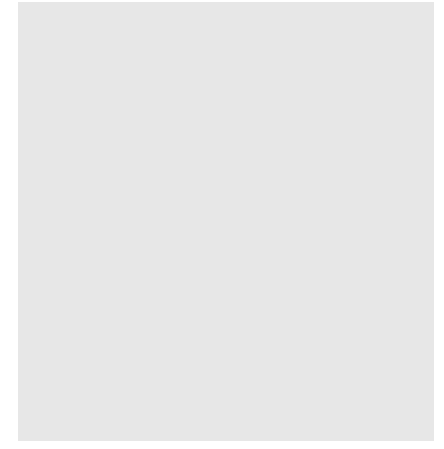
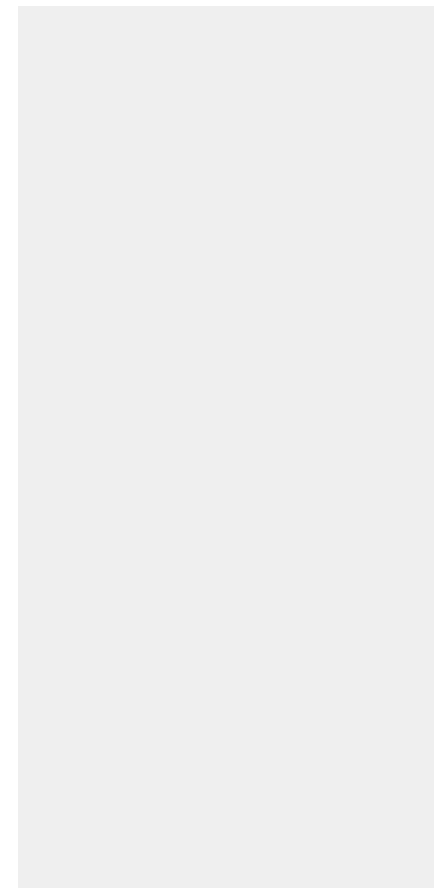
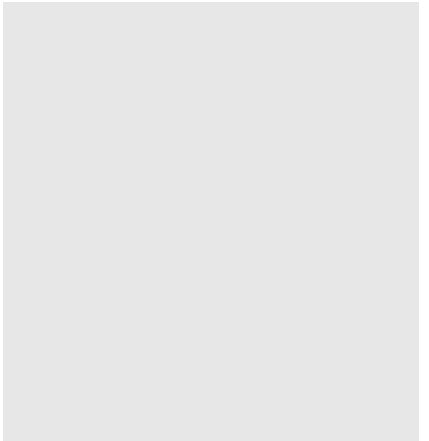


Not
so
long
ago.



Publication
N°11.





Development notes.

A start up firm in the healthcare vertical wanted an image to do a number of tasks.

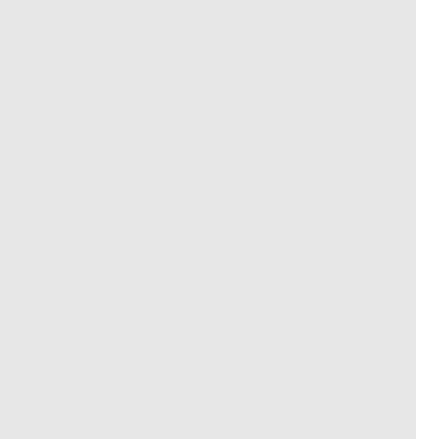
First task was to bring the nascent idea to life for the team.

Second task was to progress the narrative that this idea was to become a reality as a web site was built, funds were sought, people hired, and processes put in place.

The logo design had the elements of aid and also healing, of components being bought together as a whole.

The logo has the fertile future as a three dimensional piece for a desktop display, or as a building identification sculpture.

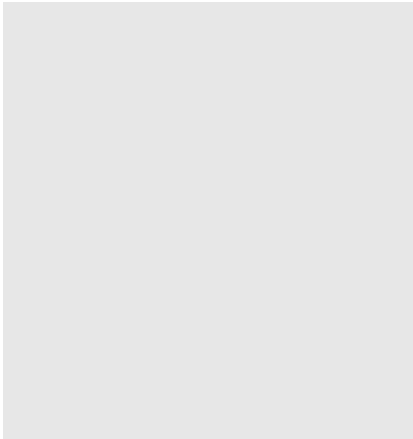
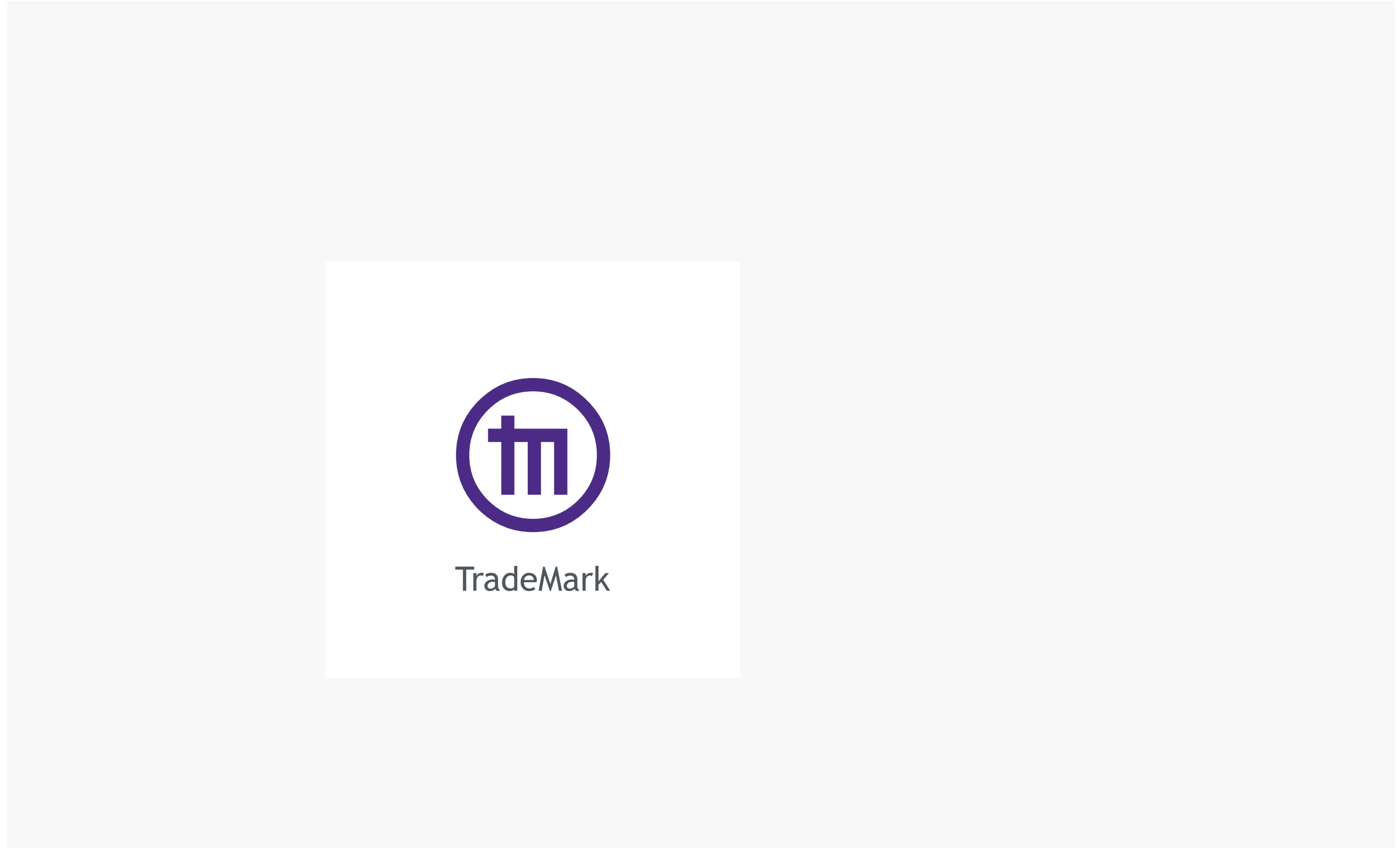
The rights to this corporate image design are owned by our client, all rights are reserved.



Development notes.

This project was for a returning client.
In the six years since the first work for the zealous General Manager, he had successfully sold their asset management software to some of the biggest firms in Australia like Qantas and Coles, as well as defence departments like the Royal Australian Airforce, and had made inroads to government departments in Hong Kong, and even the Royal Navy.
To reflect this success they sought assistance in bringing their now disparate marketing collateral, also stationery, presentations, and web site together as a cohesive appealing whole.
That started with a corporate image that went way beyond just a logo.

The rights to this corporate image design are owned by our client, all rights are reserved.



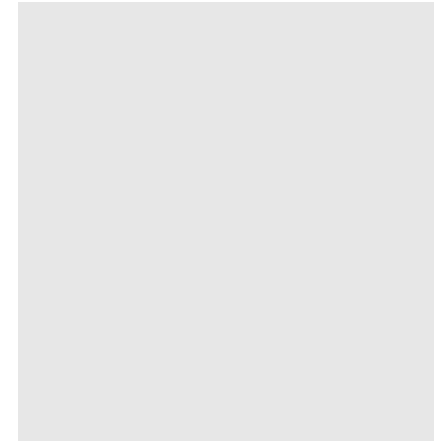
Development notes.

This new corporate image was created and also launched worldwide within two months of being briefed.

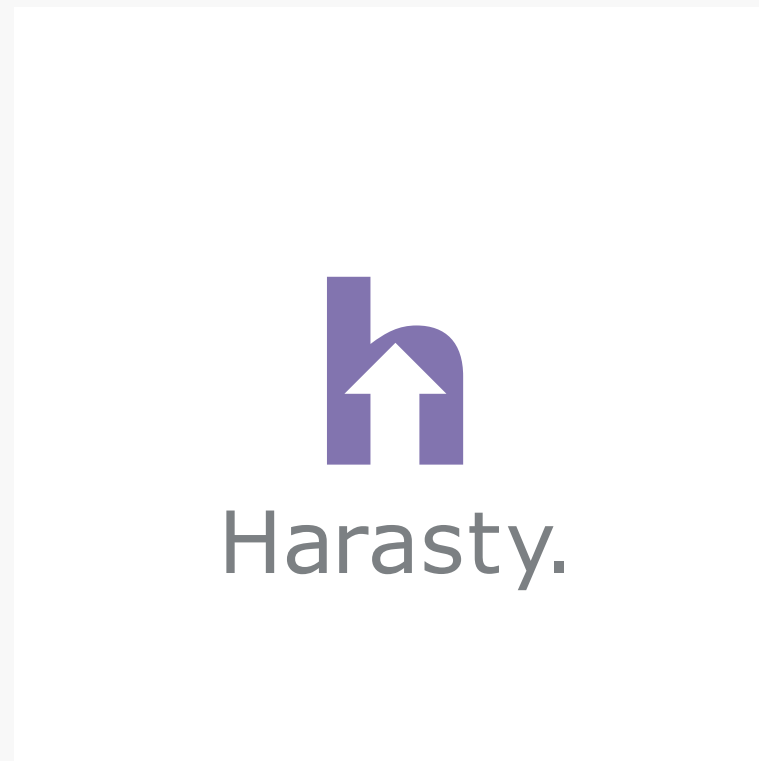
The firm that looked after the licensing and also protected the brand rights for the likes of Pepsi, LA Sports Council, Harley Davidson, Billabong, Qantas, and Elle McPherson decided that in order to grow by attracting more global corporations to their portfolio they needed their own brand.

That started with taking them back to visual basics, and evolved the international trademark sign, into their own sign.

The rights to this corporate image design are owned by our client, all rights are reserved.



Development notes.



Primary focus of all marketing messages for this client was that they increased the profits of their customers.

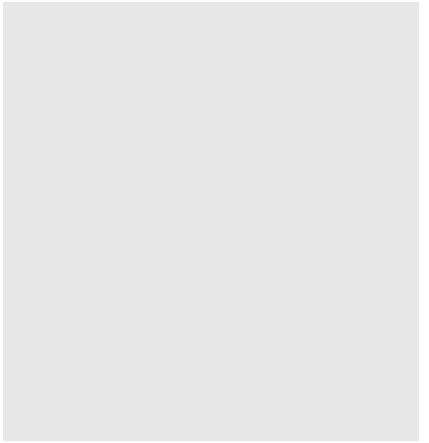
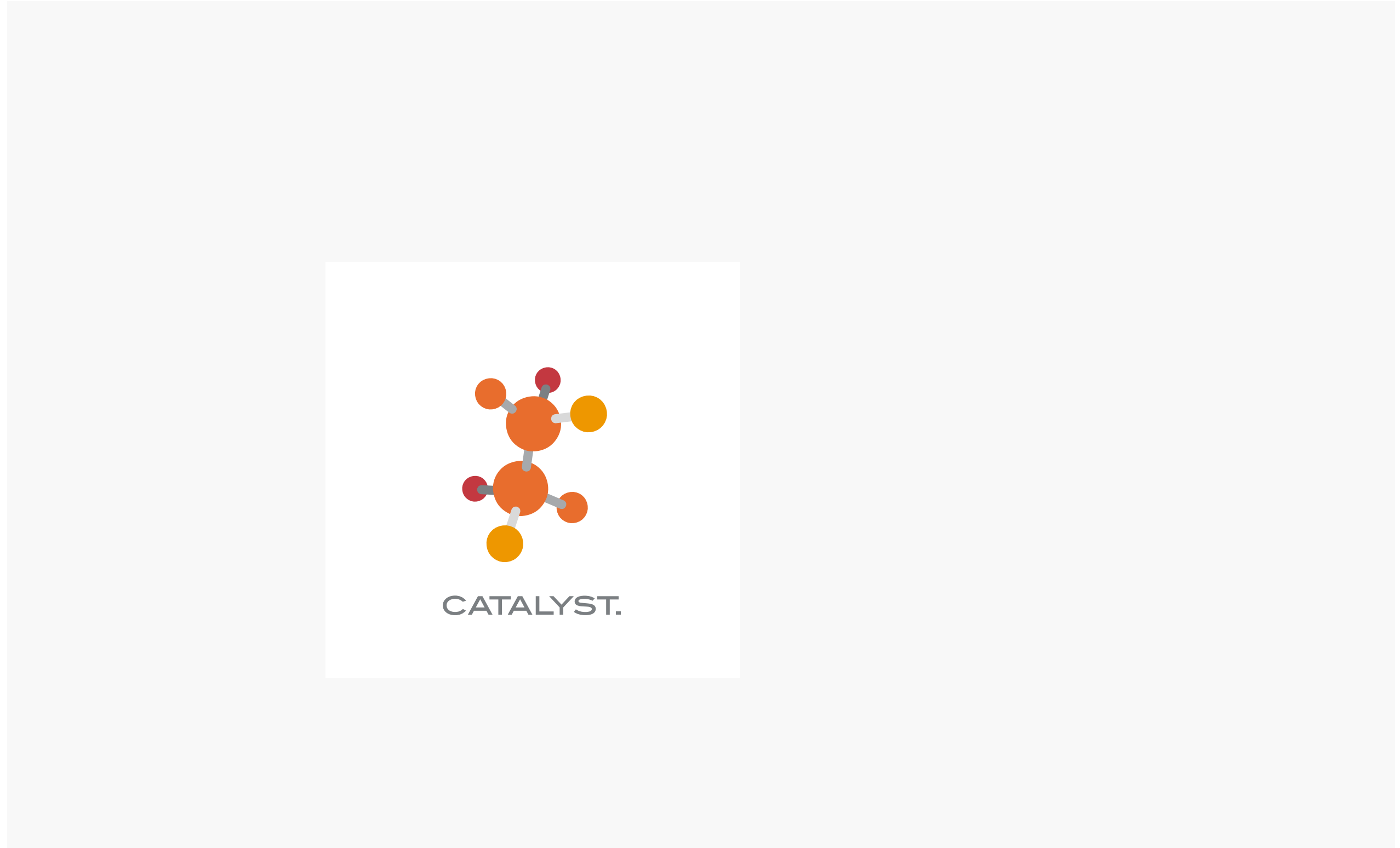
Along with a new focus on a single industry vertical, and the employment of a new salesperson, they decided that the time was right for a new brand that spoke of their singular focus.

Along with the new brand and stationery, also completed was all marketing collateral, and web site.

Web site was created with the design building in the ability to feature articles, and grow with purchasable online assessments, webinars, also books, and podcasts.

The site has also been designed to create revenue through hosted advertising for their annual conference.

The rights to this corporate image design are owned by our client, all rights are reserved.



Development notes.

With a wonderful name like Catalyst it was perplexing that their previous designers had not used the molecule device in the branding.

The new brand was designed using their original two corporate colours of orange and grey as a history datum.

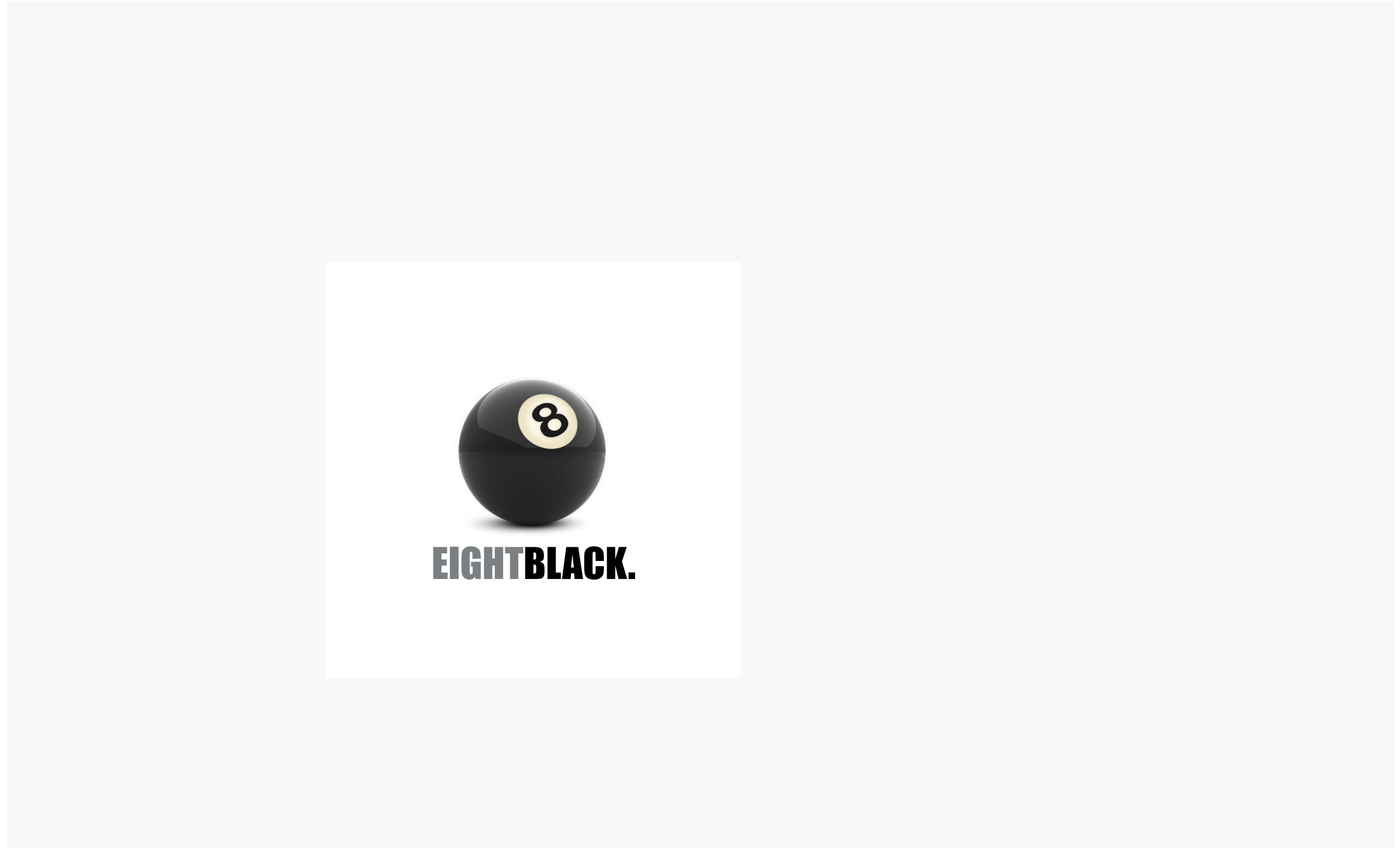
The logo shape was also designed so it could be made as a three dimensional plastic model for giveaways in 50mm and 250mm heights that could stably stand on its three lower points.

Office branding is a three dimensional sculpture.

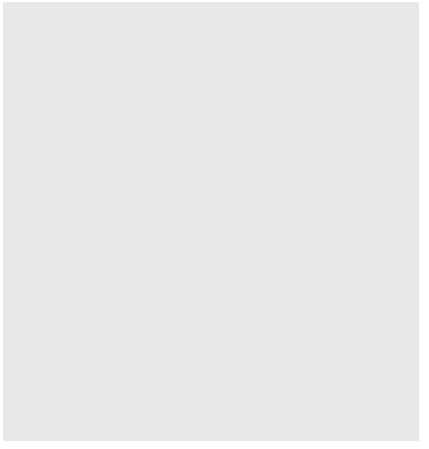
The design also has the potential for animation on their web site, and online learning materials.

A new web site is also on the digital workshop floor.

The rights to this corporate image design are owned by our client, all rights are reserved.



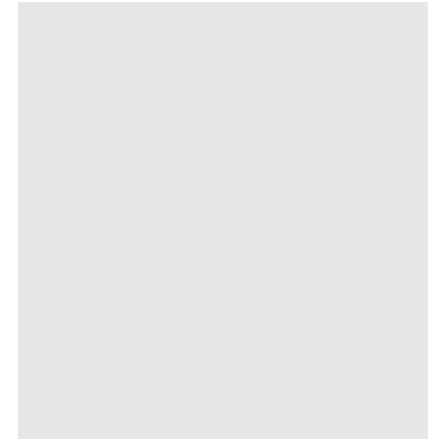
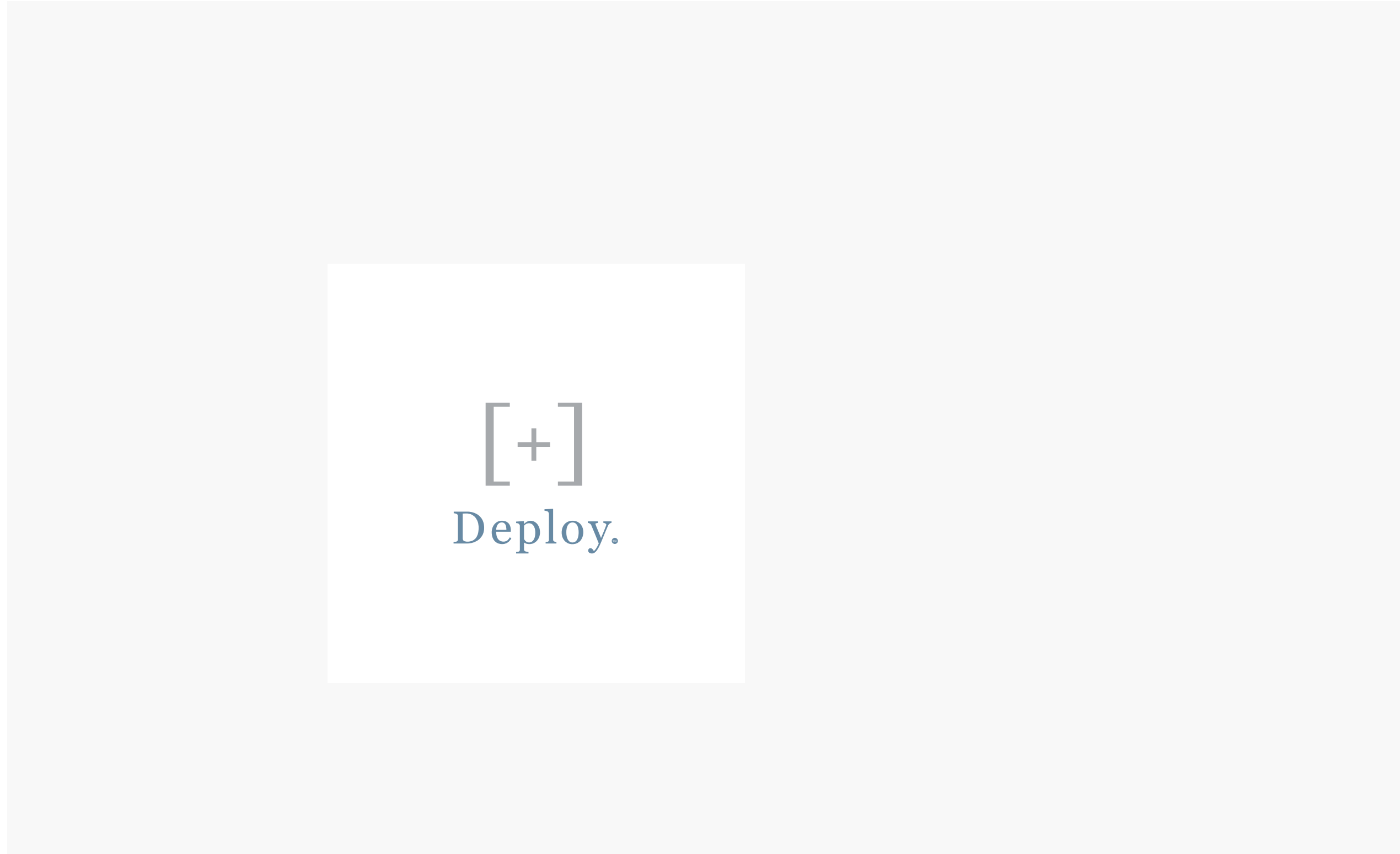
EIGHTBLACK.



Development notes.

This brand is for a three times returning client. This time the client was returning as the Managing Director of a busy, and rapidly growing, internet based firm. As is often the case, all the past efforts were on growing the firm worldwide, and not at all on developing an appealing brand. Everyone on staff had a hand in designing something, and the old brand quickly lost its direction with different styles, images, even different versions of the company name. The task was to give the firm one simplified look that could be used across all print, and digital mediums.

The rights to this corporate image design are owned by our client, all rights are reserved.



Development notes.

This was for another three times returning client. This time as Chairman of a financial products firm. Prior work with this marketing magneto was when they were plying their trade at Lumley Life, and MLC Life.

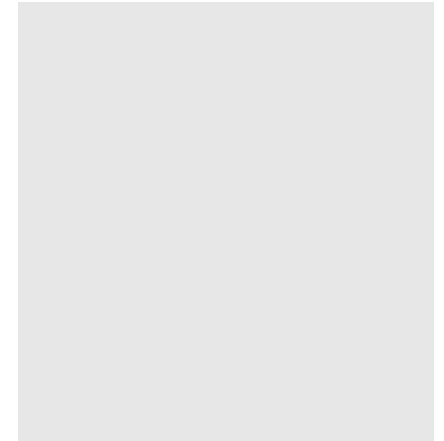
This time the task was to develop a name for the new firm, register the name and also its derivatives as a brand protective measure.

Then do the branding, all marketing collateral, and web site.

Short animated web movies were also created for each of their product types.

Their registered mark was placed in their full stop.

The rights to this corporate image design are owned by our client, all rights are reserved.



Development notes.



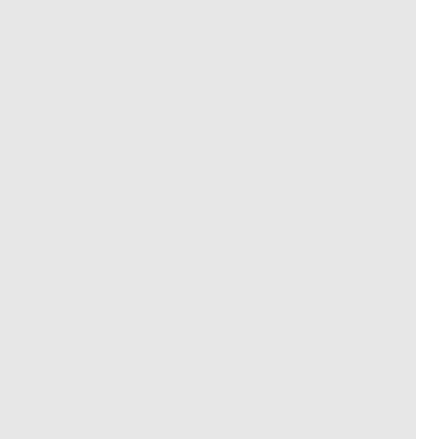
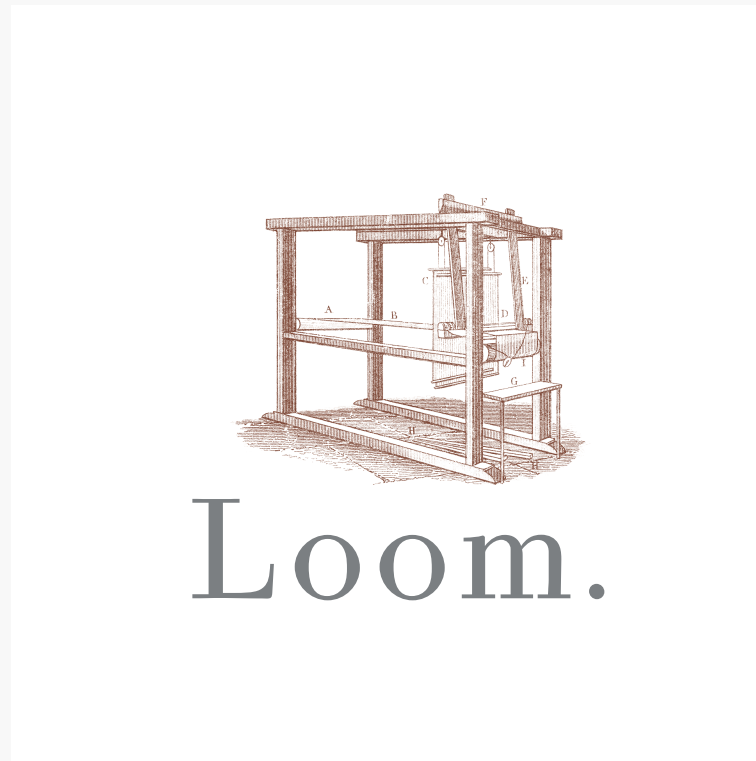
The unusually intense competition between real estate agents in our client's location drove them to rethink their image.

Their old design meant their name could not be read at a distance on 'For sale' and 'For lease' signs, and certainly did not emphasize their innercity expertise.

They wanted a digital property brand they could call their own, and something that differentiated them from the crowd.

The graphic reads as the first letter of their name, as a two buildings on a street separated by a lane, or as the entrance to a home or office off the pavement.

The rights to this corporate image design are owned by our client, all rights are reserved.



Development notes.

The business sold only the highest quality textiles sourced from Italy, England, and America.

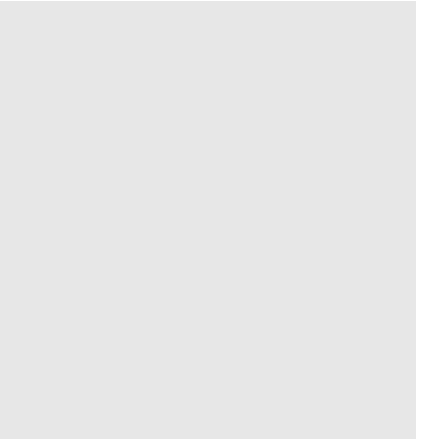
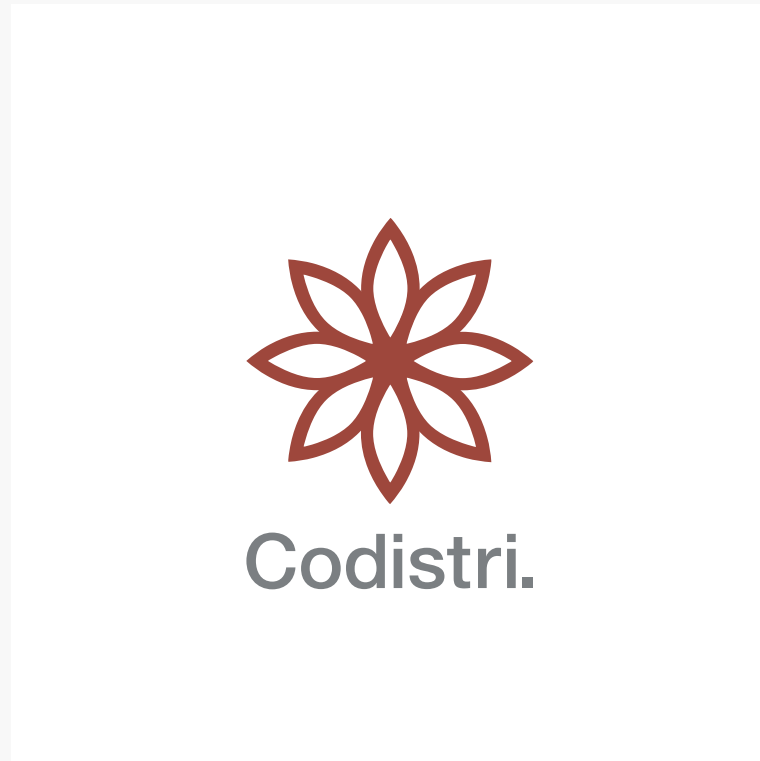
They wanted an image that reflected the arresting quality of their offerings.

But as their market is both very wealthy individuals, and also interior designers of refined taste, the image could not shout.

It needed an image of elegant simplicity.

Their company name was simplified to just one word, and the illustration was converted to a very complex font so it could be enlarged as needed for both shop windows, and ware displays, without being at all resolution dependant.

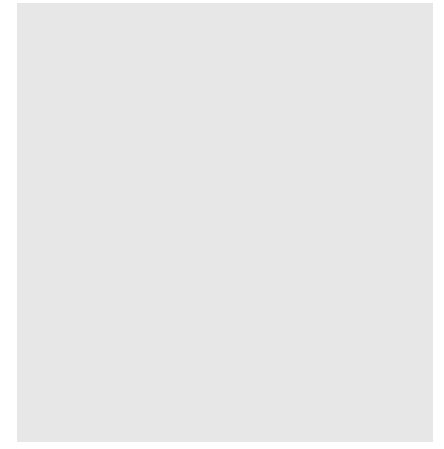
The rights to this corporate image design are owned by our client, all rights are reserved.



Development notes.

The business is a very unique code house for only the highest quality bespoke applications, big and small. They needed to change their name, and took this change as an opportunity to adopt a new corporate image that better reflected the high quality of their work. Their company name was modified to just a single word, and the new pods of data image was developed by manipulating the original logo. The new logo was purposely designed so pods could be disassembled for diagrams to illustrate both the features and benefits of the bespoke applications they developed. The burnt red and grey followed no fad or fashion, but created its own.

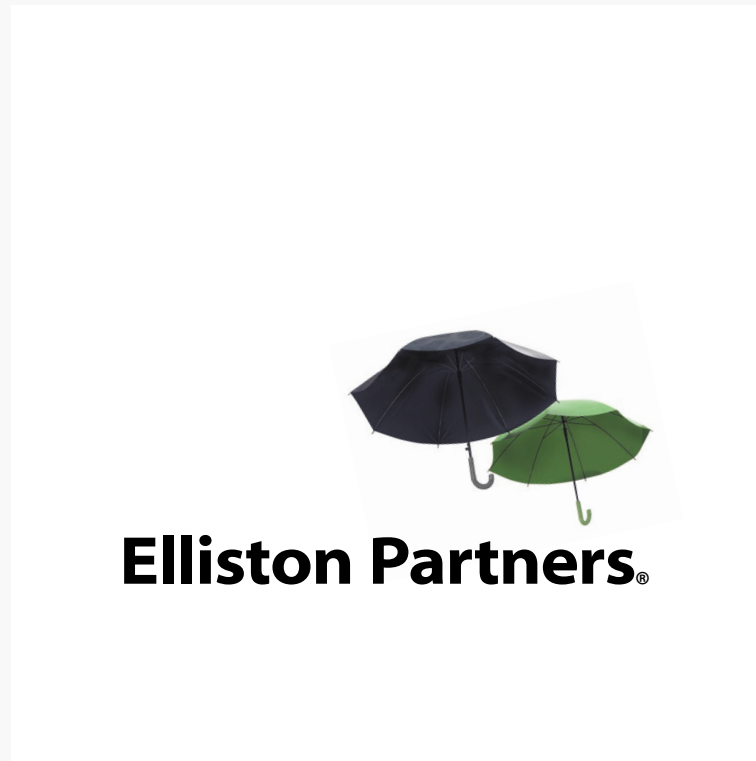
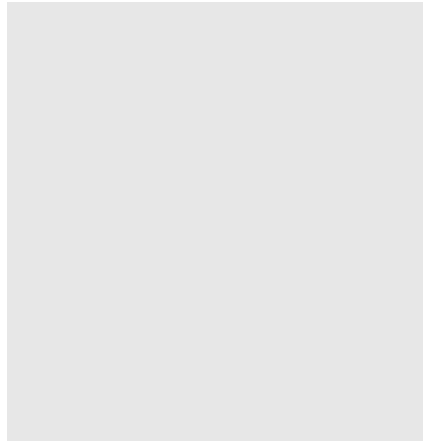
The rights to this corporate image design are owned by our client, all rights are reserved.



Development notes.

The client is a business improvement company in the field of manufacturing.
They were dressed with the same image they started with and now wanted an improvement of their own.
They sought to tell their market they had the answers to their clients' problems and were good communicators.
Their long company name was simplified to the three letters they used in speech, and when answering phones.
The original background badge ellipse was tweaked into a dialogue box.

The rights to this corporate image design are owned by our client, all rights are reserved.



Client is an insurance broker that had seen high growth, but sales figures were now stalled as new firms entered their market with hip names, and hip images.

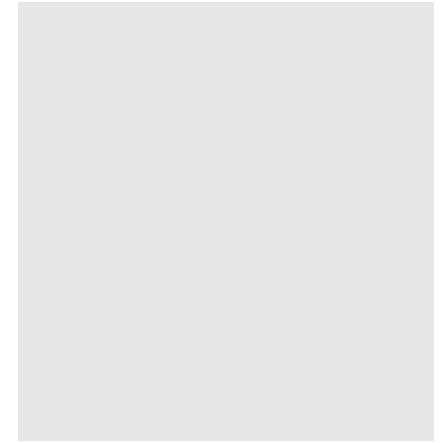
Initial discovery tasks showed these competitors were only winning over their low-end clients, and doing so only with lower costs.

To counter, a strategy was proposed and then implemented, to prospect to more mid-sized firms, where the perceived value rated higher than simply lower costs.

To appeal to this more sophisticated market, a high quality image was created.

It used the two century old imagery of umbrellas that have represented insurance since its inception.

The rights to this corporate image design are owned by our client, all rights are reserved.



Development notes.



Client is a company that fabricates completed walls, floors, and ceilings. These are delivered to the building site ready to be install.

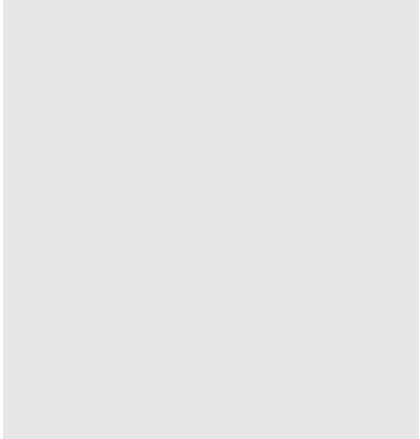
The benefits are shorter timeframe for construction, and lower cost.

As inquiries and orders moved up from construction firms, to property developers, a new corporate image was needed that appealed to this more design sophisticated audience.

Company name was simplified, and the blues were taken from their old design.

Tasks then moved to new marketing collateral, web site, and a three dimensional logo structure for their office foyer.

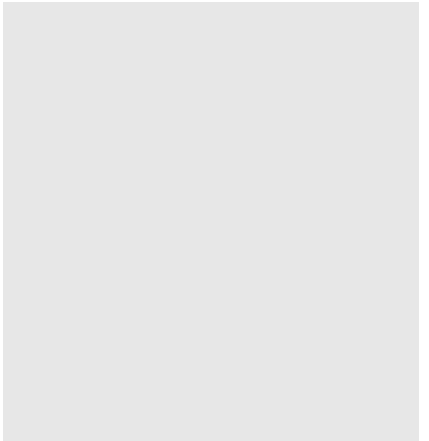
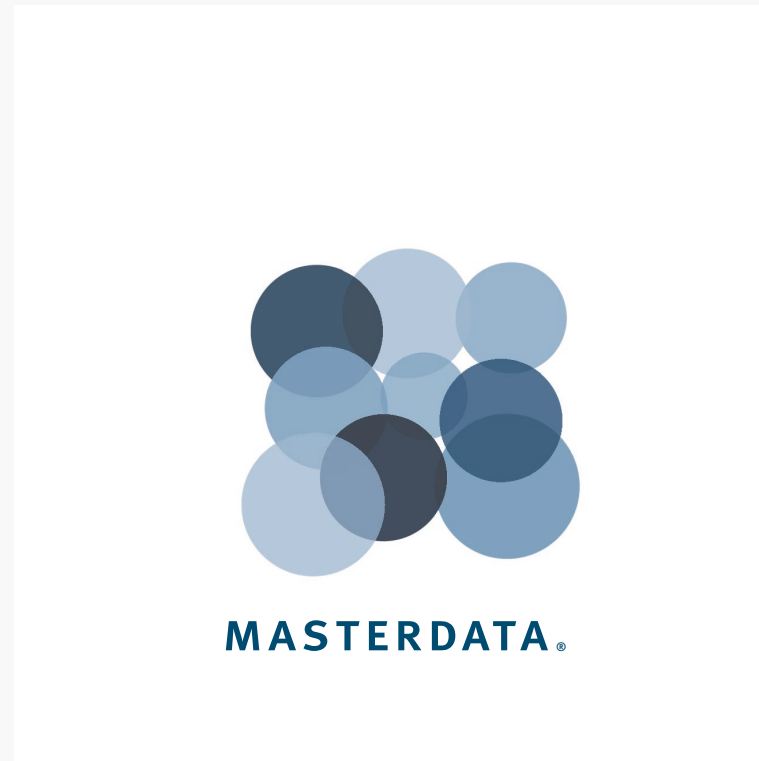
The rights to this corporate image design are owned by our client, all rights are reserved.



Development notes.

The client is a well funded start up.
The senior team has high skills in superannuation, and wanted to build their own portfolio of funds.
Task was to develop a name for the new firm, register the name and also its derivatives as a brand protective measure.
The name had to have an available domain name for web site, and emails.
The name created was a wordplay on 'super'.
It was requested that the image spoke of expertise in the digital world. Hence the circuit board repetition of the basic element.
This duo basic element was designed to represent the joining of expertise and skills of the two founders.

The rights to this corporate image design are owned by our client, all rights are reserved.



Development notes.

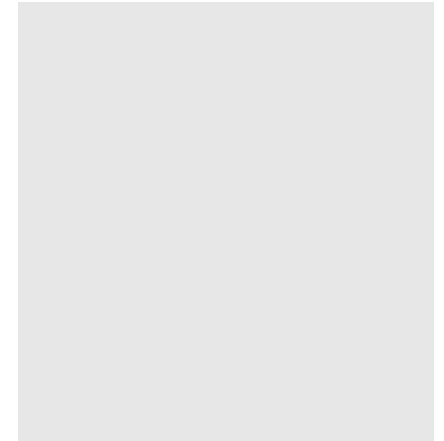
The client is a firm that manipulates sets of data. Initially their own clients were at the low management level of information engineers, and data scientists.

But as the senior management in large corporations became more tech savvy, they were increasingly having to talk benefits at the board level.

To this more design sophisticated audience they needed a corporate image which was both elegant, unique and spoke strongly of their data set expertise.

Traditionally, data sets are drawn as circles. Here circles are loosely placed in the three column form of the first letter of their name, and the blues were from their original logo design.

The rights to this corporate image design are owned by our client, all rights are reserved.



Development notes.



Six senior managers of a reinsurance firm, moved out to start their own.

Task was to develop a name for the new firm,

The name also had to have an available domain name for both web site, and emails.

As is the tradition in this industry, the name of the firm had to include 're'.

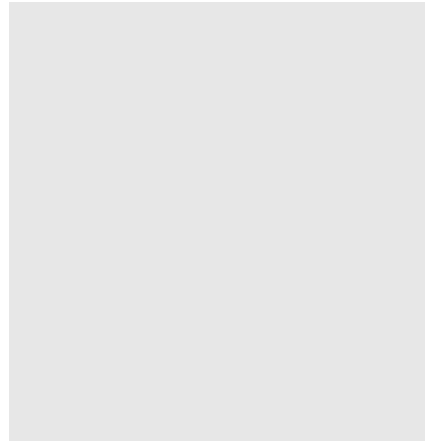
The unique differentiator of the new firm were the six people, their skills sets, their expertise, and of course their industry relationships.

So it is they who form the imagery of the new logo.

The individual business cards displayed their image from the logo.

All stationery, and new web site was completed.

The rights to this corporate image design are owned by our client, all rights are reserved.



This energetic client is in the business of protecting firms from risk.

The brand design tasks began with a stylised version of the first letter in their name.

This was then rotated, and flipped, as the second barb in barbed wire is.

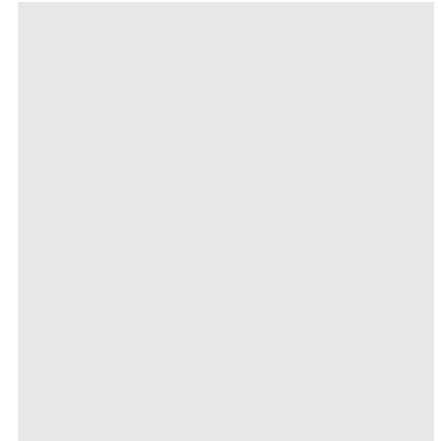
The second barb was rendered in a lighter colour and offset to represent the different layers of protection they offer to their clients.

The two layers also tell the story that the firm was founded by two people with complementary skills in risk protection.

The blues came from their original brand.

Corporate stationery was completed, as was a new web site.

The rights to this corporate image design are owned by our client, all rights are reserved.



Development notes.



The original brand for this client was brutal block lettering with no appeal, and certainly no narrative.

As their competitors got more sophisticated in marketing, the client wanted a brand that spoke of the factors that set them apart.

Their staff were highly experienced, and mentored their clients. So the first letter of their name represented an able strong person with dot as their head, assisting the second letter in their name.

First letter capitals do not have a dot above, but looks natural in this context.

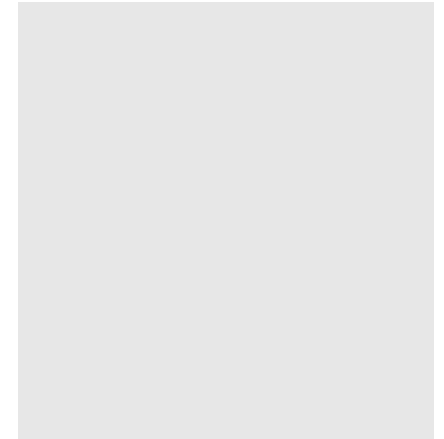
Also they did not see themselves as a cold aloof corporation, so the lettering created was a flowing script.

A full font alphabet was created for their headlines.

The rights to this corporate image design are owned by our client, all rights are reserved.



**Click for
http://
www.
marshallgroup.
com.au
to learn
more.**



Contact number.

Our output is different,
and so is our input.

Input could not be
more different than the usual
agency round of account
briefings. You brief Greg
Marshall who will be doing
the discovery, strategy, also
writing, and design.

He will be creating all
your work guided by your
thoughts on how you express
ideas, the image you want to
portray, and how this task at
hand fits in with the direction
you want your firm to take.

If this direct-to-disc
path is how you would like
to work with those tasked
with translating your internal
thoughts into broadcast
external communications,
we'd like to hear from you.

The number in Sydney,
Australia is +61 2 8356 9799.

No text, or images, may be reproduced in any
format whatsoever without written permission.