

Is your business having trouble **standing out** from the crowd?

A guide to  
refreshing or  
redesigning  
your corporate  
image







After almost two decades in the advertising and graphic design industry, we know that having a striking, identifiable brand is extremely important. That's why we've decided to give ourselves a new look.

We recognise the power of a brand and we want to show you how to build a strong one.

This guide will give you information about the branding options available at i&d. You'll get to know how we went about our own rebrand and how we've helped our clients to build their new identities. You'll see that being recognisable, accessible and relevant can help you achieve your business objectives.

## Step 1 be recognisable

Do your clients know who you really are and everything you do? A strong logo and brand image will help make you instantly recognisable to your clients and help them feel comfortable and relaxed when dealing with you.

## Step 2 be accessible

Once you have developed a memorable brand image, it is worth going the extra step of making yourself easy to find. A consistent message to clients and potential clients through all of your marketing, including your web site and e-newsletters, will help you tell and sell your story.

## Step 3 be relevant

Make sure to scratch where your clients itch. Your brand image and marketing messages need to be relevant to your current and potential clients.

By providing timely and appropriate information you can encourage rapid responses from your clients and prospects.

Our original logo



IDEAS & DIRECTIONS  
DESIGN • ADVERTISING • MARKETING

Some of our ideas & concepts



Our chosen logo



# Our process



## 1 We talk

While all of our clients talk to the support team, at I&D we are happy for our clients to talk directly with our talented graphic designers. By having a direct line of communication you get the best advice and maintain ownership of the decision process.



## 2 Getting to know you

Before we begin building your brand we like to take a peek at your industry and the things that your competitors are doing. We also like to get a clear idea of what your clients are looking for so that we can help position you in the market.



## 3 The think tank

When creating or refreshing a brand, our graphic designers develop pages of ideas and concepts for your branding. It's an exciting time for our creatives but we always keep the purpose in mind. Your branding must be a reflection of your organisation.



## 4 The development

We use the latest technology and attention to detail to ensure your marketing materials are of the highest quality. Whether you're sending a letter or promoting yourself on the side of a bus, you will always look your best. We use words, images and graphic elements to achieve designs that are both striking and effective.



## 5 Colouring your world

We'll look at colour palettes, using experience and our market research to achieve the best result for you. We don't want your business to blend in, we want to differentiate you from your competitors. Our designers are skilled in colour theory and will provide you with the most suitable options.



## 6 Surprise package

We'll present three brand options that have been tried and tested on different mediums. We'll also rationalise our concepts, explaining the theory behind the design.



## 7 Refinement

We listen carefully to your feedback, and we won't settle until you're 100% satisfied. Once final art is approved, we'll supply you with a CD containing an assortment of formats and colour profiles so that you'll be prepared, no matter what the requirement.



For  
example

## Rebranding

Times change. Businesses evolve. Markets adjust. A brand should reflect this.

Many people believe that a brand is the strongest visual connection between companies and consumers. It's not just a logo, it's how people perceive your capabilities and values. If your business is altered and your brand doesn't reflect that, your company may be overlooked or misinterpreted.

Even the most established businesses (McDonalds, Woolworths, Dick Smith - to name a few) refresh their branding as a reflection of their company's ability to transform. If you're not completely behind your own brand, how can you expect others to be? If you think that your business image needs revitalising, i&d would like to help you. Let's have a coffee and talk branding.

**The following pages are samples of some of our recent rebranding projects. We've displayed the original logos, some of the concepts and the final result so that you can see what you'll get in an i&d rebrand package.**



Before



Some  
of our  
ideas &  
concepts



SOUTHLAND FLORIST



The  
client's  
choice



Before



Some  
of our  
ideas &  
concepts



HODGKINSON  
real estate



HODGKINSON  
real estate



hodgkinson  
REAL ESTATE

The  
client's  
choice



HODGKINSON  
real estate

Before

Rockpools Beach House

Some  
of our  
ideas &  
concepts



The  
client's  
choice

ROCKPOOLS

Before

builders and construction managers **solve projects** construction commercial fitouts residential

Some of our ideas & concepts



solveprojects



**SOLVE**  
projects

The client's choice



Before

Mitchell  
Personnel  
Solutions

Some  
of our  
ideas &  
concepts



The  
client's  
choice

MPS

mitchell  
personnel  
solutions



## What we do

Our capabilities include,  
but are not limited to:

Signage, Packaging, Point-of-sale,  
Exhibition Displays, Product Launches,  
Promotional Products, Graphic Design,  
Illustrations, Typesetting, Editing,  
Proofreading, Indexing, Print Management,  
Multimedia, Radio, Television, Animation,  
Press, Magazines, E-Marketing, Outdoor  
Advertising, Style Guides, Media Planning  
& Placement, Photography, Powerpoint, and  
Marketing Solutions.





i&d in a  
nutshell

## Creative solutions for all communication challenges

We can refresh or completely redesign your logo, or totally rebrand your business. Let us design and print all of your business collateral including your annual report. Our website designs can be plain and simple, or contain all of the bells and whistles.

We know about search engine optimisation, e-newsletters, e-commerce, shopping carts and social media.

We're also seasoned event managers.

Most importantly, we listen to you and work closely with you to add value and help make your business communications more effective.

**Call us and we'll start your journey today.**



## Contact



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We're your  
common sense  
agency