

Perception is reality.
Control how businesses perceive YOUR organisation.

Branding Visual Assets Roadmap

**Discover how to nail the way your
business is perceived using our
streamlined Visual Asset process.**

Refresh or create a professional, relevant, trustworthy,
and progressive visual brand with our step-by-step roadmap.

How does your brand make you feel?

Are you embarrassed to tell people to go to your website
because its not really relevant anymore?

Does giving out your business card make you feel awkward?
It does the trick, but you sort of cringe as you hand it over...

If you answered YES to either of these, then it's time.

**Time to get your brand assets sorted.
Time to create a library of usable logos, fonts,
graphics that are consistent.**

Time to build trust, credibility, authority.

What actually are Brand Visual Assets anyway?

Let's take a step back, and actually get a list of what your Brand Visual Assets are in real language:

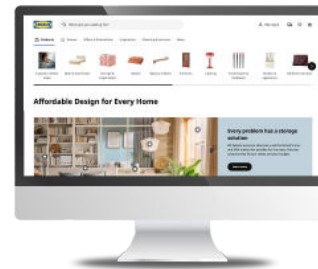
- Logo
- Tagline
- Colour palette
- Specific fonts
- Graphic patterns like a watermark design, or a shape, or a line
- Iconography
- Image and videography styling

And here is where they should be used, consistently:

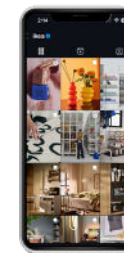
Digital Footprint	Print Materials	Physical Spaces	Marketing/Advertising
<ul style="list-style-type: none">WebsiteSocial Platforms <i>eg LinkedIn, Meta</i>Email marketingOnline advertising	<ul style="list-style-type: none">Corporate stationery <i>eg Business Card, letterhead</i>ProposalsPresentationsCorporate BrochuresCapability StatementsBrochures	<ul style="list-style-type: none">External SignageVehicle Branding	<ul style="list-style-type: none">Posters / BannersMerchEvent materialsSponsorships

Here's how some brands get their look n feel consistent across their marketing displays using a controlled library of Brand Visual Assets.

That means their customers can recognise them more quickly:



Website



Social Media



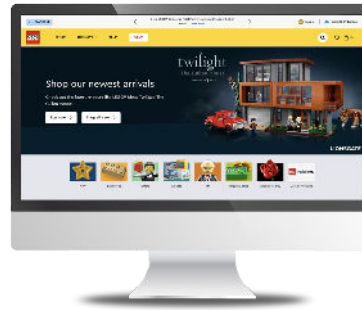
Product Design



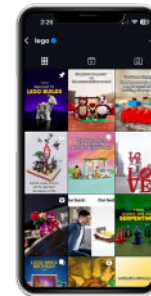
Advertising



Retail Stores



Website



Social Media



Product Design



Advertising



Retail Stores

These brands have been produced and maintained by multiple agencies over time, but you get the message.

So to show you how to approach a brand visual strategy, we are going to take you through the process step by step, using a real life example produced by our agency.

Regardless of where you are in your business journey, you'll be able to follow our Roadmap steps.

Here are the steps that we will go through, together:

Step 1 | Audit & Review Snapshot

Step 2 | Business Audience Deepdive & Industry Research

Step 3 | Creative Development

Step 4 | Deployment

Let's get cracking.

Step 1

Brand Audit & Review

Here's where we get a true picture of what's in place, or not, so we can identify the action we need to take.

What we CAN use, what we can't.

1 | Identify what we are actually looking for.

It's all well and good to say, let's do a brand audit! Yay!
But in actuality, unless we know what we are looking for,
it's hard to know where to start.

Here are the things we are looking for,
whether they are consistent, or wildly all over the place:

- The logo
- The colours
- The fonts
- The messaging

2 | Snap up some screenshots from a few different places

Over time, branding can be applied to everything in a million different ways. Don't get overly caught up, get a sample to start off, just with screenshots which can include:

- Website
- Business Card
- Brochure
- Shirts

3 | Create a folder, with:

- Visuals of the samples, and
- A list of what has been produced to date

PRO TIP:

Be prepared to just get an idea of what has gone before so you understand what kinds of marketing has been required previously - this will help with the Deployment priority in Step 4.

Step 2

Business Audience Deep Dive & Industry Research

OK, you've got a handle on what's currently in play.
Cool.

The next stage is to get a deeper understanding of your customers, and the industry in general.
Let's start with your customers, or audience, and a range of questions you can ask yourself, your team, or for some of them, even your customers.

1 | Part 1 | Business Audience Deep Dive

[At this point, we need you to go back to the Brand Marketing Messaging Roadmap and here's why.](#)

The list of questions in this roadmap are relevant for this process as well.

Now, if you've already done this part, revert back and review what your customers and internal stakeholders said.

The feedback and commentary applies to this roadmap as well.

Next, start looking at others in the industry.

Here's What Not To Do.

Go into a rabbit hole, find an unlimited number of competitors, and get overwhelmed.

Avoid that.

1 | Part 2 | Business Aspiration

Find 1 - 2 businesses who you can aspire to. Businesses that march to the beat of their own drum, forging their own path.

Then create a document and create a list of notes for yourself based on these organisations. You can get your team to do this too - a variety of opinions is a good thing at this point.

1 | Part 2 | Industry Leaders (cont)

1. What makes them different?

- Branding
- Marketing
- Storytelling
- Visibility

2. What do they look like?

- Clean and sophisticated?
- Personable and friendly?
- Modern and minimalistic?

3. Do they market, with things like:

- Blogs
- Videos
- Guides
- Case Studies

4. What do people say about them?

- Google Reviews
- Testimonials
- Social Media reviews

5. Do they have a clear Brand Marketing Messaging strategy that you can see?

- Vision
- Values
- Mission
- Brand story

PRO TIP:

When you're reviewing another successful business' marketing position, start to create a picture of what you want, for YOUR business.

Start to think about the way you would do it. Start to imagine the brand visuals YOUR way.

Step 3

Creative Development

It's time to get creative underway.

The process for the creative from a business owner or manager's perspective is to understand what you should be looking for, and what you can expect from a solid process.

**This is where all the background steps really come into play.
So you can stop wondering why you had to answer all those questions,
and write all those pesky lists!**

Your creative team should be across the foundation work:

- Brand audit, and look at what is in place.
- Audience deepdive, and Industry intel information.

Following are the steps you should expect.

Inspiration Collation to share with your creative team

- **Create a folder with a number of different brands that you like.**
 - Include competitors so you know what to avoid.
 - Identify styles that would work well for your business, and in your market.
- **Reflect the personality of your customer for the personality of the new brand design:**
 - Playful
 - Sophisticated
 - Minimalistic
 - Bold
 - Strong

Initial Sketch Concept Presentation. Ideas that can be explored include:

- A wordmark, based on the business name
- A monogram, based on the initials of the business
- A brandmark, a stand along uniquely designed icon
- Combination mark

When you're reviewing the options, remember to always reflect back to your audience deep dive, and what you want from your brand to take it forward.

Pick your top 3, and have them digitised so they can be tested for:

- Legibility
- Scalability
- Usability
- Uniqueness

Once this is done, it's time to get feedback from the stakeholders involved in the project. Include all rationale info - how the concepts came about is as important as how they actually present.

Remember, everyone has an opinion.

When you get feedback:

- Be clear on the following:
- How this visual Brand solution came about
- How it reflects the business
- How it would work with the audience and industry

**There will be a number of to's and fro's at this point.
This is COMPLETELY NORMAL.
Keep refining until it ticks all the boxes.**

Build the rules.

Once you have the overarching brand signed off, it's time to rollout the brand assets, and build them into a Branding Guideline document.

At the end of this document you will find a list of what you should include as a standard, base level Branding Guideline Document.

Stick to your brand assets.

You should have one logo, one set of colours, one set of rules for fonts - and the whole team has to follow it. To the letter.

PRO TIP:

**When it comes to design and branding,
and this is VERY IMPORTANT:
most people will have an opinion.**

**And not all of them will agree with you
or your new direction. But they might
not know your audience, your industry,
or how to communicate your business.**

Stick to your guns. And your gut.

Step 4 Deployment

Now it's time to see the new brand in action.

It's time to match it up with your messaging, to actually put it out into the market. *(if you haven't got your Brand Marketing Messaging in place, check out our Step by Step Roadmap)*

Digital footprint:

- **Website**
 - Update your website to reflect your new branding and messaging
 - Create the structure of your new website around the intel you have gained about your audience, and the aspirations you gained from analysing your competitors
- **Social Platforms eg LinkedIn, Meta**
 - Consistent Banners with new brand and message
- **Email Marketing**
 - New newsletter template with new brand and message, and create a story around it's development
- **Online Advertising**
 - Meta and Google Ads
- **Print Materials**
 - Corporate stationery eg Business Card, letterhead
 - Proposals
 - Presentations
 - Corporate Brochures
 - Capability Statements
 - Brochures
- **Physical spaces**
 - External Signage
 - Vehicle Branding
- **Marketing/Advertising**
 - Posters / Banners
 - Merch
 - Event materials
 - Sponsorships

Here's a before and after.

Because images can tell the story better than words.

Client problem.

Ozius, a business in geo-spatial technology and analysis, approached us to completely overhaul their branding.

Here's why:

- They were dealing with large corporations, across Australia and the globe, and they just didn't look like they were playing in the same field.
- Their existing brand was starting to affect their credibility.
- They wanted to be taken more seriously, and wanted a brand that reflected their uniqueness, their authority, their point of difference, and they wanted it in a way that was strong, no holds barred - a personality of no-nonsense.
- They needed to look as they were - progressive, valuable, and versatile - but they didn't.

Master logo before and after.



BEFORE

Rationale:

- Graphic design within the letters of the name represent looking at vegetation from above, a direct reflection of what the business does at it's core.
- The outline of the letters containing that chaos represents control of the data contained within nature that drives the business and client solutions.
- The tagline specifically addresses the understanding of the chaos of nature, with the second part representation the aspiration of future applications across a number of industries for greater good for the earth.



Harness chaos. Change the future.

AFTER

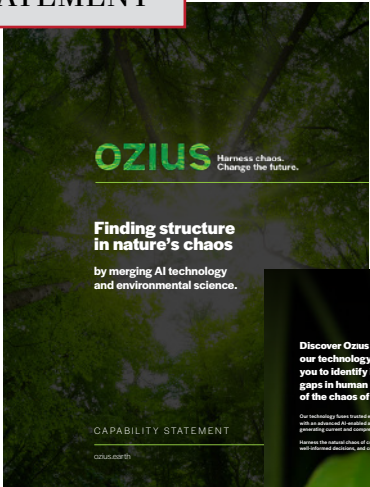
How we did it:

- Interviewed the team and customers to nut out the actual business problem they were solving
NB Instructions on how to do that in the Brand Marketing Messaging Roadmap
- Development of a new way of communicating, through new messaging and a brand-new tagline
Based on the intel from the interviews, industry research, audience understanding and creative development.
- We created a new wordmark, with a graphic element within the letters, that implies the business premise to market
Following the exact process listed in this document.
- Additionally we created a sub-brand which was a product of the main business, and also needed its own identity - one which had to work seamlessly with the new brand.
If there are different business units within the company, this strategy may need to be considered at concept development stage be required.

ICONS



CAPABILITY STATEMENT



WEBSITE

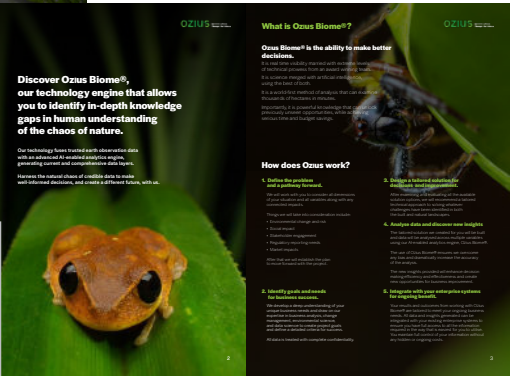
OZIUS

Harness chaos. Change the future.

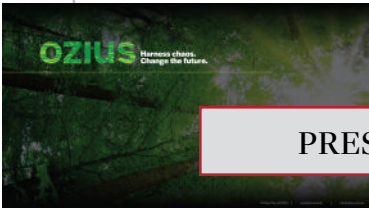
NEW BRAND STYLE GUIDE

JULY 2024

BRAND GUIDELINES



PRESENTATIONS



Get started.

So, go forth and create a branding visual library that reflects:

- Who you are
- Who your customers are
- Why you are different
- Why you are credible
- Your value.

As always, don't overthink it.

It's your business. You will know the direction to take.