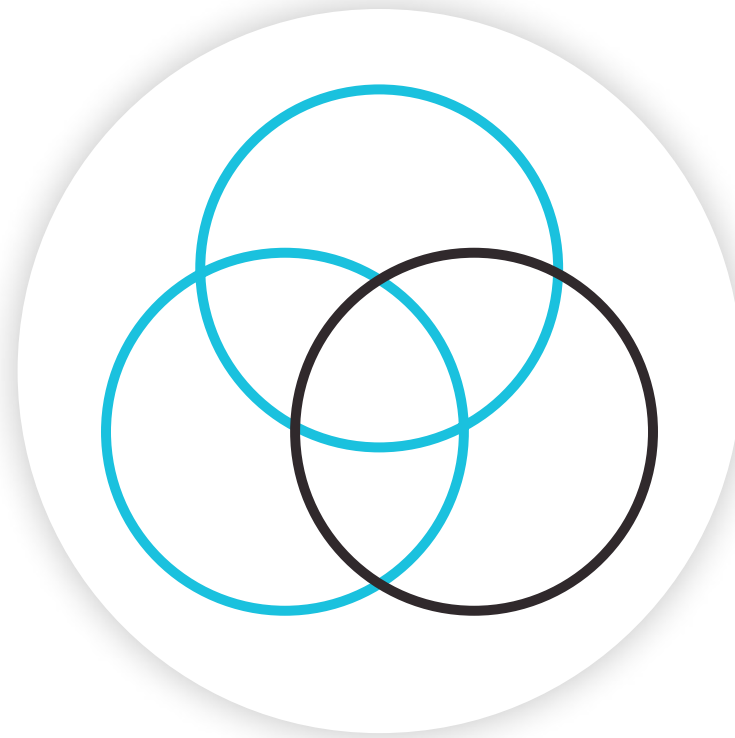




ANDREW SABATIER

Brand Identity Specialist

unabridged portfolio

Brand identity solutions

8 PROJECTS

Naming solutions

5 PROJECTS

Brandbooks

3 PROJECTS

Strategic proposals

4 PROJECTS

Presentations

5 PROJECTS

```
graph LR; A((BUSINESS STRATEGY)) --> B((BRAND STRATEGY)); B --> C((BRAND IDENTITY DESIGN));
```

**BUSINESS
STRATEGY**

**BRAND
STRATEGY**

**BRAND
IDENTITY
DESIGN**

distinct
principled
sustainable

PRACTICAL THINKING IN SYMBOLS FOR BUSINESS





MODIS



JONATHAN WARD
LONDON

it pays to know

CAJU

PERK NOTIFICATION PLATFORM

mistifying solutions

FLAIROSOL

TRIGGER-ACTUATED AEROSOL TECHNOLOGY

transforming wire products

ORTHOFORM

SPECIALIST ORTHODONTIC PRODUCTS SUPPLIER

fulfilling brands

BZAR

SUPPLEMENTARY E-COMMERCE

heart your home

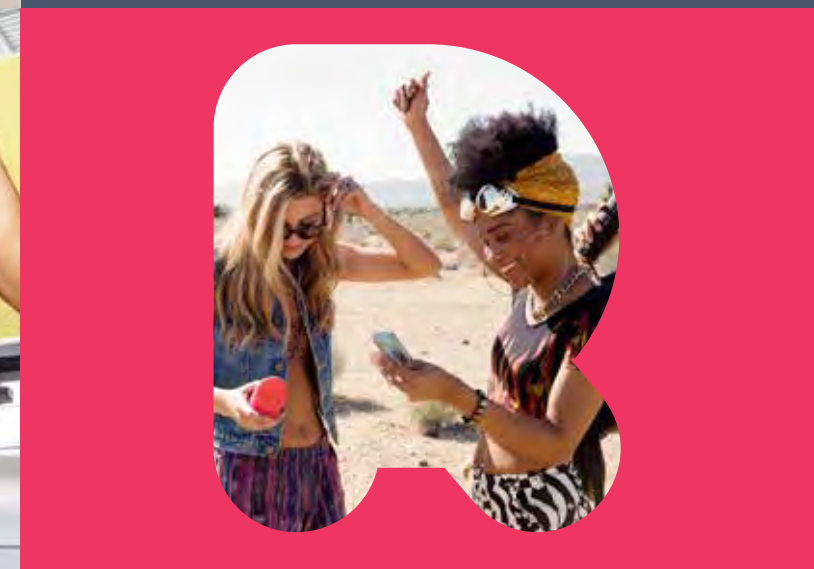
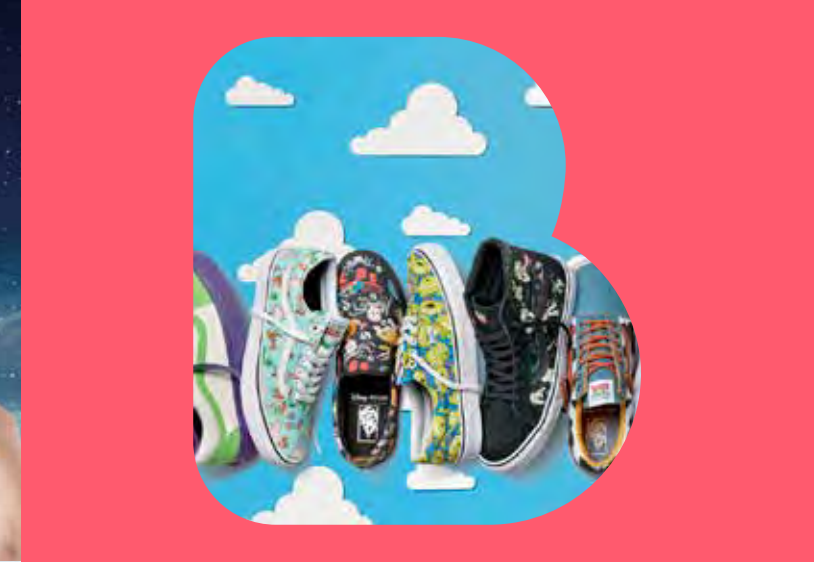
HOMESMITHS

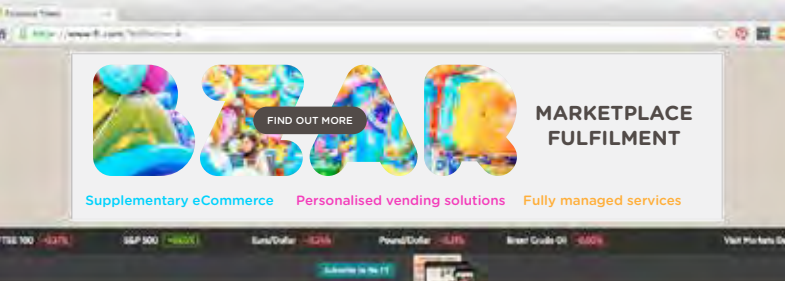
DIY CONVENIENCE STORES

BRAND IDENTITY SOLUTIONS

A person is holding a brown cardboard box in front of them. The person is wearing a dark blue t-shirt. The word "fulfilment" is written in white, lowercase letters across the center of the image, overlaid on the person's torso and the box.

fulfilment





POSITIONING & CREATIVE SOLUTION

Bzar was born from unique insights into dropshipping practices of the fashion industry. Warehouses often store excess, end-of-line and out-of-season stock that cannot be sold directly. Potential reputation erosion from alternate routes to market and the hassle of setting up and managing reputable secondary sales outlets often means that this stock remains unsold

Bzar is a full service supplementary e-commerce service and supply chain solutions provider that can identify and turn warehoused stock into profit. The service offer is deeply embedded within established e-commerce marketplaces such as Amazon and eBay, benefitting from millions of customers looking for good deals. Not only expert in e-commerce marketplaces, Bzar also handles seamlessly the marketing, logistics, payments and customer support for clients. Moreover, the service doesn't cost a penny until items are sold

With ambitions far beyond servicing business clients who have warehousing and logistical requirements, and given the questionable corporate practices among some mass market e-commerce providers, Bzar has the potential to become the ethical alternative British e-commerce marketplace

To symbolise the business of fulfilment a container brand couldn't be more suited. Quality constrained but otherwise limitless variations of symbolic consumer and product-related content fills the Bzar brandmark. The brandline, fulfilling brands, capitalises on the concept of inspiration and satisfaction from within, which is best expressed in the universal notion of personal fulfilment

PROJECT TYPE

NEW BRAND

CLIENT RELATIONSHIP

AGENCY

CLIENT-FACING

NO

PRESENTATIONS

UP-FRONT THINKING & BRAND
IDENTITY SOLUTIONS - 4 ROUTES

CREATIVE TEAM

SELF & MANAGING CD

MANAGEMENT TEAM

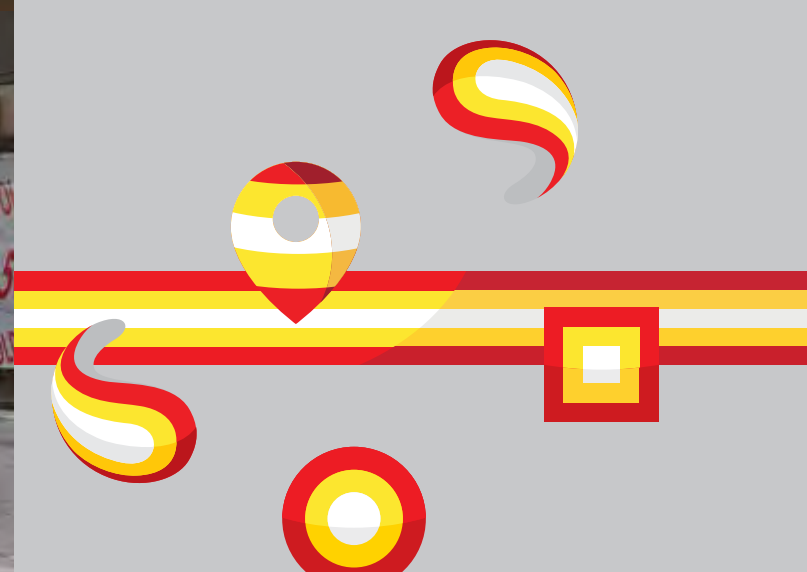
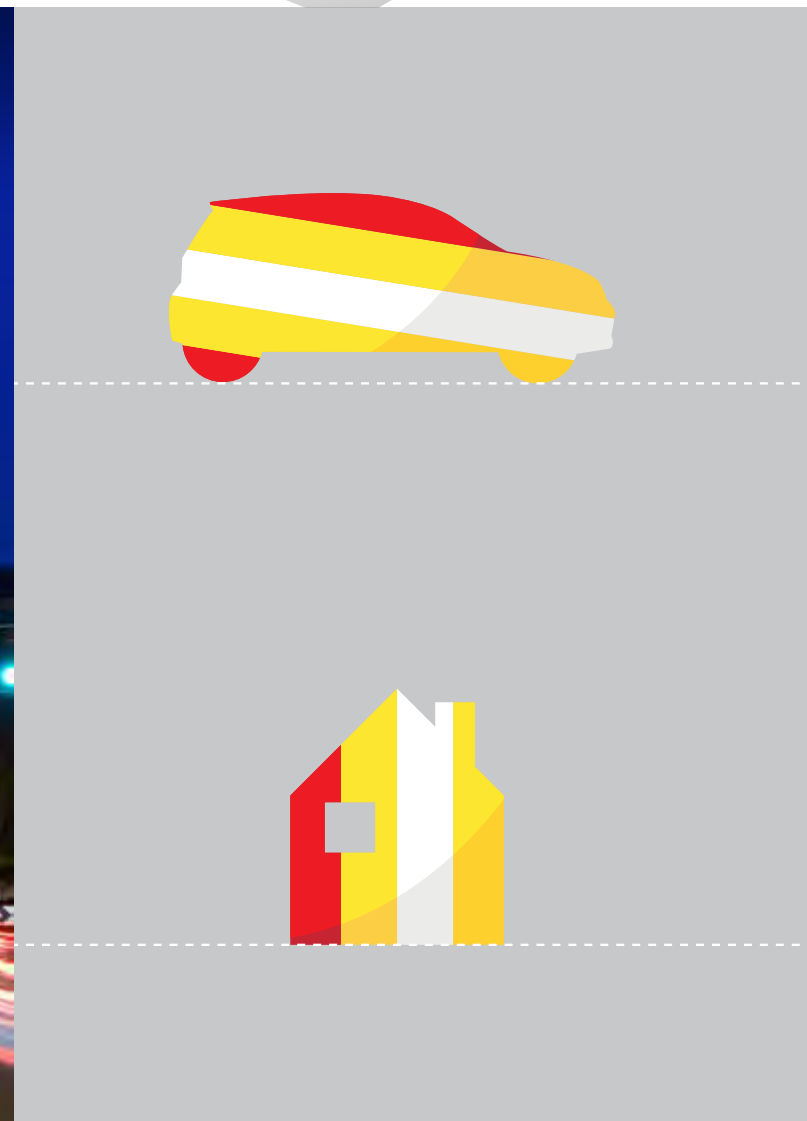
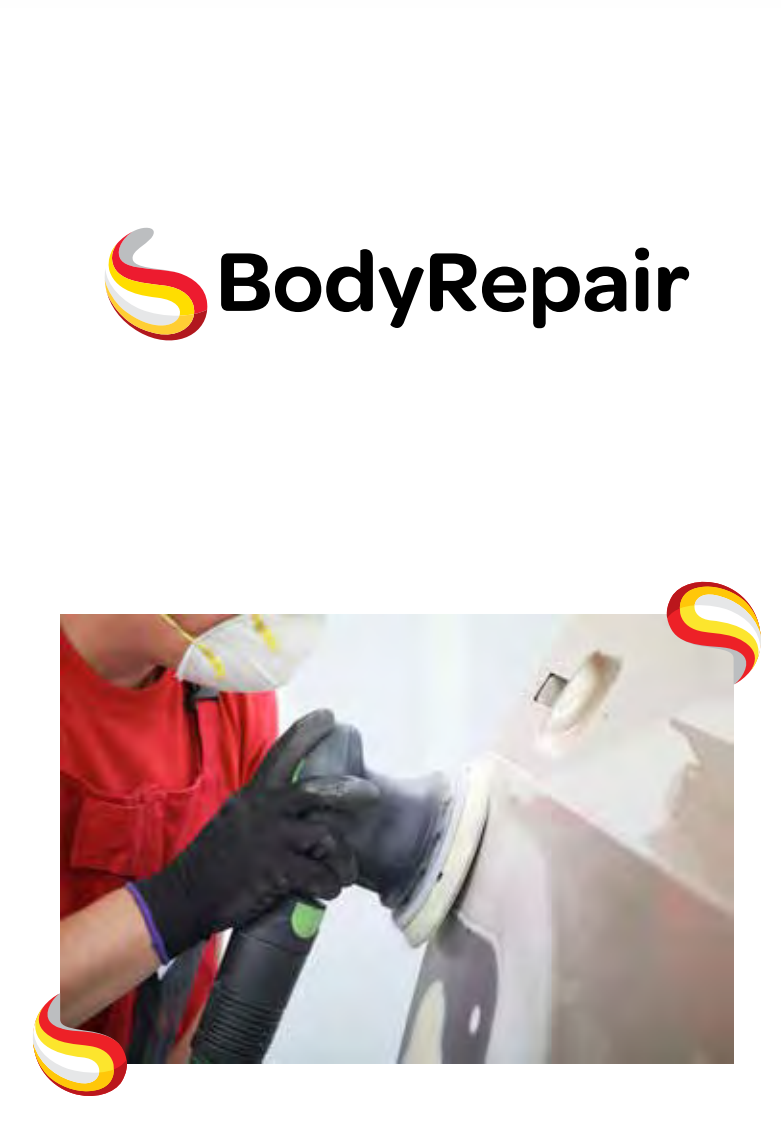
MANAGING CD & CLIENT SERVICES EXEC

WORKPLACE

ON-SITE

A pair of light-skinned hands, palms facing each other, framing the central text. The hands are positioned on the left and right sides of the image, with fingers slightly curled. The background is a plain, light color.

**high tech
touch**





high tech touch



POSITIONING & CREATIVE SOLUTION

Autoglass® BodyRepair is a mobile bodyshop that’s geared entirely towards the convenience of customers. From simple, easy access quotes to personalised timeslots wherever customers are situated in the UK: what you see is what you get. No quibble. No hassle. No fuss. When it comes to repairing minor vehicle body damage where customers are, this service is as frictionless as it gets

Previously known as Autorestore, this innovative venture belongs to the same group of companies as Autoglass®, which is a high profile UK screen replacement and repair service. Market research found that new customers are indifferent to the Autorestore brand and immediately more keen and trusting when the service is associated with Autoglass®

As small and nimble bodyshops catch up to the pioneering business created by Autorestore, minor body repair that’s also mobile is fast becoming the industry standard. This means that it makes more sense to capitalise on the Autoglass® brand rather than attempting to raise awareness of Autorestore through costly promotional campaigns

Unambiguously, the new name ‘does what it says on the tin’ and the new identity focuses on the highly personalised aspect of the service, which is captured in the ‘high tech touch’ brand-idea. The symbol is a fluid lowercase ‘b’ that alludes to panels and bumpers, layers of paint and the reforming body repair materials used in restoration. The symbol is also used as quotation marks to suggest that the business is focussed on personal dialogue, not only with customers but also with colleagues and technicians

PROJECT TYPE	BRAND TRANSFORMATION	MANAGEMENT TEAM	MANAGING CD & CLIENT SERVICES EXEC
CLIENT RELATIONSHIP	AGENCY	WORKPLACE	ON-SITE
CLIENT-FACING	NO		
PRESENTATIONS	BRAND STRATEGY IDENTITY SOLUTIONS - 4 ROUTES		
CREATIVE TEAM	SELF & MANAGING CD		

MISTIFY







MISTIFY

POSITIONING & CREATIVE SOLUTION

Flairosol is a trigger-actuated aerosol technology that has numerous advantages over conventional aerosols and other trigger-based products. It produces a high quality sprayed mist, which is equivalent to conventional aerosols but without the associated environmental damage caused by conventional propellant gasses

The spray is continuous and particularly useful in 360° applications, which neither aerosols or other trigger-based technologies can match. The noise level is comparatively low and this is necessary in applications such as horse care and preferable in other applications. Without the need for pressurised containers and harmful propellant gasses customers benefit from easy filling. The product is completely isolated by an inner bag, which means it's unadulterated and can be evacuated close to 100%

Positioned as a premium product at a higher price point than conventional aerosols and other trigger-based products Flairosol often transforms product experiences and revitalises established brands

Capturing these superior qualities and also implying praise for customer product solutions but without signalling direct competition with commoditised aerosol markets the line 'fine solutions delivery' offers an alternative way to lead the category. The brand-idea 'mistify' literally describes what the product does and is also a play on 'mysitfy', which suggests that the Flairosol experience is magical



PROJECT TYPE

BRAND TRANSFORMATION

CLIENT RELATIONSHIP

AGENCY: BRAND IDENTITY,
APPLICATIONS & BRANDBOOK
DIRECT: ONGOING

CLIENT-FACING PRESENTATIONS

YES
UP-FRONT THINKING & INITIAL IDEAS
FURTHER DEVELOPMENT - 2 ROUTES
PACKAGING
SAMPLE BOX BRANDING

TEAM

MANAGEMENT TEAM WORKPLACE

PRODUCT NAMES
BRANDBOOK
SALES PRESENTATION
WEBSITE & ICON DESIGN
SELF & MANAGING CD
CD ONLY
REMOTE

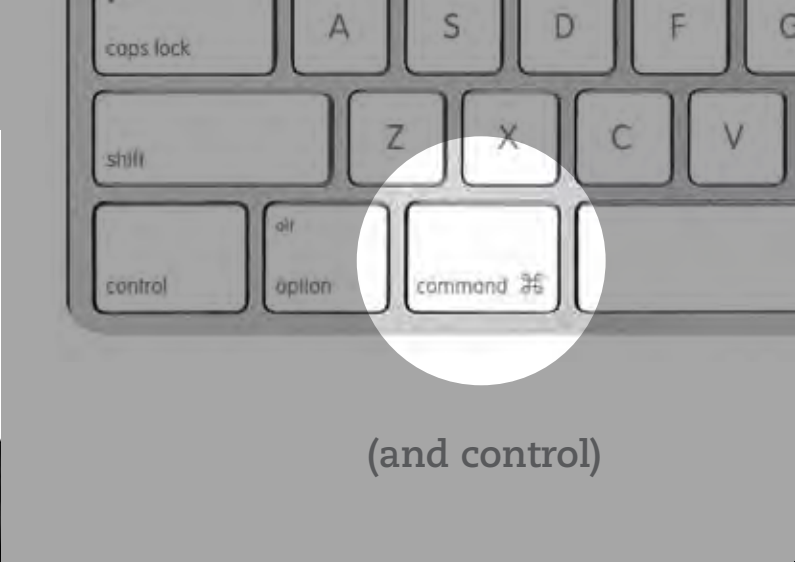
Understanding commands



Understanding commands

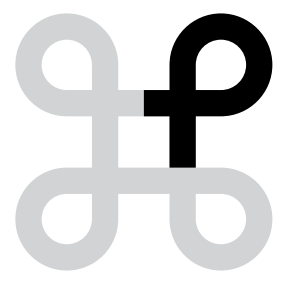


That's for sure

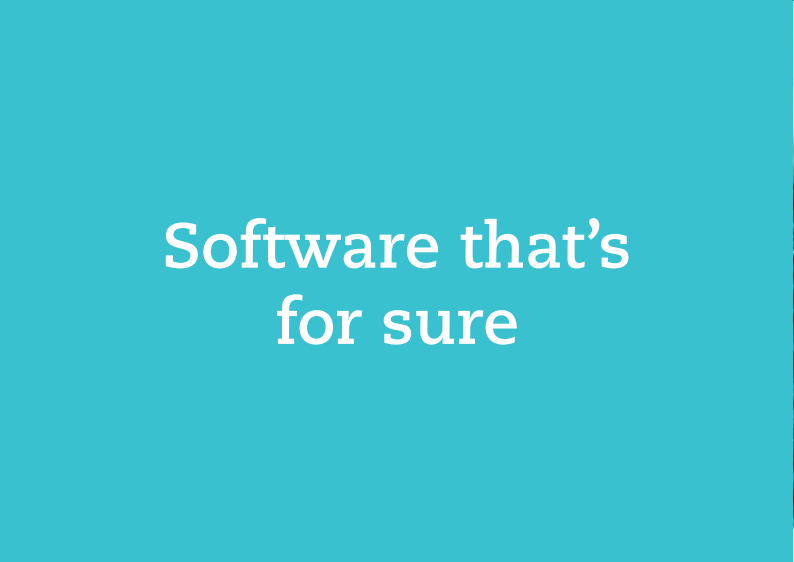


Closely associated with Apple computers the ⌘ symbol is widely recognised in 'tech savvy' circles and among aspirational consumers. Surprisingly, there appear to be no trademark claims to the ⌘ symbol in the computing and associated industries. It also appears that (even) Apple hasn't formalised a claim – perhaps this is because the ⌘ symbol has been appropriated from another source

Although software development is generally 'platform agnostic' the close association of this symbol with Apple computers – which for many is the benchmark platform in both professional and consumer computing – there appears to be a top level brand identity opportunity for the right company



Praxent at every turn

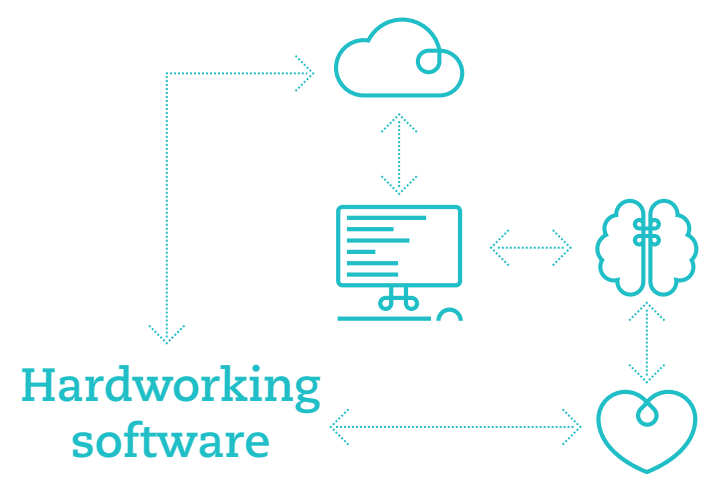


Software that's for sure





Understanding
commands



POSITIONING & CREATIVE SOLUTION

Operating in a highly complex and increasingly competitive market, Praxent is a standout Austin-based software developer that ‘seeks to meet the unrecognised needs of its clients’

Praxent works closely with clients to deliver heavy-lifting back-end business software solutions in user-centred web and mobile apps. The company’s calling card is a suite of proprietary software development tools. An ‘experience-it-before-you-build-it’ prototyping platform, a project scope and budget spending analytics tool and an agile software development process work in concert so that clients can make adjustments as their business goals change

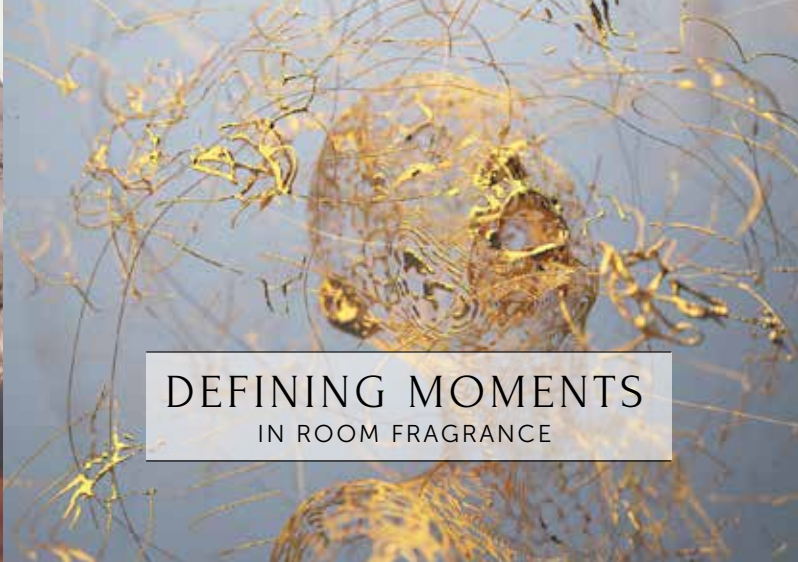
Market research has revealed that 68% of software development projects fail. With this in mind, Praxent offers clients an unparalleled level of certainty over project outcomes. In delivering this level of assurance Praxent’s service is ‘commanding’ in every sense. Accordingly, and with intrinsic software and hardware associations, the brand identity hinges on the command symbol of the Apple desktop operating system. This well-known symbol is also four seamlessly interconnected Ps and forms the basis of a distinctive visual messaging system

This level of control over software development projects means a commanding proposition for clients, making Praxent not only a dynamic and highly skilled business partner but a safe pair of hands. Praxent delivers credibly on their brandline ‘software that’s for sure’

PROJECT TYPE	NEW BRAND	WORKPLACE	REMOTE
CLIENT RELATIONSHIP	DIRECT		
PRESENTATIONS	UP-FRONT THINKING BRAND IDENTITY SOLUTIONS - 3 ROUTES FURTHER DEVELOPMENT - 1 ROUTE KEY ITEMS		
CREATIVE TEAM	SELF		

The background is a composite image. On the left, a woman's silhouette is shown from the waist up, facing right. On the right, a car is shown from the front, facing left. Behind the car is a large, leafless tree. The entire scene is set against a sunset or sunrise sky with warm, orange and yellow tones. The text "BEGINS WITHIN" is centered in the middle of the image.

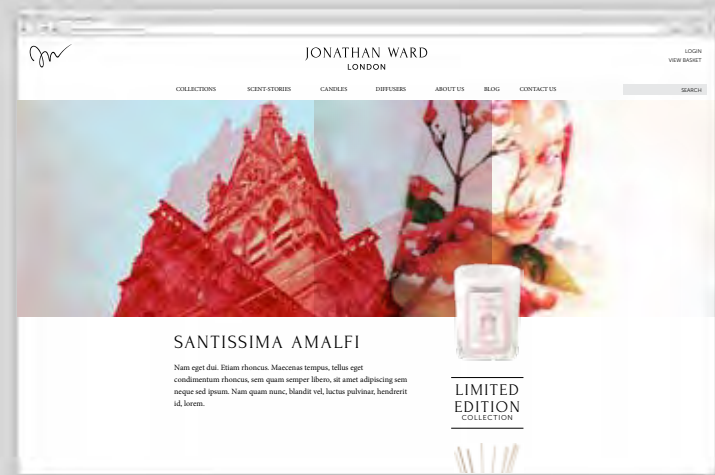
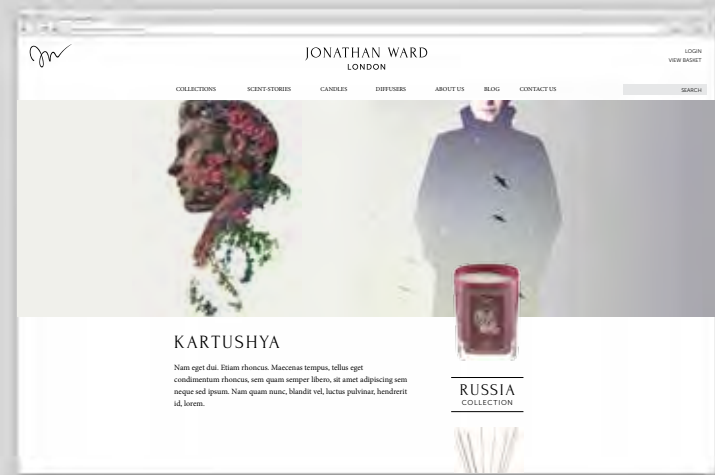
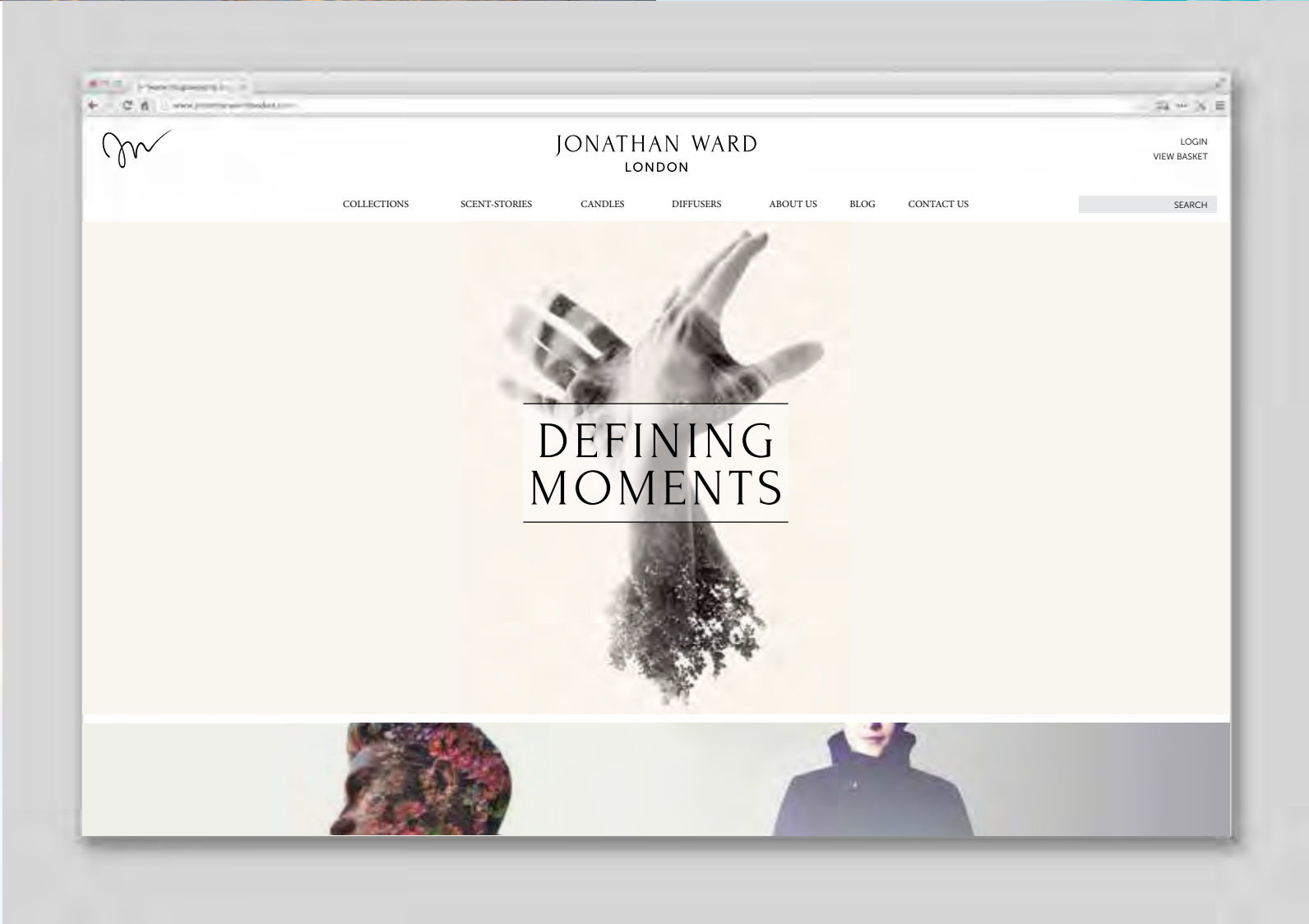
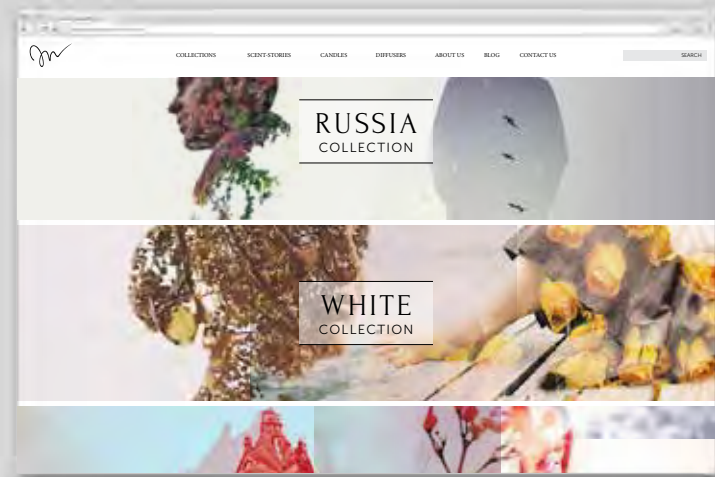
BEGINS WITHIN



BEGINS WITHIN

DEFINING MOMENTS
IN ROOM FRAGRANCE

Camping
Summer break
Heartbeats
Pink Cyclamen
Childhood memories
Cool rain
Dancing like crazy
Wet green grass
Bare feet
Devon
Jasmine
Magnolia
Clean fresh skin
Acute





BEGINS WITHIN

JONATHAN WARD
LONDON



POSITIONING & CREATIVE SOLUTION

Jonathan Ward London is an artisan room fragrance brand aimed at aspirational consumers with a taste for authentic, crafted British Luxury lifestyle products, and for whom high quality, sustainable and ethically sourced ingredients, materials and production processes are essential

The brand distinguishes itself through unique, product-specific storytelling, which has established an unparalleled brand experience within a saturated marketplace. Jonathan Ward London is not only an ‘ambiance enhancer’ at home but is also used in hospitality, health and well-being environments that often cater to high net worth individuals

Jonathan Ward is a master craftsman in storytelling through fragrances. He creates unique ‘scent-stories’ by melding together personal experience and scents to create inspired fragrances that capture hearts and minds the world over. Jonathan defines moments in time: drawn directly from personal experience as well as experiences imagined from historical accounts and culture references. He captures ‘moments’ in scents and fragrances so that customers can experience ‘defining moments’ for themselves in their own unique and profoundly personal ways

Jonathan Ward London is all about defining meaningful moments for people. With this in mind, the organising principle at the heart of the transformed brand is ‘begins within’, which captures Jonathan’s unique creative process and invokes new beginnings from inner experiences

PROJECT TYPE	BRAND TRANSFORMATION	MANAGEMENT TEAM	MANAGING CD ONLY
CLIENT RELATIONSHIP	ACTING UK-BASED AGENCY REPRESENTATIVE	WORKPLACE	REMOTE
PRESENTATIONS	UP-FRONT THINKING BRAND IDENTITY SOLUTION - ONE ROUTE ONLY	CAVEATS	*BRANDMARK TYPEFACE CHOICE INFLUENCED BY CD **SHOPPING BAG VISUALISED BY CD USING SUPPLIED ASSETS
CREATIVE TEAM	SELF & MANAGING CD		



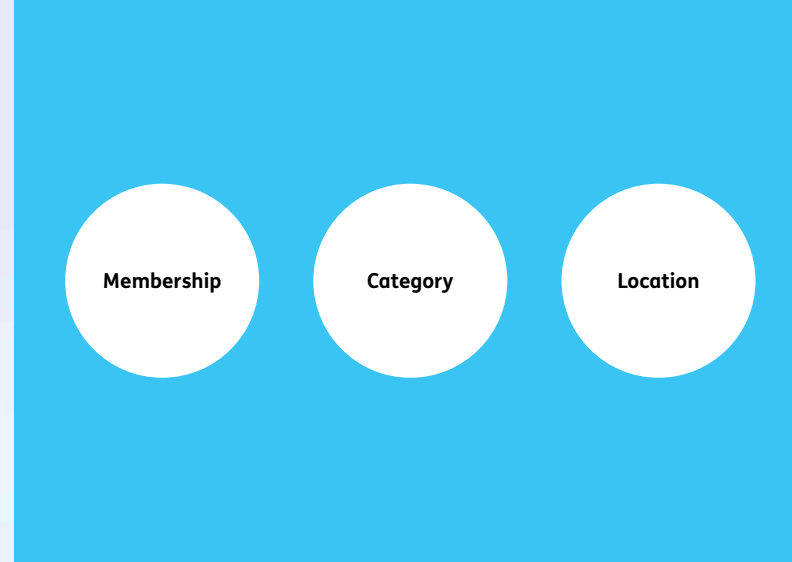
treasure



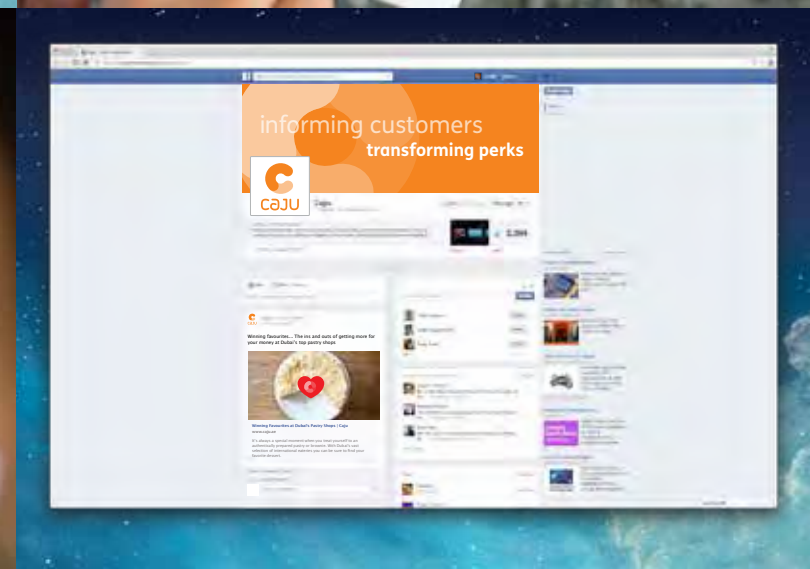
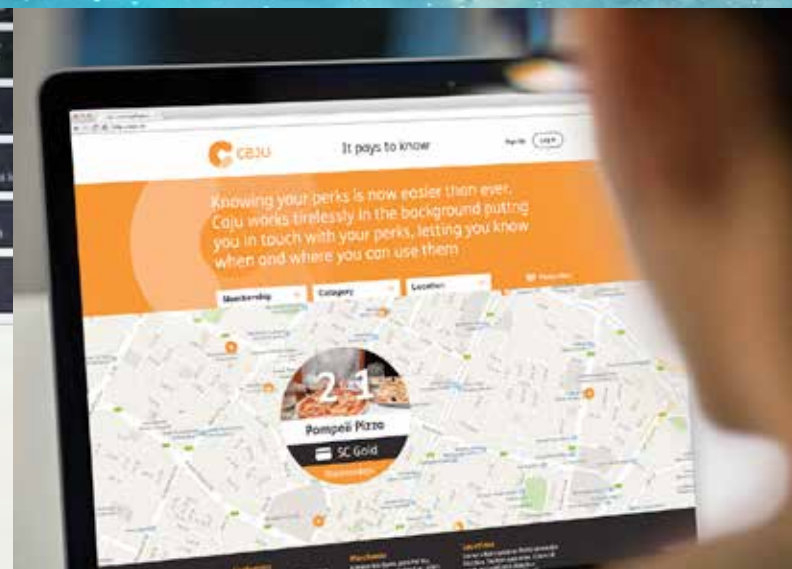
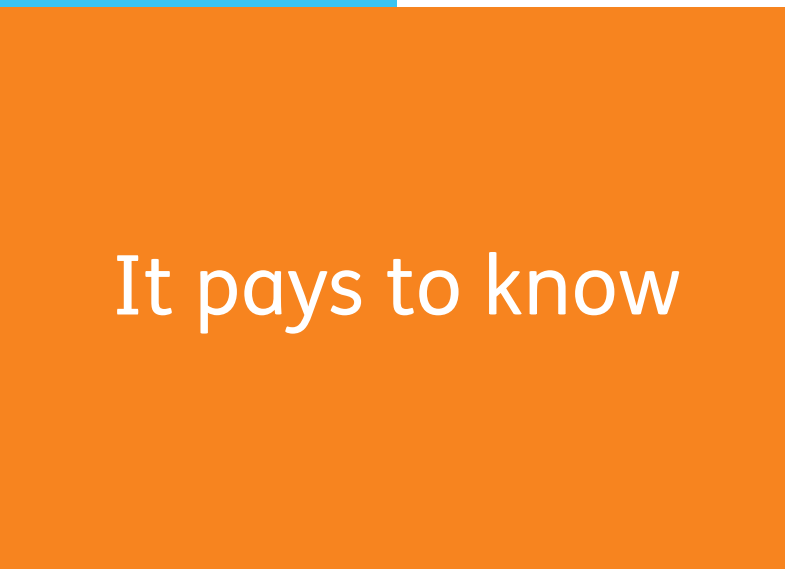
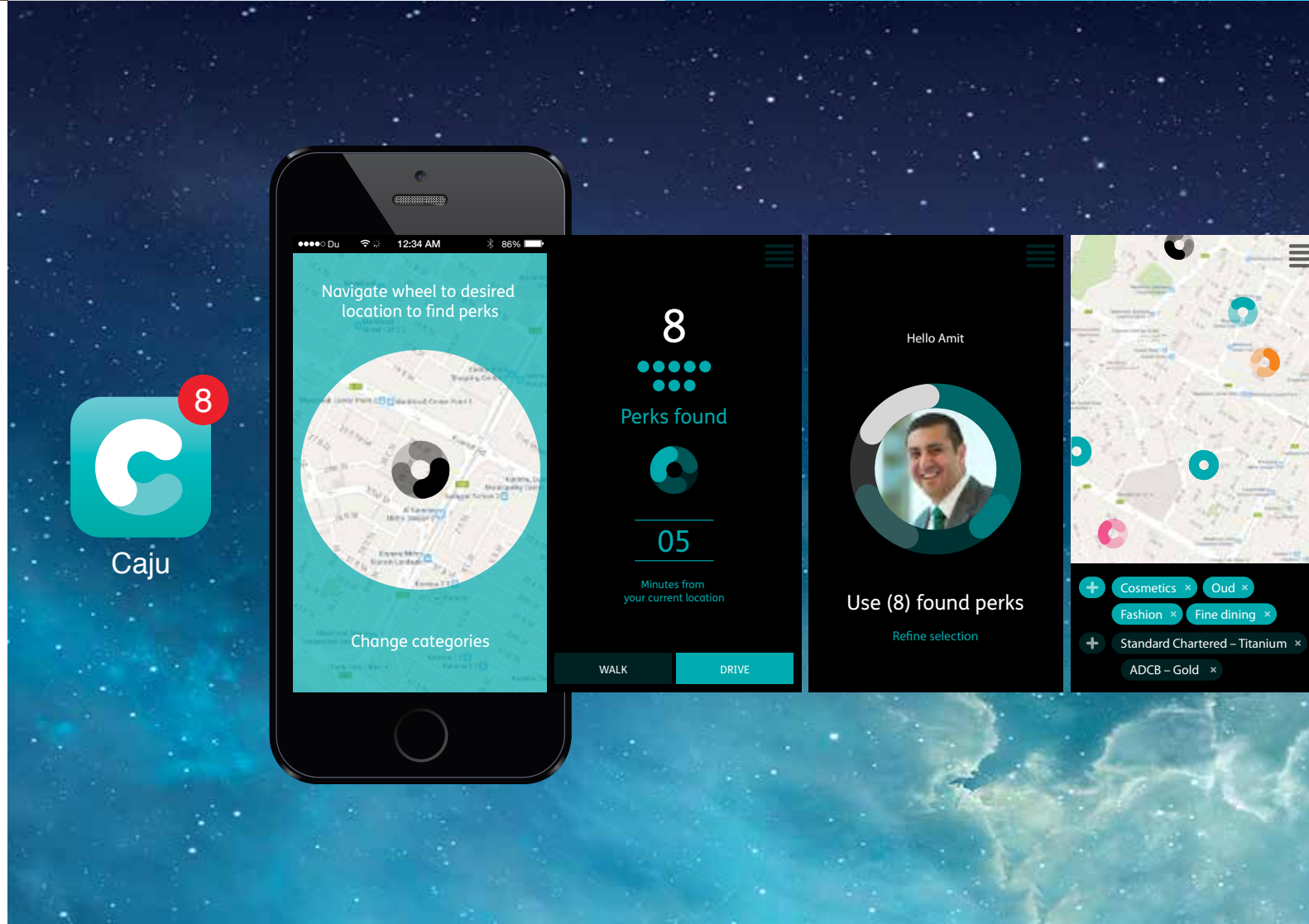
treasure



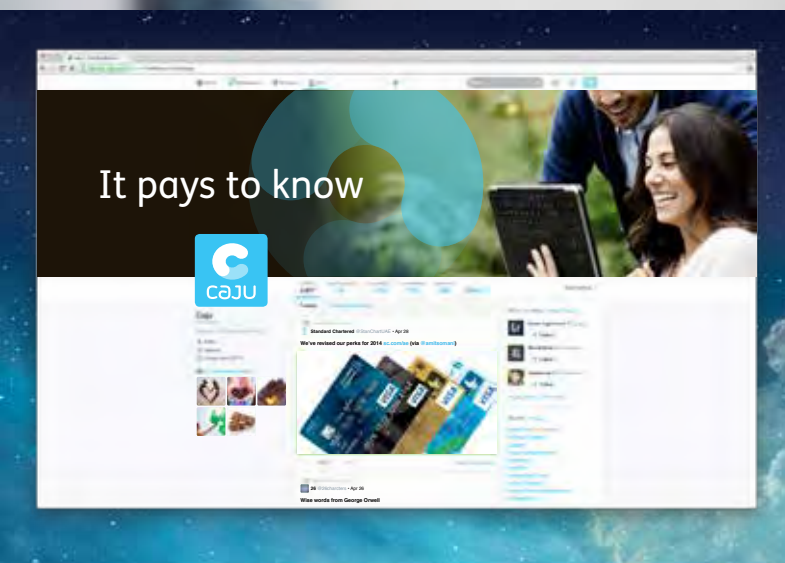
collect & present



cəJU



It pays to know



POSITIONING & CREATIVE SOLUTION

Most consumers aren't aware of the perks and benefits offered by credit cards, employer reward schemes and various other memberships to which they're entitled. This is largely because perks and benefits are often buried in small print or time-boxed promotional campaigns go unnoticed

Caju is a notification platform that lets users know what perks are available to them in realtime. The mobile app is location-aware and has the option to let consumers know what perks would be available in a location, if they held a specific credit card or belonged to a particular membership or employer scheme

Filtered by category, location and membership, Caju empowers users to uncover treasures that would otherwise remain hidden. Inspired by the cache of an internet browser, which is where digital cookies are stored, the name Caju means 'cashew' in various non-English speaking cultures

The name and brand identity play on the relationship between cache and cashew. The C is made up of a stylised cashew nut that forms part of a circular device that is active online. The idea is that Caju works tirelessly in the background uncovering cached perks and presents them as treasures to be taken advantage of when all the necessary conditions have been met

Caju's service demonstrates that knowledge is power. It pays consumers to know when and where perks are available. This enables users to get the best value from participating merchants, which, effectively, saves money

PROJECT TYPE

NEW BRAND

CLIENT RELATIONSHIP

AGENCY

CLIENT-FACING

INITIAL TEAM CONTACT ONLY

PRESENTATIONS

NAMING SOLUTIONS
BRAND IDENTITY SOLUTIONS
- 2 OF 6 ROUTES

CREATIVE TEAM

SELF & MANAGING CD

MANAGEMENT TEAM

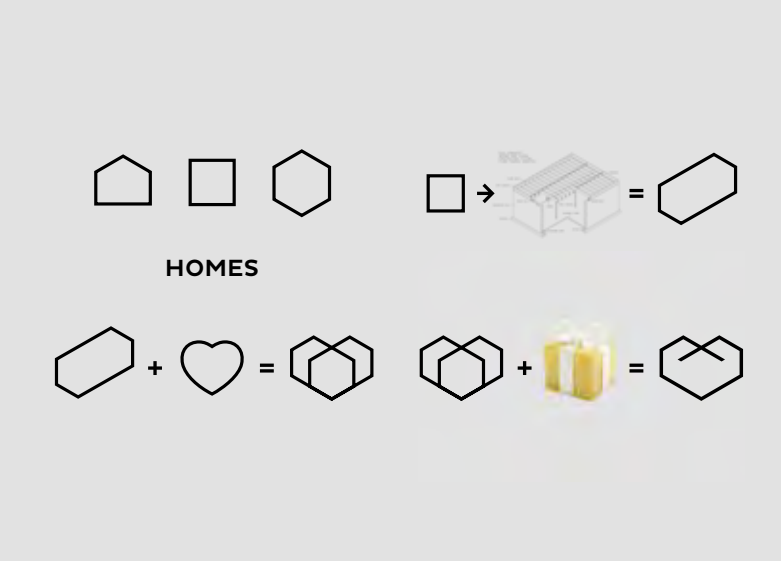
MANAGING CD ONLY

WORKPLACE

REMOTE



**HEART
YOUR
HOME**





HOMESMITHS



POSITIONING & CREATIVE SOLUTION

With a foundation of more than 30 years in reseller hardware supplies, Homesmiths is a new brand offering a DIY retail experience with a difference. Aimed at ex-pats and western-educated people living in Dubai, Homesmiths is all about the tools and wares that make DIY possible

Homesmiths is a convenience store that covers the basics and anticipates DIY need clusters such as kits and starter packs, and also includes ideas for makers and innovators in the crafts and startup communities. Homesmiths is positioned as 'DIY-wares and Beyond'. This provides plenty of scope for future-oriented technologies that help improve the quality of life in the places that people care about

As the name suggests, this retail experience is mostly concerned with the crafting of homes and is also interpreted to mean the places that people treat like home. Homesmiths represents communities that work together to facilitate 'warm-hearted' DIY experiences

The brandlines 'heart your home' and 'heart-it-yourself' express a profound love of DIY. Not only does Homesmiths foster rich relationships with the tools and wares that make DIY possible, it also facilitates the engagement of future-facing technologies such as 3D printing

Derived from a beehive of related ideas, the symbol is based on the structure of two intersecting isometric rectangular boxes that form an angular, 'home-shaped' heart and the line ends suggest ribbons of a gift-wrapped box

PROJECT TYPE

NEW BRAND

CLIENT RELATIONSHIP

AGENCY

CLIENT-FACING

INITIAL TEAM CONTACT & POST
CREATIVE PRESENTATION ROUTE
CHOICE DISCUSSION

PRESENTATIONS

NAMING SOLUTIONS
BRAND IDENTITY SOLUTIONS
- 2 OF 5 ROUTES

CREATIVE TEAM

SELF & MANAGING CD

MANAGEMENT TEAM

MANAGING CD ONLY

WORKPLACE

REMOTE



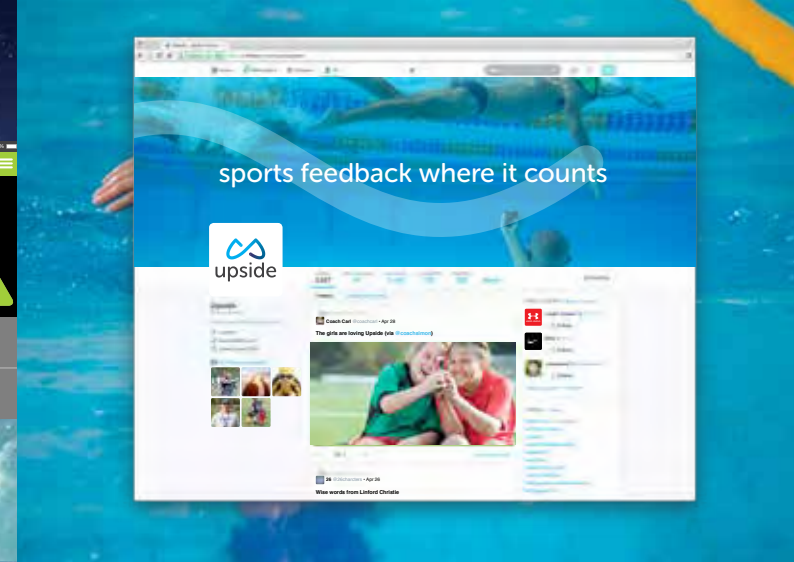
the upshot



the upshot



MOMENTOUS



catapult
feedback loop





the upshot



POSITIONING & CREATIVE SOLUTION

Upside is a sports improvement platform that focuses on the pivotal role that coaches play in the development of sports people and the communities that support them

Conveniently delivered in a mobile app, Upside offers an unprecedented level of flexibility and control over feedback from coaches, team members and supporting communities, and also helps keep sports clubs and organisations in touch with users

The platform is most useful to young sports enthusiasts eager to benefit from rich feedback that's instantly available. Coaches benefit from a platform that enables them to reach multiple users wherever they are, saving time and enabling coaches to deliver personalised feedback more effectively. Upside encourages the co-creation of bespoke solutions for player progression, helping to make every moment count so that users are more likely to experience the many and various 'wow moments' that makes sports development so rewarding

A dashboard of performance analytics, development logs, progress reports; scheduling, goal-setting and messaging functions work together to create a 'shared memory' that's geared towards sports improvement on the whole

The symbol is a visual expression of the brand name and suggests an upshot from a catapult; also suggesting a continuous feedback loop that simultaneously elevates and accelerates people forward. The symbol is also a typographic ligature of a U and P on its side

PROJECT TYPE

NEW BRAND

CLIENT RELATIONSHIP

AGENCY

CLIENT-FACING

YES

PRESENTATIONS

UP-FRONT THINKING & BRAND
IDENTITY SOLUTIONS - 3 ROUTES

CREATIVE TEAM

SELF & MANAGING CD

MANAGEMENT TEAM

CD & CLIENT SERVICES EXEC

WORKPLACE

ON-SITE

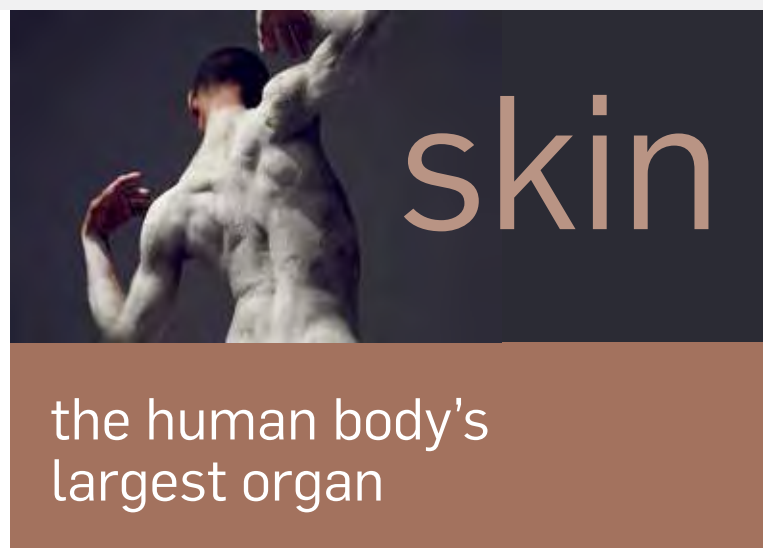
CAVEAT

*BRITISH SPORTS AWARD:
PHOTOSHOP SUPPORT

NAMING SOLUTIONS

Teraderm

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



the human body's largest organ



the world's biggest environmental invention

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

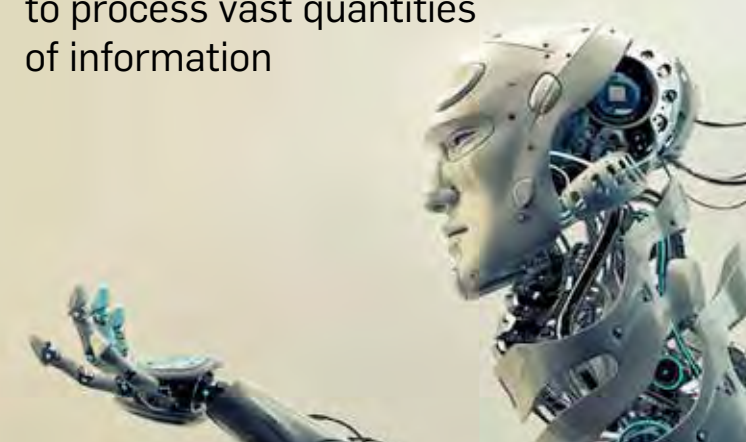
* Translates literally into 'earth-skin'

Eschelon

Reflecting the world's health metrics on a truly massive scale



Harnessing intelligent automation to process vast quantities of information



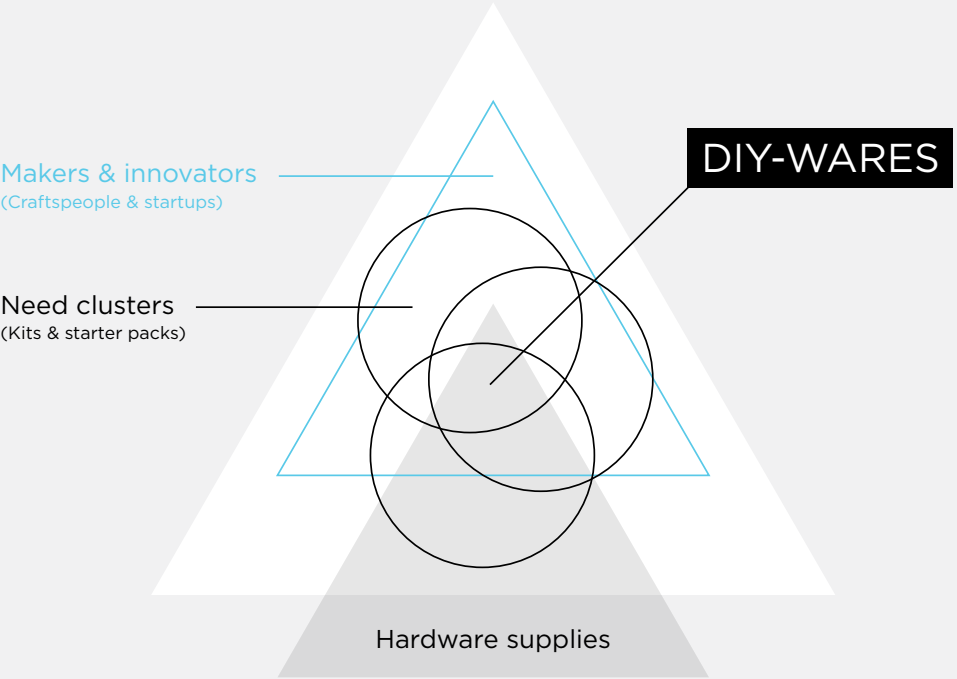
Current standing...

- Peerless vantage point
- Unrivalled overview of big health data



Homesmiths

Our homes are what we make them. With a long history in hardware supplies and a finger on the pulse of DIY we offer an unrivalled retail experience. Our DIY knowhow enables customers to craft the homes of their dreams



Caju

Just like everyday nutritious snacks, perks and bonuses are the extra treats in membership schemes. Often they're hidden from view and only valid for short periods of time. They're just like small caches of treasure or useful, but temporary, cookies in a browser. When perks are used by members it's like putting extra cash in their pockets

*I wrote the copy above for the seed idea, Cashew, which I originated. Caju is cashew in Portuguese. Caju is understood in various non English-speaking cultures, including specifically Brazil and the Middle East; where the brand has been developed to become established and then rolled out globally



BRANDBOOKS

Flairosol heralds a new era in trigger dispensing technology

Free from the many and various challenges faced by conventional aerosols and trigger dispensing products, Flairosol most often exceeds the high performance and increasing environmental demands of sprayable liquid product solutions

To better reflect the outstanding benefits of Flairosol we've re-imagined the brand identity. This brandbook demonstrates how we're signalling our global ambitions with our new brand

Our brand is not just about a landmark, colour palette, graphic elements and application principles it's about how we think and speak about everything the brand stands for, for ourselves and our customers



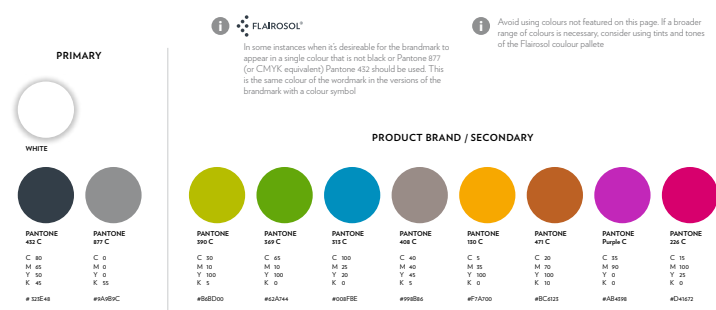
BRANDLINE



Our brandline 'mistifying solutions' extends on the 'mistify' brand-idea and offers additional interpretations that add depth to the understanding of what Flairosol does for customers. Flairosol literally produces a mist from liquid products and in this sense 'mistifies'. This brandline also indicates that the contained liquids are solutions to problems and cleverly suggests a 'mystification' of these solutions. In other words, the precise way in which a product solves a problem is hidden from view and appears to work in a way that can be described as mystical – and by association, magical

Flairosol Brandbook - 2016

COLOUR PALETTE



The primary colours are deliberately neutral because the product brand colours are vibrant and often appear mixed together. The neutral primary colours also create an effect of 'restrained sophistication' that creates a 'reveal' of bright colour when the product is demonstrated. The secondary colours also allow for different colours of the Flairosol symbol

Flairosol Brandbook - 2016

TYPOGRAPHY



Flairosol uses only one official typeface for display and text, Verlag. Consistent and confident use of the Flairosol typeface will help ensure strong brand recognition

Flairosol Brandbook - 2016

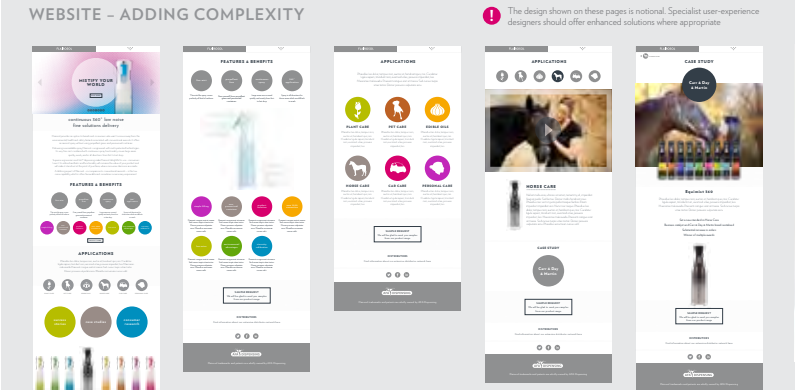


BRAND-IDEAS



The visual and verbal marks that form the core of our brand work together to define an identity experience that is founded on unique ideas

Flairosol Brandbook - 2016



The landing page holds salient information for each page section. Either the subject contained in a circle is a link or a 'find out more' button takes the user to information rich pages for each section. The pages featured demonstrate in principle how to apply the brand and order information

Flairosol Brandbook - 2016



The visual and verbal marks that form the core of our brand work together to define an identity experience that is founded on unique ideas

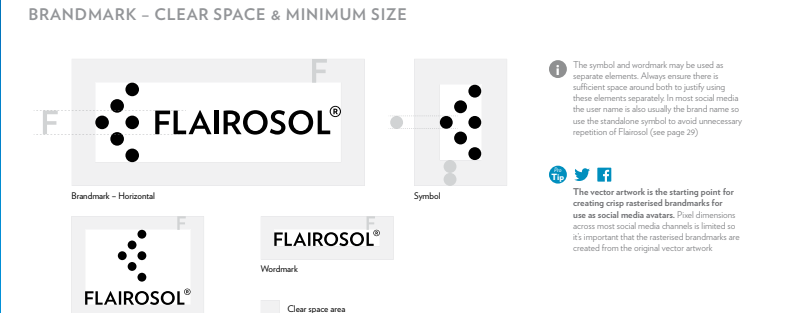
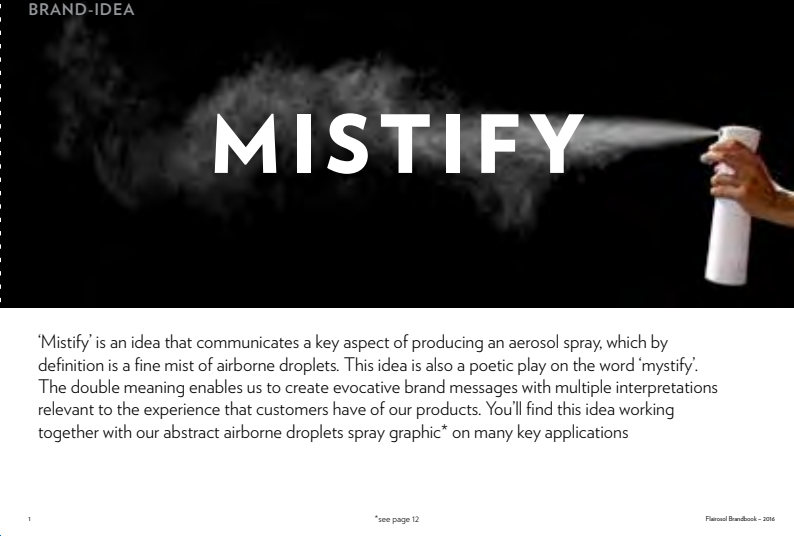
Flairosol Brandbook - 2016



Flairosol is all about what it can do for its customers' products from the inside out. With this in mind, the outsides of our Introduction and Experiment boxes are intentionally neutral to create a sense of drama for the products featured inside

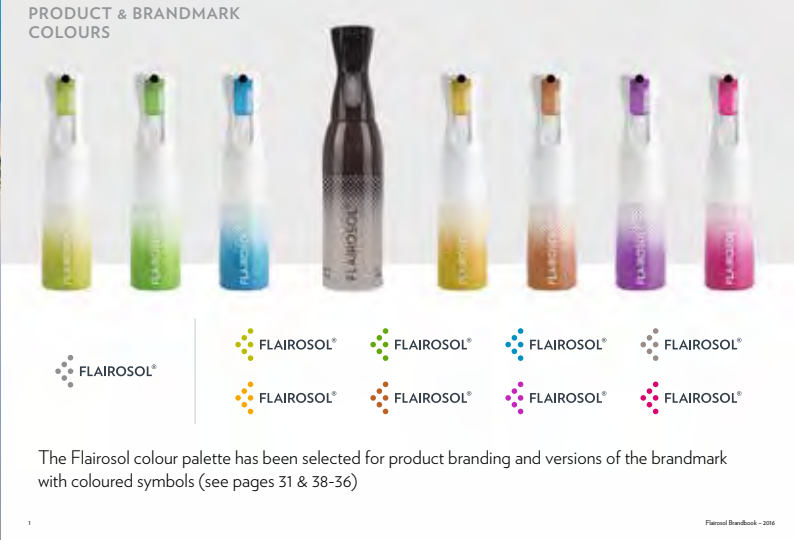
Note how the airborne droplets spray graphic acts as an arrow and wraps around the introduction box to create an element of intrigue in relation to the brand-idea

Flairosol Brandbook - 2016



The visual and verbal marks that form the core of our brand work together to define an identity experience that is founded on unique ideas

Flairosol Brandbook - 2016



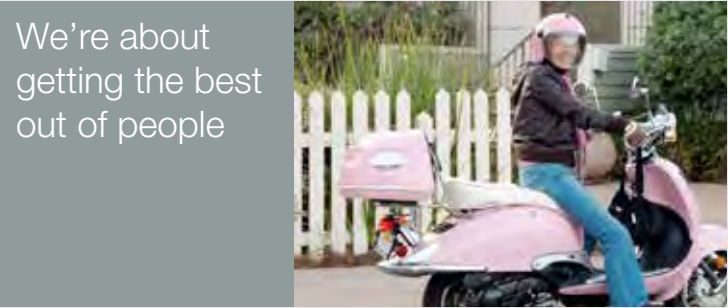
We hope this brandbook has provided a good understanding of the new Flairosol brand identity and that you are inspired to use it to its full potential. We look forward to seeing the marketing materials that you and your teams produce using the elements as presented in this document

flairosol.com

@flairosol

Flairosol Brandbook - 2016

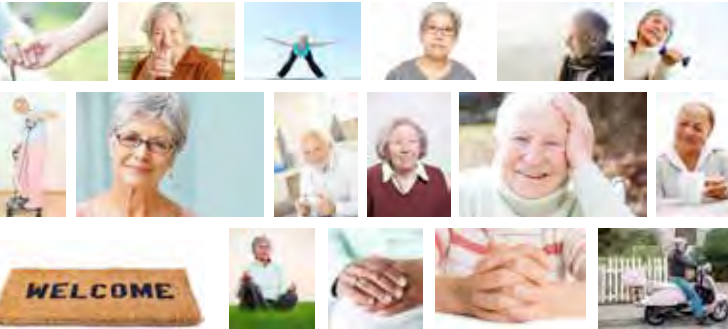
Our brand experience – Guiding ideas



Photography

The examples of photography in this document should be used as guide to selecting and commissioning images

The photographic style is bright, clean and natural. People should appear relaxed and healthy; never wooden or posed in a formal way. Remember that Saga at Home is about real people (not flawless models) living life well and this should be captured in high quality photography



Literature

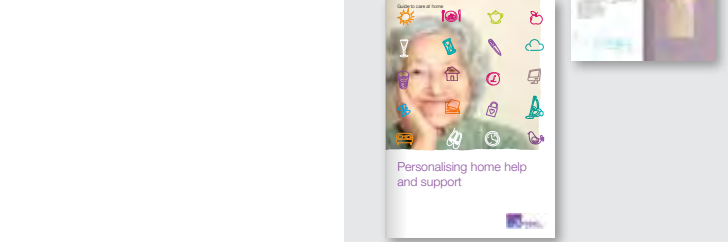
There is a lot of flexibility in how we treat the elements of our brand. There are no grids that prescribe exactly how the layout should be structured

The Saga at Home 'look and feel' is clean and bright, and uses space generously. See the basic literature template on the following page to manage the layout of the main elements

Use as few columns as possible but always ensure that if a single column is used that the line length is not taxing to read

Image treatment

Images may be cut-out but this should be reserved for objects with well defined outlines



Digital

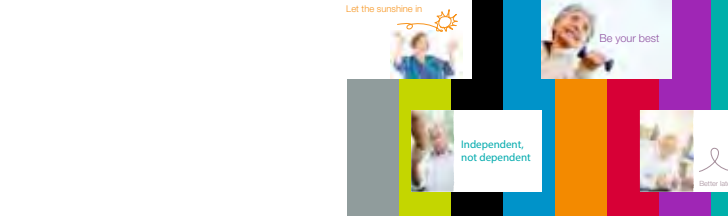
Flat screens carrying internal communications and carefully selected brand messages help to create a vibrant and stimulating workplace

Keep things simple and at a gentle pace. Introduce messages in a calming way and never create too many radical contrasts or use attention grabbing gimmicks. Ensure that people are given the opportunity to engage messages when they are ready to engage them

Simple bars and blocks of colour derived from the colour palette can be used as a device to reveal as well as hide messages

Full stops

Do not use full stops at the end of sentences and paragraphs for copy in on-screen and digital applications. This keeps copy looking light and layouts onscreen clean



Tone of voice

Our tone of voice communicates how we go about doing things. It expresses our brand personality in a way that demonstrates the insights necessary to deliver best in class care

Because people buy care from us when they can no longer live independently they do not need to be reminded of their dependence on our care service. Rather, they should be encouraged to lean on us for help and support so that they can live life as independently as possible

To this end we should communicate in a way that makes the best of every situation for our service-users, no matter how trivial or tragic. This is not about taking on a superficial cheery attitude, this is about a sincere and authentic optimism that cannot be faked – an optimism that is born from genuine and affectionate care for people

The examples shown in this section are conceived of in a way that takes familiar ideas and presents them in a new light. This is not about explaining things in a straightforward 'does-what-it-says-on-the-tin' way, this is about finding a new perspective on the delivery of care at home; this is as much about uncovering new opportunities as it is about finding the poetry in everyday life



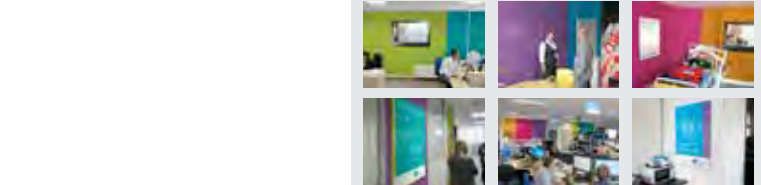
Understanding our brand identity

Workplace branding

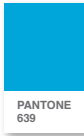
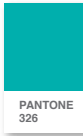
To establish a nurturing and encouraging atmosphere in the workplace our brand can be used to great effect

A strong dose of colour can help to create a contemporary professional environment that is both calm and focused. It can help to create an environment that is inviting and a place where people like to work. However, be sure to exercise restraint as too much visual activity can be overwhelming and have the reverse effect

The largest wall in a room is a good place to put the Saga at Home branding to work. The remaining walls should remain neutral. Neutral walls provide a good opportunity to place internal communications and brand awareness posters as well as other internal communications such as digital screens and ambient brand objects



Colour palette

						
PANTONE 144	PANTONE 206	PANTONE 2592	PANTONE 382	PANTONE 443	PANTONE 639	PANTONE 326
C 0 M 50 Y 100 K 0	C 0 M 100 Y 40 K 0	C 60 M 90 Y 0 K 0	C 30 M 0 Y 100 K 0	C 10 M 0 Y 10 K 30	C 100 M 0 Y 5 K 5	C 90 M 0 Y 40 K 5

A colour palette has been introduced to enrich the Saga at Home brand. This offers a lot of flexibility and creates vibrancy within our brand experience, it adds dimension and creates more visual impact than the Saga master brand Blue Wash brand identity system can achieve alone



Workplace branding & ambient brand objects



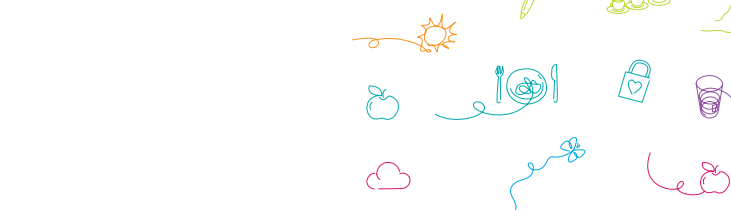
Illustrations

Illustrations should be used freely and expressively, and as an intrinsic storytelling element and not merely as brand 'decoration'

Illustrations should not be contained in the same way as the Saga master brand, which uses a framing device derived from the brandmark, and neither should illustrations be locked up to the brandmark or the Saga master brand Saga Script typeface (see the script typeface usage restrictions)

The illustrations do not always need an extended line flourish and can be used as standalone icons. The flourish is best used when an action or gesture is implied, or when a layout composition will benefit stylistically

Refer to the tone of voice ideas above and the workplace branding applications below for examples of the illustrations in use



Colour brandmarks



Images

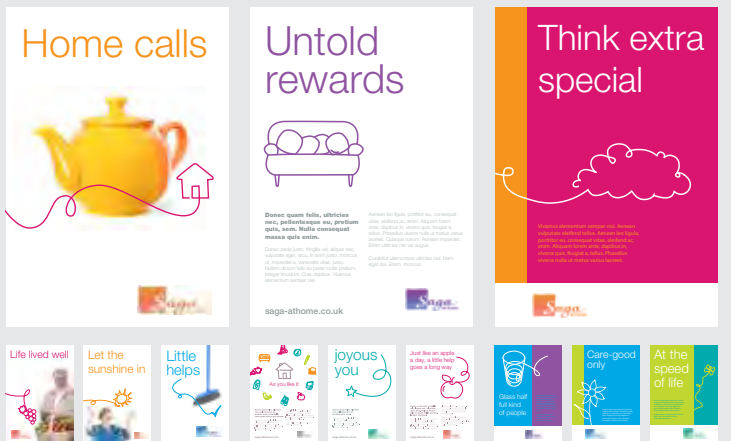
If a photographic image is used the choice of colour for the brandmark should be a colour harmonious with the dominant hue in the main image

If the hues in an image are predominantly in the warm range, orange or red should be used. For cool hues use either the blue or green. If the warm and cool hues appear in equal measure consider using the purple. If there are many different strongly contrasting colours in the image, grey or black should be used

Illustrations

The choice of brandmark colour for illustration and text only applications should be at the discretion of the creative director or senior designer. Considerations should include the context and the set of applications of the same type so that all materials are considered as a suite

Posters



Brand awareness (external and internal) External Internal

Livery





Autoglass® BodyRepair is part of our family of brands. It is a separate but related service that expresses the close relationship with Autoglass® in its DNA.

BodyRepair should never appear without Autoglass® as a brandmark or in written form.

SYMBOL



Our symbol captures the essence of our brand. It's an organic lowercase b that alludes to the sculptural outer forms of automotive vehicles, layers of paint and forming materials used to restore surfaces – suggesting also that the service is dynamic and adapts to the needs of our customers.

In promotional materials, the symbol may also be used to suggest that messages have been shaped. This adds another layer of distinction and visual interest to our brand and suggests that the service is shaped around the individual people who are our customers and colleagues.

See page 11 for application examples.

The brand symbol may be used as inverted commas or speechmarks as shown here, but never in isolation. This is only permissible when the full brandmark appears elsewhere on the document

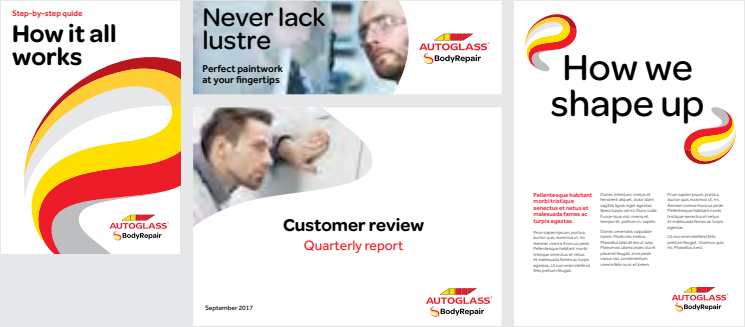
COLOURS



Because our brandmark is visually complex, the rest of the brand is pared back and minimal. White is the main background colour throughout our brand experience, across all media. In lengthy documents, plain coloured panels and backgrounds of red, light grey and yellow may be used to create interest.

Avoid using panels and backgrounds of PMS 109, which can look cheap. Use the deeper yellow PMS 123 instead

APPLICATIONS – MARKETING AND INTERNAL COMMUNICATIONS



These examples show how our brand assets should be combined to produce materials across all media. We always follow industry-standard, best-practice principles in print collateral and digital design. Our overriding brand principle is to keep things simple but not at the expense of distinction and brand personality.



To ensure a better integrated lock-up the normal clear space rule for the Autoglass® brandmark does not apply

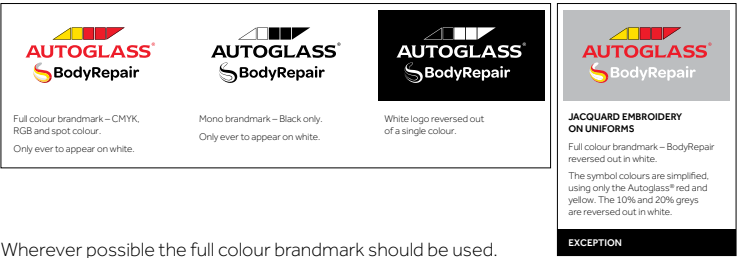
Clear space area

Clear space

Ensure that a minimum clear space area is always in force around the brandmark. Use the 'A' of Autoglass® to determine the clear space.

Minimum size

In print and digital media, apply common sense to set a minimum size that ensures legibility, including also the legibility of the ® symbol, whenever possible.



Wherever possible the full colour brandmark should be used.

The brandmark must always be reproduced in opaque solid form. We never make it transparent in any way.

The brandmark should never appear over an image.

Only the versions featured on this page may be used. Be sure to only use official brandmark artwork.

Other versions may not be created



BRANDBOOK

The typeface is determined by the publication e.g. newspaper

Autoglass® BodyRepair

In body copy, our name is always written as Autoglass® BodyRepair.

Autoglass® is a registered trademark and is always followed by the registered trademark ® symbol. This is vital in protecting our brand name worldwide.

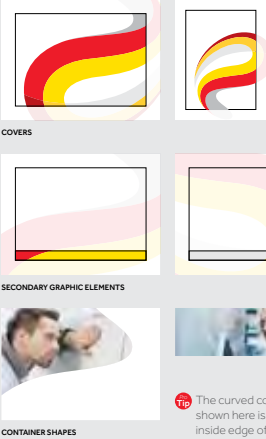
It is preferred that Autoglass® is written in lower case with a capital.

We never write our brand names in capitals.

The B and R of BodyRepair must always be capitalised and appear without a letter space separating the two words.

BodyRepair must never appear without Autoglass®.

SYMBOL – CROPPING & CONTAINER IMAGES



Our symbol may be enlarged and cropped to create striking covers and rich secondary graphic elements. The symbol may also be used to contain images and produce curved container shapes.

When creating secondary graphic elements ensure that the symbol is cropped to produce bold, well-formed sections of colour.

For the secondary graphic elements the secondary colours of the symbol should be converted to the primary colours (see page 12).

For the secondary graphic the symbol is shown in a tint to demonstrate cropping and placement only

The curved container device shown here is derived from the inside edge of the symbol

The symbol may only be flipped on the vertical and horizontal axes

TYPOGRAPHY – PRIMARY & SECONDARY TYPEFACES

Consistent and confident use of our official typefaces help ensure strong brand recognition.

Omnes

Usage is not limited to the weights featured on this page. All weights may be used but, generally, avoid the heavier weights as they can be overpowering

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OMNES LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OMNES SEMIBOLD

Primary typeface

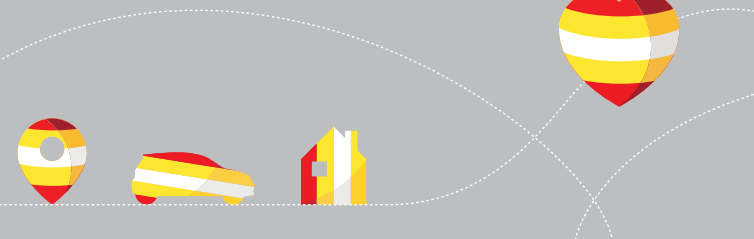
Our display typeface is Omnes, which expresses the personality of our brand in text at large sizes. See page 11 to see how we use this typeface.

Secondary typeface

The secondary typeface is Effra, which is a functional sans serif that should be used for all body copy.

For online and internal use, the Arial family should be used.

BRAND-WORLD



Our symbol has been created as part of a more extensive brand experience.

These elements are subject to further development and should only be considered for use as part of a broader, next stage strategic initiative.

Final artwork is not yet available for these brand assets

Consult senior brand management about using this brand-world

STRATEGIC PROPOSALS

BRAND IDENTITY SOLUTIONS

2 Projects

A woman with glasses and a green patterned shirt is shouting with her mouth open, holding a large white sign in the foreground. A young child in a red and white polka-dot shirt is looking on. In the background, a crowd of people is gathered in front of a large building with a clock tower. The word "venture" is overlaid in white text.

venture



venture



bring together

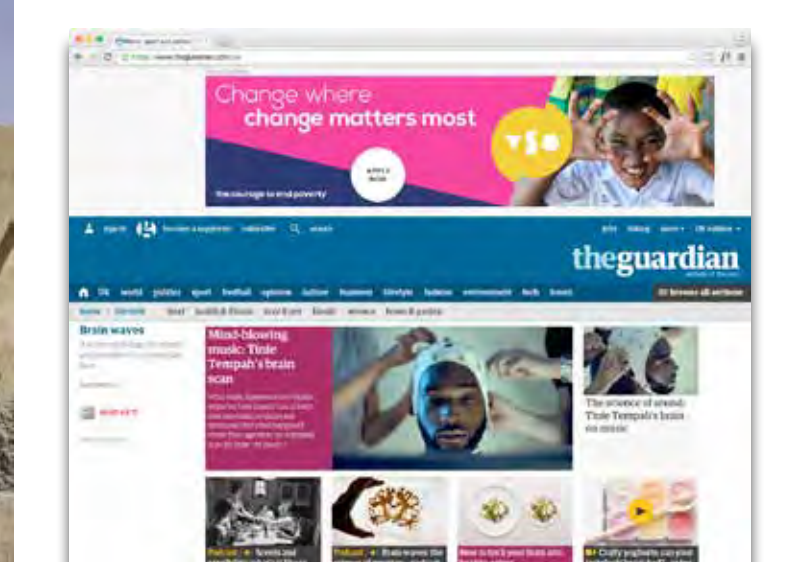


establish



status quo

foundational shift





sense data



sense data

... makes the most sense of big healthcare data

Technology & services

Giving life to big health solutions

↑

Data. It's in our blood

Information

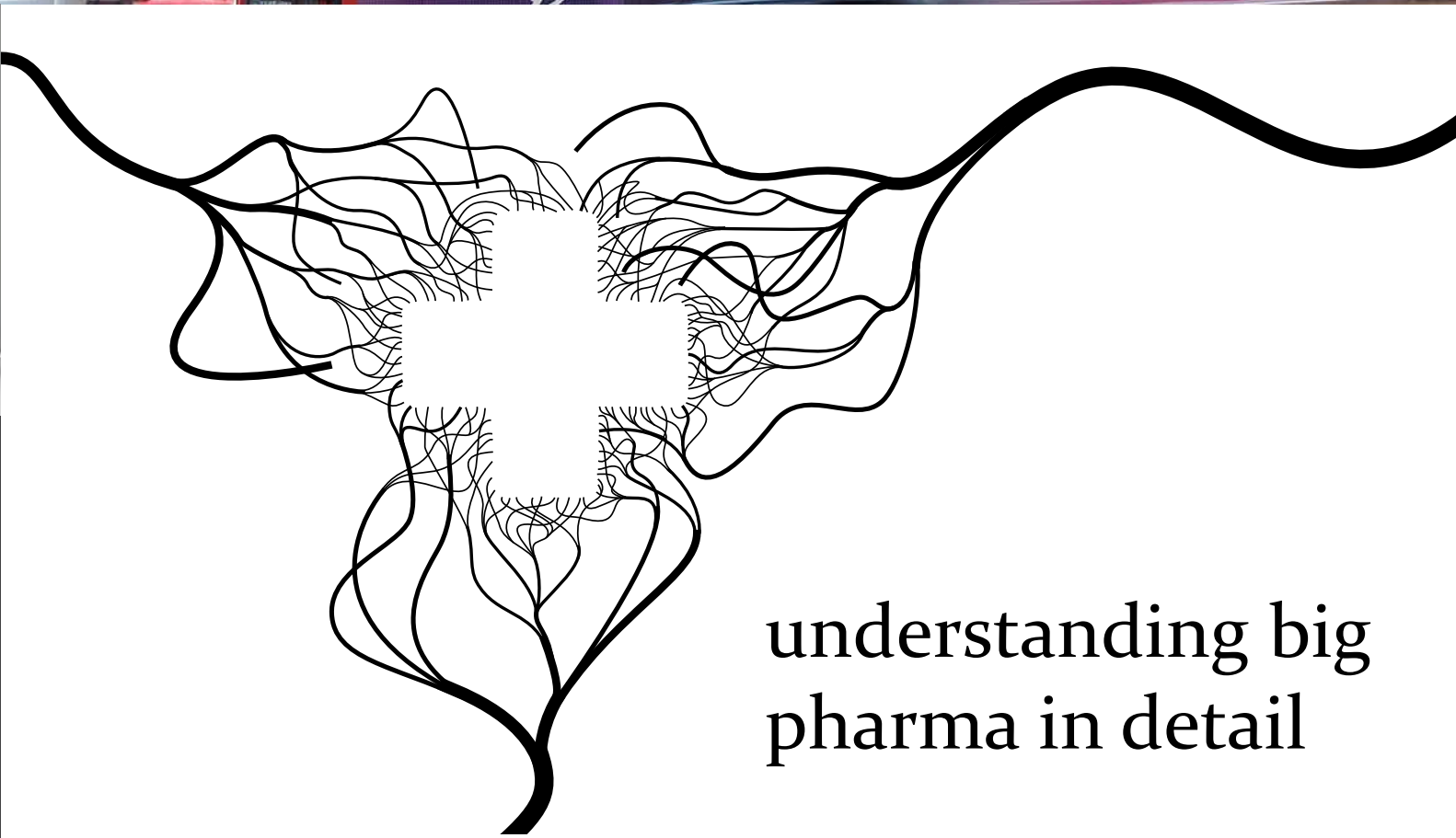


Creating a business experience that's

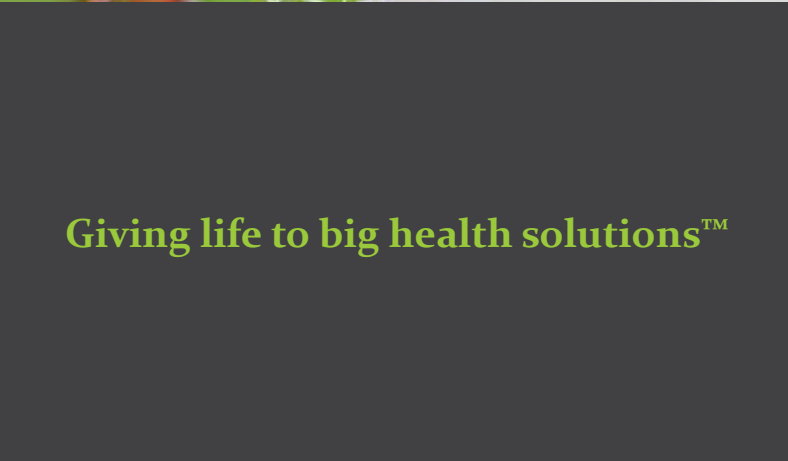


alive

... with information



understanding big pharma in detail



LOOK & FEEL BRAND TRANSFORMATION SOLUTIONS

2 Projects

exacting





Core Banking
Nextgen UX
Fintech

Exactly

for exacting banks
from exacting people

... for exacting
networks



precision-
oriented

Core Banking

Nextgen UX

Fintech



Software
onsite

BPO



Core Banking Solutions

Accounting engine accuracy
second to none

To achieve this, it would be necessary to have uniform grammar, pronunciation and more common words. If several languages coalesce, the grammar of the resulting language is more simple and regular than that of the individual languages. The new common language will be more simple and regular than the existing European languages.

MORE ABOUT OUR SOFTWARE ENGINES

Business Process Outsourcing

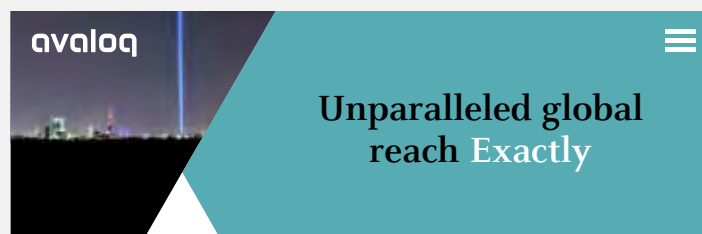
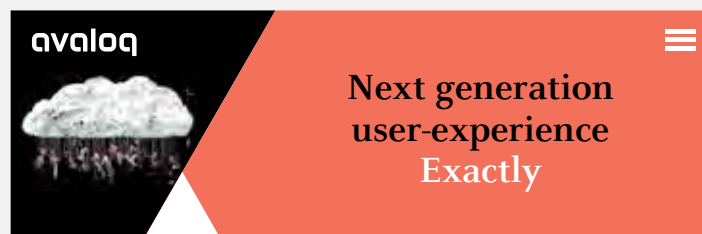
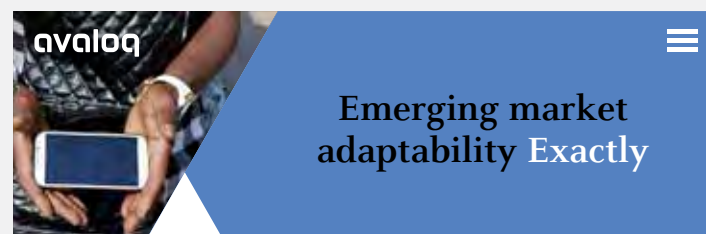
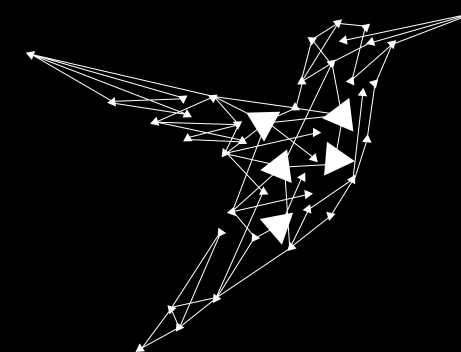
BPO meets API

To achieve this, it would be necessary to have uniform grammar, pronunciation and more common words. If several languages coalesce, the grammar of the resulting language is more simple

Nextgen
UX

Core
Banking

Fintech





key people



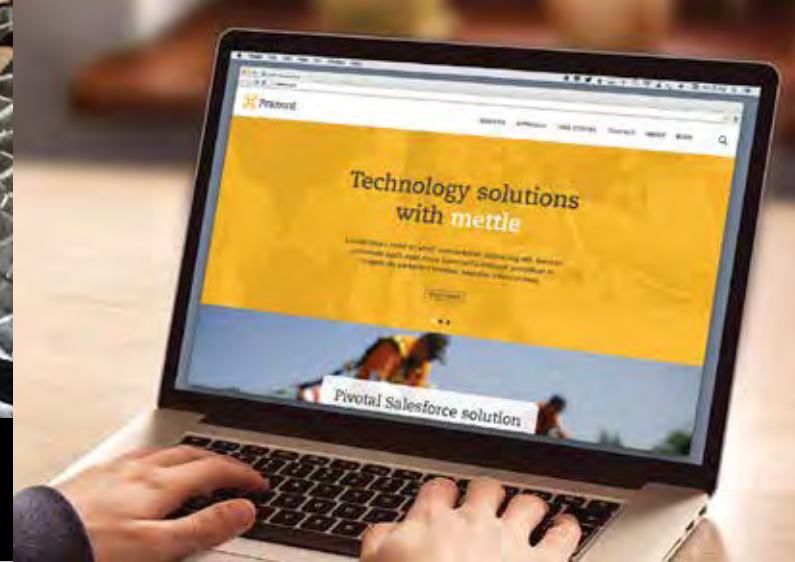
key people



people made of the right stuff



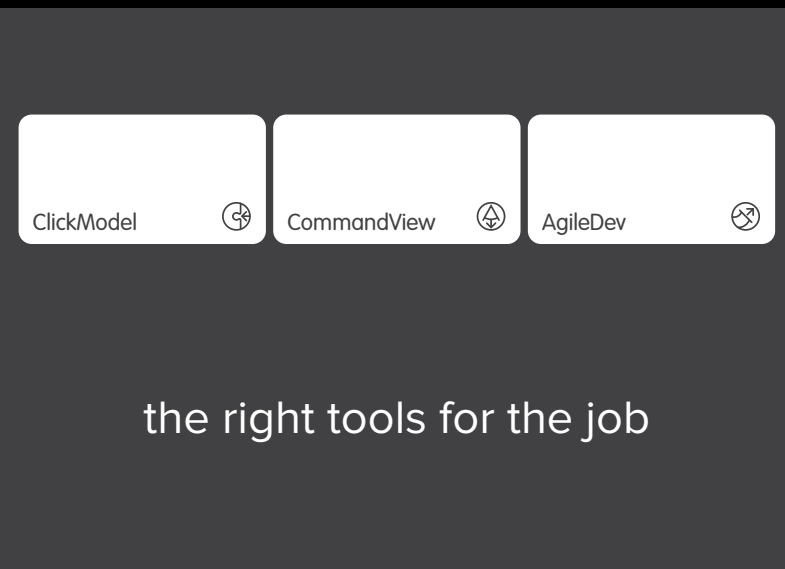
unlock the right stuff



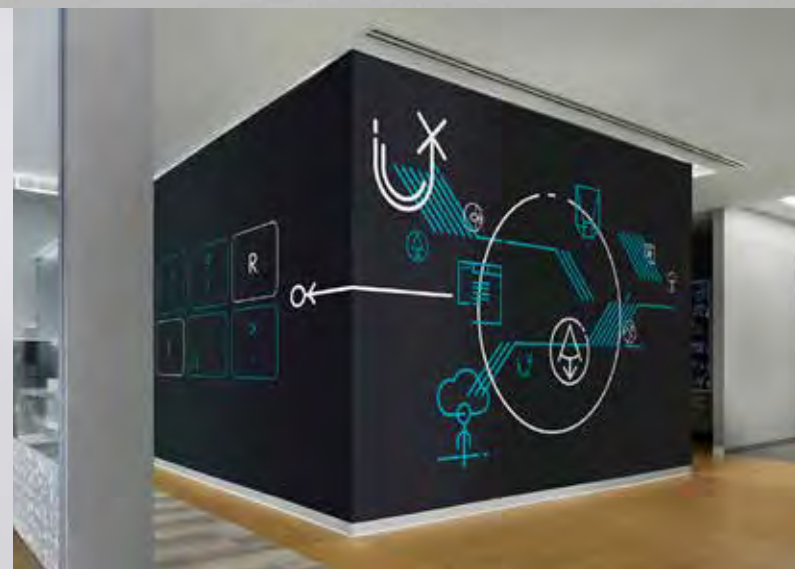
unlock potential within organisations



unlock digital business solutions



the right tools for the job



PRESENTATIONS

Opportunity: the transport “efficiency gap”

Whether they serve the freight or passenger market, or fulfil a specialist role, operators of fleets of smaller, high-speed craft – from aircraft to boats and from helicopters to hovercraft – have much in common. Each of these small operators must weigh up the costs versus the benefits of buying a particular high-speed craft or vessel, for a given speed and payload.

For a fleet operator, the costs of operating a small craft are mostly as follows:

- The up-front cost of buying the high-speed craft or vessel
- The fuel costs of operating the craft or vessel, which depends on its efficiency given its speed and payload
- The regulatory costs of operating the vessel, including the cost of training pilots or crew – which may be measured in both expense and time

For some fleet operators, the choice of which type of craft to operate will be a straightforward one. But over certain marine routes, where the fuel cost of operating the vehicle is a major deciding factor, no traditional craft offers an optimal solution. High-speed boats typically do not operate above speeds of 80 km/h (50 km/h), the point at which a boat starts losing efficiency because of the drag created by contact with the water's surface, yet aircraft are relatively inefficient to operate at speeds under 100 km/h. This creates an "efficiency gap" for another vehicle class to exploit.

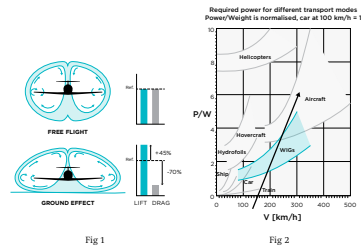


Fig 1

Fig 2

Sales and marketing

Vertex Recreational Vehicle – market and strategy

At Exclin, we recognise that the success of our business depends on meeting specific customer needs – and communicating how we meet those needs to our target market. It also essential to have a clear idea of “who benefits” from the innovative solutions we create.

Although our long-term vision is to focus on high-speed freight markets, our key marketing strategy is to first develop a proof-of-concept Vertex Recreational Vehicle first. So to begin with, we will focus on the target market for the Recreational Vehicle – and the benefits we will have to sell to these individuals.

The first Vertex WIG vehicle will be a fun, stylish and convenient small craft – which can be used to explore areas such as coasts, islands, reefs at high speed, giving a sense of thrill and discovery for the user.

Market size

While there is no available data on the market size for WIG recreational vehicles, it is possible to gain insight by reviewing data from the personal watercraft (PWC) market – a subset of the market for recreational boating. Some 39 400 personal watercraft were sold in the US alone in 2019 – making it worth \$615m (EBCN), a figure which grew 4.7% between 2019 and 2020¹. Sales in the sector are expected to remain relatively flat until 2020. This suggests that the recreational market is relatively stable, but we believe it to be sufficient to generate initial revenue and support Exclin's long-term vision in the high-speed freight market.

	Operating cost	Infrastructure flexibility	Reach and range of operation	Speed	Payload (kg)	Safety	Price in GBP (£)
WIG VEHICLES							
Aerofish A18	•	•	••	••			387,000
Aeron P80	••	••	•	••	••		815,000
Aeron P80	••	••	•	••	••		/
BOC Aquarius EP-10	••	••	•	••	••		/
Sea Eagle SE6	••	••	•	••	••		/
SeaFalcon	••	••	•	••	••		/
Wigcraft 80-120	••	••	••	••	••		1.2m
Wiggleworks Airfish 6	••	••	•	••	••		/
Wingship WSH-500	••	••	•	••	••		/
AIRCRAFT							
Light planes		••	••	••	••	••	5m
Helicopters	•	••	••	••	•	•	15m
MARINE CRAFT							
High-speed boats					••	••	500,000
Hovercrafts	•	•	•	•	••	••	200,000
VERTX UTILITY VEHICLE							
••	••	••	••	••	••	••	250,000
VERTX CARGO VEHICLE							
••	••	••	••	••	••	••	5m

Boats and hovercraft

Compared to boats and hovercraft, meanwhile, a WIG vehicle offers many advantages including speed, efficiency, flexibility of infrastructure and the ability to operate in harsher environments.

The first and most obvious advantage is speed. WIG vehicles are faster than traditional high-speed boats such as hydrofoils and hovercraft, which are limited to speeds of 80-120 km/h². Despite this, WIG vehicles consume only around 15% of energy of a fast boat for the same payload and speed.

Ultimately, the goal for Vertex WIG vehicles is to integrate into maritime transport networks by carrying standard pallets (in the case of the Vertex Utility Vehicle) and intermodal containers (in the case of the Vertex Cargo Vehicle). That said, the Vertex Utility Vehicle can also offer point-to-point connections to take the pressure off existing maritime routes. It can achieve this because it has the flexibility to operate in destinations that are out of reach of boats, such as beaches and harbours – making it easier to load pallets for freight transport. The fact that the Vertex Lift System allows take-off and landing from a ground surface is the enabling technology here – and it also means a Vertex WIG vehicle can fly over frozen waters or via Arctic routes.

Engineering a sea-change in high-speed freight

Business Plan

Our patented solution: the Vertex Lift System

Exclin's Vertex Lift System helps solve the stability and controllability problems that have held back the implementation of WIG vehicles.

The system does this by providing a “lift thrust” capability to a WIG vehicle, independent of aerodynamic lift. Control of this “lift thrust”:

- helps the pilot control vertical acceleration or deceleration, for example during takeoff and landing – enabling smoother control of the vehicle
- helps stabilise the vehicle by adjusting roll and pitch angles during any flight phase, when the vehicle is pushed beyond its envelope of aerodynamic stability – for example, because of a lateral wind gust or wave, or because of the loss of the ground effect cushion. This enables operation in harsh marine environments
- enables the vehicle to perform more complex operations such as short turns for collision avoidance – and even enables periods of static flight
- means the vehicle can not only take off and land on water, like a typical WIG vehicle – but can also “lift” off from a ground surface using the lift system

Taken together, these improvements mean that Vertex vehicles can make WIG a viable transport technology – offering a transport alternative more efficient than boats and aircraft in the speed range of 80-300 km/h. This makes Vertex the next generation of WIG vehicles.

See page 41 for information about the status of the patent on the Vertex Lift System.

There have been many historic attempts to develop WIG vehicles, starting with the Soviet Navy's “Eliashov” system during the Cold War. However, to ensure the commercial viability of WIG vehicles, two main issues have remained to be overcome: stability and controllability^{3,4}.

At Exclin, we have identified that advances in composite materials make it possible to overcome these issues of stability and controllability – making WIG vehicles potentially viable, and bringing an “efficiency gap” for fleet operators.

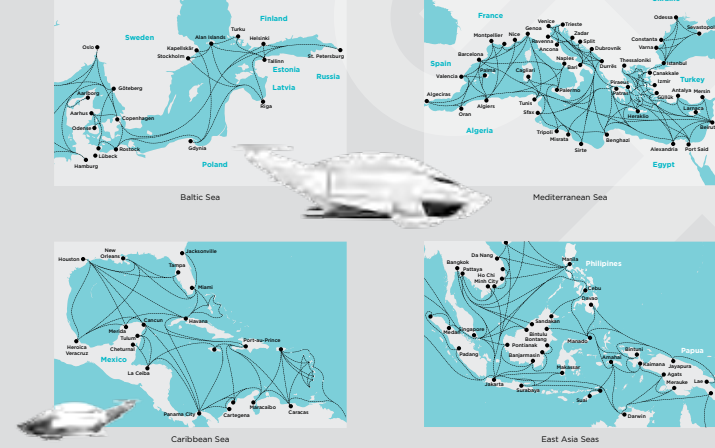
Business description

How the Vertex Lift System works (Fig 3)

The Vertex Lift System is composed of a “pressure vessel” holding compressed air, connected via a series of pipes and valves to a set of nozzles.

The compressed air is typically supplied by an air compressor powered by the WIG vehicle's main engine. This allows the supply of compressed air to regenerate, both before and during flight.

Target geographies



Sales and marketing

Product benefits

- **Competitive analysis** (see pages 26-33) shows that, for these customers, the Vertex Utility Vehicle (and Cargo Vehicle) offer the following customer benefits:
- **Operating cost**
WIG vehicles fill the transportation “efficiency gap”, offering the most energy-efficient (and therefore cost-effective) transport solution between 80-300 km/h, compared to boats, hovercrafts and aircraft. They carry heavy loads more efficiently than aircraft and more quickly than ships. Publications estimate that the typical cost of operating a WIG vehicle is only 30% or less of the cost for a comparable aircraft.
- **Breadth and range of operation**
The main benefit of Vertex freight vehicles is its ability to operate reliably and safely in harsher operating environments than WIG competitors, while still offering energy-efficient transport. Vertex freight vehicles also offer a relatively long range compared to boats and hovercrafts.
- **Flexible infrastructure**
The Vertex Lift System means Vertex WIG vehicles can take off from land or sea, meaning they can use a wide range of existing infrastructure. The Vertex Utility Vehicle will be designed to carry two standard pallets; the Vertex Cargo Vehicle will be designed to carry an intermodal container.

- **Payload**
The Vertex Utility Vehicle will be designed to transport a payload of one tonne to ensure the missions expected for a utility vehicle. The ability to transport such payload at low cost is a key differentiator over helicopters and aircrafts.
- **Speed**
The Vertex freight vehicle's speed will be its main advantage over boats and hovercraft, which do not operate efficiently at speeds much over 80-120 km/h. This allows it to serve the high-speed freight market.
- **Brand positioning and strategy**
To maximise sales of the Vertex Cargo and Utility Vehicles, it will be necessary to position the vehicles as reliable and credible transport innovations. It will be vitally important to build credibility and awareness among maritime transport executives.
- **Accordingly, our marketing goals will be to:**
 - Present the technology at conferences and associations
 - Build databases of potential B2B customers to be approached directly
 - Consider a partnership with a renowned company from the shipping sector, in order to gain traction and build market trust
- **Safety**
Safety is key to credibility in the transport market. Compared to traditional WIG vehicles, the Vertex Recreational Vehicle is expected to offer superior safety because of the stability of the Vertex Lift System.
- **Price**
Because of their reduced manufacturing costs compared to aircraft, WIG vehicles can be sold at competitive prices. The price of the Vertex Utility Vehicle is expected to be £250,000. See pages 26-33 for how this compares to competitors.

Operations and development

Location and premises

Exclin is located in London – a global centre for shipping, and home to 6,600 businesses in the maritime sector⁴⁵.

The advantages of being in London are:

- a significant presence of boatbuilding component suppliers⁴⁶
- access to skills and expertise in marine systems, equipment, design, manufacturing, engineering and architecture. Standards bodies such as the International Maritime Organization, for example, are based in London
- easy access to maritime business services such as maritime insurance, law, ship-broking and finance. According to Norton Rose Fulbright, for example, 40% of respondents in the shipping sector said London was the financial centre most able to meet their financing needs⁴⁷
- a relatively stable regulatory and fiscal environment
- access to Lloyd's Register, which is able to register wing-in-ground effect vehicles – and supports international firms in working to develop new technology and innovation that will determine the future of global shipping. Lloyd's Register accounted for 15% of the world shipping fleet in 2014⁴⁸.

	Consultants/surveyors	Maritime organisations	PI&I insurance	Shipbrokers	Maritime lawyers
London	84	121	81	54	56
Rotterdam	45	18	19	17	25
Prerick	34	5.4	18	80	41
Shanghai	31	22	4	23	20
Tokyo	31	35	3	80	8
Hong Kong	35	31	31	32	28
Singapore	82	48	25	69	33

Source: Maritime Business Services (TheCruise, September 2015) except (1) Shipping Panel Statistics 2014, (2) and (3) Operations Competitiveness of the UK Maritime Sector (CMAA, May 2015)

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The Cognitiva Roadmap



*bodymind

A monist idea that treats the body and mind as a holistic; inseparable unit



Realtime health & wellbeing knowledge comparison platform



identifies relationships between lifestyle decisions...



... and wellbeing outcomes

OUR VALUE PROPOSITION

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



TECHNOLOGY DESCRIPTION

dynamic knowledge platform



NEW PRODUCT CATEGORY

lifestyle
biometrics

ONE STOP SHOP IDEA FOR OUR NEW BRANDS

all there

All the data, information and knowledge you require to make wise lifestyle and wellbeing choices is available from us. We have the operational know-how to put everything you need to achieve your personal goals in front of you

PRESENTATION TYPE

PRE-BRANDING DOCUMENT

DESCRIPTION

EMOTIONALISING THE BUSINESS NARRATIVE WITH BRAND-IDEAS

CLIENT RELATIONSHIP

AGENCY PARTNER SIDE PROJECT

CLIENT-FACING

NO

CREATIVE TEAM

SELF

MANAGEMENT TEAM

AGENCY PARTNER CLIENT SERVICES EXEC

WORKPLACE

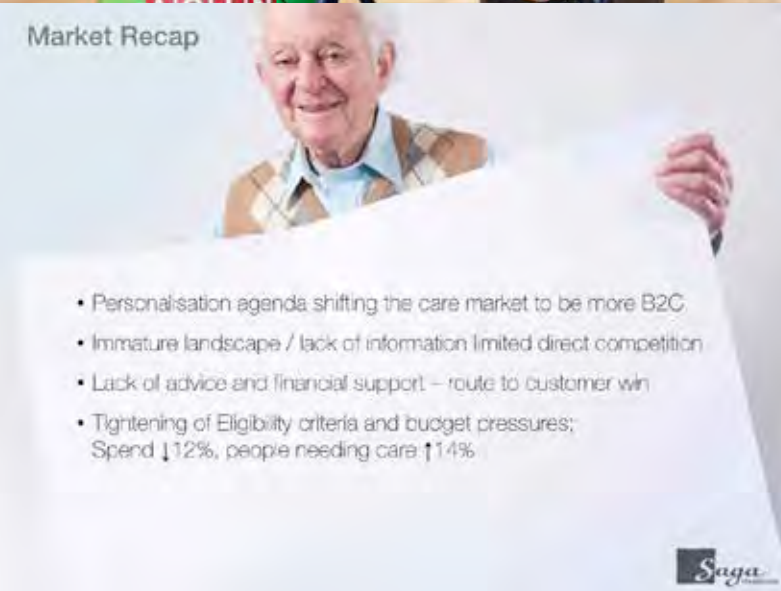
REMOTE

SKILL-SET

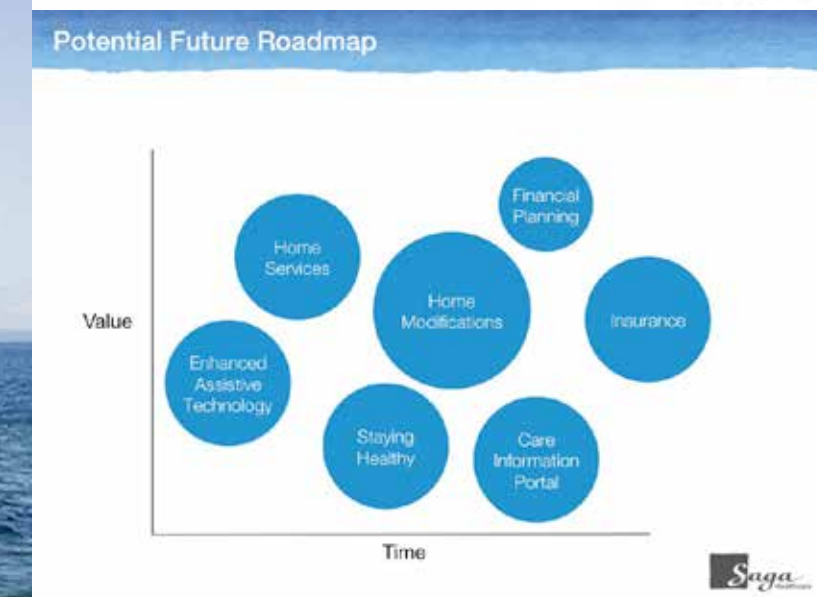
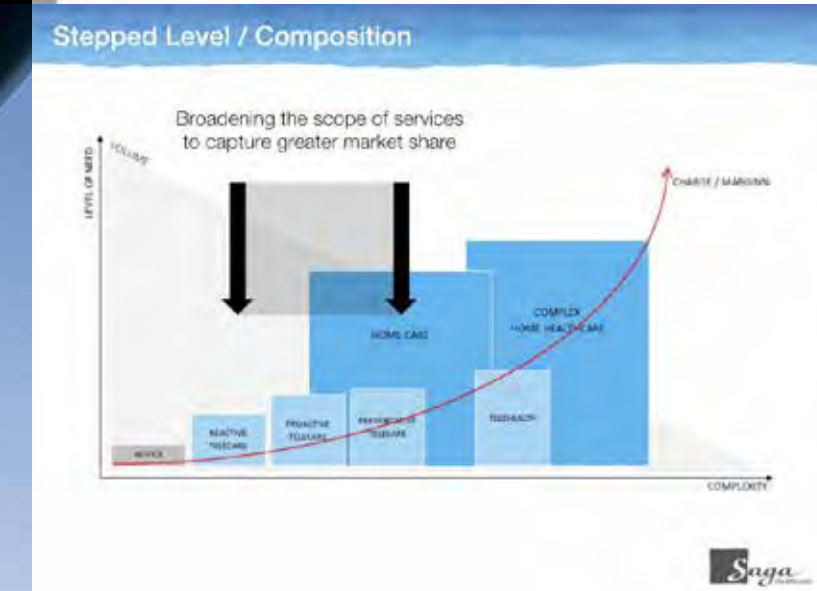
VISUAL SOURCING LAYOUT ALL COPYWRITING, INCLUDING 'OUR VALUE PROPOSITION', 'NEW PRODUCT CATEGORY' & 'TECHNOLOGY DESCRIPTION' SLIDES



For a fitter, healthier tomorrow...



We're building a robust, future-facing healthcare business that delivers high quality personalised care at scale to become the provider of choice



PRESENTATION TYPE BOARDROOM PRESENTATION
CLIENT RELATIONSHIP AGENCY
CLIENT-FACING NO
CREATIVE TEAM SELF (CD - NO INPUT)
MANAGEMENT TEAM CD + CLIENT SERVICES EXEC
WORKPLACE REMOTE

SKILL-SET VISUAL SOURCING
LAYOUT
SUPPLEMENTARY COPYWRITING*
CAVEAT *LARGE SLIDE ABOVE

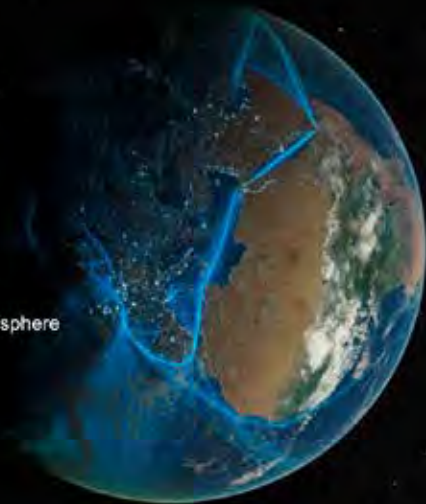


Teraderm®

Maximum crop yield with minimum water use
– a revolution in the earth

Contents

- Where is the hope?
- Our product: Teraderm®
 - What is it?
 - What does it do?
 - Benefits
- Market
 - What – size?
 - Who – competition?
- Sales
 - Channels, S&N Hemisphere
- Management team
- Financials
- Summary



The hope... springs eternal

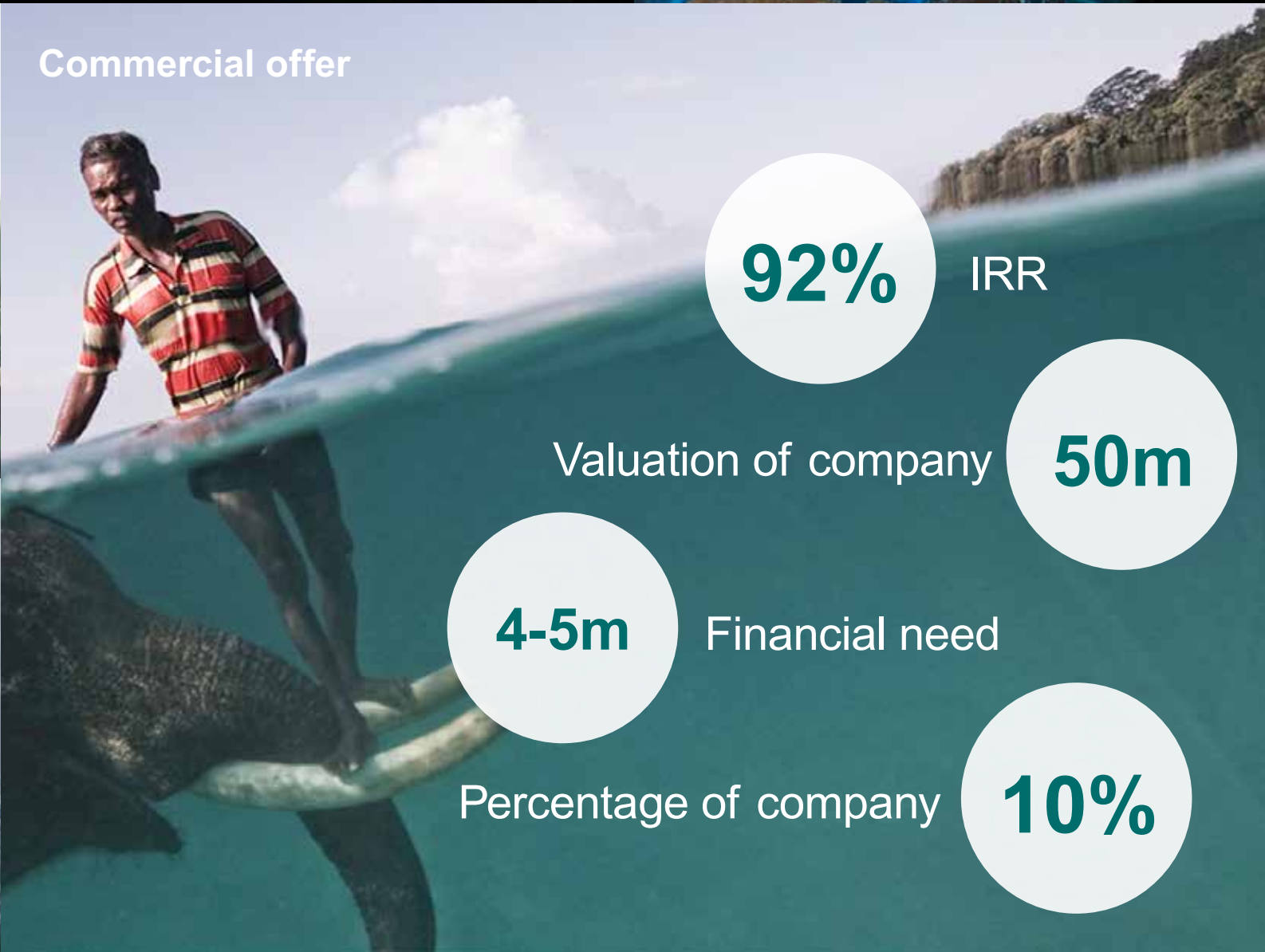


The hope... springs eternal

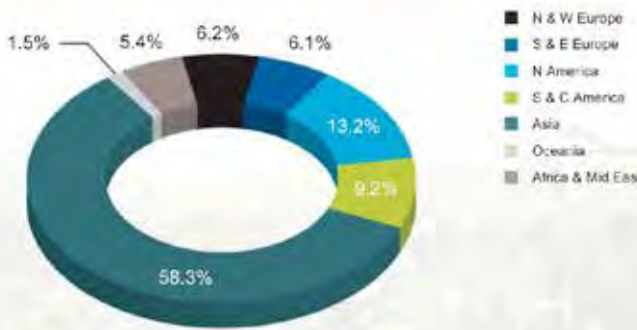


Teraderm®

Commercial offer



Teraderm® naturally competes with fertilizers



Global Fertilizer Market: €74bn – IFA data



management team

financials

PRESENTATION TYPE	INVESTOR PRESENTATION
CLIENT RELATIONSHIP	AGENCY
CLIENT-FACING	INTRODUCTION ONLY
CREATIVE TEAM	SELF + CD
MANAGEMENT TEAM	CD + CLIENT SERVICES EXEC
WORKPLACE	ON-SITE

SKILL-SET VISUALS SOURCING LAYOUT

Thank heavens for the internet*



*Number of years required to read all the information on the internet: 57 000**
**According to the internet



Too much choice (and too much information) makes our lives harder

X vs Y

The internet can tell you that X is cheaper than Y, and you should buy your service from X

- But it will also tell you that X employs slave labour
- That X's CEO is prejudiced against people like you
- That X don't pay their taxes



And Y? This man said on social media that their customer service was 'abysmal' and 798 people liked his observation



The world doesn't need more information, it needs **smarter** information

What is VOCHO? And why should I care?



Three discrete services rolled into one



Giving customers all the wisdom they can handle, but no more



PRESENTATION TYPE	PRE-BRANDING DOCUMENT	WORKPLACE	ON-SITE
DESCRIPTION	EMOTIONALISING THE BUSINESS PLAN	SKILL-SET	VISUALS SOURCING LAYOUT
CLIENT RELATIONSHIP	AGENCY		
CLIENT-FACING	NO		
CREATIVE TEAM	SELF + CD		
MANAGEMENT TEAM	CD + CLIENT SERVICES EXEC		

PROFESSIONAL BACKGROUND

Jul 03 – present	Freelance	Breakfast, Good Agency, Saatchi Masius, Ore, The Field, Interbrand, The Partners, Blue Marlin, Design Portfolio, MerchantCantos, Allen International, Soullelis Studio, SCG International, Siegel+Gale, Landor Associates, Karakter, Appetite, Henrion Ludlow Schmidt, Deep Creative, Mirror Image
		Direct clients: Avaloq, Exclin, AFA Dispensing (Flairosol), Praxent, Orthoform, Volacci, Bigfoot Consulting, Astonish Design, Heritage Architecture, Julian Hearn, Asterisk Investments, Jooma Coffee, Wiloh, Equate Translations, Salon Gallery, Resaura
Jun 00 – Jun 02	Full-time	Dragon Brand Consulting (now Dragon Rouge)
Jul 99 – Apr 00	Freelance	Dragon Brand Consulting (now Dragon Rouge), Interbrand (Amsterdam), The Team
Jan 97 – Apr 99	Full-time	M&D Graphic Design
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

career history

	B2B	B2C	B2B2C	WORKPLACE	3RD SECTOR
Big brands	Avaloq Flairosol (AFA Dispensing) Hatch Mott MacDonald IMS Health SES Idea (Adecco) Kerling Hydro Xansa Regent Inns 3663 (Bidvest Foodservice) ...	Royal London National Renters Alliance Caffé Nero The Heart of Europe Argos Saga at Home Shell Modis (Adecco) Emivest Wiley Eksmo ...	Autoglass® BodyRepair The Cronin Group The First Group Europ Assistance (Aria) Bac A Bank Bank al Etihad Bank of Beirut Qtel (Ooredoo) Life Bank Pick n Pay Dresdner Kleinwort ...	TFG Fitness British Airways Vodafone	VSO
SMEs	Coachmatch Bzar (Torque Omni-channel) Teraderm Small Science Ashley House Praxent Orthoform Volacci ...	Salt (Galvan) Homesmiths Copper Dog Quaich Jonathan Ward London Salon Gallery			
Start-ups		Vocho Cognotiva Julian Hearn Jooma Coffee Wiloh	Exclin Caju Upside		
Government	ITFC UKTI	Allied Healthcare Dubai Events Holding	Heritage Architecture SABS Design Institute	Saudi Aramco	
High net worth individuals		Conurbia Asterisk Investments Jalanbo Hawksford			

brand types

Brand identity solutions	Creative brand strategy	Brand strategy
Up-front thinking Brand narratives Brand-ideas Thinking in symbols Brandmarks Supporting brand-marks Display typefaces Brand expression Brand messaging Presentation copywriting Tone-of-voice samples Brandlines Packaging brand visualisations Advertising concepts Presentation visuals Brandbooks Please note: These skills are offered as a complete set in the development of brand identity solutions. They are rarely employed to rival specialist suppliers and are usually only deployed to demonstrate the potential of a brand-idea across relevant touchpoints	Pre-branding Brand essence ideas Brand-ideas Business descriptions Category invention Organising principles Positioning lines Naming	Compiling & supplementing brand strategy documents Please note: I'm not a dedicated brand strategist but I know what to expect from high quality brand strategy. I can supplement and, in some cases, augment strategic brand thinking

skill-set

Logical magician (or should that be magical logician),
wisdom-thirsty self-confessed brand man, Andrew
strikes a blow for coherence in a chaotic world.
A grand master of immaculate conception.

Neil Chappell

Creative Director, Breakfast

SO THAT YOU'RE AWARE

All featured brand identity projects, including brandbooks and Look & Feel brand transformation solutions have been conceptualised, designed and visualised in context by me

To properly appreciate my skill-set, you should note that I've also written the featured language-based brand expressions, including but not limited to tone-of-voice samples, up-front thinking, ATL copywriting, technical and inspirational brandbook text, word-based brand-ideas and client-facing presentation copy

Where indicated, agency work has been overseen by a creative director (CD) but the creative expressions as presented in this document, unless caveated or excluded on the following page, are entirely my own

Featured brand identity projects have been extracted from client-facing presentations wherein solutions have been visualised across all relevant touchpoints. These presentations are also available to view and discuss in person. Typically, these include at least one other solution of comparable quality for which I'm also responsible

CREATIVE TEAMS

Other than where caveated and as explained on the previous page, all the creative work in this portfolio has been produced by me. However, there are two exceptions: the Autoglass® BodyRepair brandbook on page 30 and VSO on page 35

The Autoglass® BodyRepair brandbook is more corporate and prescriptive than I normally recommend. It required more extensive input from the managing Creative Director for general copywriting in my absence (to fall in line with the closely related parent brand Autoglass®) and exclusive copywriting input for the tone-of-voice section

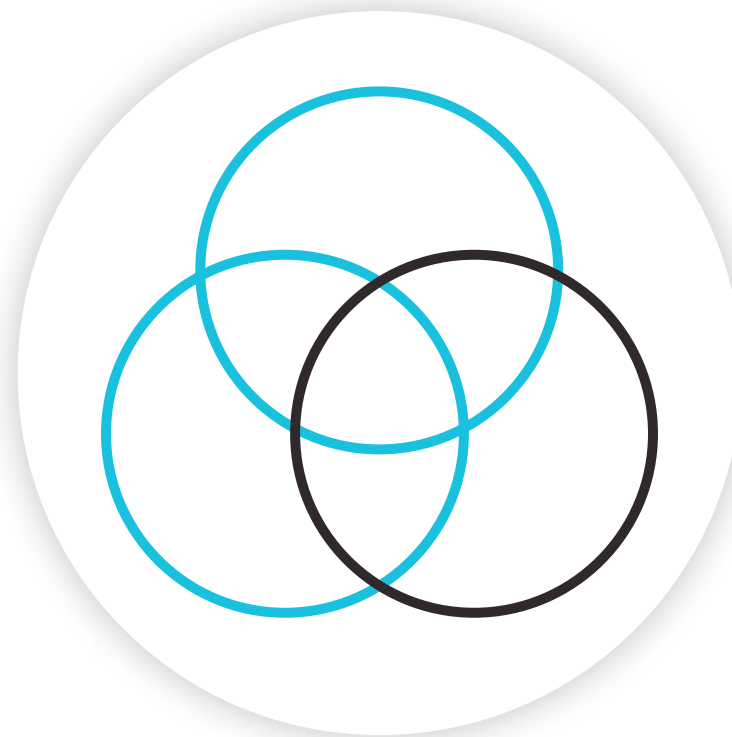
VSO is an agency project where I led a small creative team comprised of a senior digital designer and junior graphic designer, and reported to a Design Director and Creative Director. Internal reviews also included a senior planner and senior and junior client services representatives. I was hands-on and responsible for generating all key brand identity ideas. Valuable inputs from the team included image searches, colour selection, contextual copywriting and the angle change of the secondary graphic device of the featured solution

INTERNAL STRATEGIC PROPOSALS

These projects were produced for senior decision-makers while considering major strategic business changes

This includes the complete re-imagining of a high profile third sector organisation that's responsible for matching volunteers to communities in need around the world (VSO); the spin-off towards an independent IPO of the entire technology division of an original big data company that operates as a global corporation with a turnover of £3B and offices in over 100 countries (Eschelon); one of four major global core banking software solutions providers, looking to also better represent the next generation aspect of their fintech integration offer (Avaloq); and the re-positioning of a standout digital business development solutions provider based in Austin, Texas (Praxent)

These projects have been presented without detail or explanation because they were produced for decision-makers as part of envisioning a strategic opportunity and/or as conversation starters within complex organisational constraints. For one reason or other, these projects have not been realised because of conditions and/or insights and/or changes beyond the remit of my direct client or agency client contact



ANDREW SABATIER

Brand Identity Specialist

unabridged portfolio