

Corporate identity and branding services



How we can help

Brand new

A new company, a new logo, but what really makes a brand? A brand is a group of values which form part of the promise made to customers and stakeholders. The logo acts like a touchstone, a visual spark. Without the values and company behaviour, the logo is merely an empty shell. This is our starting point for thinking about your brand.

The brand, whether a corporate identity or a service or product, needs to provide a consistent, compelling experience - market focused, promoting your difference. We help organisations like yourselves to better understand the brand opportunity and its potential, while creating carefully crafted and exciting solutions.

OUR BRAND LIFECYCLE SERVICES

We see your brand as a lifecycle, much as you would think of the life of your product or service. We begin by understanding the business imperatives and marketing opportunities your brand must deliver and will provide a brand strategy and the creative services to make it happen. Our services cover single projects such as brand creation and other interventions to refresh or align your brand with market changes.

> NEW CORPORATE IDENTITY DEVELOPMENT

Assistance with all aspects from inception through design, to launch:

- Naming
- Competitor analysis
- Positioning
- Brand values
- Logo design
- Implementation
- Employee education

> IMPLEMENT IDENTITY

Apply logo and look & feel to a range of stationery, corporate and marketing collateral, on-line and in print.

> IDENTITY SUB-BRANDING

Creation of sub-brands relating to the corporate logo for new service areas, subsidiaries or alliances.

> IDENTITY EXTENSION

Style Development and expansion of look & feel to cover new business collateral, additional divisions or new markets.

> STYLE AUDIT

Audit as part of active ID management to ensure compliance with Corporate identity and Style guidelines.

> IDENTITY REFRESH

Updating or reinterpretation of the logo and look & feel to align with changing markets, product and service positioning.

> MERGER & ACQUISITION

Development of ID strategy, resolution of identity issues, including alignment of logo and sub-brands, development of joint brand and employee engagement.

Our client experience

Our clients include several global companies as well as government agencies. Saffron House projects have provided corporate identity management for merging companies, branding and packaging for software products and internal branding for corporate campaigns and intranets for a worldclass lighting company. We have also worked with start-up companies which have grown to become valued customers for many of our other services. We are proud to have been trusted so often with brand developments that carry our client's greatest aspirations.

Related services

CORPORATE PUBLICATIONS

Beyond branding, our services include company publications: newsletters and magazines for customers, white paper publishing to confirm thought leadership, as well as telling the company story online and in print. Our team of journalists and business writers are working with features and feedback from worldwide locations. While our designers and developers turn words into exciting and engaging visual experiences.

EMPLOYEE COMMUNICATIONS

We have more than eight years' experience of designing and implementing employee communication programmes for clients such as Xerox, Philips, UK Home Office and Atos Origin. These have included many branding projects and HR campaigns such as change management initiatives, diversity, business excellence and high performance teams. Our philosophy of approach is, wherever possible, to engage rather than merely inform.

WEB & eMARKETING STRATEGIES

We design and build websites, mainly for smaller and medium-sized organisations wanting to gain direct business benefits. Websites are often an integral part of an eMarketing strategy and may also include discrete microsites and portals. Our approach embraces linked websites, email marketing, site advertising, and eNewsletters, usually brought together in a single strategy. We will also link with direct mail and repurpose other client assets.

Working with Saffron House

Saffron House has been providing successful communications and marketing consultancy and creative services to clients since 1994.

Our clients choose to work with us in relationships which are informal, responsive and pragmatic. For this reason we don't employ the usual agency structures. We keep our organisation tight and virtual, with the emphasis on high value and performance.

If you prefer the comfort (and premium) of a large agency then we won't be your choice. If, however, you want a catalyst - people who challenge the status quo and are prepared to think differently about your requirement - Saffron House can offer you this.

For more details of our approach to Brand Design, visit our website and click to see our Brand Builder online book. Or, better still, contact:

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