

Case Study

Alexir Partnership

Alexir Partnership

Brand strategy, messaging, brand architecture & visual identity

In partnership with xHeight Design

The challenge

For a long time, the packaging and co-packing sector has looked and acted much the same, conservative, constrained and visually indistinct.

While Alexir Partnership had been evolving rapidly in ambition, capability and culture, its brand had not kept pace. Historically, Alexir was known primarily for cartons and co-packing. The reality had become far broader: an employee-owned partnership offering a genuinely end-to-end service, from creative development and sourcing through to manufacturing, co-packing and delivery.

The challenge was not to reinvent Alexir for the sake of it, but to align perception with reality, creating a brand that could clearly express what Alexir had become and where it was heading next.

The new brand needed to:

- Reflect Alexir's scale, confidence and commercial problem-solving capability
- Clearly articulate its joined-up, end-to-end proposition
- Stand apart in a sector dominated by "samey" branding
- Flex across multiple services, sectors and platforms without losing clarity



The original Alexir Partnership logo

Alexir Partnership

Our Role

Growth Animals led the **brand strategy, positioning, messaging framework and brand architecture**, working closely with Alexir's leadership team to define the role the brand needed to play in the business' next phase of growth and undertake client research to stress test and strengthen the new brand direction.

We partnered with **xHeight Design**, who translated the strategic direction into a distinctive, flexible visual identity designed to work across digital, physical and large-scale environments.

Our copywriting and content design partners, **Big Bee Content**, translated the messaging framework into vibrant copy that expressed Alexir's new strong identity and supported the website architecture with a user experience-led, content-first approach.



New master brand logo

Alexir Partnership

Our Approach

1. Strategic clarity

Looking across Alexir's competitive landscape, it became clear that very few organisations in the sector had invested meaningfully in their brand. Most were visually and verbally indistinguishable, creating a significant opportunity for Alexir to step confidently into a class of its own.

The strategy focused on expressing what already made Alexir different... its partnership model, breadth of capability and commercial mindset.

From this work, one unifying idea emerged... **Stand Out.**

This strapline is deliberately intended as a reflection of:

- How Alexir operates as a business
- How it partners with clients
- What its clients are trying to achieve in their own categories

This strategic brand development, including the brand's emotional selling point, personality and manifesto, was then stress-tested through one-to-one research interviews with 15 clients and partners across Alexir's divisions. This allowed unprompted sentiment to surface, ensured the messaging resonated, and strengthened confidence in the direction.



**STAND
OUT!**



Alexir Partnership

Our Approach

2. Positioning, messaging & tone of voice

With insight from the research, Growth Animals developed a messaging framework and tone of voice designed to balance:

- Professional confidence
- Commercial credibility
- Human warmth and character

The resulting voice reflects Alexir's belief that serious commercial challenges can be tackled with a considered approach, clarity and personality - confident without being corporate and expert without being inaccessible.

This framework now underpins all Alexir communications, from website copy and content delivered by Big Bee Content, through to sales and partnership conversations.



Alexir Partnership

Our Approach

3. Brand architecture

A key requirement was a structure capable of holding together a diverse range of services in a way that felt joined-up, not fragmented.

We defined a **master brand architecture** that unites all divisions under one clear Alexir identity, while allowing individual service areas to flex and differentiate. This creates clarity for audiences today and provides a scalable foundation for future growth.



Alexir Partnership

Our Approach

4. Visual identity (with xHeight)

xHeight translated the 'Stand Out' strategy into a distinctive visual identity grounded in what Alexir physically creates. The identity is built around structure, depth and form, echoing packaging, construction and production.

Key elements include:

- A dimensional 'A' mark inspired by physical materials and construction
- Use of negative space and depth to convey flexibility and movement
- A vibrant, confident colour system that differentiates service areas
- Print-inspired graphic patterns referencing Alexir's production heritage
- 'Alex' a playful but purposeful illustrated character that brings clarity and humanity to complex messages

Together, these elements form a flexible visual framework capable of working across digital platforms, print, signage and large-scale physical environments.



Alexir Partnership

The Outcome

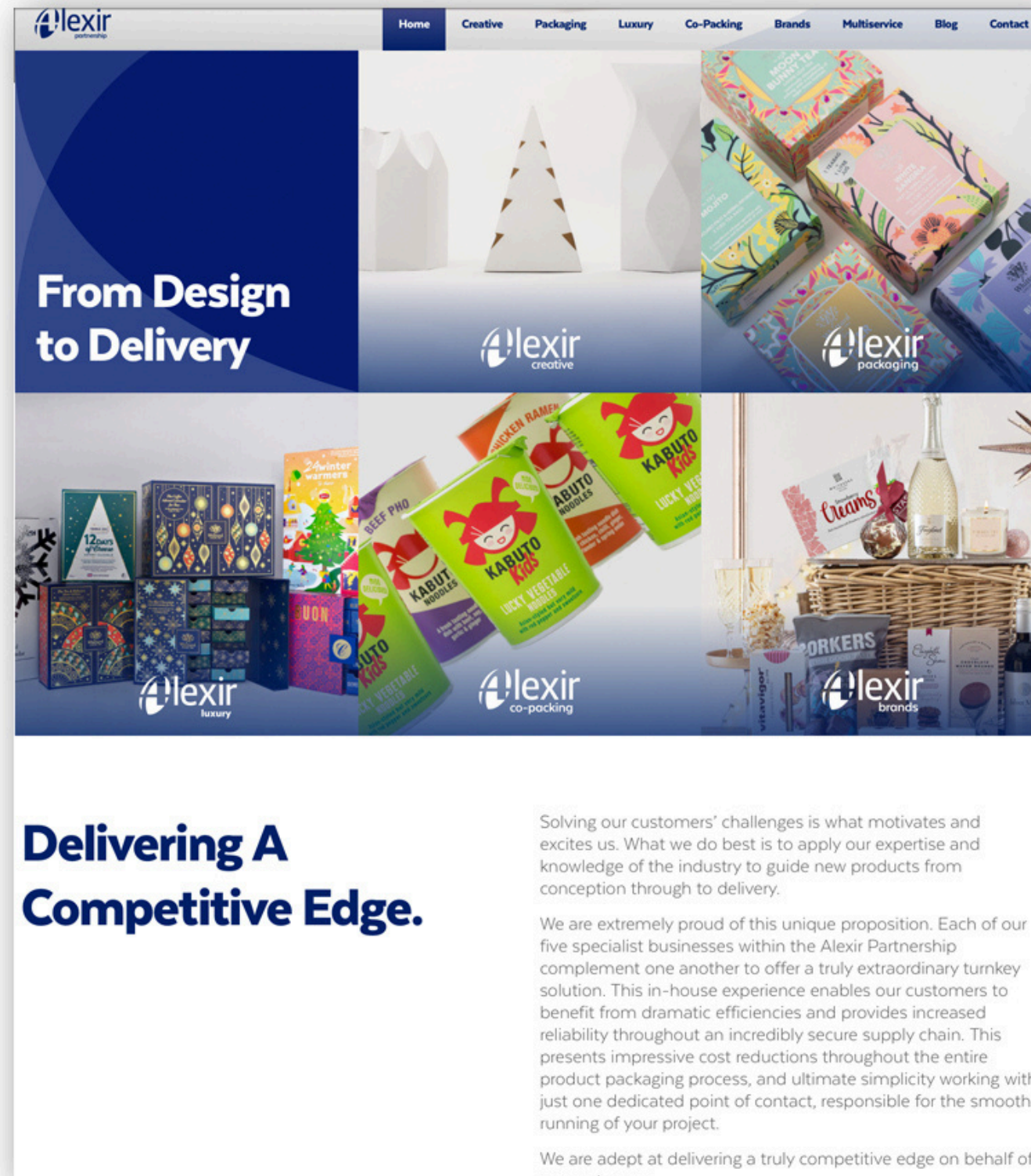
The new Alexir brand:

- Aligns how Alexir looks with how it works
- Clearly communicates the breadth and depth of Alexir's capabilities
- Positions the business as a confident, credible partner for complex commercial challenges
- Differentiates Alexir decisively in a conservative sector
- Provides a scalable brand framework that supports future growth

As Alexir enters its next phase, the brand now delivers confidence, clarity and credibility before first contact, reflecting a business that has earned the right to stand proudly in its space.

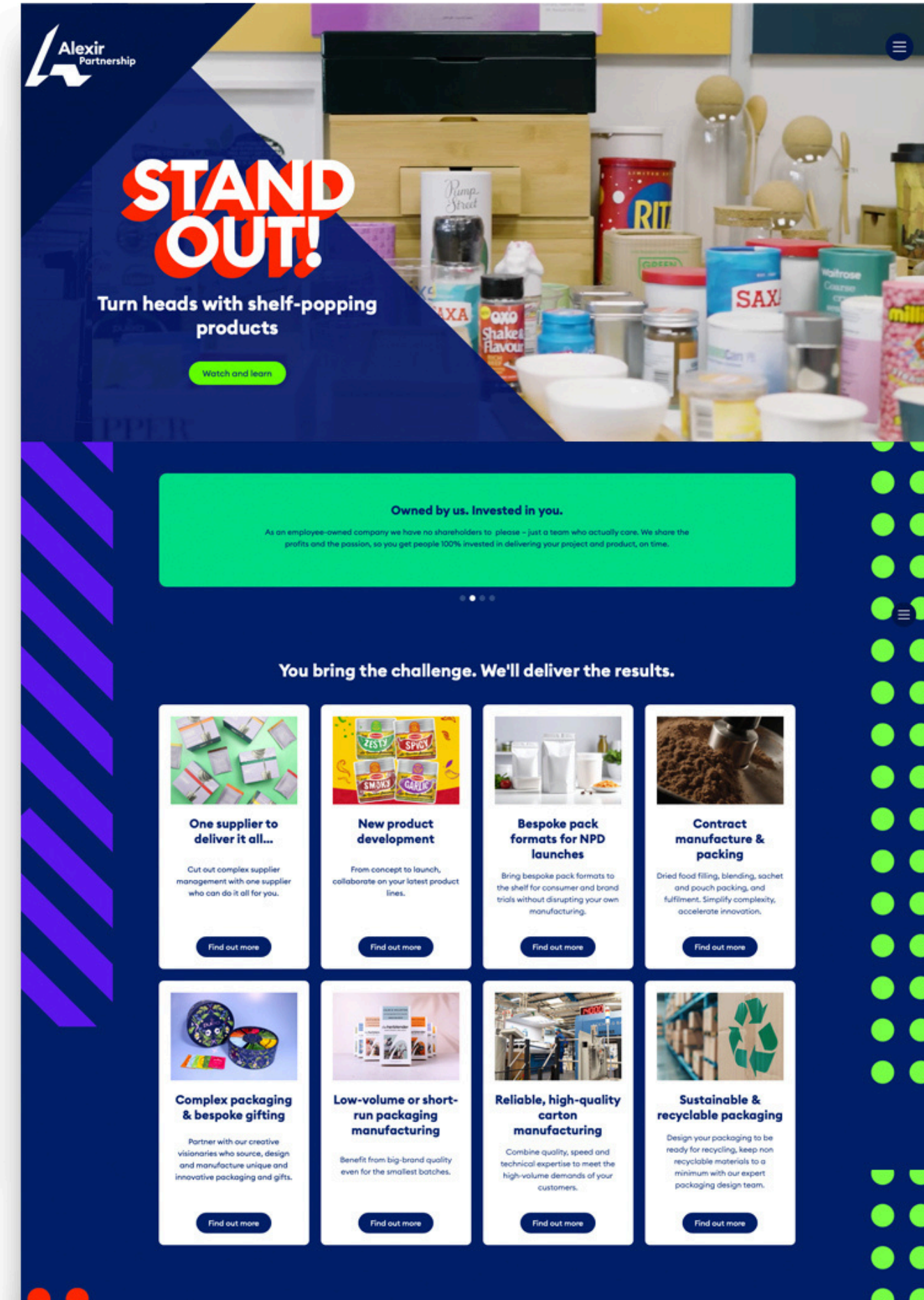


Alexir Partnership



Before

After



Alexir Partnership



We're delighted with the work that Growth Animals have done in partnership with us. The new brand reflects the scale of thinking, the commercial problem solving, and the partnership approach that defines how Alexir works day-to-day. It literally stands us out in our category and the feedback to date internally, from partners and from clients, has been phenomenal.

**Tom Sene, Partnership Sales Director
Alexir Partnership**

Any Questions?

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