

Creative agency provides gateway to branding and design advice

EXPERIENCED CREATIVE CONSULTANCY PROVIDING A "GATEWAY" TO EXPERT BRANDING AND DESIGN ADVICE

With over 100 years experience between them, the four Directors of Flinriver digital creative agency based in Milnathort, have announced that they have been re-appointed as one to one specialist business advisors for Fife Council's Business Gateway Expert Help framework.

The three year contract, running until 2021, is the second appointment Flinriver have been awarded via Fife Business Gateway and Fife Council. Expert Help is funded by the European Regional Development Fund (ERDF), with the Scottish Government the Managing Authority for ERDF in Scotland.

Flinriver will be recommended to service businesses looking for advice on brand creation & identity, graphic design, web & digital design, as well as events and exhibition materials.

They have already been recommended to a number of local businesses using the advisory service, including established and new start up companies.



Irvine Strang, director of Flinriver said : “We are extremely pleased to have been reappointed as one of the specialist advisory companies for this contract, which will enable other businesses using the Business Gateway Service to grow and develop their brand identity in a number of key ways. Flinriver has many years of experience in this area, and have recently amalgamated with a specialist website agency, Big Crayon. We currently work with a number of well known companies in Scotland, such as Bayne’s the Bakers, and drinks supplier Inverarity Morton, but we also work with many less established companies to create a strong identity for them.

“Business Gateway, is all about providing clear and realistic advice, in keeping with the clients’ budget, which may be restricted. Clients typically require help to obtain real value for money, and effective results for their business.

“So far, the Gateway contract has been varied and engaging, and we are enjoying meeting with different types of entrepreneurs and businesspeople who engage with the service.

“Now that we are living in a digital age, brand identity has never been more important, as it’s now used across so many new platforms, including, of course, social media,” he added. “Brand identity for most firms can incorporate items like the company’s website, printed collateral, exterior signage, banners and event & exhibition material, all of which we can

help with.”



Particularly relating to the creation of brand logos, Flintriver has worked with the St Andrews Links Trust for over fifteen years, creating logos for iconic brands currently used within the diverse Trust organisation, which are recognised and seen by a worldwide audience.

These include “The Old Course & St Andrews Links,” “The Castle Course”, “The Road Hole Collection”, “Swilcan Bridge Collection” and “St Andrews Links – Home of Golf”.

Based in Station House, Milnathort, Flintriver offers integrated, brand digital & marketing solutions for companies in the public and private sector across Scotland. Other long term clients for Flintriver include Allanwater Homes, Scottish Curling, and The Perth Festival of the Arts.

For further details on Flintriver, please check out the website at www.flintriver.co.uk, or call 01577 866868.