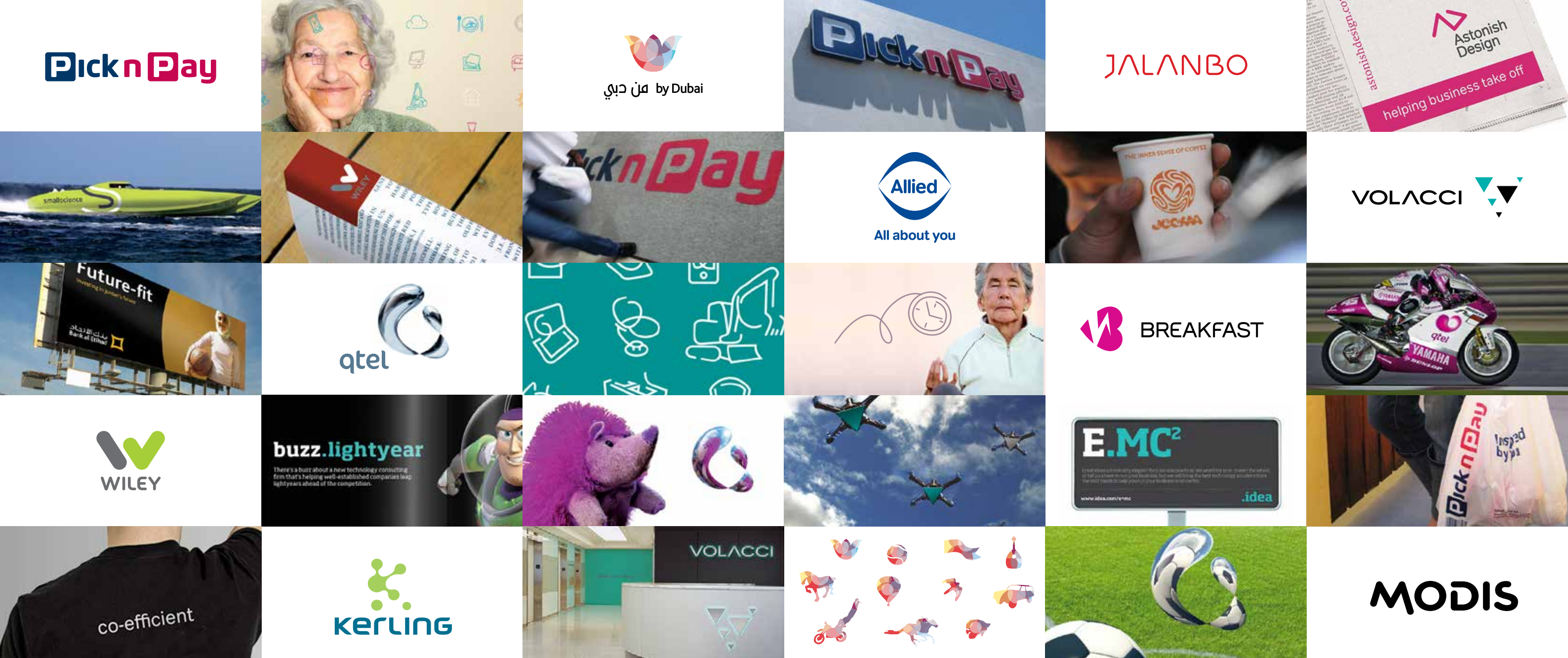




ANDREW SABATIER

BRAND IDENTITY DESIGNER

Looking to stand out

For modern consumers digital convergence is becoming an everyday reality and brands are now expected to create distinct patterns of behaviour across multiple channels. They have to be responsive and adapt to change faster than ever

Andrew Sabatier for Breakfast



brands are about aesthetic experiences



aesthetic experiences aren't elitist, egotistical
or poncey, they're totalising and immediate

Looking to stand out

I'm a London-based senior brand creative with specialist skills in brand identity design

I excel at working on projects that require an in-depth understanding of the relationship between business strategy and brand strategy, and how brand identity is determined by the experience people have of brands. I take a holistic view of brands and assert the importance of laying the foundations of brand identity in organising principles that transform organisations from the inside out

I began my career in corporate reporting and developed naturally into the world of brand consulting, and have over 16 years experience in the industry. I've worked across a broad range of industries, including financial services, breakthrough science and technology products, property, telecommunications, web-development, digital content marketing, postal services, healthcare, information technology, foodservice, human resources; petrochemical and automotive industries

Generating creative content to express a strategic idea is second nature to me and I'm just as comfortable imagining future possibilities for brands as I am at grasping the tactical 'nuts and bolts' of business organisation

I'm a brand-man through and through. My interest in brands lies not only in the power of commercial brands to dramatically improve the quality of life for people but in branding as an inescapable aspect of any experience that can be shared

I value original thinking above all and do what it takes to capture unique ideas and experiences in practical brand identity systems

Looking to stand out



Interbrand

+ siegel
gale

dragon

Henrion Ludlow Schmidt
Identity consultants

ORE

alleninternational

Landor

SCG LONDON

Jul 03 - present **Freelance:** Ore, Breakfast, Blue Marlin, The Design Portfolio, MerchantCantos, Allen International, Soullelis Studio, SCG London, Siegel+Gale, Landor Associates, Karakter, Interbrand (London), Appetite, Henrion Ludlow Schmidt, Deep Creative, Mirror Image
Key clients: The First Group, Saga Healthcare (Saga Homecare & Allied Healthcare), Quorator (Teraderm & Pantherma), Europ Assistance, Small Science, British Airways, Ashley House, Hawksford, SES, Idea, Modis, Bac A Bank, Bank al Etihad, Bank of Beirut, Wiley, Emivest, Qtel, Dubai Events Holding, ITFC (International Islamic Trade Finance Corporation), Saudi Aramco, Life Bank, Eksmo, Hydro, Pick n Pay, Kerling, UK Trade and Investment, Dresdner Kleinwort, Daimler Chrysler (Mercedes-Benz), Vodafone, Paragon Healthcare
Subject to NDAs: Petrochemical Company (global, major), Property Developer (Middle Eastern, ultra-premium)
Direct clients: Volacci, Bigfoot Consulting, Astonish Design, Heritage Architecture, Julian Hearn, Asterisk Investments, Jooma Coffee, Wiloh, Equate Translations, Salon Gallery, Resaura
Other projects: Stretch Brands, Ignore Me™, Usflux

Jun 00 - Jun 02 **Full-time:** Dragon Brand Consulting (now Dragon Rouge)
Key clients: The Post Office (Consignia), Securicor, Xansa, Regent Inns, Abbey National, Zishi

Jul 99 - Apr 00 **Freelance:** Dragon Brand Consulting (now Dragon Rouge), Interbrand (Amsterdam)
Key clients: 3663, International Power, The Post Office (Consignia), Telia

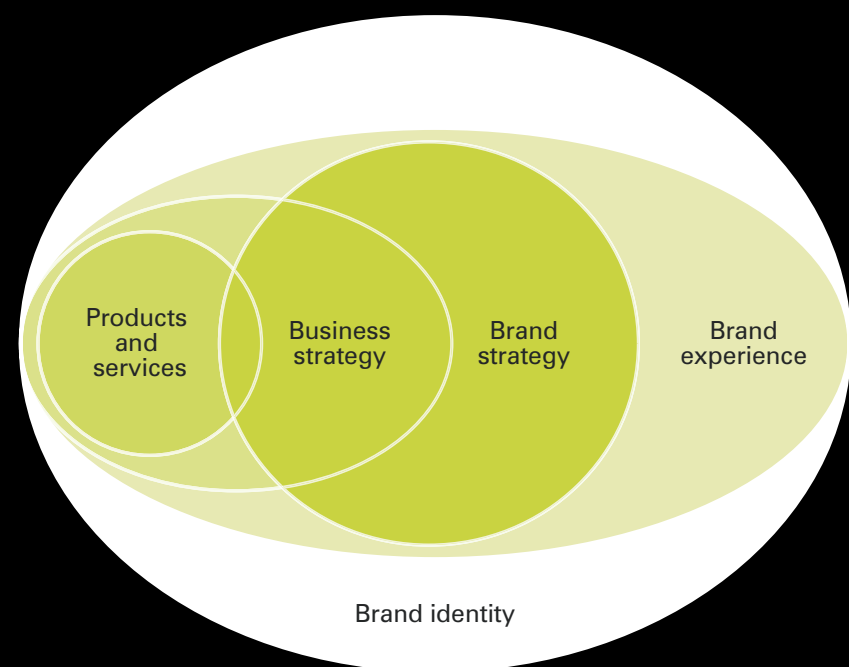
Jan 97 - Apr 99 **Full-time:** M&D Graphic Design
Key clients: Spicer Holdings, Hyprop Investments, Group Five, Design Institute, Siltek Distribution Dynamics, Jorg Hysek, Eskom

Feb 93 - Nov 96 **Education:** Technikon Witwatersrand (University of Johannesburg)
1. National Diploma: Graphic Design
2. Partial Diploma: 3 Dimensional Design (Product Design)
3. Additional courses: SAB Entrepreneurial Program

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T @andrewsabatier

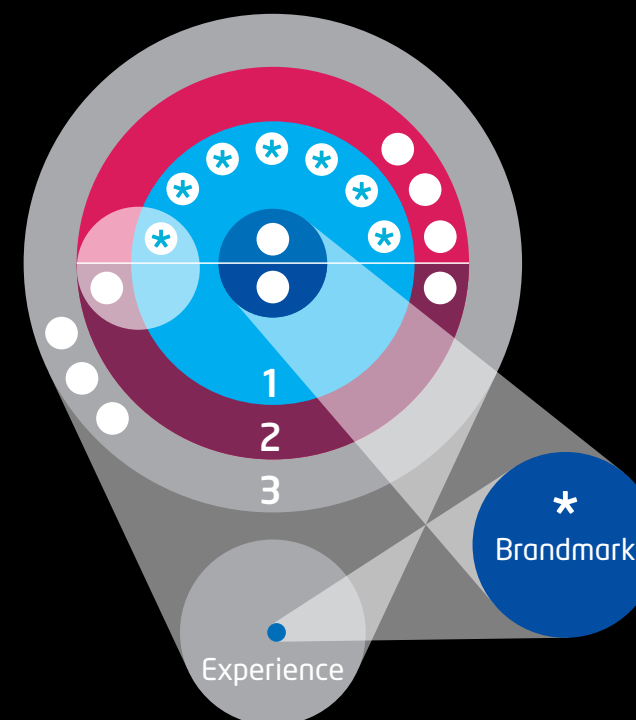
Looking to stand out

Brand models



Non-linguistic
Linguistic

* Brand-mark



1

Form

2

Configuration

3

Content

- Symbol
- Wordmark
- Texture
- Image
- Sound
- Smell / taste
- Colour
- Material
- Typeface
- Typography
- Strategy
- Environment
- Layout
- Tone
- Market
- Product
- Service

Experience determines identity

The model above marks out the key aspects of an organisation that determines its identity. Everything an organisation is and does represents the total experience of its brand identity. This 'total experience' determines the organisation's identity in material, linguistic and gestural terms, all three of which, in combination, contains all shareable experience

Central to a brand identity is the brand strategy. This is the 'directing' and 'self-aware' mechanism of an organisation. Brand strategy helps determine business strategy and has a strong influence over its products and services

Some top-tier brand consultancies go so far as to propose that brand strategy encapsulates and also determines products and services. I believe this is a step too far. Products and services are most often born of environments that brand strategy cannot influence directly or ever determine outright. With this in mind it's important to make a distinction between business strategy and brand strategy

Anatomy of a brand identity

This model captures all the major components of a brand identity, it marks out the range and type of components and also indicates the types of relationships the components have to each other. This model helps, for example, to identify the limits of the role of design in brand experiences by making a distinction between giving form to a brand and configuring a brand

From this model it can be discerned that design is primarily concerned with giving form to brands and that strategy is primarily concerned with configuring brands. And, that the content of a brand is mostly provided by products, services and external market input not determined directly by the brand. The forming and configuring of a brand provides other types of content that provide substance to a brand but this is of secondary importance. Specifically, this model assists in understanding how configuring a brand relates to (and differs from) providing content for a brand and giving form to a brand

This model handles the components of a brand identity as brand-marks to demonstrate how doing so is useful in terms of forming and configuring these marks. Presented in this model are all the tangible types of marks of a brand that can be configured and formed to establish a brand identity

Business descriptions

Volacci is a Digital Marketing Agency that specialises in augmenting the marketing of already successful websites via Drupal-enabled eco-systems of partnerships, technologies and commerce. In total these interdependent factors are evolving Drupal into the most effective and robust digital content marketing platform for businesses online, and within which Volacci also plays a key role in product development and reputation enhancement

SECTOR Internet CLIENT Volacci

The strengths of Heritage Architecture lie in a deeply rooted green practices business culture founded on sustainability, qualification and accreditation, teamwork and close client collaboration, technological proficiency and a holistic multi-platform design and energy analysis capability in management, planning and architecture

SECTOR Architecture CLIENT Heritage Architecture

A software engine and database system that collects and analyses personalised bodymind data using specialised algorithms in realtime. A freemium model business offering to consumers (B2C) and businesses (B2B) that can be accessed via multiple smart devices and connected to other health-monitoring devices. The system establishes relationships between disparate data types and offers interpretive information that enables people to make knowledgeable lifestyle decisions to achieve desired wellbeing outcomes. It measures data over time and against comparables, which enables people to understand whether their goals are reasonable and typical. Informed by the thinking of key opinion leaders the premium version of the service will provide access to advanced analytical and reporting features

SECTOR Health & wellbeing CLIENT Breakfast partner BRAND Confidential

Positioning lines

strategic web-solutions partner

SECTOR Internet CLIENT Astonish Design

property investment experience partner

SECTOR Property AGENCY Ore BRAND Confidential

health and community property solutions partner

SECTOR Property CLIENT Ashley House AGENCY The Design Portfolio

fitness comparison platform

SECTOR Health & fitness CLIENT Julian Hearn BRAND BodyHack

realtime health & wellbeing knowledge comparison platform

SECTOR Health & wellbeing CLIENT Confidential AGENCY Breakfast partner

brand agency

SECTOR Marketing CLIENT Breakfast

digital content marketing agency

SECTOR Internet marketing CLIENT Volacci

Strategic ideas

marketing intelligence

SECTOR Internet marketing CLIENT Volacci

transmedia storytelling

SECTOR Marketing CLIENT Breakfast

take off

SECTOR Internet CLIENT Astonish Design

all about you

SECTOR Healthcare CLIENT Allied Healthcare Agency Breakfast

Brand-ideas

in formation

SECTOR Internet marketing CLIENT Volacci

ecosocial

SECTOR Apparel CLIENT Wiloh

all there

SECTOR Health & wellbeing CLIENT Confidential AGENCY Breakfast partner

cracking

SECTOR Marketing CLIENT Breakfast

turning point

SECTOR Publishing CLIENT Eksmo

augmented realty

SECTOR Property development CLIENT Confidential STATUS Siegel+Gale

another dimension

SECTOR Internet CLIENT Astonish Design

mission possible

SECTOR Internet CLIENT Astonish Design

care-full banking

SECTOR Retail banking CLIENT Bank of Beirut AGENCY Allen International

well-adapted

SECTOR Property solutions CLIENT Ashley House AGENCY The Design Portfolio

stepping up

SECTOR Internet CLIENT Astonish Design

surrounding care

SECTOR Healthcare CLIENT Allied Healthcare Agency Breakfast

technology dot consulting

SECTOR Information technology CLIENT Idea AGENCY Siegel+Gale

tipping points

SECTOR Internet marketing CLIENT Volacci

strength in numbers

SECTOR Healthcare CLIENT Allied Healthcare Agency Breakfast

shield & yield

SECTOR Agriculture CLIENT Quorator AGENCY Breakfast BRAND Teraderm

accumulating change

SECTOR Petrochemical CLIENT Quorator AGENCY Breakfast BRAND Small Science

trading insight

SECTOR Financial services CLIENT Asterisk Investments

the edge in knowledge

SECTOR Publishing CLIENT Wiley AGENCY Soullelis Studio

Brandlines

the inner sense of coffee

SECTOR Coffee CLIENT Jooma

stepping up for business

SECTOR Internet CLIENT Astonish Design

sunlimited thinking

SECTOR Construction CLIENT Quorator AGENCY Breakfast BRAND Pantherma

workouts that work out

SECTOR Health & fitness CLIENT Julian Hearn BRAND BodyHack

helping business take off

SECTOR Internet CLIENT Astonish Design

coffee at the speed of life

SECTOR Coffee CLIENT Jooma

unique comes as standard

SECTOR Financial services CLIENT Bank al Etihad AGENCY Allen International

value all ways

SECTOR Supermarket CLIENT Pick n Pay AGENCY Landor Associates

cracking finds

SECTOR Marketing CLIENT Breakfast

tipped for success

SECTOR Internet marketing CLIENT Volacci

the insight advantage

SECTOR Financial services CLIENT Asterisk Investments

striking ideas

SECTOR Marketing CLIENT Breakfast

enduring properties

SECTOR Property solutions CLIENT Ashley House AGENCY The Design Portfolio

Brand names

pantherma

SECTOR Construction CLIENT Quorator AGENCY Breakfast

teraderm

SECTOR Agriculture CLIENT Quorator AGENCY Breakfast

jooma

SECTOR Coffee

wiloh

SECTOR Eco-apparel

linuxus

SECTOR Healthcare CLIENT Confidential INFO Telecare AGENCY Breakfast

hummingbirds

SECTOR Healthcare CLIENT Confidential INFO Volunteer portal AGENCY Breakfast

Category descriptions

lifestyle biometrics

SECTOR Health & wellbeing CLIENT Breakfast partner BRAND Confidential

thermodification

SECTOR Construction CLIENT Quorator AGENCY Breakfast BRAND Pantherma

habilitation

SECTOR Homecare CLIENT Confidential BRAND Confidential

Business concepts

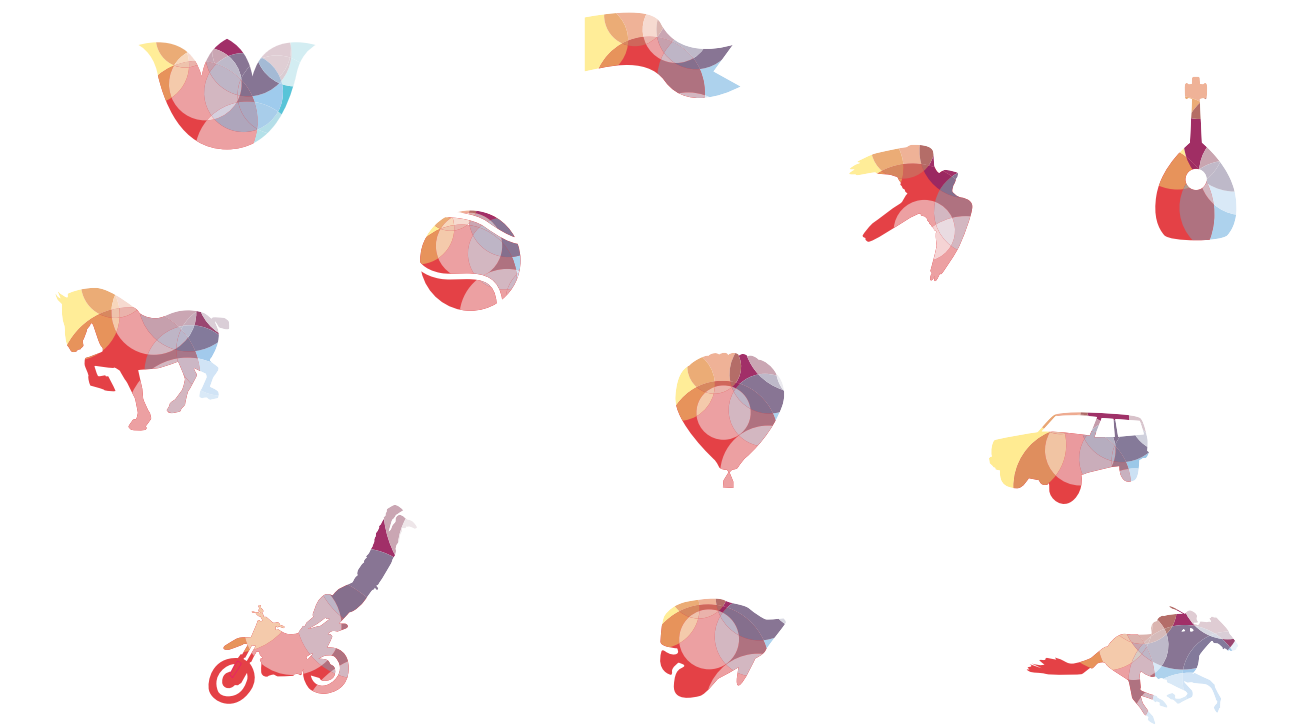
web-vector

SECTOR Internet CLIENT Astonish Design

Brandmarks



Brand-marks



SECTOR Event destination CLIENT Dubai Events Holding AGENCY Siegel+Gale



SECTOR Internet marketing CLIENT Volacci



SECTOR Coffee CLIENT Jooma



SECTOR Property solutions CLIENT Ashley House AGENCY The Design Portfolio

Typeface design

АБВГДЕЁЖЗИЙК
ЛМНОПРСТУФХЦ
ЧШЩЪЫЬЭЮЯ

абвгдеёжзийклм
нопрстуфхцчшщ
ыьэюя

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

SECTOR Financial services CLIENT Life Bank AGENCY SCG London

АБCDEFGHIJ
KLMNOPQRS
TUVWXYZ

SECTOR Internet marketing CLIENT Volacci

а в с d e f g h i j k
l m n o p q r s t u v
w x y z
0 1 2 3 4 5 6 7 8 9

SECTOR Mobile customer relations management CLIENT Zishi AGENCY Dragon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
qrstuvwxyz

SECTOR Brand management CLIENT Stretch Brands

ABCDEFGHIJKLMNOPQRSTUVWXYZ
KLMNOPQRS
TUVWXYZ

CLIENT Andrew Sabatier Limited

а в с d e f g h
i j k l m n o p
q r s t u v w x
y z

Self-initiated

Big brands

Up-front thinking & brand identity design - 8 Projects

A super-smart bio-membrane
drawn from the earth
for the earth



TERADERM

Teraderm

Teraderm is a low cost, organic, bio-engineered membrane developed to restore health to the earth. It’s a sustainability technology set to compensate for harm done to the planet as a result of industrial activities by humans. Teraderm has two main functions: (1) Reflect solar radiation away from the earth (helping to reverse global warming), reducing surface temperature and altering harmful near-surface gas conditions. (2) Increase crop yields by binding soil and root systems and retaining water for longer. This technology is most useful in reclaiming previously fertile land lost to dessertification and is expected to receive government support, particularly in developing countries where soil conditions are often poor. The technology on which Teraderm is based has been in development for more than 26 years and is the brainchild of Norwegian scientist Torfinn Johnsen. Teraderm is the first go-to-market product of this technology and is aimed primarily at the fertiliser industry where it’s been proven to outperform all existing industrial scale competitors. The name says it all. Teraderm is derived from a combination of ‘terra’, which is latin for ‘earth’ and ‘derma’, which means ‘skin’ in Greek. The name translates literally into ‘earthskin’, which is a metaphor related to the protective and health-mediating functions of the largest organ of the human body, skin

Sector

Rejuvenating technology
for the earth

Info

Bio-engineered earth-skin

Project

Brand new venture

Agency credit

Breakfast

Role

Brand identity consulting

Authorship

Brand creation: up-front
thinking, name generation
& presentation work, including
copywriting and visuals



TERADERM*

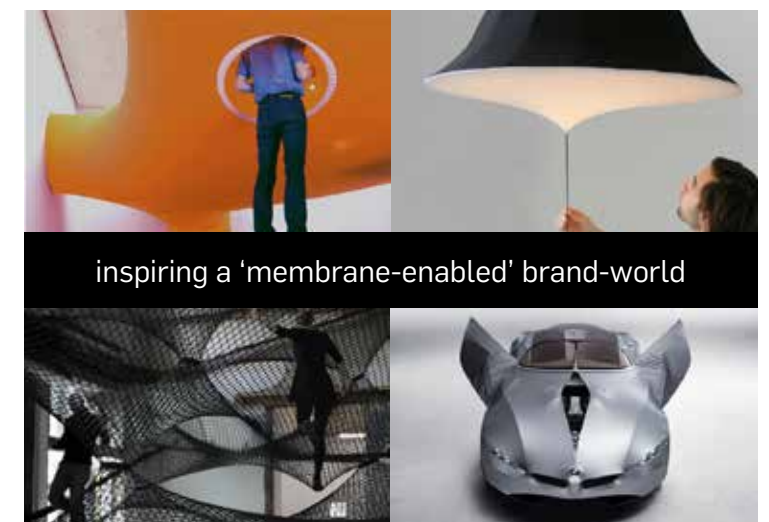
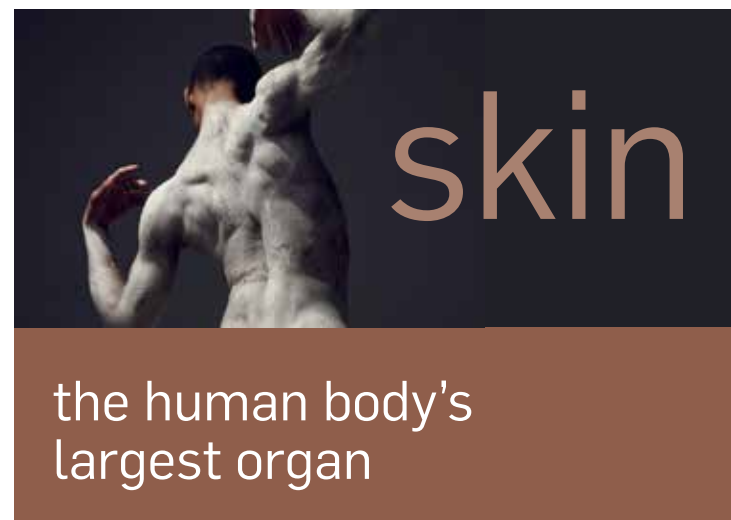
TERA

Derived from 'terra', which means 'earth' in Latin

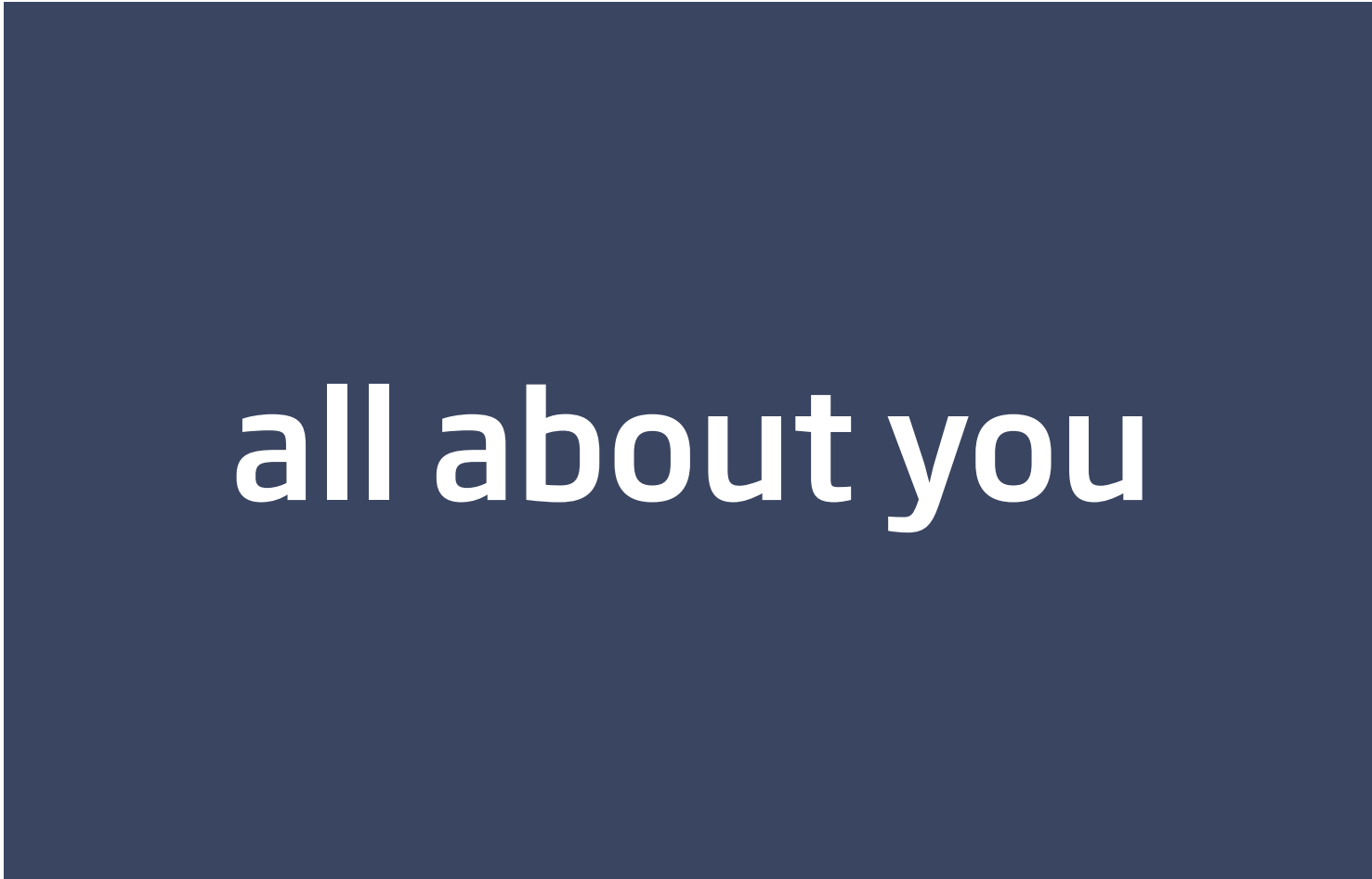
DERM

Derived from 'derma', which means 'skin' in Greek and is the basis of 'dermatology' – the study and treatment of skin

* Translates literally into 'earth-skin'



Providing protection, maintenance and rejuvenation of the earth using a flexible and organic membrane technology



Allied Healthcare

Allied is a national, privately owned UK homecare service provider, delivering care in the community for local authorities and to Direct Payments service-users (funded by local-authorities) who get to choose a homecare service provider. Allied delivers government regulated, low cost, high quality care to large numbers of people who are means-tested and cannot afford to fund their care needs privately. It's government policy in the UK to fund care for people with age-related and complex care needs in their own homes. This policy has been adopted in order to maintain healthy communities by enabling people to remain in their own homes with as much independence and dignity as possible. This approach delays the need for residential care supplied in care homes where it's widely accepted that people decline far more rapidly than when care and support is provided to them at home. This approach also avoids repeated (and therefore costly) hospital admissions associated with not supporting people in the community in the long-term. The strategic idea at the heart of the elevated brand is that Allied is 'all about you', which is intended to mean that Allied is available and active 'everywhere' in the UK and asserts a more obvious people-centred ('you-centred') approach to business. As a result Allied as an organisation can be realised to mean 'all about you' as well as 'all about for you', experienced from the perspective of the people involved

Sector

Healthcare

Project

Brand elevation

Info

Private supplier of care at home services to government local authorities

Agency credit

Breakfast

Role

Brand consultant and brand identity designer

Authorship

Brand enhancement: strategic brand-idea, brandline, landmark evolution, Look & Feel and guidelines



We'll look after you

Previous landmark and brandline



	Everywhere 90% of the UK covered; 110 branches nationally
	Out and about Actively doing
	All focused on All encompassing

A local authority funded care at home service that covers the entire nation and is all about delivering affordable quality care

A care at home service that is all about staff, local authority care professionals, job-seekers and service-users

A care at home service...

All about...

 Service-users	 Staff
 Professionals (LAs)	 Job-seekers

All about you

For ongoing care at home Local Authorities seek to deliver a cost effective service that properly meets the minimum statutory requirements, which they must provide by law

They rely on private contractors to leverage economies of scale and deliver the best quality care competitively for the largest number of people

Allied Healthcare is one such trusted contractor democratising domiciliary healthcare by...



... delivering national scale locally



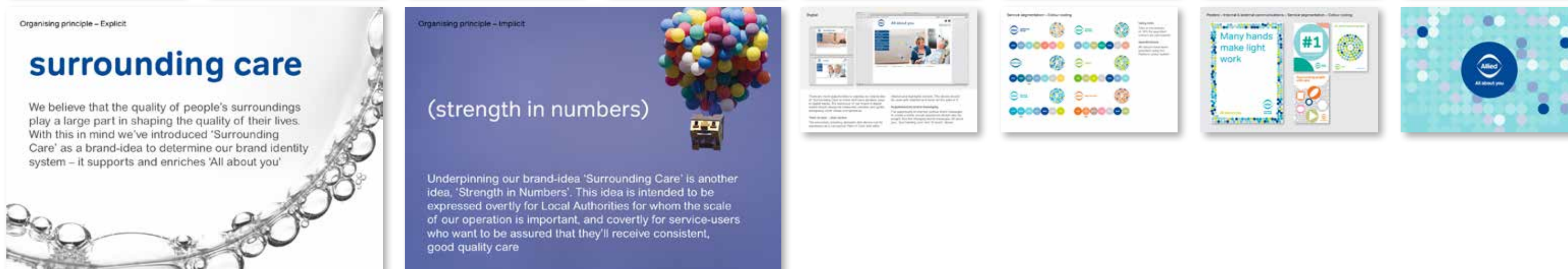
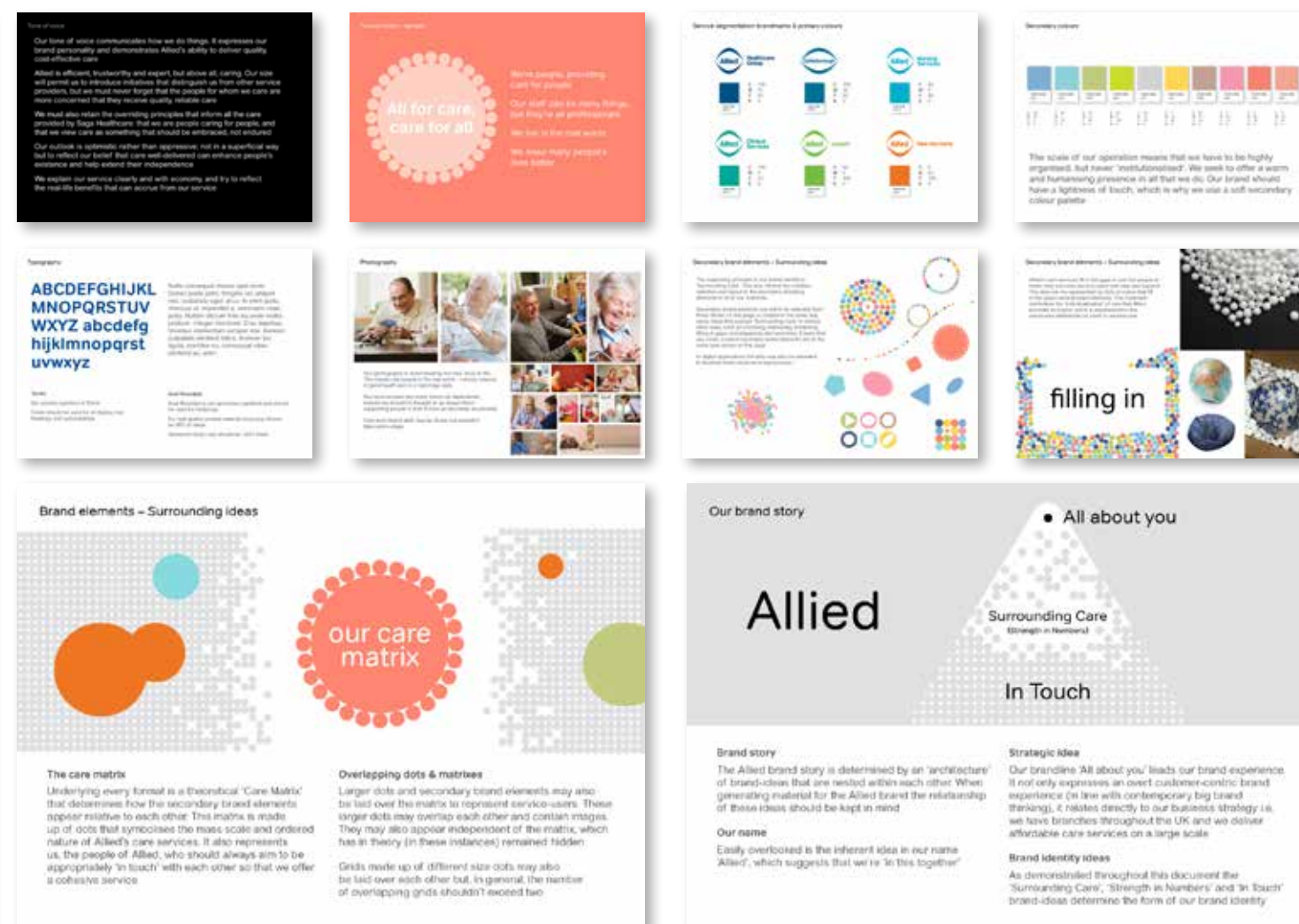
... making big count



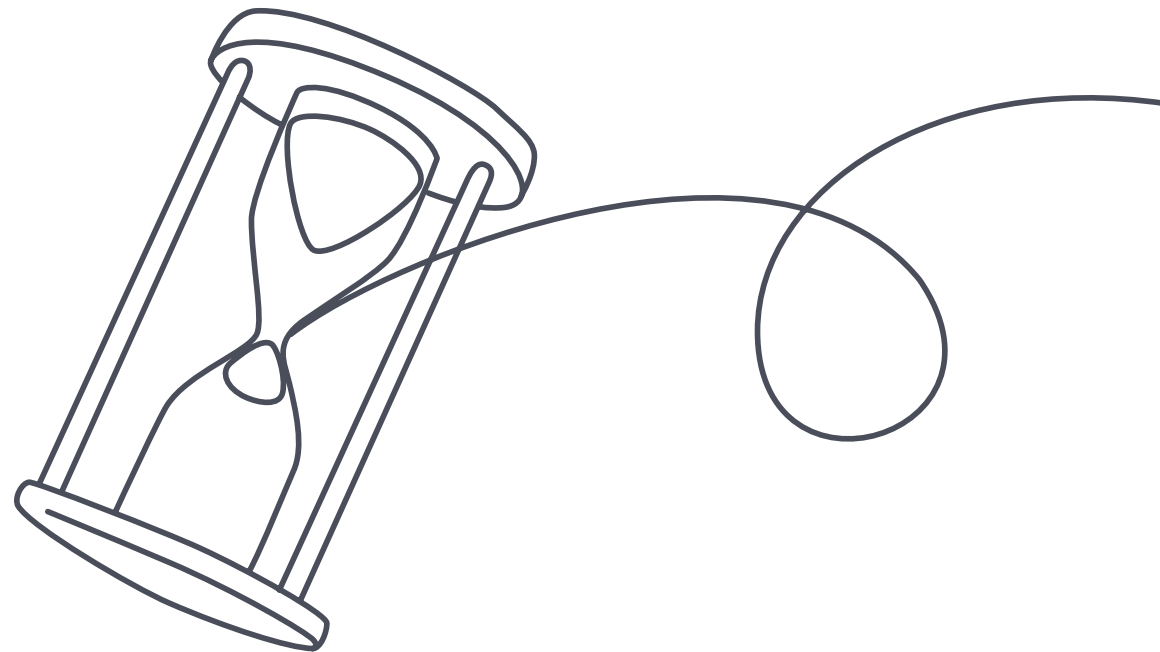
... making big better

All about...

- ... people and their needs
- ... ageing well
- ... independence & dignity
- ... keeping staff motivated
- ... the details



New age thinking



Saga at Home

Saga at Home is a UK homecare service provider supplying care at home services to local authorities and private customers. The future of homecare in the UK is anticipated to be Private Pay Care and Saga at Home is aimed at this segment of the homecare market, which is expected to grow rapidly on a mass scale as the UK baby-boomer population ages; which is where most of the UK's private wealth is stored. Government-funded homecare has long been in decline and private suppliers are tied into statutory obligations and race-to-the-bottom economics. As a result private homecare providers struggle to deliver adequate services and service failures are common and widespread, prompting the notion that the care industry is broken. Private branded operators come and go but the situation remains basically the same and government-funded homecare is not sustainable in the long-term, particularly in the context of a global recession and conservative economic policies. Saga at Home has been set up to meet the needs of the Private Pay Care industry by offering a premium service likely to attract mass affluent customers seeking to proactively manage age-related decline. The Saga at Home brand has been liberated from the Saga masterbrand in order to offer a richer, more inspired and personal brand experience that is likely to appeal to mass affluent service-buyers and service-users

Sector

Healthcare

Agency credit

Breakfast

Authorship

Brand enhancement:
Look & Feel, copywriting
and brand guidelines

Project

Brand evolution

Role

Brand consultant and brand
identity designer

Info

Private supplier
of care at home services
to private pay customers



Saga at Home is a modern and vibrant brand designed to bring out the best in people. Our vision is a vibrant service of how we do things and what we stand for.

It is imperative that our staff understand and respect the values of the highest standards as that we become the preferred provider of choice for our customers. This means we should always act in the best interests of our customers and be ready for our service and professional care staff.

Saga at Home is a clearly defined experience within the Saga modern living world. This means that it looks to the future, but not at the expense of the past. It is a brand that is a mix of the old and the new, a mix of the past and the future, a mix of the old and the new, a mix of the past and the future.

This document is a set of brand identity guidelines to help us achieve operational excellence and to become a fully-fledged brand and organization.



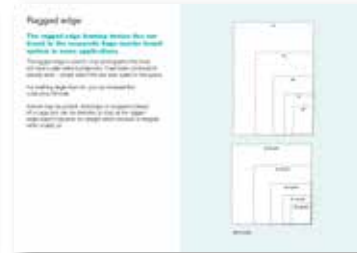
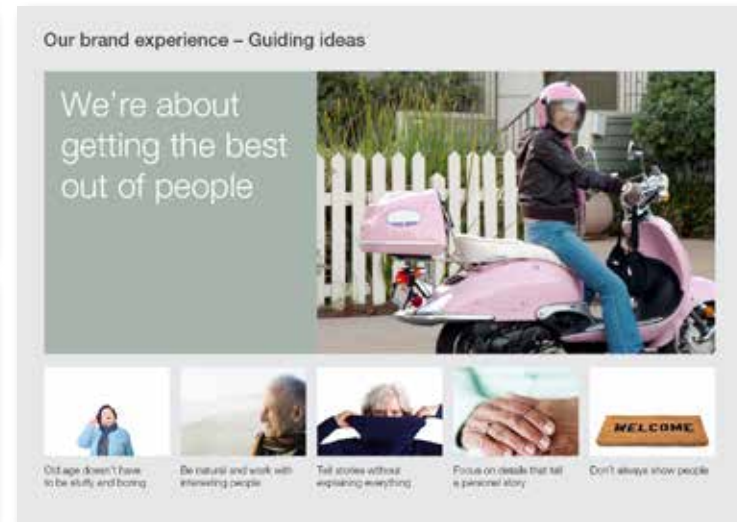
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smallscience

inner + outer



Small Science

Small Science is a molecular science technology company delivering, what is likely to become, a category defining sustainability solution aimed primarily at large scale fuel-dependent industries. This technology is delivered in the Fuelperfector brand, which has established clients in the haulage, railway and shipping industries, and is set to perform well across other fuel-dependent industries such as aviation and mass automotive manufacturers looking for environmentally friendly fuel consumption solutions. Small savings on a large scale not only contribute to the sustainability of big business through significant cuts in fuel consumption but has the added benefit of preventing further environmental damage. The same technology also has proven uses in the rejuvenation of pollution-susceptible water-based ecosystems such as Norway's fjords. Delivered in the Waterperfector brand the technology works by introducing an electro-magnetic field into polluted water by stimulating the solution of oxygen in water, thereby helping fauna and flora to clean water naturally. The brand identity is based on a simultaneous 'inside and outside' idea, bringing the inside and outside worlds together seamlessly. The line-based visual language suggests fuel lines, pathways and delivers a sense of continuous and purposeful action that has tangible commercial results and environmental benefits

Sector

Sustainability technology

Info

Molecular science technology company delivering a revolutionary sustainability solution for large scale fuel-dependent industries, the rejuvenation of pollution-susceptible water-based ecosystems and other human health benefits

Project

Brand new venture

Agency credit

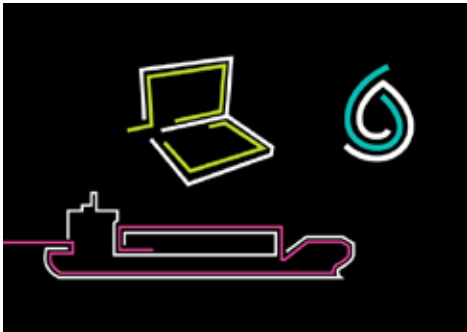
Breakfast

Role

Brand identity designer

Authorship

Brand creation: brand-idea, brandline, brandmark and look & feel





well-adapted

Transforming community environments

Ashley House

Ashley House is a full-service property solutions business operating in the health, care and community sectors in England and Wales. The company is listed on the AIM stock exchange and has a 20 year track record delivering high quality, value-for-money properties with proven specialisms in consulting, design and construction as well as asset and estate management. Ashley House competes in the healthcare market for primary care property services contracts and within an exclusive set of private sector partners for NHS LIFT contracts. In the face of a rapidly changing market, a new government and new opportunities, Ashley House has moved to change the perception of the company from a construction and materials infrastructure specialist to a complete property solutions provider. Ashley House offers a full-service and cost-effective 'one-stop' shop and has a distinct advantage over competitors by offering inhouse expertise in design and construction. The ambition of 'transforming community environments' captures the essence of Ashley House and the brand-idea 'well-adapted' (ie. adapted to wellness) has determined a brand-world made up of brand-marks that are designed to communicate endurance through adaptation in an evolving and ever-changing environment

Sector

Property - consulting, project management, design and construction

Info

AIM-listed company operating in the health, care and community sectors

Project

Re-position and rebrand

Role

Brand consultant and brand identity designer

Consultancy credit

The Design Portfolio

Authorship

Brand strategy: summary and insights, workshop content, structure and leadership.

Brand creation: brand-idea, brandline, brandmark and brandstyle (look & feel)



Previous brandmark

Defining the Ashley House brand platform

The Ashley House brand platform is defined by the following elements:

- Brand experience
- Environment
- Capabilities
- Our brand identity
- Brand marks
- Our brand story
- To do: Brand Bullseye

Brand experience

The experience of the brand is defined by the following elements:

- Brand experience
- Brand identity
- Brand marks
- Our brand story
- To do: Brand Bullseye

Environment

The environment of the brand is defined by the following elements:

- Environment
- Brand identity
- Brand marks
- Our brand story
- To do: Brand Bullseye

Capabilities

The capabilities of the brand are defined by the following elements:

- Capabilities
- Brand identity
- Brand marks
- Our brand story
- To do: Brand Bullseye

Our brand identity

The brand identity of the brand is defined by the following elements:

- Brand identity
- Brand marks
- Our brand story
- To do: Brand Bullseye

Brand marks

The brand marks of the brand are defined by the following elements:

- Brand marks
- Our brand story
- To do: Brand Bullseye

Our brand story

The brand story of the brand is defined by the following elements:

- Our brand story
- To do: Brand Bullseye

To do: Brand Bullseye

The brand bullseye of the brand is defined by the following elements:

- To do: Brand Bullseye

Our brand strategy

We are what we are seen to be

Our brand identity is formed by the experiences people have of our brand, both internally and externally. Our brand experience is determined by our brand strategy, both in an active and passive way. Our brand strategy provides the operational and conceptual 'architecture' of our brand identity.

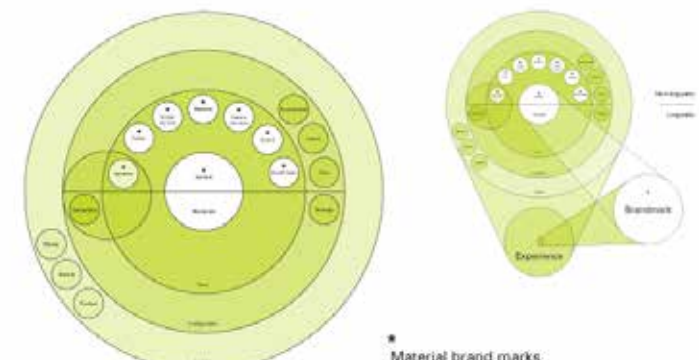


- Brand strategy accentuates, energises and enhances business strategy
- A brand identity is brand strategy made experiential
- The experience of our brand is what we become known for

ASHLEY HOUSE - Brand platform
The Ashley House brand platform is defined by the following elements:

design portfolio

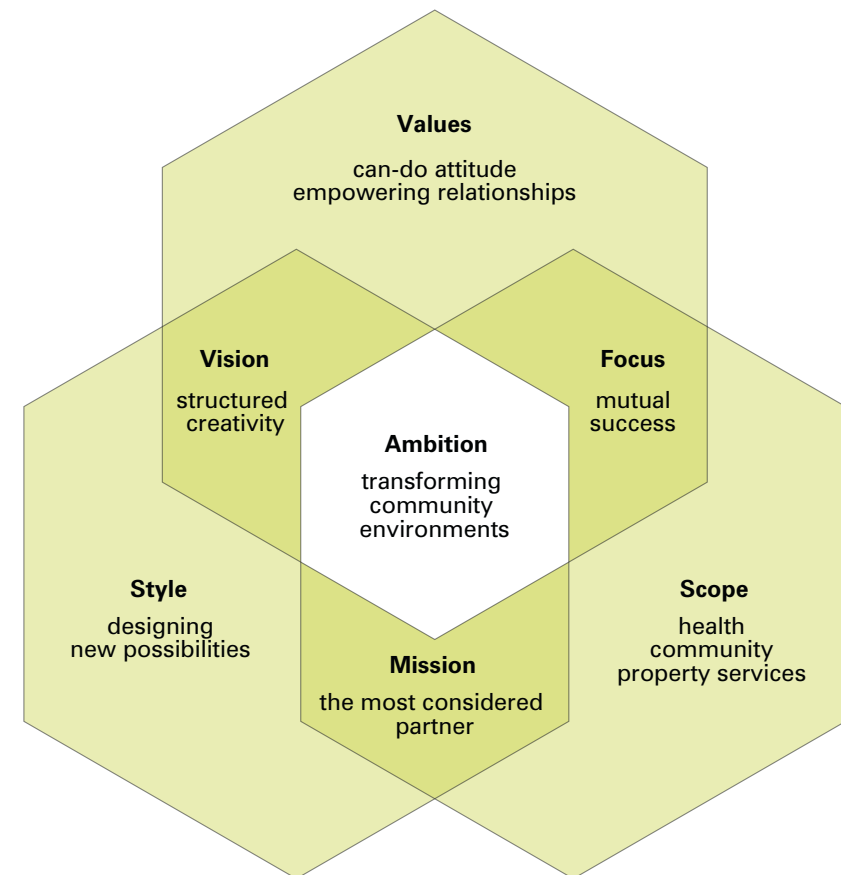
Anatomy of a brand identity



Material brand marks

ASHLEY HOUSE - Brand platform
The Ashley House brand platform is defined by the following elements:

design portfolio






celebrate things that endure
because they are well-adapted





Pick n Pay

Pick n Pay is a 40-year-old supermarket with a long history championing the consumer with social action and low prices during the difficult histories of the old and new South Africa. For these efforts is has achieved an iconic superbrand status and has ambitions to operate more extensively beyond southern Africa. The previous identity, although much loved, was not able to meet the aspirations of the company to become a modern, vibrant and dynamic organisation. The boxes containing the Ps retain the equity of the previous identity and the typeface updated to lead a clean, modern and forward-looking brand identity. The boxes also cue a graphic window identity system that represents visually the 'pick' of Pick and Pay. The windows highlight and pick out items within the Pick n Pay brand experience



Previous landmark

Sector	Role	Note
Supermarket chain	Freelance brand identity designer	I was responsible for developing the basic elements of the Pick n Pay brand.
Info	Authorship	This included the landmark, corporate typeface selection, photographic concept and the window graphic but not the idea for the window graphic to interact with the subject matter
Iconic South African superbrand	Landmark and brandstyle (look & feel)	
Project	Consultancy credit	
Brand transformation	Lantor Associates	

Pick n Play



Pick n Play



P n P





technology.consulting

.idea

Idea

Idea is a US-based global provider of elite-quality technology solutions for large organisations such as government agencies, defence contractors, education, the US military and navy as well as an impressive list of fortune 500 companies. Idea are extremely selective and only take on assignments in which they have a demonstrable track-record; never learning or developing solutions or products at client expense. They are specialists in infrastructure solutions, application development and mobile communications – always providing dependable customer support and working to demystify technology whenever possible. In the world of information technology Idea are ‘the real deal’ offering robust technology solutions backed by incisive and cost effective consulting. In an ever-changing world of technology solutions Idea offer a point of stability (and relative certainty) for large and complex organisations. Idea provide technology solutions that act as an extension of their client’s business and, when it comes to consulting on technology solutions, a point of completion. Inspired by the computer file extension and the dot com protocol of the internet, and, much like a file extension for a computer file, large business is made more effective by Idea

Glotel.

Ajilon Consulting

IDEA

ideaintegration™

Previous brands

.idea



Sector

Technology consulting

Info

Infrastructure, application development, mobile communications and customer support

Project

Create an IT consulting brand for the new, integrated Idea. Merger between Ajilon Professional Services, Glotel, Idea Integration and Idea Interactive

Role

Freelance brand identity designer

Authorship

Brand-idea, brandstyle (look & feel) and copywriting

Consultancy credit

Siegel+Gale

Note

As part of a large team of predominantly senior freelance brand identity designers I developed the chosen route from the seed idea proposed by another senior designer. The dot idea was born of the computer file extension and the dot com protocol of the internet

I fleshed out the concept and developed the idea behind the brand in detail and into it’s fullest expression – as per the presentation visuals shown here. I proposed that, in line with the no BS and ‘the real deal’ strategy, the concept be that Idea is an extension of their client’s business and, in terms of technology consulting, a point of completion

The font choice I initially proposed made it through a font selection and colour choice team exercise. Some minor design and layout details were added by the presentation design team

.idea

context.meaning
problem/question.solution/answer
subject/object.extension/value-add
proposition.qualifier/contextualiser
set-up.completion

A really simple formula behind the brand-idea provides a distinctive and highly ownable identity system that delivers a sophisticated range of brand messages suited to the technology sector. The formula-based messaging system adds a number of ideas in addition to the computer file extension and dot com internet protocol of the brandmark. This formula complements the technology sector and is reflective of the type of thinking required to deliver technology solutions. It's a coded and short-hand messaging device that, once grasped, enables deep insights into the brand

The examples presented here that I created have been taken from the concept presentation. 'Technology' dot 'consulting' is perhaps the most pertinent example as 'technology' identifies the sector and 'consulting' qualifies the type of value added, and together 'technology' and 'consulting' describe an established sector understood by people in the field. As a brandline 'technology consulting' is a gift. '4' Dot '1' is a highly

specific brand message. The new brand not only announces the merger of four companies into one but demonstrates the brand idea in a profoundly relevant way. Idea, according to the coded message, is literally the '1'. And, a new twist on the Einsteinian symbol of genius $E=MC^2$, E (energy) is qualified as M (mass) x C (the speed of light) squared. In the context of Idea's brand E.MC2 is communicated in a way that, once the coding has been grasped, people understand that it means $E=MC^2$

Or, two related words can be used together where the second is to be held as the same as the dot Idea such as 'buzz.lightyear'



Concept work - 5 Projects

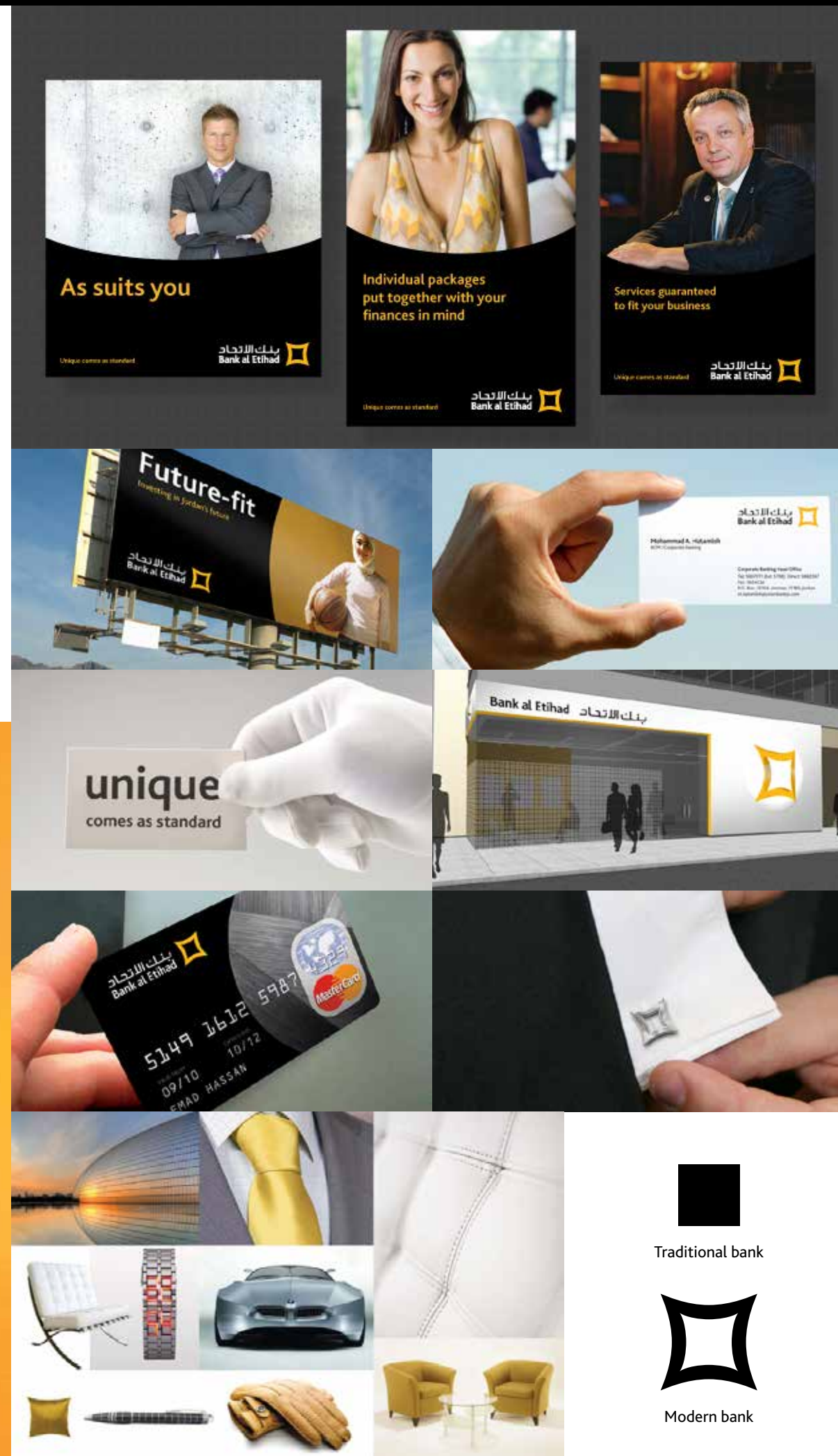


Previous landmark

بنك الاتحاد
Bank al Etihad

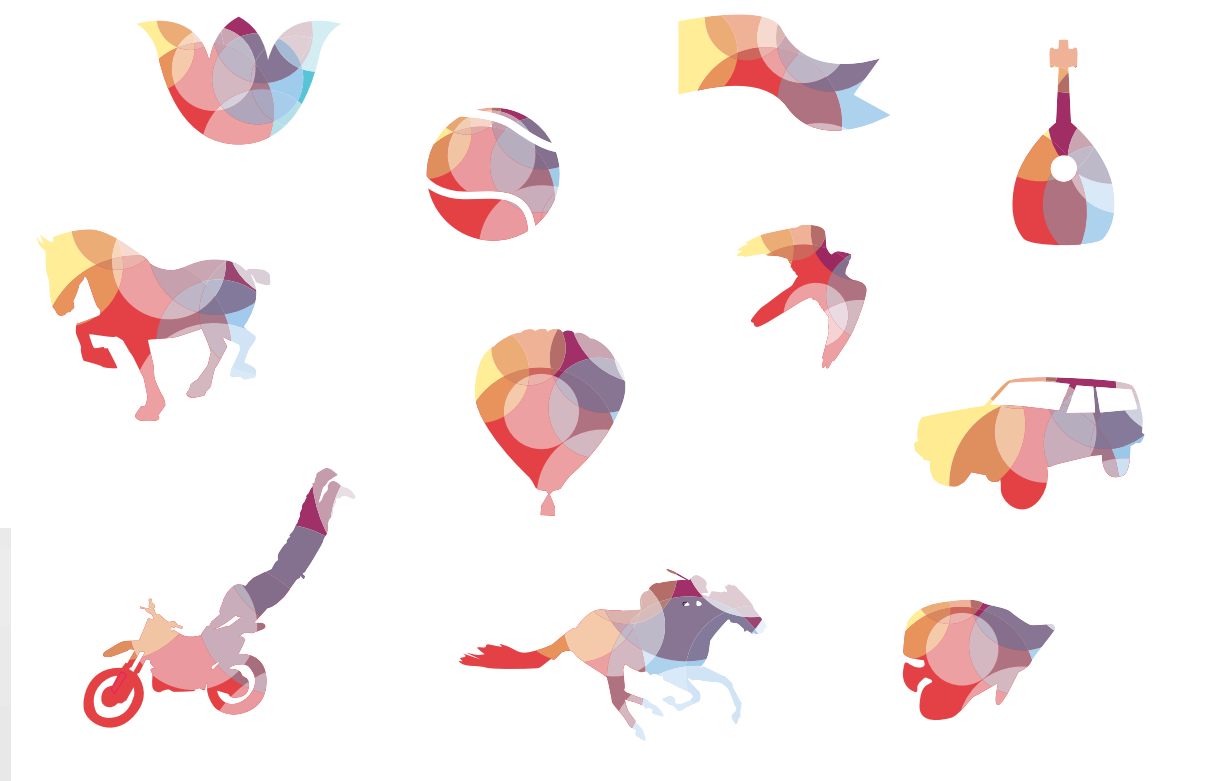


Customer fit





by Dubai هن دبي





Previous brandmark





Previous brandmark





Previous brandmark





Kerling is a **vinyl chloride** company on a mission to make the world a better place. We are the leading thinkers in sustainable polymer production. You can think of our plastics as plastic **with a conscience**



SME brands

Up-front thinking & brand identity design - 3 Projects



Volacci

Volacci is a digital content marketing agency that specialises in augmenting the marketing of already successful websites via Drupal-enabled eco-systems of partnerships, technologies and commerce. Volacci's products are in service of marketing automation, which is a major recent development in digital marketing that delivers personalisation of marketing for customers and consumers en masse. To this end Volacci offers integrated products and services that also include Search Engine Optimisation, analytics and social media content management. Volacci is working towards enabling customers to create a single Drupal-based platform to manage every aspect of marketing content online. By investing in such a platform customers can then 'harvest' marketing information so that their websites and social media activity result in high quality, pre-qualified sales leads. The idea at the centre of the Volacci brand is that every component of a marketing campaign is part of a dynamic whole and should be managed as a total experience; that a company's information should be 'in formation' to achieve it's business ambitions. Volacci is in the business of marketing intelligence: the insights necessary to develop future-facing marketing solutions and the technologies necessary to deliver them. These factors are set to establish Volacci as a standout example of intelligence in marketing

Sector

Digital marketing

Info

Digital content marketing agency

Project

Brand transformation

Role

Brand consultant and brand identity designer

Authorship

Business description, positioning line, brandmark, Look & Feel, copywriting and final artwork

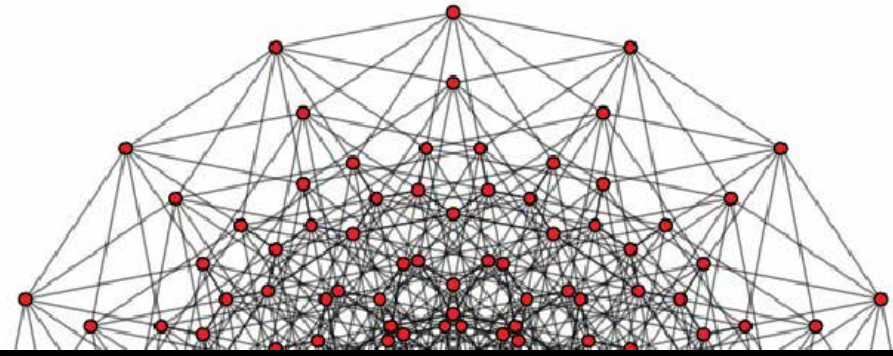


Previous brandmark

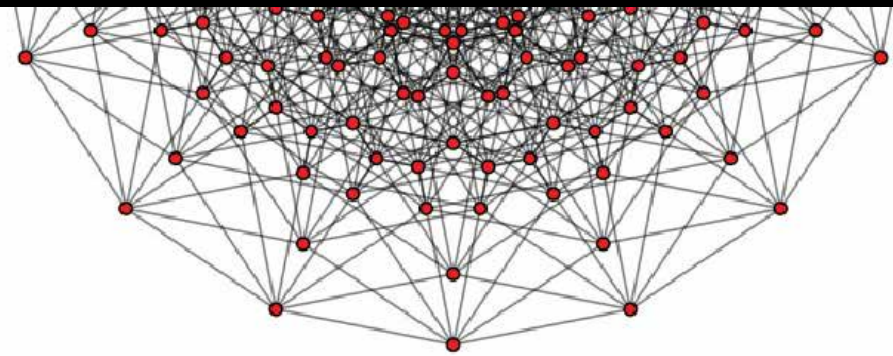


ABCDEFGHIJKLMNOPQRSTUVWXYZ





another dimension



TAKE OFF

Astonish Design

Astonish Design is an Texas-based web-development firm that solves business problems with web-solutions so businesses can create the order and leverage that they need to succeed. With the help of Astonish, established companies have successfully added a web dimension to their business, and have become transformed in ways that can be said are truly 'astonishing'. Astonish are a team of highly specialised web-developers who achieve results by using and promoting Drupal as their preferred digital business platform, which offers powerful, flexible and real-time online content-driven capabilities. Taking an embedded strategic partner approach Astonish also make careful business partner-fit choices, and work to a highly agile and rapid development programme called 'scrumming'. A defining feature of Astonish Design is their 'minimum viable product' principle, which ensures nothing they develop is superfluous and that all online business activities are properly directed to achieve maximum results. Known also for their 'radical honesty', Astonish have established a reputation as a first-choice business solutions web-developer among clients and, at the same time, fostered a highly desirable place to work that is energetic, creative and inspiring. Very much aware of their local business economy contributions Astonish are set to become a leader in business development that enables businesses to take-off

Sector

Web development

Info

Specialist Drupal website developer

Project

Brand transformation

Role

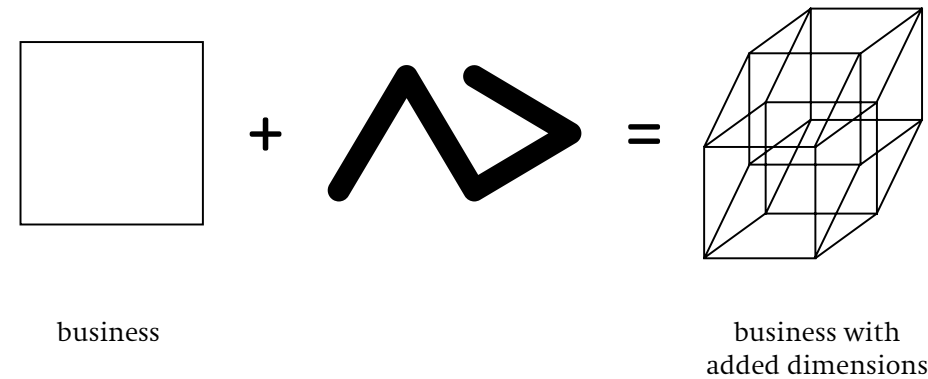
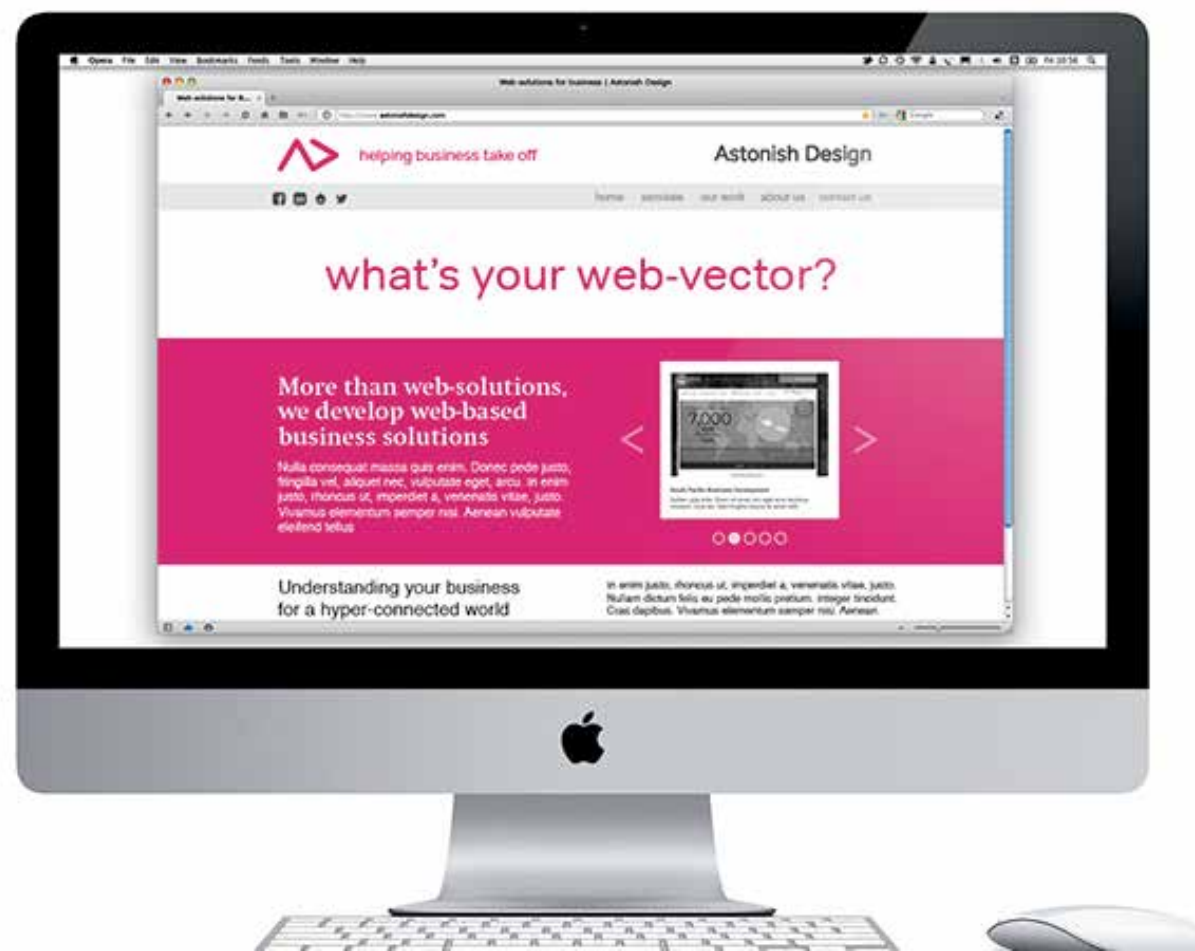
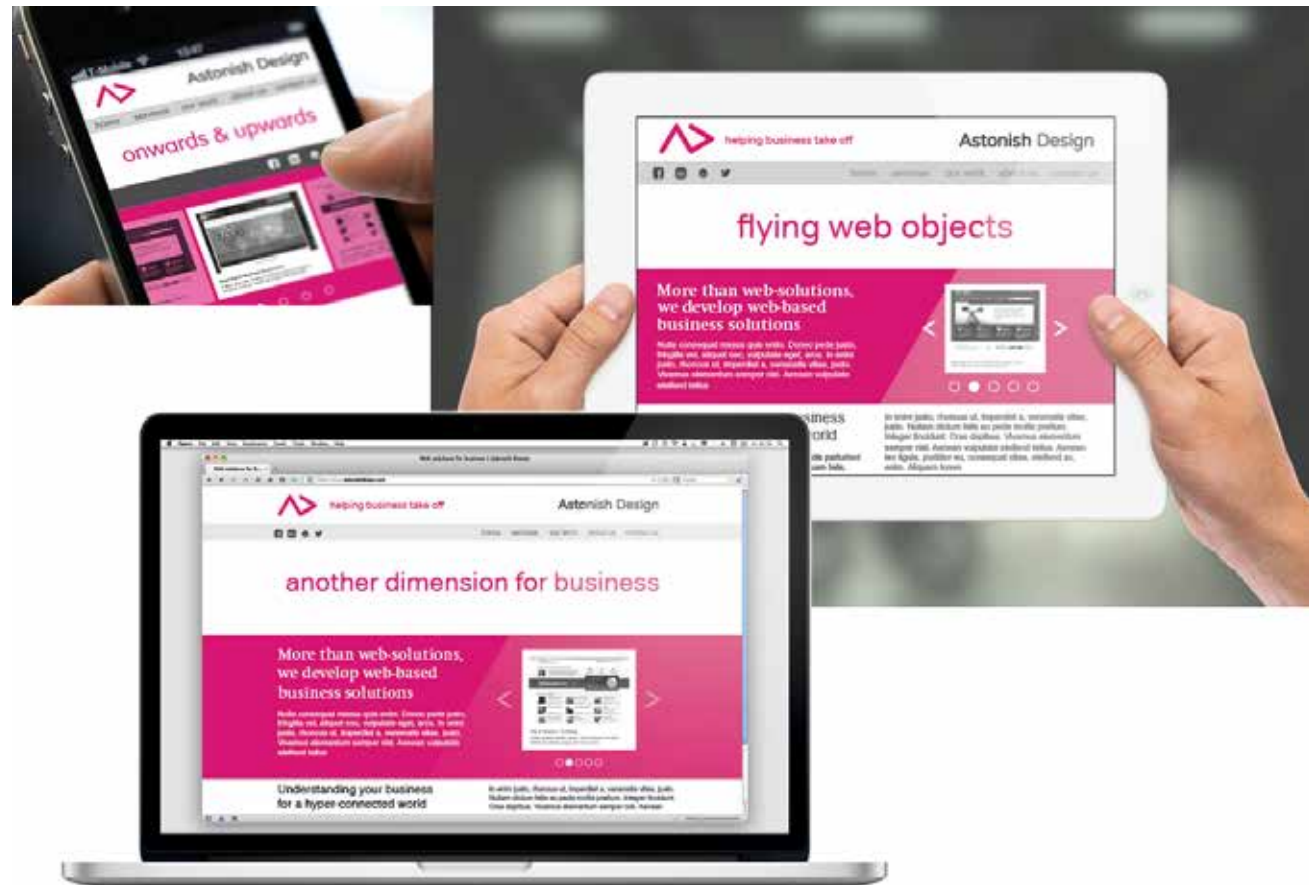
Brand consultant and brand identity designer

Authorship

Business description, positioning line, landmark, Look & Feel, copywriting and final artwork



Previous landmark




Astonish
Design





cracking

Breakfast

When it comes to creative brand thinking, Breakfast is an agency that breaks the mould. A highly focused team of experienced senior creatives ensure that everything Breakfast does is not only empirically rigorous and insightful but delivered with warmth, energy and aplomb. Breakfast's output is underpinned by the disciplines required of original creative scriptwriting. Scriptwriting that demonstrates business opportunities are not only properly grasped but also reframed in ways that add value beyond expectations. Scriptwriting that isn't limited by the constraints of particular disciplines or media channels. Scriptwriting that enables Breakfast to lay claim, and do justice, to the description 'transmedia storytelling'. Because Breakfast deliver strategy-driven brand experiences as well as tactical promotional material across all media channels they form part of an emerging breed of clear-headed, 'high-speed-low-drag', business-minded agencies spearheading change in creative brand thinking and delivery. Breakfast is not a siloed advertising agency, digital agency or brand consultancy but a one-stop-shop 'brand agency'. An agency for brands that want to get far, fast. A single British colloquialism sums up what Breakfast do. A single word that forms Breakfast's brand-idea, call-to-action and organising principle. A single word with multiple layers of meaning that captures problem-solving, code-breaking and what it means to be outstanding. A single word that is... CRACKING

Sector

Marketing

Info

Transmedia brand agency

Project

Brand transformation

Role

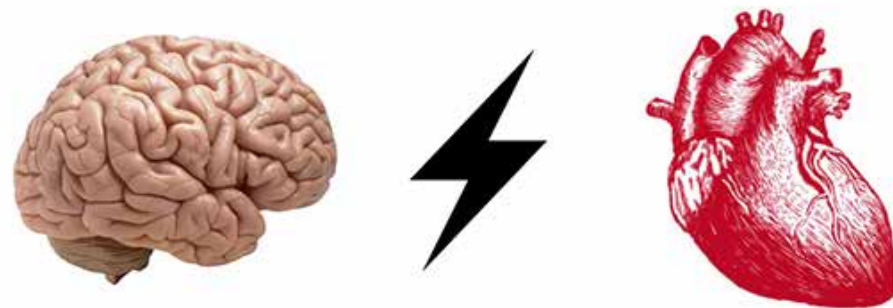
Brand consultant and brand identity designer

Authorship

Business description, positioning line, landmark, Look & Feel, copywriting and final artwork

breakfast

Previous landmark



a cracking mind gets to the heart
of the matter



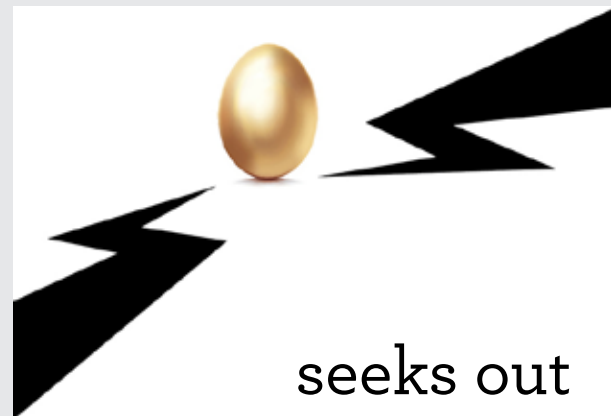
cracking tools



cracking nuts



cracking things



seeks out



reveals

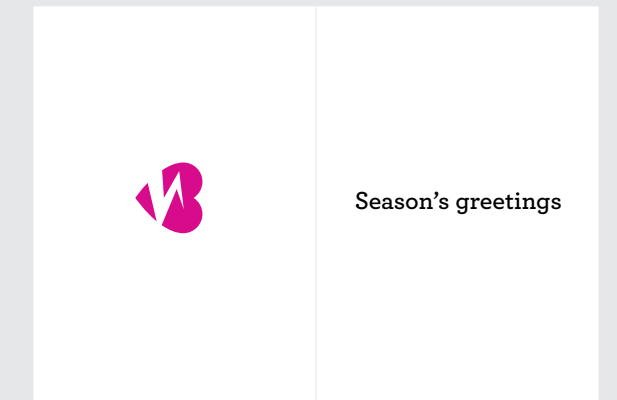
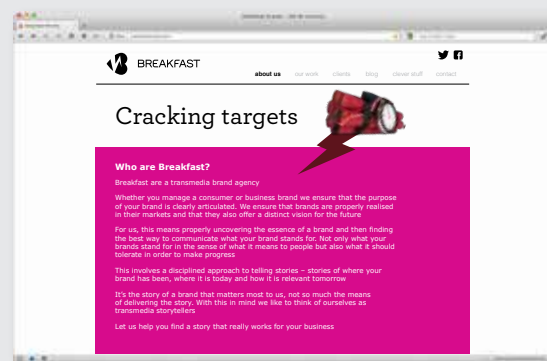
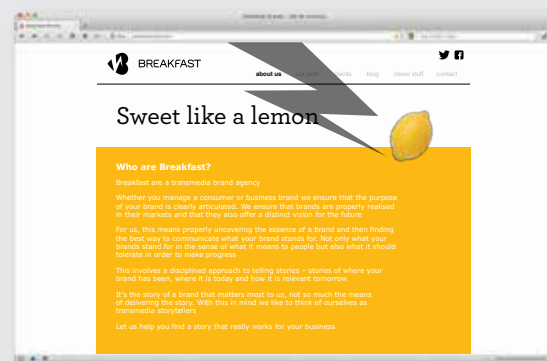
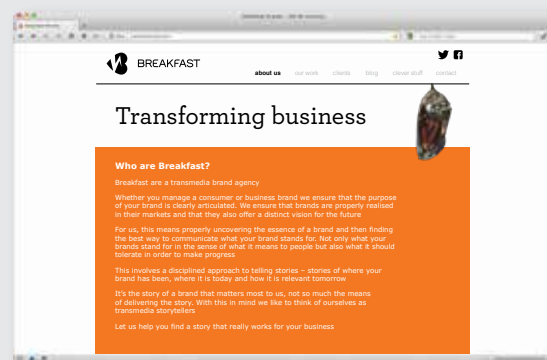
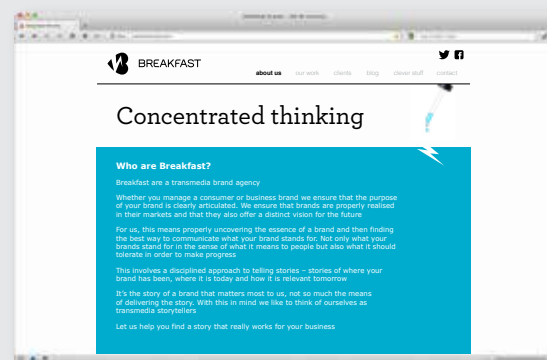
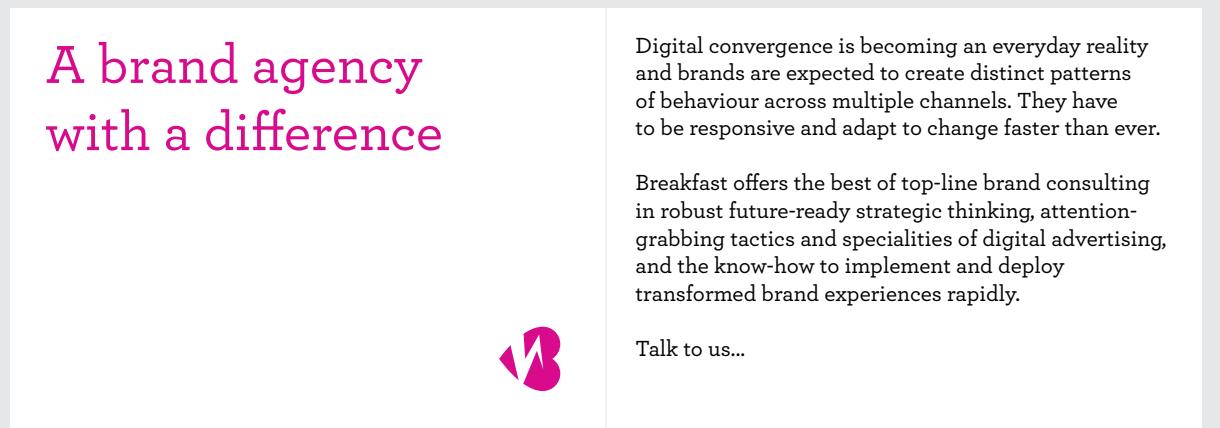
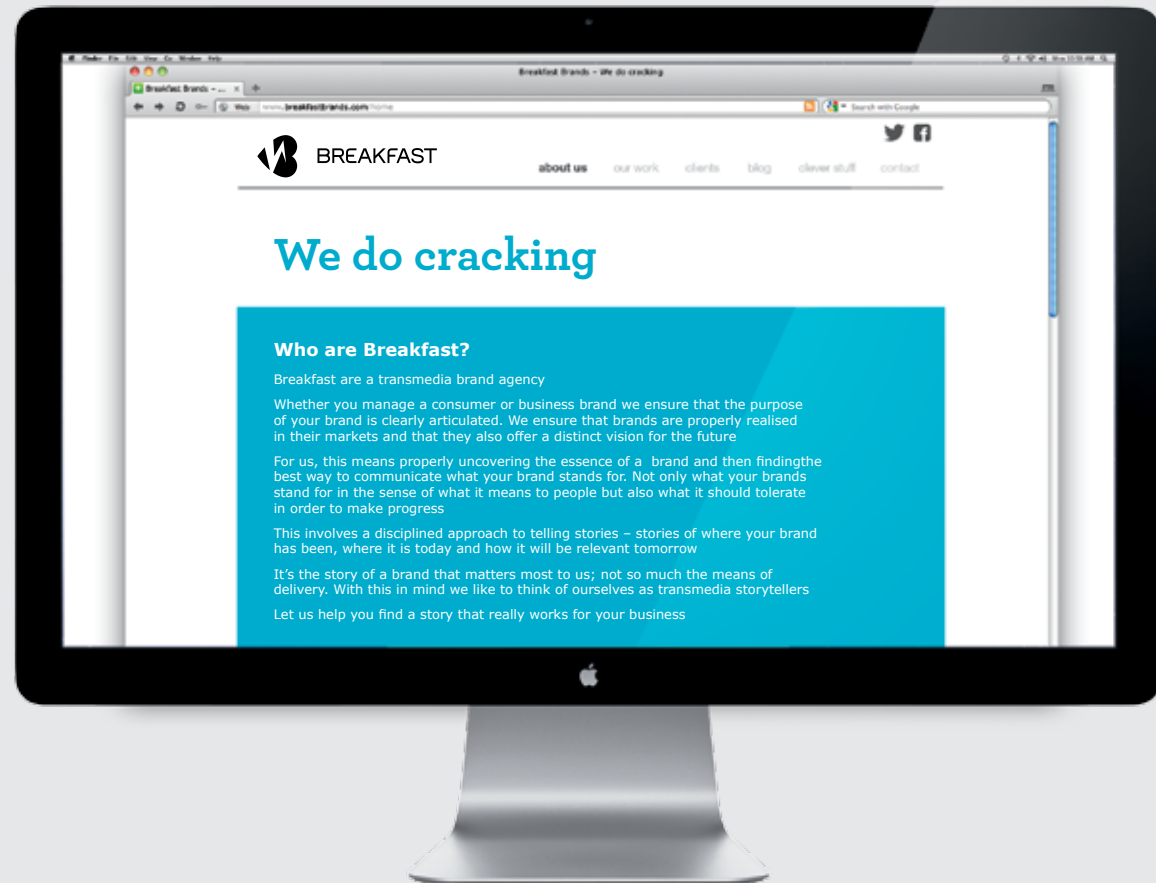


powers



creates

— ... — ... — — — — — ... —





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BREAKFAST

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