
AN OVERVIEW OF A COMPANY REBRAND

(FROM LOGO DESIGN TO FULL CORPORATE IDENTITY
APPLICATION ACROSS VARIOUS MEDIA)

MAY 2012

CAPSTONE DESIGN BRIEF

REBRAND PROJECT



Existing Logo:

Company name: Capstone

Strap line: Building Intelligent Solutions

Please note that this will more than likely change as we develop the copy. We would like a logo that can be used with and without a strap line.

Background: Originally, Capstone provided services to the Irish market only. In the last 12 months, the company merged with other experts from the telecoms industry, operating in European markets. Today, Capstone is also servicing clients across Europe, Middle East, Asia and US.

Although the branding is the same, the company is presenting as two companies:

- CISE Group (i.e. Capstone Intelligent Solutions Europe) and the website www.cisegroup.com
- Capstone and the website www.capstone.ie

The vision for the new company is to grow 'Capstone' as one International company with its head office in Ireland.

Summary of the offering: Capstone installs, manages and supports communication systems. These systems are not developed by Capstone, but are sourced from third party suppliers (e.g. Avaya, Verint). The systems include both hardware and software telephony products. The service includes both physical and virtual interaction with the customer.

Capstone is a niche player with strong skill sets among its people. The service is adaptable and flexible, offering bespoke client specific solutions.

In very broad terms, there are two scenarios where the company provides its services:

- To customers with an existing phone system = support + maintenance + gaps in hardware (products recommended depend on the brand of the system)
- To customers in need of an upgrade or a new system = implementation of systems and hardware + support + maintenance

The business model – for information purposes - the message from Capstone is that it is providing customers with one seamless point of contact for all clients, whatever their jurisdiction.

In Ireland: Project set up, virtual and physical support is all managed and provided through the Irish head office.

Internationally: Project set up and physical support is managed through business partners in the relevant jurisdictions. However, in the mind of the customer, these business partners are Capstone personnel. Virtual support is managed through the Irish operation. A USP for Capstone internationally is that it can provide one single point of contact.

Target Audience:

Please note that client 'sites' can refer to call centres, company offices, manufacturing operations etc.

Domestic customers:

Irish indigenous companies and/or International companies with Irish sites. Wide variety of industry sectors from pharmaceutical to financial services.

EMEA/US customers:

Mid-sized multinationals with multiple international sites. They require a single point of contact from their supplier to manage and support communication requirements across all sites. Wide variety of industry sectors from pharmaceutical to financial services. These customers are larger in scale and look to strong brands.

Our objectives:

Capstone requires a brand identity that reflects the expertise, energy and specialty of the company. We need one brand for all jurisdictions in which we operate. It must communicate that Capstone is an International company with global reach. It must have the strength to compete with other global players.

The Capstone offering can be technically very complex for the customer. The new brand must reflect how Capstone can seamlessly deliver without complication.

The concern of some clients is the size and bench strength of the company. Our new brand must create an impression of a well resourced and serious player.

The new logo must be adaptable for all offline and online communication tools. Consideration should be given in particular to the use of the branding on our new website.

Client Research: Some comments from clients

Regarding the perception of the company:

'..a professional, reliable, capable company..'

'.. a company who strive to deliver a consistently good service with prompt and effective solutions..'

'.. very responsive..'

'.. superior skill set..'

'..relatively young company but the experience is there... '

'..extremely professional, highly supportive..'

Regarding the strengths of the company's offer

'.. honesty, practicality, reliability, attentiveness to customer needs..'

'..confidence to deliver..'

'.. able to deliver standard telecom solutions to EU..'

'.. quick to respond, flexible..'

Competitor Analysis:

We attach to this brief an analysis of 14 competitors' websites and include their logos.

Time frame:

Could you please indicate the schedule for the various milestones within the project, i.e. presentation of initial concepts, iteration, full work up etc.

Having read the brief thoroughly and discussed it with Root Marketing, who had been hired by Capstone to manage the rebrand, we agreed that as the client was totally unsure of which 'personality' they wished to present to market we would include an extra element at the beginning of the project to allow time and resources to research, create and present a range of 'personality traits' the company could convey.

This would ensure that we considered all angles before deciding on Capstone's tone of voice.

The following pages show the documents that were sent to the client in order to create the corporate identity and then the finished pieces created.

Thanks & credit goes to Fiona Barclay at Root Marketing and everyone who worked as part of the Smudge Design team - namely Dee Maher, Mick Veale, Trevor Dunne and Mary Collins.

After the agreed timeline - 4 weeks in this case - we were ready to send the client Phase 1 of the project - the initial concepts considering a wide variety of personlaity types in order to begin the process.

CAPSTONE LOGO CREATION 2012 - INITIAL CONCEPTS & IDEAS

Throughout these pages we have looked at how Capstone may begin to present it's new face to the market. We have considered many angles and taken on board what competitors are doing, but mainly we have considered how to visually communicate the expertise, energy and speciality of the company.

We have aimed to create and present a broad range of styles, from classical to friendly, all communicating that Capstone is a professional and serious player within the global communications market.

Classical Style Solutions

In order to present a strong and trustworthy face to the market many companies employ visual elements of a classical or historical nature.

A capstone in architectural terms is the last piece of the construction which ties the structure together and historically was often highly decorated.

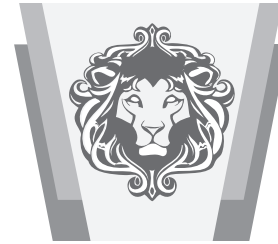
The top 2 logos on the right have developed from that idea and are shown alongside a modern, sans-serif typeface in order to modernise the overall effect.

These logos could be used to communicate qualities such as safe, reliable, conservative, dependable.

Ancient capstones are also found on stone structures both in Ireland and internationally. The bottom 3 logo designs shown here are developed with those in mind and could be employed should Capstone decide that their Irish roots have value to their potential global client base.



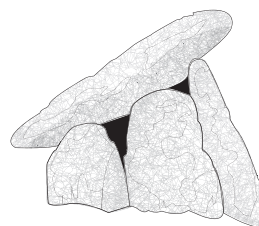
CAPSTONE
TECHNOLOGY THAT FITS



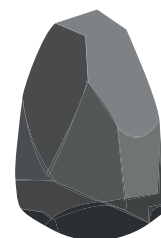
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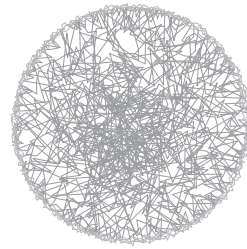
Contemporary Style Solutions

The offering by Capstone can be technically challenging to the customer and can appear highly complex.

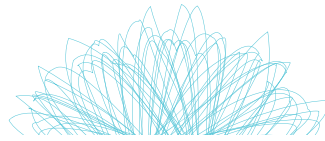
Capstone pride themselves on simplifying this process for their client and offering bespoke and highly flexible solutions to a multi-layered requirement.

The logo designs to the right speak to that complexity and the flexible multi-stranded solutions which Capstone can provide.

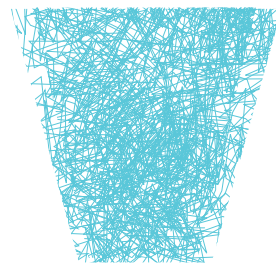
They visualise both beauty in complexity and also the clarity of Capstone through strong breakthrough typography.



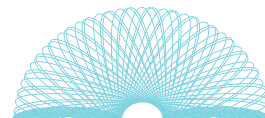
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Typographic Style Solutions

Typography is a powerful visual tool capable of delivering many subtle messages and when properly employed can become a highly recognisable company marque.

The top logo to the right utilises a classical serif typeface on the bottom half of the company name, and is topped by a brightly coloured contemporary sans-serif typeface - therefore subtly conveying a base or bedrock of knowledge with a movement towards technology and modernism.

The second logo employs a tweaked classical serif face reinforcing the idea of an actual capstone and highlighting the peak of the capstone.

The third solution is a strong modern design clearly showing strength and reliability while also conveying elements of technology and industry.

The fourth is a simple and safe option which conveys a sense of professionalism often seen in the financial services sector.

The final typographic solution mixes the strands of communications technology with a simple yet strong futuristic typeface.

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Technology Style Solutions

In these logo designs more abstract devices are utilised to communicate the idea of technology and dynamism.

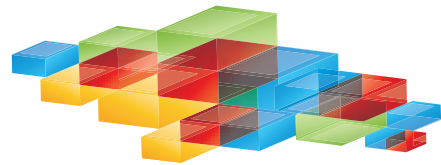
In each solution the energy and expertise of Capstone is conveyed through various motifs - be it the circular format representing a global approach or the multi-coloured stepping stones symbolising a clear path to Capstone.

Evolving from the mountain peaks featured in the current logo the third design sees an updated approach with an underlying technical aspect.

In the final logo idea energy & technology are powerfully conveyed through a simple yet vibrant use of colour and contemporary typography.



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“Personality” Style Solutions

Here a few logo designs are shown which immediately convey a more ‘friendly’ even youthful personality.

These may be more appropriate to a company dealing directly with consumers but we felt it important to demonstrate that should Capstone feel they would like to present a more human face to market this would be one direction to follow.



After some time to absorb and discuss the first round of ideas the client fed back to us their thoughts. They outlined the elements they did and didn't like and we discussed further how they now felt they would like Capstone to be perceived by the market. This led to the next stage of ideas as laid out below.

CAPSTONE LOGO CREATION 2012 - ROUND 2

Having considered the feedback received post Round 1, we have endeavoured to approach the next stage utilising all of the new information gathered - namely a preference for strong colours, simple shapes and a blend between the more technical and friendly elements. We feel we have achieved a very strong array of options - delivering solutions of varying extremes of each characteristic.

In an effort to showcase how any of the logos could work across the range of corporate communications we have also provided a sample of one of our favourites 'mocked up' on a letterhead, business card and compliment slip - we hope this will highlight the many and varied ways your logo can be developed along with a range of supporting graphic elements.

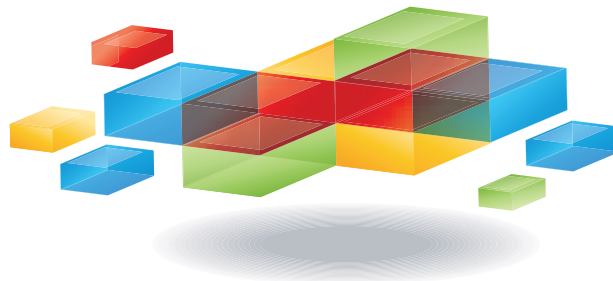




CAPSTONETM



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Mr Terry O'Neill
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Mr Terry O'Neill,

This is sample text for the design and implementation of Capstones corporate identity. This is sample text for the design and implementation of Capstones corporate identity. This is sample text for the design and implementation of Capstones corporate identity. This is sample text for the design and implementation of Capstones corporate identity. This is sample text for the design and implementation of Capstones corporate identity. This is sample text for the design and implementation of Capstones corporate identity.

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Kind regards,
Brian Kearney.



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After some further discussion and some final tweaks we soon had a decision...

All Hail

THE FINAL CHOSEN LOGO



CAPSTONE



APPLICATION OF CHOSEN DESIGN ONTO LITERATURE SUITE





APPLICATION OF CHOSEN DESIGN ONTO TRADESHOW ELEMENTS



All the various graphics were the utilised to design and build a great website and a fantastic informational video to explain what Capstone offer!

Please click below to see the final pieces.

<http://www.capstoneconnects.com/>

http://www.youtube.com/watch?feature=player_embedded&v=E0Q-kAmmgJE