



**WESTSIDE**  
FIRE SERVICES

case study

westside fire services



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**“Indepth Creative is working with Westside to offer continual brand development...”**

Westside Fire Services is a WA owned and operated company which has provided fire protection services to businesses across Western Australia since 1984.

When a new owner took over the business, he decided it was time for a new look - one which would combine website and product branding with high impact vehicle signage to create maximum recognition for the company.

Indepth Creative delivered on all levels, outfitting the company with everything from new logos to stationary and an updated website.

The website has now been through two separate developments, keeping it fresh and up-to-date.

To attract attention to the website, an effective aspect of Westside's advertising campaign is the vehicle signage on Westside's fleet of service vans. Now sporting a bright and distinctive design, the vehicles have created a notable presence on the streets of Perth, encouraging enquiries through the company's website.

Indepth Creative are working with Westside to offer continual brand development, keeping the company's image fresh and relevant for maximum marketing impact.