



## **Aura and The Hyde Group Unveil New Fleet Branding**

Aura Brand Solutions, Europe's leading brand specialists, are excited to announce its partnership with the Hyde Group to launch a bold new fleet identify.

Launched at the Commercial Vehicle Show 2025 with vans rolled out across the country this week, this collaboration marks an important milestone in Hyde's mission to unify its expanded network under a cohesive, community focused brand.

### **A Vision Brought to Life**

The partnership will see 266 vehicles across Hyde Group's fleet transformed with new branding over the coming months. Designed in-house by Aura's creative team, the new branding reflects Hyde's refreshed identity and will be applied in Stoke-on-Trent to ensure durability and sustainability. The vehicles will be wrapped with a transparent cast film to showcase the eye-catching silver paint through the design.

Speaking on the partnership, Hyde's Fleet Manager Adam Howson said "Our fleet is one of the most visible ways we show up in our communities, so it was important that it reflects our refreshed brand. We chose to work with Aura not just for their creative and technical expertise, but also because of their commitment to sustainability. From the materials used to the application process, every detail has been considered to help reduce environmental impact, while delivering a bold, professional look that proudly represents Hyde across the areas we serve."

### **Driving Brand Unity Across Communities**

This project follows Hyde's April announcement that Tower Hamlets Community Housing (THCH) had joined the group becoming THCH: Powered by Hyde. The move will maintain local roots and connections with the community alongside new investment in homes with a new in-house repairs service for customers. This livery reflects the brand colours of each member of the Hyde Group who all share the same ethos and van design.

Lucy Langmead, Aura's Senior National Account Manager added "This project showcases the value of a complete collaboration. From initial design to seamless

implementation, we are proud to ensure Hyde's fleet rebrand aligns with their community focused vision".

To learn more about how Aura's fleet livery and vehicle graphics management can make your brand stand out, visit the Aura website:

<https://www.aurabrands.com/what-we-do/on-road/vehicle-fleet-livery-management>

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## **Notes to Editors**

## **Media Enquiries**

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## **About Aura Brand Solutions**

Aura Brand Solutions is one of Europe's leading commercial graphics and visual communications companies. We have been delivering branding and image management services since 1927 for leading global and national brands, right through to growing SMEs, across a wide range of industries and sectors.

We provide branding solutions across three key areas:

- Livery solutions for commercial and public service fleets.
- Flexible turnkey solutions to enhance, protect & maintain rail rolling stock.
- Comprehensive architectural branding for building interiors and exteriors.

In addition, our brand-focused marketing agency provides full-service marketing from strategy to implementation. Through a collaborative approach we tailor highly effective strategies that get you results, covering everything from content to design to PPC.

We pride ourselves on our close working relationships and providing market-leading solutions that faithfully and consistently project your image, protect your assets, and build your brand.

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