

## Introduction

In 1998, following reorganisation and a name change to Scott Wilson, Scott Wilson Scotland, Scott Wilson Railways etc and the introduction of the new Scott Wilson logo and identity, numerous marketing items, from flags to golf tees, were commissioned and distributed to the various companies, groups and marketing departments throughout the worldwide Scott Wilson Group.

Prior to 1998, such marketing material and identity was generally limited to letter headings, the standard Association of Consulting Engineers [ACE] Project Signboard and the occasional sticker for application to notebooks, files and the like.

Included here are photographs of marketing memorabilia held by Jim McCafferty, Bob McGowan and Ronnie Hunter. As will be seen, they appear to have had different interests, tastes or levels of access to this material.

Some 'non standard' memorabilia has been included for interest.

See also: 1. Jim McCafferty Collection; 2. Bob McGowan Collection; 4. Ronnie Hunter Collection.

## 4. The SW Project Signboard

As mentioned in the Introduction, prior to 1998 Scott Wilson, like all members of The Association of Consulting Engineers used the standard ACE Project Signboard which gave much more publicity to ACE than the consulting engineer, whose name appeared in small print on the right hand side of the relatively small horizontal oblong sign. Scott Wilson, like many other consultants had begun to break away from what were seen to be some of the rather old fashioned strictures of ACE membership.



4.1 Billy Holmes; Eleanor Crozier; Bob McGowan; John Cullen; Ronnie Hunter; Susan Briggs; Alan Frew and Jim McCafferty at CityPoint 2, Tyndrum Street, Glasgow for the 50<sup>th</sup> Anniversary Party for Scott Wilson in Glasgow 10 September 2010 [also the start of URS].

The modified SW Project Signboard shows Scott Wilson occupying floors 1, 2 and 3.



4.2 Ronnie Hunter, Jim McCafferty and Eleanor Crozier toast Scott Wilson on Flotation Day 15 March 2006. The imaginatively adopted Scott Wilson Project Signboard adorns the wall behind them in the conference room at 5/6 Park Circus, Glasgow.



4.3 Not quite the project signboard but the icing on the cake!

The Scott Wilson logo adorns the cake for the official opening of the Belfast Office on 22 Jun 2006.



4.4 The Scott Wilson Project Signboard in action on the A720 Edinburgh City Bypass. As intended, it was difficult to be unaware that Scott Wilson was involved!





4.4 The Scott Wilson Project Signboard on the M6 DBFO. Good publicity and difficult to ignore!