

VERVE CREATIVE BRAND CONSULTANTS



energy enthusiasm dynamism
brands with **Verve**

from the heart of your business,
we help you to communicate the
truth that attracts loyalty and
establishes your brand

Oldham Lighting Ltd Case Study



CREATIVE
BRAND
CONSULTANTS
EST. 1996

VERVE
111 STATION ROAD
WEST BYFLEET
SURREY KT14 6DT

T 01932 352353
F 01932 352303
W www.verve.co.uk
E phitchens@verve.co.uk

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CONDITIONS:

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Verve is the trading name of Verve Interactive Ltd and is a registered trademark.

ABOUT US

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

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. In 2007 we worked with the Design Council on their 'Designing Demand' programme.

Paul and Julia hosted a brand seminar titled 'The importance of a creating strong brand in the credit crunch'. The venue was Mercedes-Benz World Weybridge and the event was in December 2008. In May 2009, we will host a breakfast brand seminar for the Surrey Economic Partnership.

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 (now London College of Communication - University of the Arts, London).

Paul previously worked for the PA Consulting Group and Wolff Olins (recognised as one of the world's most influential brand consultancies). At Wolff Olins Paul worked on the holistic branding of General Motors brands - Vauxhall, Saab and Opel Brands from dealerships to websites.

Paul has been quoted in 'The Daily Telegraph' regarding the use of colour in relation to brands and has been published in the Chamber of Commerce Magazine.

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 client liaison.

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

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.

Julia recently took part in the University of Creative Arts - Creative Lead Project.

Julia has account managed clients including: ICL, Samsung and the MGF sportscar launch.

MEMBERS OF THE FOLLOWING ORGANISATIONS:

BBC - Future Media

Surrey Chambers of Commerce

The Chartered Institute of Marketing

Federation of Small Businesses

Institute of Directors



WORKING WITH US

THE ADVANTAGES OF WORKING WITH VERVE

- Verve is an independently owned Creative Brand Consultancy that has created and implemented business brands since 1996.
- 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.
- Verve's clients are predominately business-to-business and we always work at board level when creating identities and brands.
- We specialise in corporate identity and branding and we have created over 50 identities. We advise our clients on their Brand Strategy.
- Identity and Branding Services:
 - Creating names for organisations and 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
 - Surrey Chambers of Commerce
 - Institute of Directors
 - Federation of Small Business
- Press exposure:
 - Paul Hitchens has been interviewed by 'The Telegraph' as an authority on branding issues.

VERVE CLIENT LIST AND CASE STUDIES

Case studies of client work is available to
download from our website -
www.verve.co.uk

CI Corporate Identity
B Branding
IM Interactive Media

Air Travel

Virgin Atlantic (B, IM)

Architecture and Landscape

Benton Weatherstone (CI, B)

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

Halcrow Engineering (IM)

Entertainment

Have a word (CI, 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)

Insurance

Media Insurance Brokers (CI, B, IM)

Local Government

Fulham Citizens Advice Bureau (IM)

Hammersmith & Fulham

Primary Health Care Trust (B)

North Fulham NDC (London Borough of

Hammersmith & Fulham) (CI, B)

Woking Borough Council (B)

Manufacturing

CreteAngle (CI, B)

Oldham Lighting Ltd (B)

Marketing Services

Brand Magic (CI, B, IM)

Citigate MARCHCom (IM)

Franco & Co. (CI, B, IM)

Kokopellia (CI, IM)

P2 (CI)

RAC Associates (CI, B, IM)

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)

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)

CORPORATE IDENTITY - OLDHAM LIGHTING LTD



OLDHAM LIGHTING LTD

THE ART OF ILLUMINATION

Oldham Lighting Ltd can trace their business heritage back to the pioneering lighting techniques that produced neon signs and are now a global leader in cold cathode lighting. Verve have re-positioned Oldham to capitalise on their heritage and continuous innovation in the lighting industry. Working with the board of directors we developed a brand strategy to wrap around the business and its new and existing products.

The corporate identity is widely recognised within the trade and we did not want to lose or compromise this visibility. Verve created a strapline 'the art of illumination' to summarise the way Oldham work closely with lighting Designers and Architects to realise a creative vision for a public space or building.

Verve united the products with new names and themes. The cutting edge LED range was named Star-LED and the individual products under the range were named after stars - Mira, Rana, Vega and Zeta.

The new brand strategy has been applied to -

- Marketing and PR
- Brochures
- Folders
- Advertising
- Products

ClaudeLux™
Cold Cathode Range

Prodigy™
High Output Cold Cathode

ClassicLux™
Cold Cathode

HeritageLux™
High Voltage Cold Cathode

LynaLux™
Fluorescent Range

Sigma™
Compact Fluorescent

Omega™
High Output Fluorescent

Star-LED™
LED Range

Vega-LED™
Value LED

Rana-LED™
Classic LED

Mira-LED™
Premium LED

Zeta-LED™
Duo LED Cold Cathode



IN THE PRESS

This interview first appeared in the Daily Telegraph Business Section 12/04/05.

The Daily Telegraph

THE FASHION OF COLOUR

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. An image requires 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.

This article first appeared in the Surrey Chamber of Commerce Magazine October 2008.



BUSINESS TO BUSINESS HAS GOT THE BLUES

Be it Cyan, Indigo, Royal or Sky, British businesses choose blue more than any other colour for their brand identity.

Visit any British trade fair and you will be bathed in blue. So why, when you want your business to stand out, would you camouflage your identity?

The received opinion is that that blue gives an air of respectability, trust and conservatism. New businesses think choosing blue will give them an established feel, and it is true that it is often used by established companies to underline a sense of heritage and stature. Certainly no one dislikes blue in the way they do some colours. But if you look around, it soon becomes clear that about 90 per cent of all business logos share the same hue and the easiest way to make a brand stand out is simply to choose something different.

So how do you choose a colour for success? One thing is for certain; do not turn to the world of fashion. A business can not afford to keep changing its image. Choosing a colour purely because it's the latest trend will date quickly. Your choice of colour should be fixed to a strong idea about the brand.

A brand consultant will take care to judge the market that the business will compete in and examine that culture for positive or negative associations with colour.

For example death is associated with white in the east and in the west it is associated with black. In China Yellow is an imperial colour but in the west it is purple.

Colour is a powerful marketing tool. Colour recognition is immediate. It can connect an audience to a brand faster than the logo or written word. The ultimate aim is for the brand to own the colour. For example IBM is often referred to as 'big blue'. An unpopular colour like brown can be turned into a success story. UPS owns brown, with its distinctive vehicles and staff uniforms owns 'brown'. The colour becomes twinned to the brand.

Colour is very important to us. As babies we are able to distinguish colours before we understand shapes. We are hard wired to react to colour.

Is branding success as simple as choosing a colour that no one else is using? Technology makes it possible to reproduce a wide spectrum of colours and tones but primary based colours have the strongest resonance. Think about the environment you operate in and make a bold confident statement.

Paul Hitchens

Creative Director

Verve – Creative Brand Consultants

W www.verve.co.uk **E** info@verve.co.uk

SEMINARS



BRAND SEMINAR DECEMBER 3RD 2008

Creating a strong brand in the credit crunch

On Wednesday 3rd December 2008 we hosted a seminar at Mercedes-Benz World, Brooklands.

In tough times you need a strong brand to retain customers and grow your business, ensuring you are in a leading position when the markets recover. Our seminar explained how to create, implement and maintain your brand.

The event was attended by delegates from sectors as diverse as Local Government, Facilities Management, IT, Finance and Automotive Leasing.

"I was really impressed with the vast knowledge you have in the branding area and I'll get the books you suggested to learn more. Also the Mercedes-Benz venue was fantastic for the topic. I was still under the spell of the cars we saw and the stories told..."

Beata Maaga Business Engagement Adviser Surrey Economic Partnership Ltd

"I thoroughly enjoyed the day. It has given me confidence to identify and implement further

improvements and good practices for the future.

I have decided that it would be useful to put together a short report / presentation to present to the rest of my team to highlight the importance of branding, and how we can all work together to make our efforts a success..."

Tracy Cunnington Marketing Director
QUADRIS Environmental Investments Ltd

BRAND SEMINAR MAY 19TH 2009

Creating a Strong Brand in a Recession

A brand seminar held at Surrey Economic Partnership. One of the world's most successful investors, Warren Buffett says brands are a priority. The Financial Times reported in October 08 that Warren Buffet put a strong brand as his first consideration when buying a company. In second place was a good management team and in third place a healthy balance sheet.

The seminar includes real life case studies of how other businesses have benefited from branding.

To find out more please visit

<http://www.surreyeconomicpartnership.org>