy will be refined and developed further once a final concept is selected.



## A clean, approachable layout using familiar brand shapes

This concept uses a soft, curved split to introduce the brand colours in a friendly, accessible way. The design feels professional and well-balanced, with clear space for messaging and logo placement.



The flowing white shape helps break up the vehicle, creating a lighter, more open feel compared to a full wrap.

However, the graphic sits on the vehicle rather than working with its form, making it feel like a traditional applied livery rather than an integrated design.

**The result is a safe and recognisable solution that communicates the brand clearly, but doesn't create a distinctive or ownable visual signature—meaning it may be less memorable over time.**



### Key points:

- Clean and easy to read
- Friendly, approachable feel
- Uses familiar vehicle wrap conventions (low differentiation)
- Less distinctive at distance or when in motion
- Limited opportunity to build a recognisable fleet identity over time

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## A bold, high-coverage design focused on simplicity and impact

This concept uses strong blocks of colour to maximise visibility and create a confident, solid presence on the road.



By covering most of the vehicle in blue, the design achieves strong brand consistency and ensures key information is clearly legible.

However, the approach relies primarily on colour rather than a distinctive graphic idea, meaning it risks blending in with other service vehicles in the local market.

**The result is a bold but conventional execution that delivers visibility, but lacks a distinctive or ownable visual identity.**



### Key points:

- Strong colour presence
- High visibility and legibility
- Simple, no-frills execution
- Relies on colour rather than a distinctive brand idea
- May blend into other service vehicles at a distance

\*3D visuals shown are AI-generated mockups created to help illustrate how each concept may appear in real-world use. While they provide a strong directional reference, finer details and accuracy will be refined and developed further once a final concept is selected.