

How to do a rebrand on a budget

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Head of Studio



A few words about myself

Ioana Negulescu, Head of Studio

- Working in design and branding for over 10 years
- Started as a designer at Articulate
- Rebranded Romania independently and exhibited the campaign in Paris. That project ended up viral and got published in a few international design magazines.



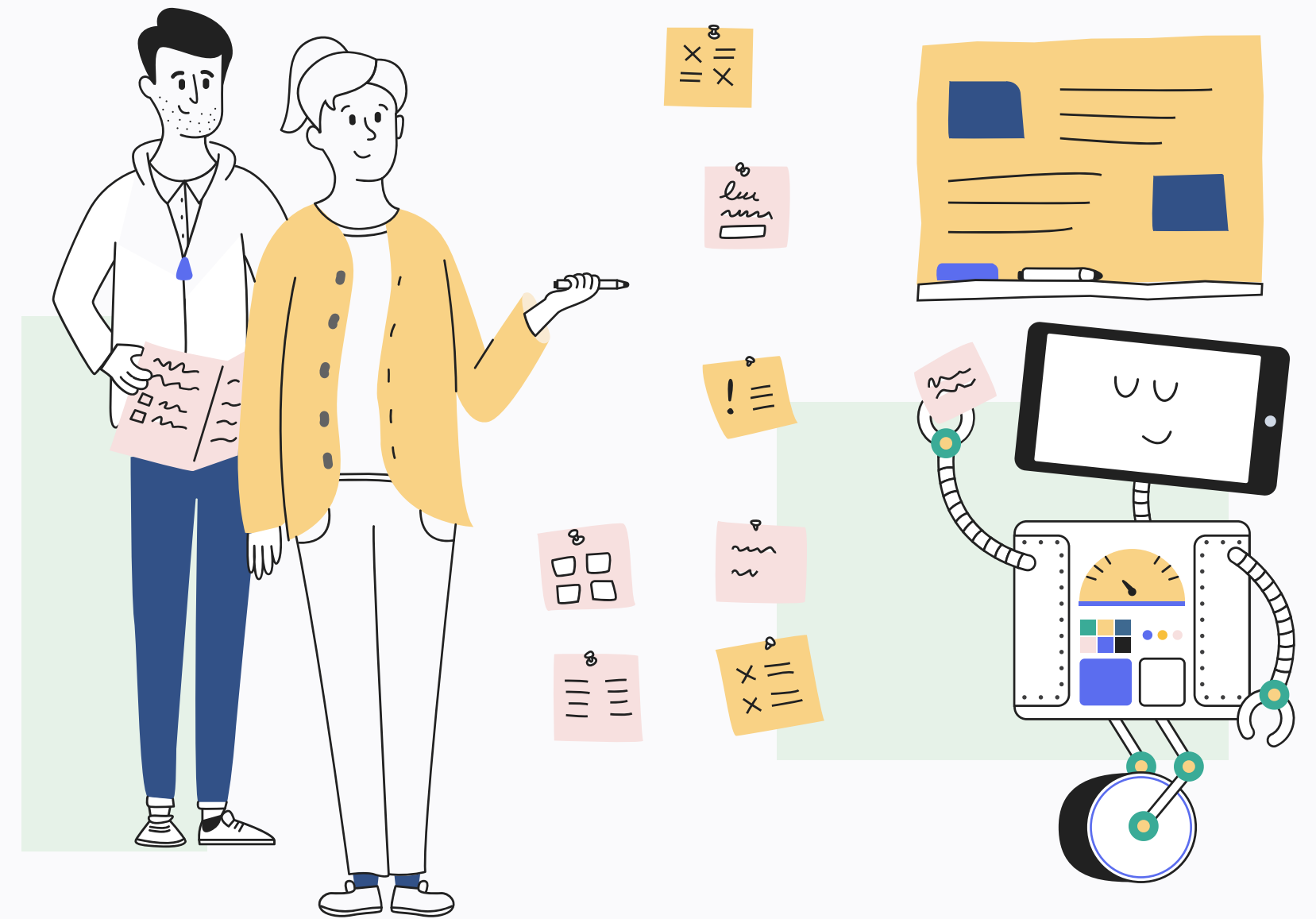
Agenda

What is a brand?

Evolving the visual tone of voice of a brand

Logo revamp

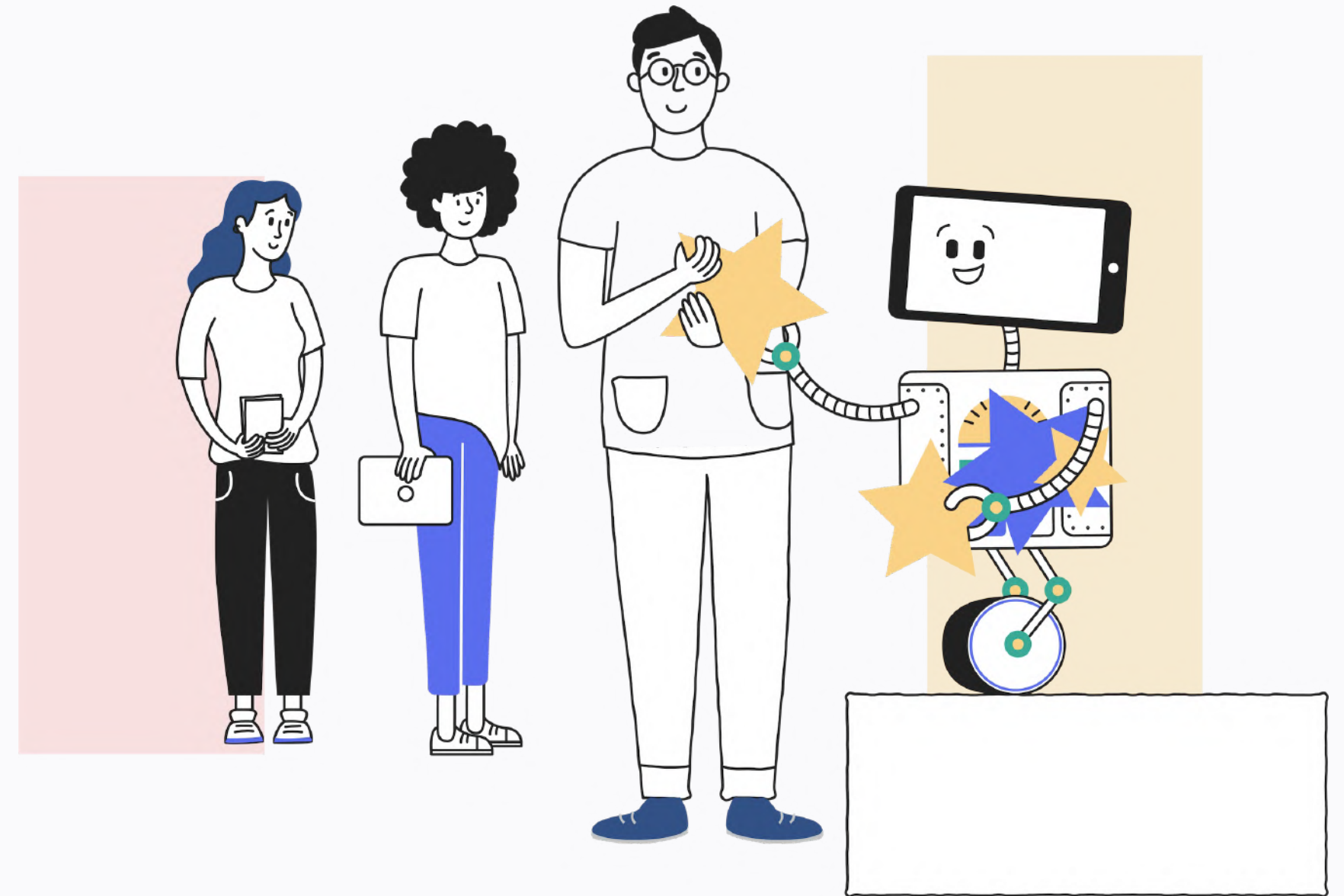
Things to consider before starting your rebranding project



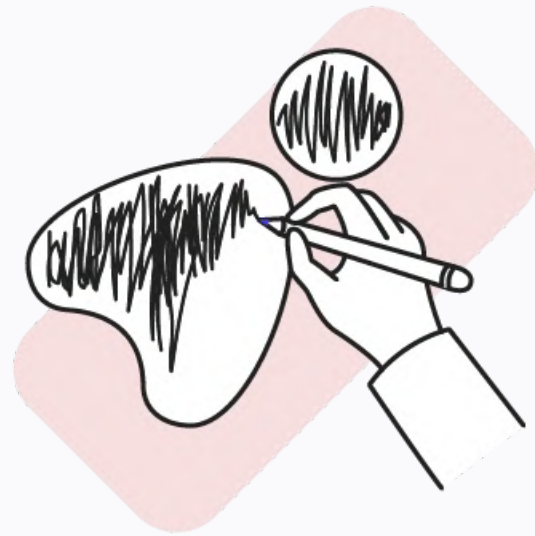
What is a brand?

If a company's culture defines how the company is perceived internally, a brand defines how it is perceived externally.

If a company's culture makes people want to work for that company, a brand makes people want to consume its products or services.

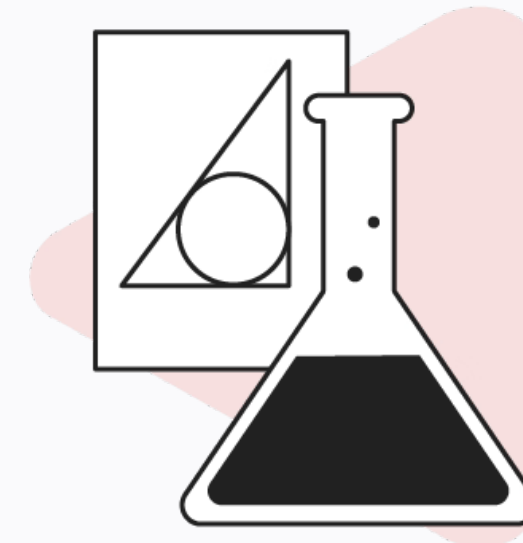


What makes up a brand?



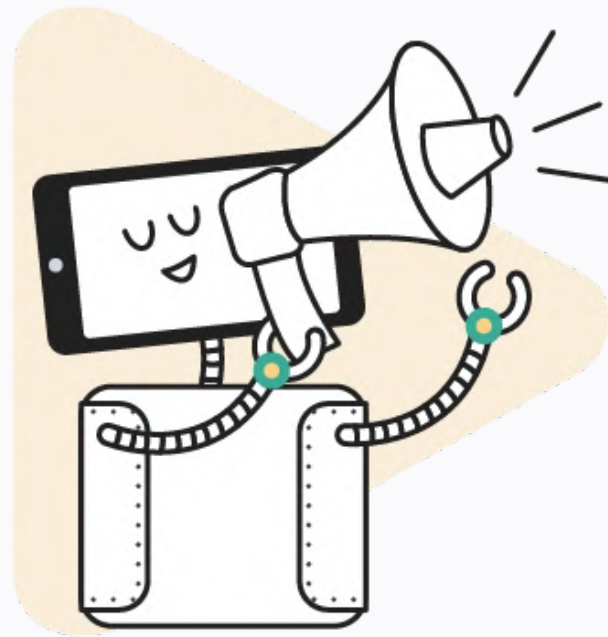
The visual assets

Your logo, your marketing materials, your presentations, and, most importantly, in the digital world, your website.



Your brand values

What you believe in and what you want others to believe about you. This includes your brand promise and vision, Simon's Sinek famous 'Why?', your competitive advantage and everything that lays the strategic foundations for your brand.



Your brand language

How you communicate your messages. This includes your tone of voice, your choice of words and communication style.



Your brand personality

A set of traits that represent who you are and how you are perceived by others. That can be friendly, or approachable, or professional, trustworthy, outstanding.



Your brand experience

the experience you create for your customers during all stages (before they make the decision to choose you over your competitors, the sales cycle, during the engagement period, as well as after it)



Or, in the words of Seth Godin...

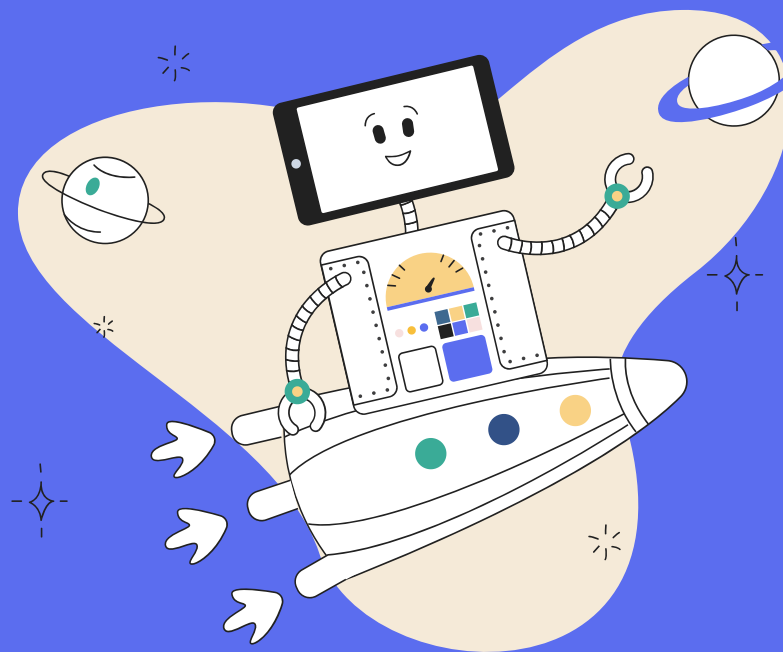
A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another.

A brand is successful when it...



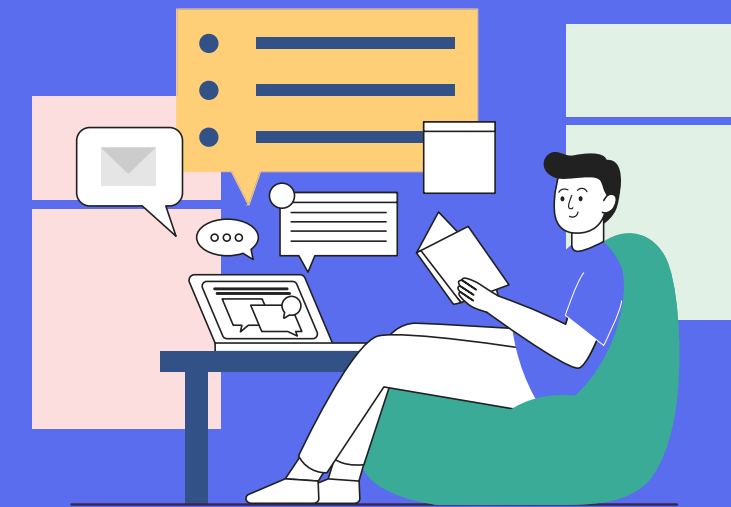
Is consistent

If your customers are able to perceive your brand the same way as you would perceive it yourself.



Is unique and recognisable

If the brand is easy to remember (visually, tone of voice, etc.) and the way it is perceived by customers and internally, it makes it stand out from competitors.



Builds positive, long-lasting relationships

Based on trust, expertise, know-how; generates engagement from existing, past and future customers, leads to long term relationships



In the words of Martin Neumeier...

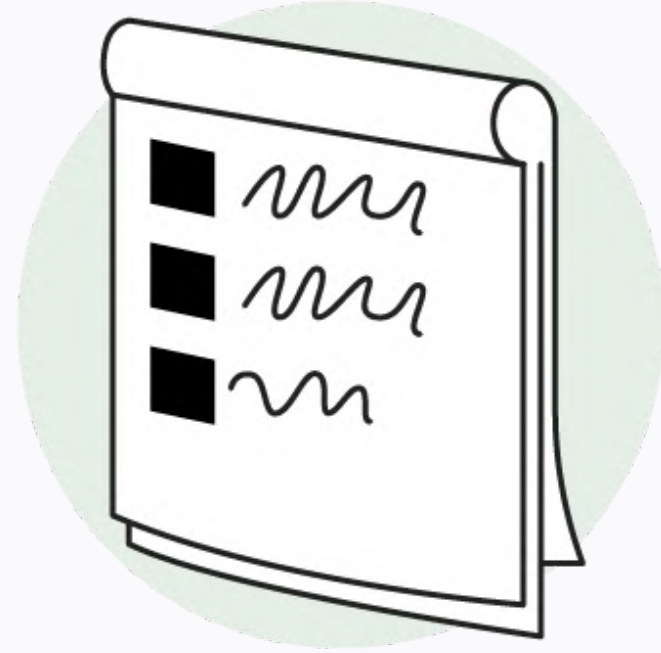
Branding is the process of connecting good strategy with good creativity.

Strategy foundations –
How to set the right marketing foundations for your
business,
by Matthew Stibbe, CEO of Articulate Marketing

How to express your brand's tone of voice
through copywriting,
by Clare Dodd, Editor in Chief at Articulate
Marketing

HOW WE DO IT

Design blueprints: Evolving the visual tone of voice of a brand



Kickoff call

We gather our client's preferences, goals and aspirations.

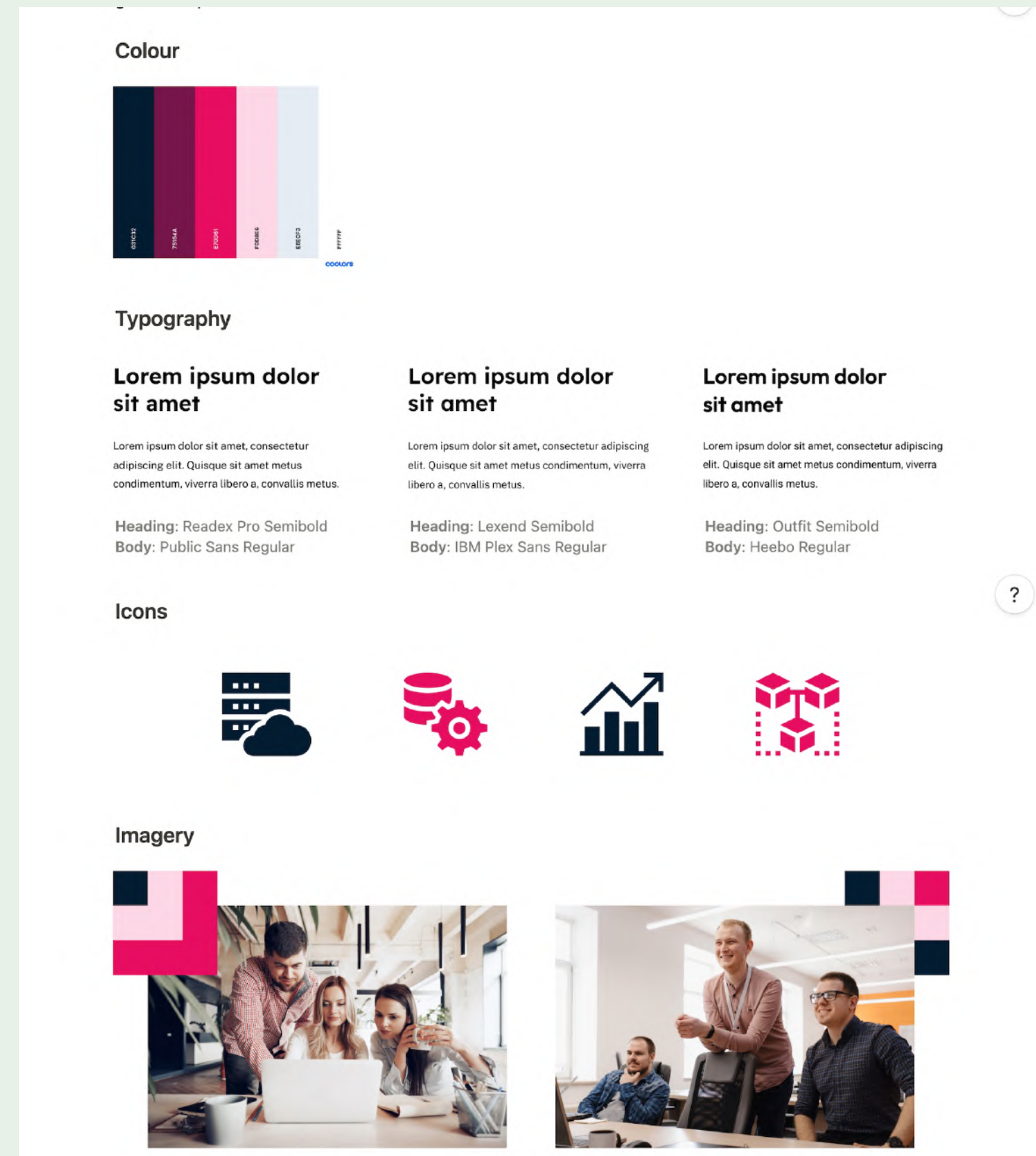


Internal groundwork

Research, brainstorming, familiarising ourselves with the strategy blueprints

Initial moodboards

We present the initial design direction - fonts, colours, visual style, illustration style, photography style



Mock-ups

We design mock-ups like a homepage, whitepaper template, case study template, etc.

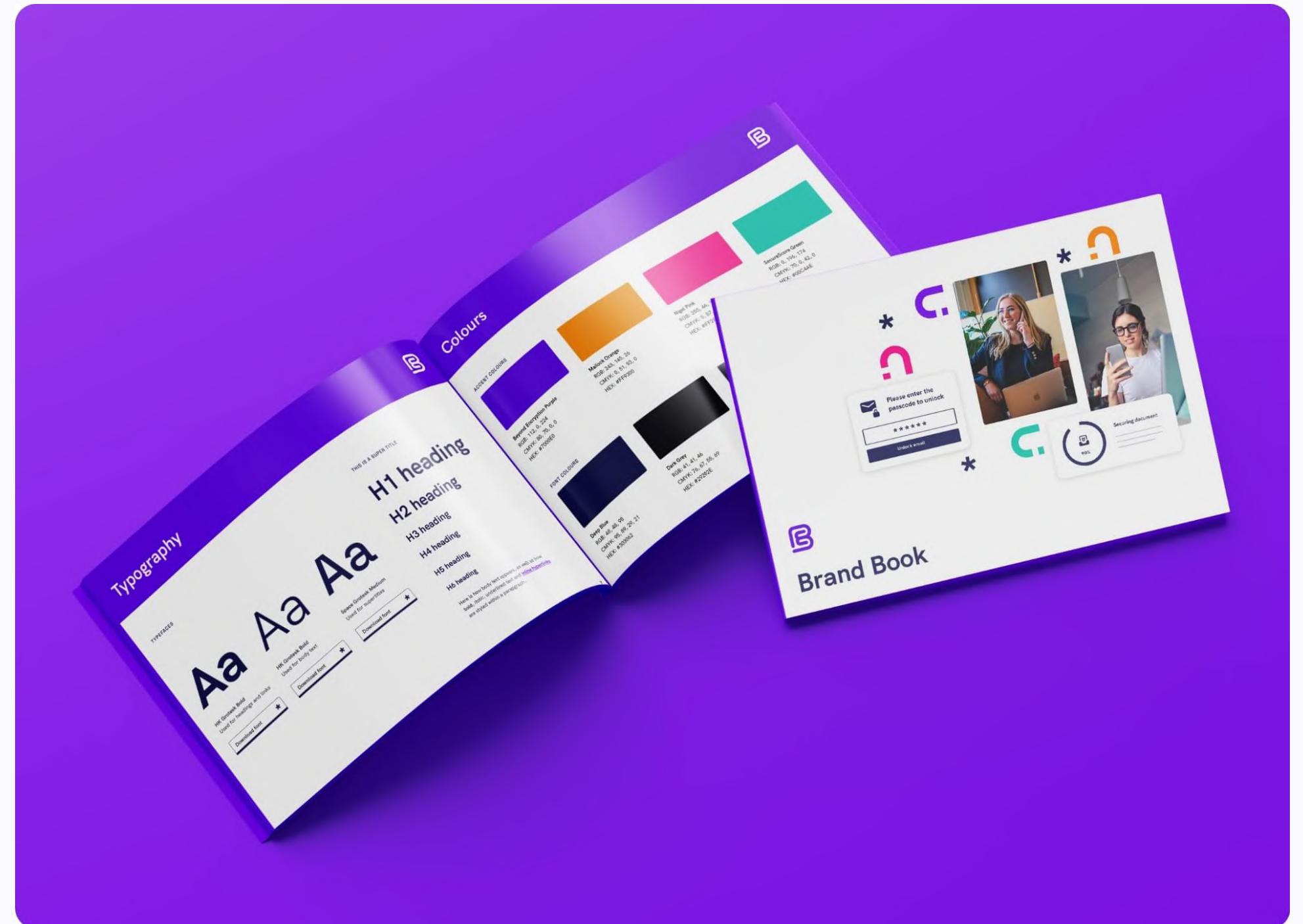


The end result: the brandbook

Did you know that only 25% of brands stick to their brand guidelines?

Here is how you can reduce the risk of it not being used:

- Keep it short, concise and focus on the most important aspects
- Link to relevant resources, such as fonts, logo files and other templates
- Make it easy to navigate through, so that anyone can understand the visual tone of voice of the brand at a glance



A few tips for your brand look and feel



Be mindful about your colour palette

Do the colours work well together? Is the contrast between colours accessible? Do you have a primary set of colours and a secondary one, what is the hierarchy between the various colours you choose for your brand?



Use simple, clean and legible fonts

Does the font represent your personality? Is it timeless? Does it read well when small and large?

When in doubt, use Inter.



Consistency is key

Make sure that all visual assets that become part of your brand look and feel are part of the same design vocabulary.

Make sure all icons, illustrations and photos follow the same style.

HOW WE DO IT

Logo revamp

Step 1: Kickoff call

We gather our client's preferences, goals and aspirations.

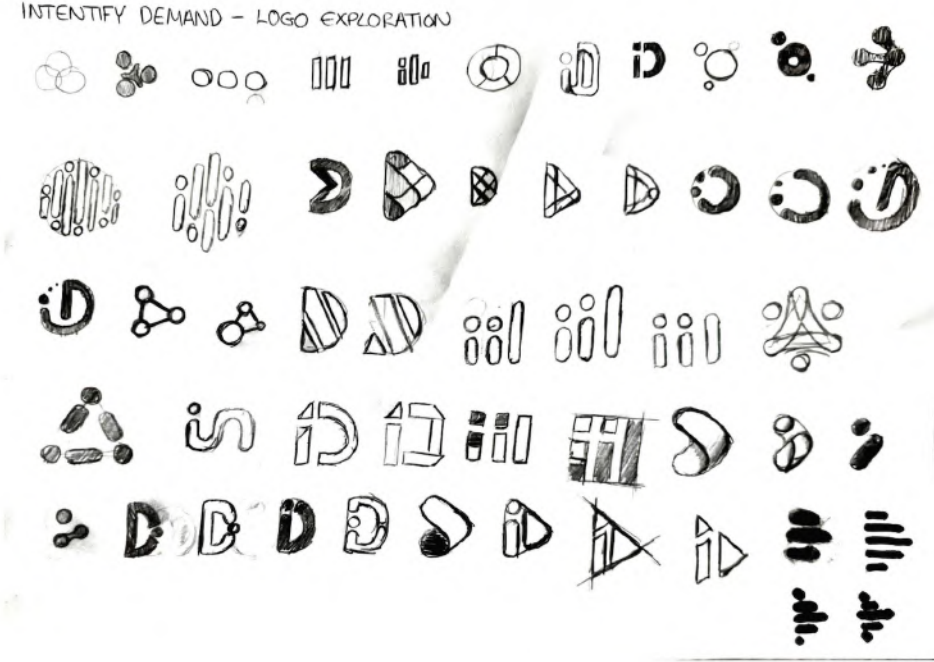
Step 2: Internal groundwork

Research, brainstorming, familiarising ourselves with the strategy blueprints.

Step 3: Initial sketches of the symbol

Dump all our ideas on paper. Share that with the client, get their input.

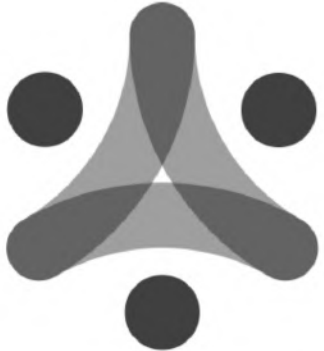
Initial Sketches



Initial Concepts

Concept 1

The three core pillars of Intentify (Employees, Customers and Data), connected together in a triad - showing strength, stability and reliability. Overlapping components of the mark, allow for interesting brand elements.



Concept 2

Going off of one of the ICPs Intentify mentioned in the strategy workshop (media agencies), this mark is in the shape of a play symbol. Its arrow shape has flow from left to right, suggesting positive progress and forward thinking. It allow shows multiple paths converging into a single path. The dot not only relates to the i in Intentify but also a gives an opportunity to add a strong accent colour here that can be used in future logos for Intentify.



Step 4: Typography

We explore font options and logo mark placement

Step 4: Add colour

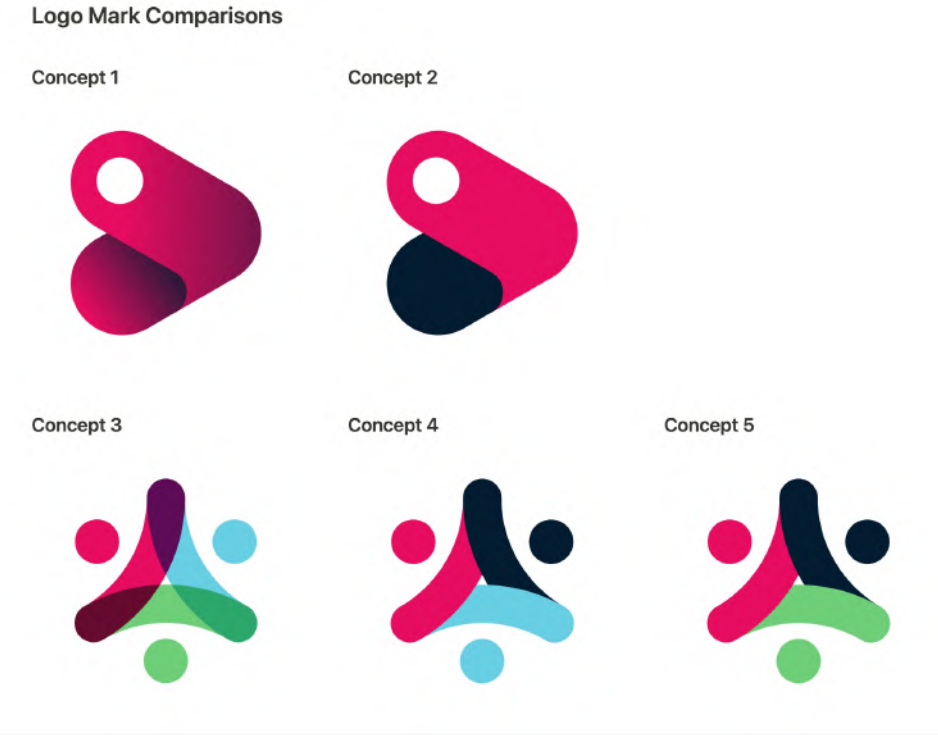
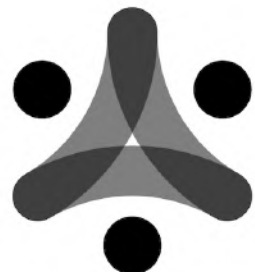
We explore colour options and how that fits within the logo mark



Concept 2



Concept 3



A few examples of logo revamps

Old



New



Old



New



Old



New



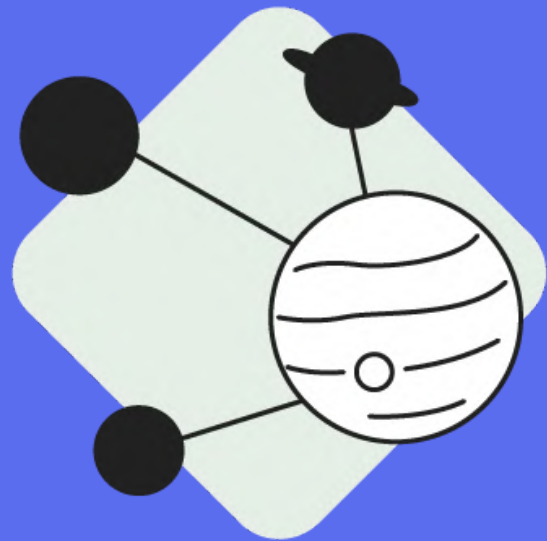
Old



New



A few tips on how to design a great logo



Keep it simple

Some say that a successful logo is one so easy to remember that you can draw it from memory at any point.



Start with black and white, then add colour

A good logo should still look good in black and white - it should be clear, legible and accessible.



Check it from afar

Your logo will be used in a multitude of places, sometimes larger, sometimes smaller. Make sure it is still clear when very small.



Avoid adding too much text to your logo

Stick to your company name. Don't integrate your slogan into the logo, unless absolutely necessary - remember, the checking it from afar point?

Things to consider before starting your rebranding project



You should think about rebranding...

If your visual tone of voice is inconsistent, or have never developed it.

If your logo does not match your website or marketing materials, or vice versa.

If it all feels outdated.



Get the right team on board

Your visual tone of voice and logo are incredibly important. Don't do it in house unless you have a designer.



Don't jump into design without a strong strategic foundation

Aligning marketing strategy and design decisions means that you will end up with a brand design that is tailored to your personas, your goals and your tone of voice.



In the words of Seth Godin

You're either remarkable or invisible.

Thank you!