

VERVE

Creative Brand Consultants



CORPORATE IDENTITY & BRANDING 2008

CreteAngle Case Study



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Celebrating over 10 years of Graphic Design

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CONDITIONS:

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COVER IMAGES:

- 1) North Fulham NDC (London Borough of Hammersmith and Fulham)
- 2) Virgin Atlantic - Projects Division
- 3) CreteAngle - Forced Action Pan-Type Mixers
- 4) Granada Media
- 5) MSI - Legal and Accounting Network Worldwide
- 6) PDM - Training and Consultancy

ABOUT US

Verve Interactive Ltd was formed in 1996. Verve is an independent Creative Brand Consultancy specialising in Corporate Identity and Branding. We advise and work with directors, management and staff in a variety of organisations to deliver corporate design strategies across print and interactive media.

Included in this document is a selection of our work. Please refer to our website <http://www.verve.co.uk> for a full portfolio.

Verve has had the privilege of working for some of the UK's leading companies, including Granada Media and Virgin Atlantic. In March 2004, we were accredited the status of 'New Media Supplier' to the BBC.

Paul Hitchens

Creative Director, Verve

Paul is Verve's Creative Director and a founding partner of the company. He is responsible for the creative strategy and design work in each project.

Paul studied Graphic Design at the London College of Printing and his professional work has been recognised with a first place in the British Recruitment Advertising Awards.

Paul previously worked at Wolff Olins for three years. Wolff Olins are one of London's oldest and most celebrated brand consultancies. He was responsible for writing corporate identity guidelines for the General Motors (GM) brands of Vauxhall, Saab, Opel and North American Vehicles. He was accountable to GM staff and consulted on branding issues.

Julia Hitchens

Account Director, Verve

Julia is Verve's Account Director and a founding partner of the company. She is responsible for project strategy and is the focal point for project management.

Julia studied Marketing at Greenwich University and is a Chartered Marketer of the Chartered Institute of Marketing.

Julia's experience spans 15 years of Marketing including marketing campaigns for Samsung and the MGF sportscar launch.

Julia previously worked for the US advertising agency Lintas as an Account Manager. She managed integrated campaigns for clients including MG Rover and Sally Ferries.

MEMBERS OF THE FOLLOWING ORGANISATIONS:

BBC - Future Media

British Design Innovation

The Chartered Institute of Marketing

Federation of Small Businesses

Institute of Directors



WORKING WITH US

What are the advantages of working with Verve?

- Verve is an independently owned design company that has created and implemented business brands for for over ten years.
- We specialise in corporate identity and branding and we have created over 50 identities.
- Verve's clients are predominately business-to-business and we always work at board level when creating identities and brands.
- Verve's Creative Director, Paul Hitchens, previously worked at the UK's most respected brand consultancy Wolff Olins, where he created and implemented brands for General Motors (Saab, Vauxhall and Opel).
- Paul Hitchens has over 20 years experience, and designed for companies including TSB, Lonsdale and Telewest before founding Verve.
- Verve's Account Director, Julia Hitchens has been a Chartered Member of the Chartered Institute of Marketing for 15 years and has managed campaigns for Samsung, Rover Cars and Telewest.
- The Directors are personally accountable at all stages of the project from brief to delivery. They will be carrying out the work.
- Identity and Branding Services:
 - Creating names for organisations
 - Writing straplines
 - Creating corporate identities
 - Designing logotypes and symbols
 - Writing guidelines for brand implementation
- Brand Management:
 - stationery
 - brochures
 - posters
 - magazines
 - sales promotion items
 - training materials
 - exhibitions
 - signage
 - advertising (corporate, recruitment, products)
 - packaging (inners, outers, labelling)
 - online (websites, banner advertising)
 - Design Templates for Word and Powerpoint
- In-house creative resources:
 - visualisation
 - illustration
 - photographic retouching
 - typography
 - artworking
 - print management
- Long term quality supplier relationships with:
 - trademark advisers
 - photographers
 - copywriters
 - printers
 - promotional goods suppliers
 - signage and exhibitions specialists
- Professional memberships and accreditations:
 - BBC Future Media supplier
 - British Design Innovation
 - Institute of Directors
 - Federation of Small Business
- Press exposure:
 - Paul Hitchens has been interviewed by 'The Telegraph' as an authority on branding issues.

IN THE PRESS

The following interview appeared in the Daily Telegraph Business Section 12/04/05. It concerns the importance of colour in branding and was titled 'The fashion of colour'.

The Daily Telegraph

Corporate branding has an eternal case of the blues. Or so it can sometimes seem to those charged with creating graphic design identities for companies worldwide. If businesses were required to produce their own branding for themselves, then one colour above all others would be the permanent first preference.

"Most clients need to be steered away from blue," says Paul Hitchens, the creative director at graphic design consultants Verve Interactive. "Everyone feels it gives them an air of respectability, suggesting you can have confidence in their brand. But if you look around, it soon becomes clear that about 90 per cent of all business logos are blue and the easiest way to make a brand stand out is simply to go for something else. One of our recent clients was a training organisation whom we switched from blue to green to suggest growth. They stood out a mile from their competitors instantly."

Hence, while trends do exist in corporate colour choice, those trends are not influenced by the factor which dictates so many other design developments, namely the latest catwalk fashions.

"Only subliminally, if at all," agrees Hitchens. "Fashion is fickle. You can't choose a colour just because it feels right at the time. There has to be a reason in keeping with the company which delivers a lasting message. The image must have substance."

So what's the modish shade of the moment? "Surprisingly, many people are happy to switch to purple," says Hitchens. "They see it as near enough to blue to retain the implication of reliability, but with an element of creativity and free thinking.

I see a lot of it now. In fact, purple is so much in vogue that what was recently quite a radical choice is itself becoming almost conservative."

But according to Jonathan Hubbard, the creative director at branding consultancy Interbrand, purple brings its own problems.

"You can run into difficulties with it because people either love it or hate it," he points out. "It also has particular associations. In Italy it's a papal colour. Elsewhere, it's associated with mourning. Other unpopular colours are brown or pink, but UPS and T-Mobile respectively have overturned that trend to achieve the ultimate goal of 'owning' those colours - they are twinned in the public mind with those companies and no others.

"That is what is chiefly so difficult about blue," Hubbard continues, "as it's impossible for one company to own it. New brands think using blue will give them an established feel, and it is true that it is often used by long-standing companies to underline a sense of heritage and stature. Certainly no one dislikes blue in the way they can brown or pink.

"At present, I would say certain beiges are very difficult to use in a way that looks relevant and contemporary - they're seen not just as old-fashioned, but as muddy and even dirty. Cleanliness and clarity are definitely in. I saw a whole spate of lime greens recently. Bright oranges and reds - warm colours - are around now. Colour combinations also go through cycles, with light blues and browns popularly paired at the moment." So what do the experts forecast will be the next purple? Hitchens laughs. "Probably blue," he says ruefully.

CLIENT LIST

Case studies of some clients are available to download from our website in PDF format - www.verve.co.uk

Air Travel

Virgin Atlantic (B, IM)

Architecture and Landscape

PDP (CI)

Francesca Sinclair & Associates (CI, IM)

Automotive

Axus (CI)

Raging Speed (B)

Saab (CI, B, IM)

Vauxhall (CI, B, IM)

Arts

Wimbledon Arts Trust (CI, B, IM)

Building

Kabstar (CI, B)

Space Out (CI)

Business Consultants

Vado (CI, B, IM)

Disability

Agilis (CI, B)

Enham (CI, B)

Motability (B)

Education

Camden LEA (B)

Morley College (B, IM)

Engineering

CreteAngle (CI, B)

Halcrow Engineering (IM)

Financial Services

Decyfer (CI, B, IM)

Fertex (CI, B, IM)

Gatpaham (CI, B)

Information Technology

BadgerNet (CI, B, IM)

Bureau Van Dijk (B, IM)

Connectotel (CI, B, IM)

Cybersword (CI, B, IM)

Primary Image (IM)

Randall Lyons (CI, B, IM)

Safeguardit (CI, B, IM)

TMS (B, IM)

CI Corporate Identity

B Branding

IM Interactive Media

Insurance

Media Insurance Brokers (CI, B, IM)

Local Government

North Fulham NDC (London Borough of Hammersmith & Fulham) (CI, B)

Woking Borough Council (B)

Marketing Services

Brand Magic (CI, B, IM)

Citigate MARCHCom (IM)

Franco & Co. (CI, B, IM)

Kokopellia (CI, IM)

P2 (CI)

Reed (IM)

Saltmarsh PR (B)

Space Doctors (CI, B, IM)

Syncom (CI, B, IM)

Venue Search (CI, B)

Media

Carlyle Net Media (B, IM)

Granada Media (B, IM)

Phoenix Television (B, IM)

Oil

KIO (CI, B, IM)

Pharmaceutical

CTMRI (IM)

diaDeXus (IM)

SmithKline Beecham (IM)

Professional

MSI Legal & Accounting Network (CI, B, IM)

Publishing

Have a word (CI, IM)

Recruitment

Cyber66 (CI, B, IM)

Maya International (CI)

Recruit Media (CI, B, IM)

Retail

Sugar Sculpture (CI, B)

Tourism

Hong Kong Tourism Board (B)

Training

PDM Training and Consultancy (CI, B, IM)

CASE STUDY - CRETEANGLE

The Designing Demand 'Generate' programme is an initiative developed by the Design Council with the purpose of encouraging the use of design by UK SME's. The programme is supported by the South East England Development Association (SEEDA) and Business Link.

Edward Benton & Co Ltd manufacture a range of 'Pan type mixers' for the building industry. They joined the Generate programme to develop a new Brand Identity in order to refresh and raise their brand profile, position their brand relative to competition, and communicate effectively their capabilities.

Verve was invited to tender for the business and following a successful pitch began the rebrand. Since the foundation of the business in 1956, the name CreteAngle had become the generic description for a Pan Type Mixer. Manufacturing Competitors from China were advertising their copycat products under the name CreteAngle.

The CreteAngle Mixer is unique in that it uses a forced action motion for mixing the substrate in a pan. Simple 'Bell Type' Mixers rely only on gravity and do not achieve a fine blend of mixed materials. The consistent mix is achieved with a Star Blade and Paddles to avoid sticking to the pan.

Our brand solution includes the company strapline - FORCED ACTION PAN-TYPE MIXERS to emphasise the differentiating characteristic of the CreteAngle product. We made a symbol of the star blade encircled by a stylised letter 'C' to represent the Mixer Pan. This Icon prefixes the Logotype.

We have implemented the new branding across -

Business Stationery, Brochure, Product Sheets
Exhibition Stand and Product.

The deadline for the CreteAngle re-brand was the October 2007 FSB trade show in Cologne, Germany. CreteAngle have been regular exhibitors at this event. In the past they were concerned that show visitors were confused about what they did.

The Directors were very positive about the re-brand :

- They judged the show was a success
- They received requests from over 60 countries
- They have 200 leads to follow from the show
- CreteAngle stated that unlike previous shows, Stand Visitors knew that CreteAngle are manufacturers and not contractors or rubber crumb suppliers
- We added graphics to the machines to improve their visual presentation and help emphasise their purpose. The Directors remarked that as a consequence visitors clearly understood the machines function
- The Directors said the stand looked great, fitted the space perfectly and was exactly like the visual
- The Managing Director, Gavin Smith, said that the re-brand has given them confidence.
- CreteAngle are on track to increase sales by 10% (a requirement of the brief)

Our relationship with the client is strong. We have earned their trust and as a consequence we have been asked to re-brand a second business in the Edward Benton Group.

The complete implementation of the new brand is a gradual process and will roll-out over 2008.



CRETEANGLE®

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FORCED ACTION PAN-TYPE MIXERS




CRETEANGLE®

FORCED ACTION PAN-TYPE MIXERS
Model "CF35"

BENEFITS:

- Designed for Rubber Crumb for small works and site repairs
- Suitable for mixing low density lightweight materials
- Complete with mixing pan
- Robust steel construction
- Safety guarding to head/pan and motor/engine/gearbox
- All spares readily available
- CE approved

TECHNICAL DATA:

CAPACITY: 75 litres (24 cu ft)
Recommended max Capacity: 25 litres, 1.25 cu ft

ACTOR: 1800 WATT 230V/240V or 110V, 1.5kw electric motor or Honda petrol engine

DIMENSIONS: 1000 x 600 x 1000mm
1100 x 600 x 1000mm
Net wt: 160kg (350lbs)

NOTE: Electric Cable from starter box to customer's source of supply not included. Other voltage and speed to specific order.

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SURE FAST EASY



CRETEANGLE®

The world leading manufacturers of rubber crumb Forced Action Pan-Type Mixers

