



WE ASKED TWO OF OUR EXPERTS... WHAT DID YOU CONSIDER WHEN COMING UP WITH YOUR COMPANY'S BRAND IMAGE?

MARY HENDERSON, GEEK IT GROUP

When determining the brand image for your company it's vital you have a clear strategy up front that articulates how you want to be perceived by your target audience, what you stand for and your unique point of difference. At the heart of this is your customer, and by placing them in the centre of the equation you can ensure that the brand you develop is one that makes an emotional and memorable connection.

All too often businesses become unstuck because their visual self (their brand and identity) does not represent their actual self (the experience they deliver to their customers and staff). The split personality syndrome does not make for memorable brands and at the same time disenfranchises your customers and your staff.

When we were building Geek IT's brand identity we knew we wanted to be seen as an IT company delivering technology solutions. However it was important to us that our brand conveyed the energy, warmth and partnership approach that is inherent in everything we do. Our choice of colour (bright orange), as well as the fluid design of our logo, which is similar to a conversation



bubble, is very personable and reflects the experience we deliver to our customers.

It is also important to ensure that your brand mark and colours work well in all environments.

Some colours may look fantastic in print, but do not reproduce well in online environments.

Finally, if you intend to take your brand to new markets outside of Australia, make sure you take into account cultural differences. In some cultures colours and symbols can convey a very different meaning. So take the time to review the markets and factor these considerations into the design of your brand identity.

—See *GeekIT* online at www.geekitgroup.com.au

ADRIAN MCFEDRIES, DC STRATEGY

The selection of the brand image for DC Strategy has been an ongoing process with a combination of specific research, analysis and judgement. The definition of a brand image varies from person to person but from the DC Strategy perspective it is the entire portfolio of logo, brand positioning, firm positioning, collateral and imagery for both national and international markets.

DC Strategy is a specialist consulting and legal firm so we had to understand how to select a brand that would meet the different specialist needs. We wanted to achieve a high standard to reflect our position as market leader.

The design of the logo itself and surrounding colour was a specific exercise based on extensive research of the history of use of colours in corporate branding. We completed an analysis of colour use for the past 50 years and considered the multitude of applications from office design to collateral and online.

The overall style is probably the most contentious point for many organisations to decide. Our choice of style was based on the need to balance contemporary, timeless and international transportability. As DC Strategy operates and interacts with a multitude of markets we needed to adopt a style that respected the differences in style between the US, Asia, UK, European and Middle East markets. The research suggested a semi-formal style and sticking to a font style that did not try to get too clever as it would be difficult to adjust or reproduce in some markets.

There are a number of factors now that were never present before when selecting a brand image. The need to take into account domain name accessibility, Google utilisation and internationalisation to name but a few, can add considerable complexity to an area that has traditionally been seen as an art rather than a science. **DB**

—See *DC Strategy's branding* online at www.dcstrategy.com

