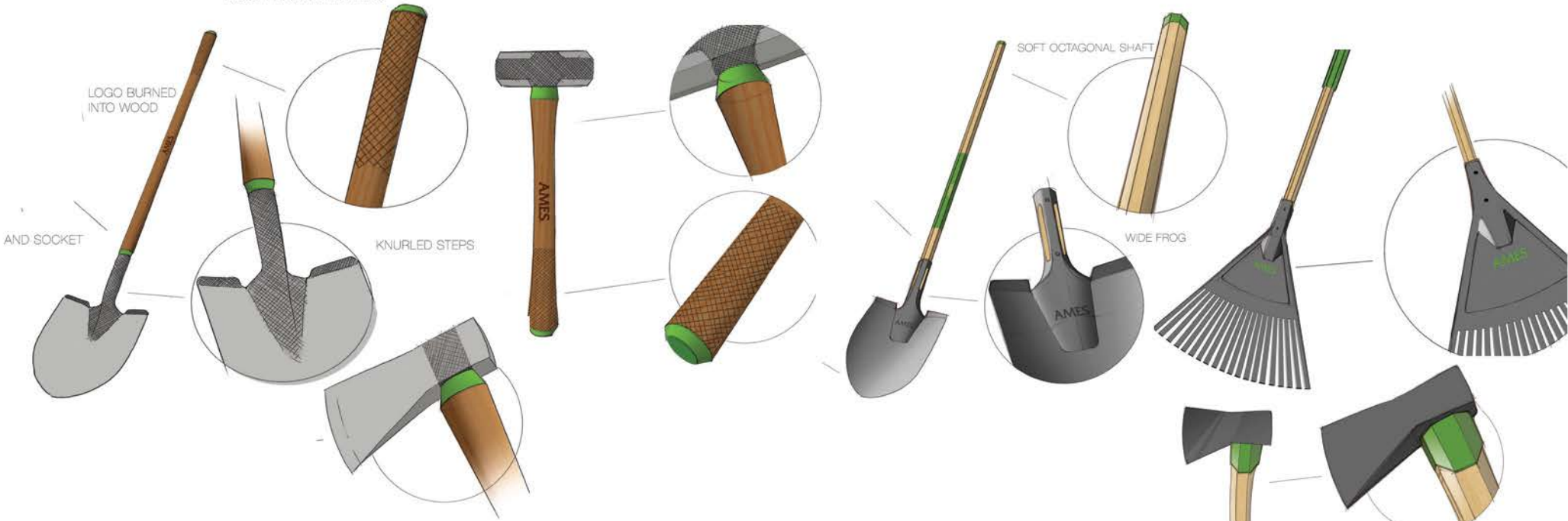


WOOD PRESSED KNURLING



The challenge we were given was to define the DNA that Made Ames who it was and to turn it into a visual language that would be powerful and unifying. The process led the 3rd oldest company in America to rediscovering its roots with new brand colors, materials, and detail finishes that make the brand stand out while celebrating its heritage.

Partnered with Enlisted Design, we developed a new brand language that was a visual representation of the brand strategy we had developed.

This brand language included a completely new logo, label designs, tool form factors, and branded details such as patterns, roughened finishes, and new brand color palette that spanned multiple product lines and over 600 models.

