# monitor

Brand book

# Context

**Business synopsis**

Since 1987 Monitor have empowered the offshore oil and gas industry to deliver projects on time, on budget and on quality.

They do this by seamlessly linking their clients' project data to their enterprise data. Although this sounds simple it takes real intelligence to make it work.

**mpower** is the name given to their end-to-end contract and project management solution which gets the job done.

Their main bases are in Aberdeen, United Kingdom and Houston, Texas. From here their people deliver solutions for clients ranging from large multinationals to local outsourcing partners.

### Step 1: planning

We have a logical and strategic approach to creative problem solving and brand building.

All our brand development projects follow a clear and effective plan of action, set out and agreed in advance of the creative process.

With every project undertaken we meet to clarify and formulate the creative brief, to help set clear objectives that effectively tie in with our client's business and marketing requirements.

# The brief

The directors of Monitor have always believed in developing a strong brand through professional design services and have invested in this area of their business throughout the history of the company.

Having worked with another agency for many years they felt it was time for a change and approached the Art Department for an initial discussion. They liked our approach and things moved quickly – embarking on a full re-brand programme and a new suite of marketing materials.

# Research

**Consultancy, software and training**

Monitor work with some of the world's leading names including Oracle, IBM and Primavera to offer their clients the best possible solutions. With this in mind all Monitor communications needed to be just as professional and clearly defined. As a starting point for this exercise we looked at the giants of today's technology and software brands to see how they communicated with their audience and the style they each adopted.

From this we started to look at the look and feel of the Monitor brand, starting with the development of the identity itself.

## Step 2: immersion

You can't create a brand in a vacuum. So we immerse ourselves in the client's world, the market sector and the subject to gain a clear understanding of the client's business needs and positioning strategy.

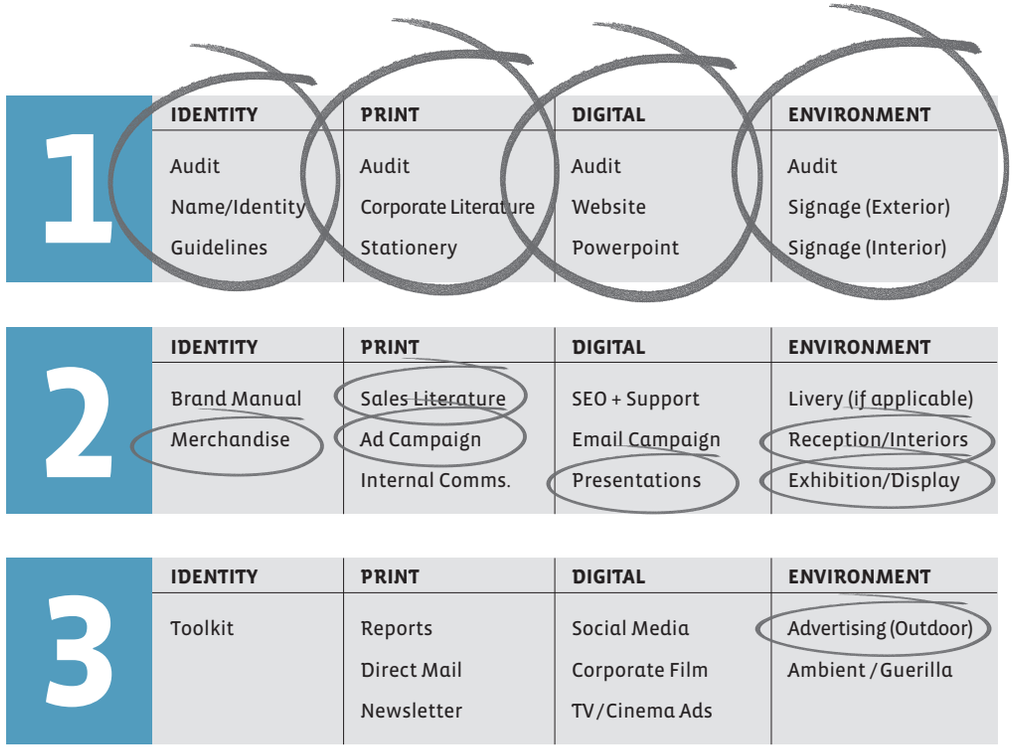
# Strategy

To a large degree the project was driven by the requirements for an industry event in Houston but we still applied our bespoke branding matrix to establish the first phase of the brand development across identity, print, digital and environment.

Ultimately, the objective was to build further awareness of Monitor's suite of services to the global energy sector and position the Monitor brand to become synonymous with the very best project management practices.

**Step 3: strategic recommendations**

Gaining a clear understanding of the business, market and brand, we breathe life into positioning and develop a clear, compelling and enduring brand idea as the springboard for all communications.



| | IDENTITY | PRINT | DIGITAL | ENVIRONMENT |
|---|---|---|---|---|
| 1 | Audit | Audit | Audit | Audit |
| | Name/Identity | Corporate Literature | Website | Signage (Exterior) |
| | Guidelines | Stationery | Powerpoint | Signage (Interior) |
| 2 | Brand Manual | Sales Literature | SEO + Support | Livery (if applicable) |
| | Merchandise | Ad Campaign | Email Campaign | Reception/Interiors |
| | | Internal Comms. | Presentations | Exhibition/Display |
| 3 | Toolkit | Reports | Social Media | Advertising (Outdoor) |
| | | Direct Mail | Corporate Film | Ambient / Guerilla |
| | | Newsletter | TV / Cinema Ads | |

^ The Art Department brand-building matrix.



# The plan

**The Identity**
The existing identity had lasted well and was a solid design which had been applied across a wide range of communications but it was generally felt that it was time for a change and a fresh new logo to reflect the growth and further development the company had experienced over the years.

**Print**
The company was, and still is, structured around three distinct service areas. These being Consultancy, Software and Training. As such we recommended that a range of print material including marketing literature, CD wallets and data sheets were developed for each service.

**Digital**
The existing website was deemed to be too confusing and not programmed in a way that allowed for easy management of the content. This led to a new website being developed.

**Environment**
The brand was to be further enhanced with an investment being made in how the company presents itself at events and trade shows and how the working environment, with emphasis on the training rooms, is seen by visitors.

# Identity

**The logotype**

We wanted to create a very simple, contemporary logo which could work alongside a graphic device to complement the new identity. This multiple square device was to suggest process, analyses and interaction. But at a more basic level it also had to work as an eye-catching graphic that would act as an instantly recognisable visual element of the Monitor brand.

The colour palate was also chosen to represent different service areas within the company with the flexibility to work in isolation or together.

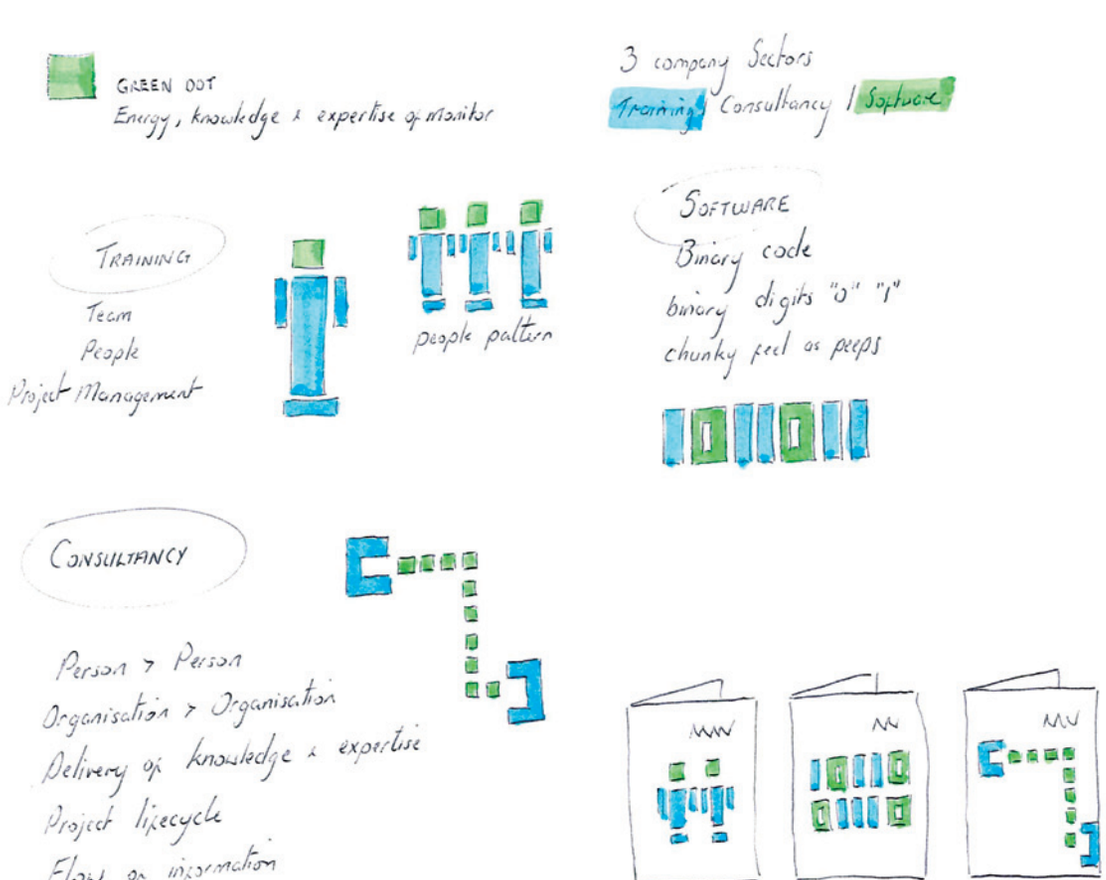
To visually tie in the graphic device with the logo we highlighted the dot above the letter ‘i’ and made this one of the small pixel squares as a further design feature.

Like all identity work, all this can be highly subjective to the target audience but what was important was the effectiveness of how the identity was woven into all company communications.

## Our service areas

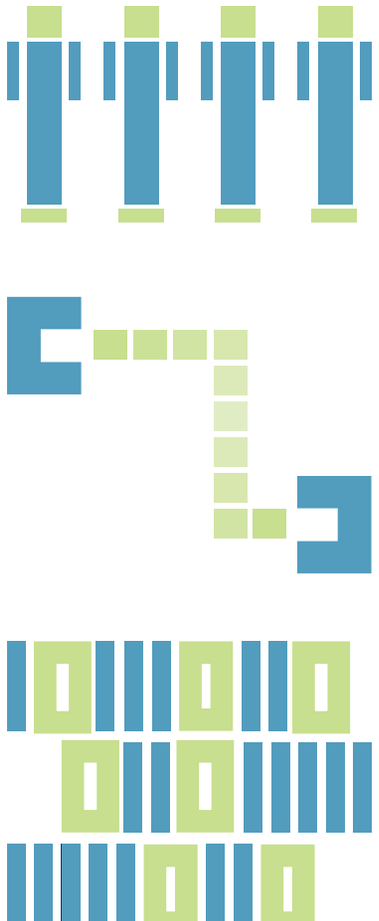
We operate across four main areas:

- **Identity**
- Print
- Digital
- Environment






› We developed a series of pixel illustrations using the colours and shapes from the Monitor device. These were then introduced into a range of printed and digital communications across Monitor's three service areas.



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www.monitor-mpower.com
www.monitor-software.com
www.monitor-training.com

monitor

mpower
unite your business

i·maintain
planning power for business

m2k
key performance software

A design for each of the software brands was developed to be in keeping with the new Monitor brand styling.

# Print

Having developed the new identity and introduced our ‘supporting graphic device’ we set about mapping out and developing visuals for corporate literature and sales material. Stationery, a generic folder, service sheets, brochures, report covers, CD wallets and adverts – all were developed as part of the Monitor brand-building project.

In addition to these materials being sent out as mailshots they were also used in response to general enquiries, support at exhibitions and leave-behinds at meetings.

## Our service areas

We operate across four main areas:


› Identity
› **Print**
› Digital
› Environment

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^ Visuals showing the proposed styling of a positioning brochure which would act as an at-a-glance communication to high-level decision makers within the energy sector.

^ A service brochure was produced to market each of the three service areas that Monitor offers.

We developed a series of pixel illustrations using the colours and shapes from the Monitor device. These were then introduced into a range of printed and digital communications across Monitor's three service areas.

In addition to the service brochures a series of product data sheets and report covers were produced so that all material had a consistency of style and a professional look. These items were also colour coded to differentiate each service area that Monitor offers.

i·maintain
planning power for business
monitor
i·connect
bi-directional integration software
monitor

i-connect is a 'plug and play' java based tool to change or re-implement exchange between corporate systems.

mpower
unite your business
mpower
monitor

The booklet below was developed to promote the benefits associated with Monitor's bespoke software product, i-connect.

^ A thought-provoking advertising campaign was developed to make the Monitor brand stand out from the crowd. These ads were designed to be used on outdoor billboards at local locations and in energy industry magazines.

Designs for various sizes of press ads.

It's a complete **** up!

A phrase you will never hear from a Monitor trained Project Manager

www.monitortraining.com

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THE TRAINING EXPERTS

It's gone **** up!

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# Digital

**The website**

The website was seen to be one of the most important areas of this brand-building project because, with Monitor's international market, it acts as an important source of information to existing and prospective clients.

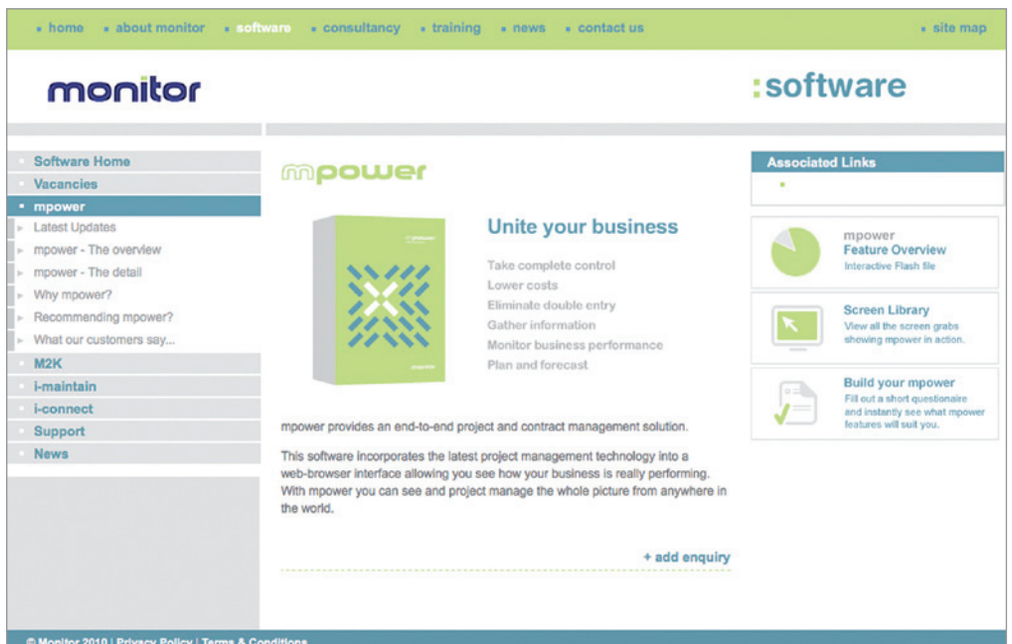
The main objectives for the new site were to be improved navigation, an in-built and comprehensive Content Management System (CMS), plus new features for furnishing prospective clients with information about the range of Monitor software products.

The finished site was very well received by Monitor as it met all the objectives and tied in well with the new brand look and feel.

**Our service areas**

We operate across four main areas:

- Identity
- Print
- **Digital**
- Environment



^ Screen grabs showing a selection of the various flash-driven features that were built into the site to help engage with the visitor.

monitor man!

^ As a fun-related viral we developed a simple (but addictive) online game which invited the player to test their reaction times by controlling the 'Monitor Man' icon in a way that avoided the moving blocks from Monitor's graphic device. The longer you lasted, the quicker the blocks came at you. As you would expect our programmer Matt still holds the record for longest time!

# Environment

**From signage to exhibition stands**

Over the years Monitor have commissioned us to support them with their exhibition stands at important industry events such as OTC in Houston and Offshore Europe in Aberdeen. Our work has involved design, production and management of the build, allowing Monitor personnel to concentrate on other logistics involved with exhibiting at a major industry event.

We have also been involved with bringing the Monitor brand into the working environment of the company. From signage through to the complete refurbishment of their training room.

## Our service areas

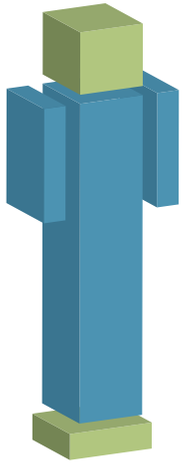
We operate across four main areas:

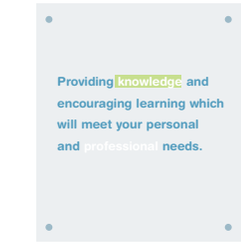

› Identity
› Print
› Digital
› **Environment**

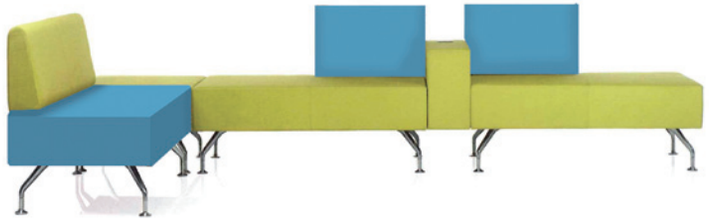
As part of our interiors project we looked at how the brand could be integrated into the working environment of Monitor's Aberdeen head office. We always advise that areas that clients will see should be a priority, so in the case of Monitor the training rooms were the first to be refurbished using our brand guidelines and mood boards as reference.

The style we arrived at was contemporary and minimalist and centred around the colour palette used for the identity and marketing material.

The end result was a distinct improvement in the rooms that this was applied to and a clear vision for developing this into other areas of the workplace.







^ Walls, floors, furniture and wall graphics were all considered as part of our proposals.

The old look

The new look

Whilst the existing decor did not interfere in any way with Monitor carrying out its business, the new branded look was much more in keeping with the dynamic and successful business that Monitor runs. It also provided a more pleasing environment for staff and people on training courses.

^ Custom-built stand at Offshore Europe.

time is
money

efficiency =
results

monitor

INVITATION

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## About us

This book has been lovingly crafted by our design team at the Art Department to shed light on our creative process.

We hope you share our passion and enthusiasm for design, and appreciate the quality of work that goes into our projects.

We recognise the value of ideas and the power of design, and the difference it can make to your business and your bottom line.

If you would like to discuss creating a brand, or further developing your existing brand, please contact Gerry Kelly at:
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