

Building Progress

SDC are an employee-owned construction company, building commercial developments in life sciences and tech.

They are 350 people strong with a turnover of £200 million per annum. Founded in 1972, they have signalled a new era and vision to build for the future.

Instead of changing the brand, we evolved it; building further equity into their marque, palette and recognisable codes. The creative approach was driven by the brand's heritage and the need to modernise legacy assets. Humanising the photography and moving image was integral in representing the owners of the business – the employees.

“Building progress” responds to the external dynamics of decarbonisation, commercial aggressiveness and social value. Its simplicity remains true to SDC's straightforward ethos and key point of difference – the 100% employee ownership model.

