



# Context

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## 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.

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## Creating a brand for a subsea company

It's not every day that five well known brands within an industry sector come together to form one new one. But this was the case with the Subsea 7 project.

Rockwater, DSND, Halliburton Subsea, Subsea Offshore and Brown and Root all came together to form Subsea 7 – a new global player in the total subsea market.

With a multi-disciplined approach the positioning of this major player would be centred around vision, knowledge and skills to extend the existing boundaries of technology as the industry entered deeper water and more remote locations.



^ Five existing companies merged to create a new subsea company.

# The brief

Our task was to help develop the communications in relation to this new brand, a task that was ideally suited to our way of working.

Using our communications matrix which separates communications into four key areas (identity, print, digital and environment) we set about drawing up a fully costed plan of action working closely with the brand management team from this newly formed company.

Time was also of the essence as the roll-out of the new brand had to be conducted over a two week period across five global operating areas.

✓ The Art Department brand-building matrix.

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

# Research

## 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.

### About the subsea sector

We were ideally placed for this project as we had already been tasked with developing the brands of Halliburton Subsea and Norwegian shipping giant DSND, the two companies who would become equal shareholders in the new company.

The new company was to have five main divisions: Subsea field development; ROV support to Drill Rig Operations (under the name of i-Tech); Inspection, Repair and Maintenance; Survey and Positioning (under the name of Veripos); and Development and Application of Subsea Technology.

Revenue across the group would mainly be generated in the North Sea but with significant revenue also coming from operations in West Africa, Brazil, Asia Pacific and the Gulf of Mexico.

✓ We like to immerse ourselves in the client's world.



# Planning

## 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.

### A structured approach that maximises exposure

With all our brand-building projects that involve the creation of a new identity we start with mapping out all likely application of the new Identity as this greatly influences the final design.

With Subsea 7's choices selected via our brand matrix we presented the various stages involved starting with the development of a presentation that shows the potential 'look and feel' of the brand across Identity, Print, Digital and Environment communications. What we like to call – "Brand Expression".

This vision of the future brand helps our clients establish the priority items for taking forward to completion. It also acts as a blueprint for how far they wish to take the brand, the budgets required and timescales that should be allowed for delivery.



Subsea Solutions

Subsea Offshore

Team Subsea

Subsea Global

Seven Seas

Subsea Seven

Subsea 7

*pioneering new depths*

#### Step 4: creative development

We believe in the power of ideas. Ideas are the engine of the creative powerhouse. They transform commercial strategy into impactful reality and are the first essential building blocks of successful brands.

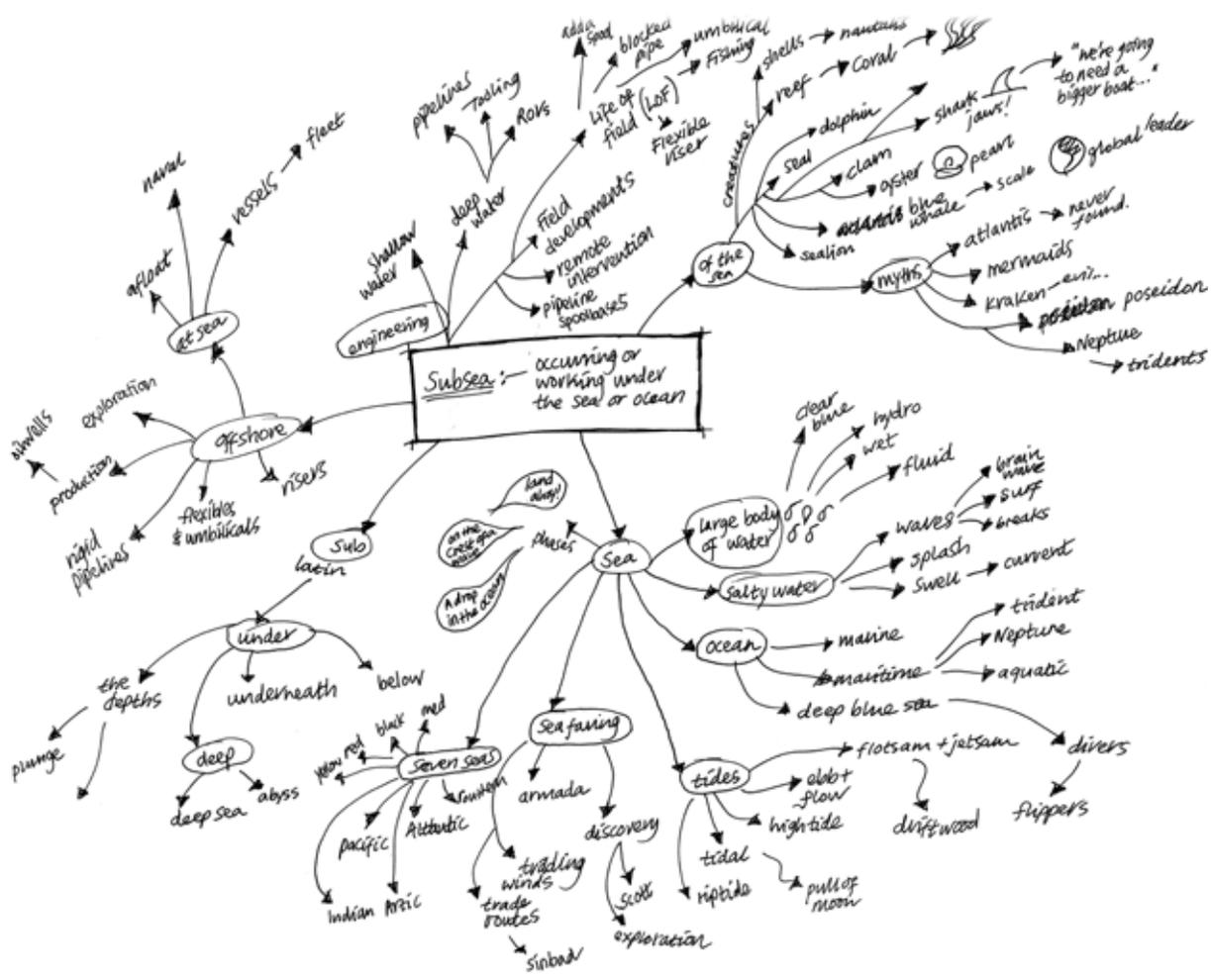
# Naming

With agreement on the matrix choices in place the first action required was the origination of the company name.

For this project the Subsea 7 management team wanted to run a naming competition open to all staff with an incentive of a financial reward if someone's idea was to be adopted.

For this exercise we acted as consultants and gave feedback on the entries.

Many naming suggestions were put forward and the name Subsea 7 was born, the 'seven' standing for the seven seas of the world.



subsea<sup>7</sup>

Subsea 7

SZ

chunky slab serif?

**SUBSEA 7**

black/heavy sans serif

Subsea7



subsea 7

# Identity

## Our service areas

We operate across four main areas:

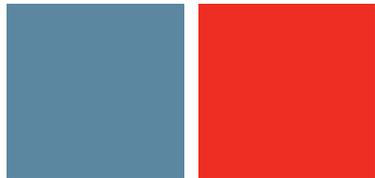
- > **Identity**
- > Print
- > Digital
- > Environment

### The logotype

With such a powerful and memorable name we didn't want to over complicate it with too many elements.

We did however want to arrive at a marque within the logo that could act as an identifier in isolation to the name. Looking back we could never have envisaged that this strategy would grow to be so powerful with the arrow head seven now being instantly recognisable as standing for Subsea 7.

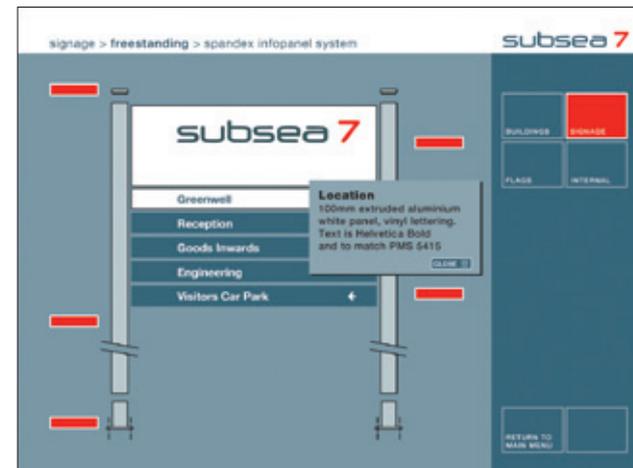
This can now be seen on anything from golf balls in Scotland to vessels in West Africa. What we like to refer to as the Nike effect!



subsea 7

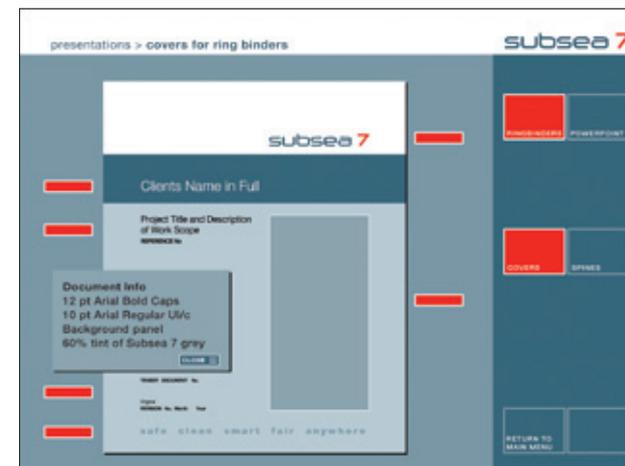


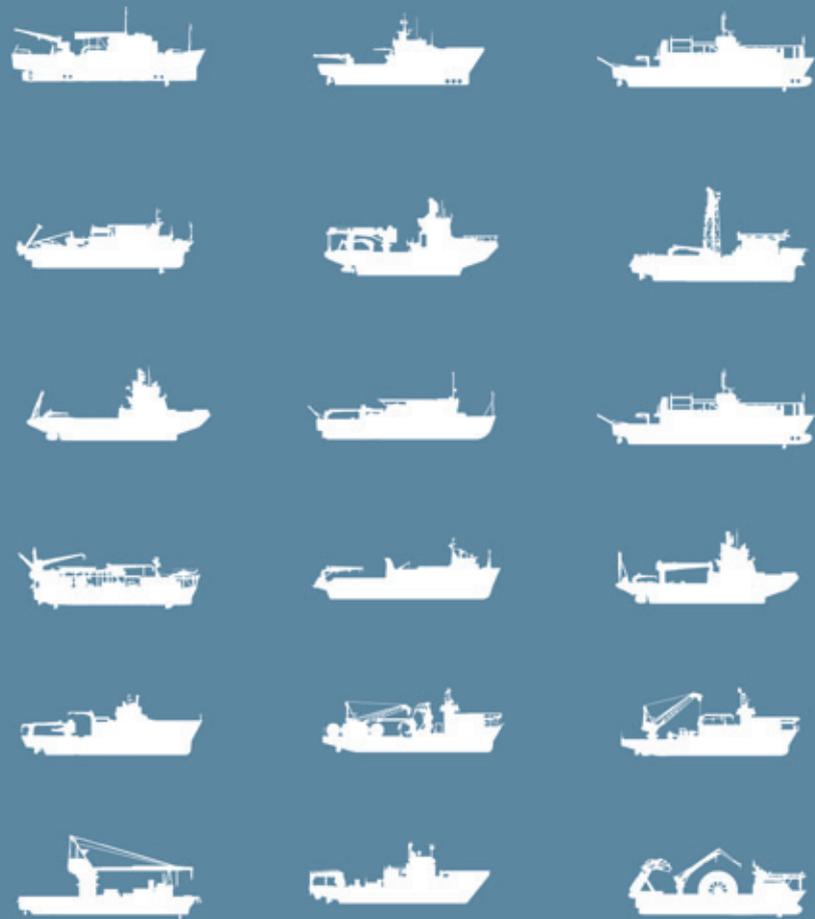
Normand Subsea 7 vessel showing the prominence of the 7 icon.

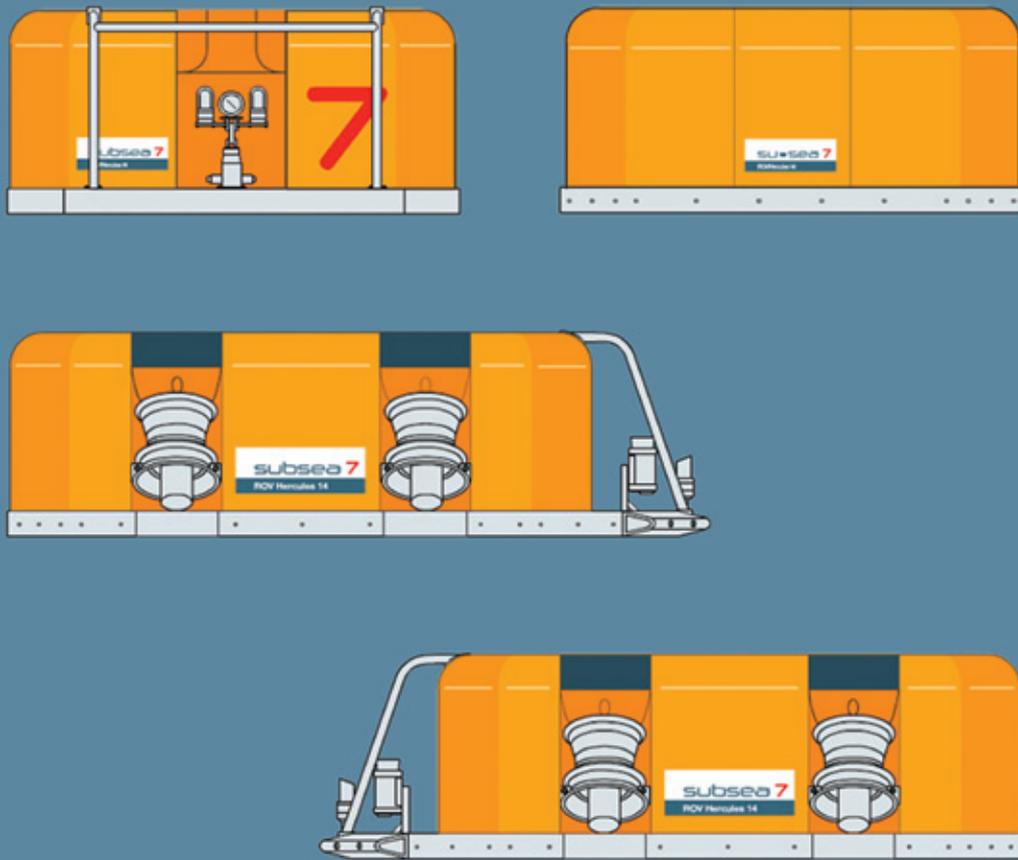


< Brand guidelines interfaces

With all our brand building projects we furnish our clients with a full set of corporate communication guidelines. For a project of this scale we delivered this as an online resource so that it could be easily updated and used by anyone around the world.









^ Fleeces

- ▼ The identity was applied to workwear and casualwear, using the shortened '7' icon.



# Print

## Our service areas

We operate across four main areas:

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

### Stationery set

As part of this brand-building project we looked at all aspects of the company's communication requirements using printed material.

The main stationery items, corporate folders, service brochures, technical data sheets, a top-level positioning brochure, advertising campaigns and promotional material – all were developed to a high level to reflect the professionalism, experience and scale of this new company.

- ✓ The layout of the main stationery set centred around keeping the design sharp and uncluttered with a focus on the red arrow-shaped seven.



- Business card: printed two PMS colour onto a GF Smith paper



- Folder**  
The understated simplicity of the stationery design was also taken through into the folder but for this item, metallic inks were introduced to give it a distinctive look and feel.



✓ The launch ad to get across the significant experience that was now all under one roof.

experienced minds

new thinking

**subsea 7**

A new force in subsea operations [subsea 7.com](http://subsea7.com)

All Subsea 7, we bring together the best of both worlds. The merger of Halliburton Subsea and OSMO Subsea combines years of experience of some of the best minds in the subsea business. Now it's time for new beginnings as Subsea 7 is born - the new global player in the total subsea market. Our multi-disciplined approach means that we have people with the vision, knowledge and skills to extend the existing boundaries of technology as the industry enters deeper water and remote locations. So whatever your subsea challenge, let us get our heads together.

Subsea 7, Pengrave Road, Woodthorpe Business Park, Newark, Nottinghamshire NG24 6LJ, Scotland UK. Tel: +44 1224 244200 Fax: +44 1224 244200 [info@subsea7.com](mailto:info@subsea7.com) A Halliburton OSMO Company

Put your subsea projects in safe hands

By focusing on our clients long term needs for deepwater construction operations on a worldwide basis Subsea 7 provides innovative, technically advanced engineering solutions that are expertly conducted from concept to completion. As a premier EPIC contractor Subsea 7 offers a range of services, including engineering, pipelay, robotics, survey and diving.

SAFE CLEAN SMART FAIR ANYWHERE

**subsea 7**

AMSTERDAM ABU DHABI BAHU HOUSTON LASSE LUANDA PERTH RIO SINGAPORE STEVENAGE

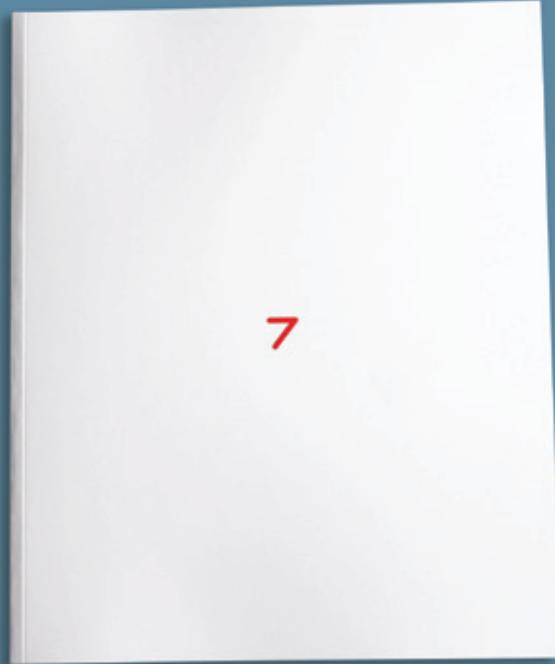
Visit us online at [www.subsea7.com](http://www.subsea7.com)

^ A series of full page ads were developed and run in industry magazines to raise wider awareness of the many services that Subsea 7 offered the market.

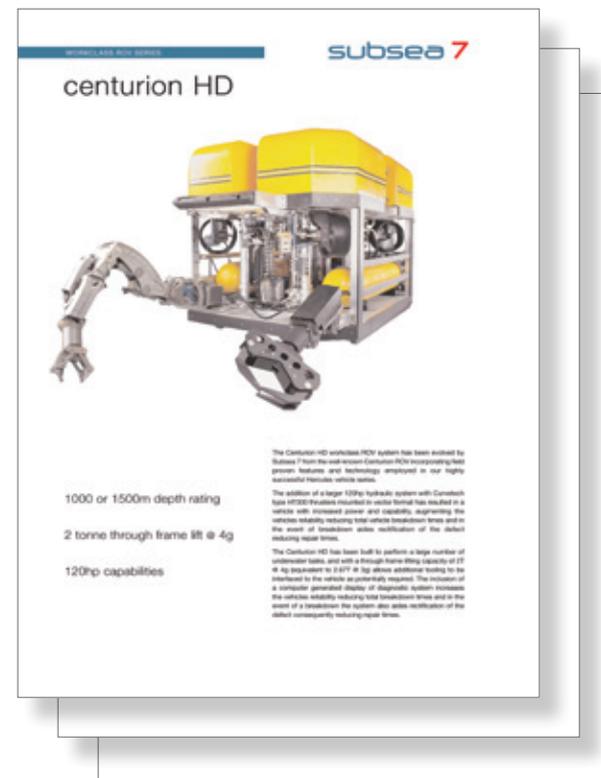


^ Overview brochure to help position the new company and promote the company's culture, knowledge and experience to the global energy market.

- ✓ The most recent overview brochure which reflects the impressive growth, track record and achievements relating to this now well-established brand.



A range of six service brochures were developed for each aspect of the company's service offering.



Technical data sheets for accompanying each of the service brochures.



- Desktop calendars were given as gifts to members of staff as well as used as a promotional item for clients of Subsea 7.

# Digital

## Our service areas

We operate across four main areas:

- > Identity
- > Print
- > Digital
- > Environment

### The website

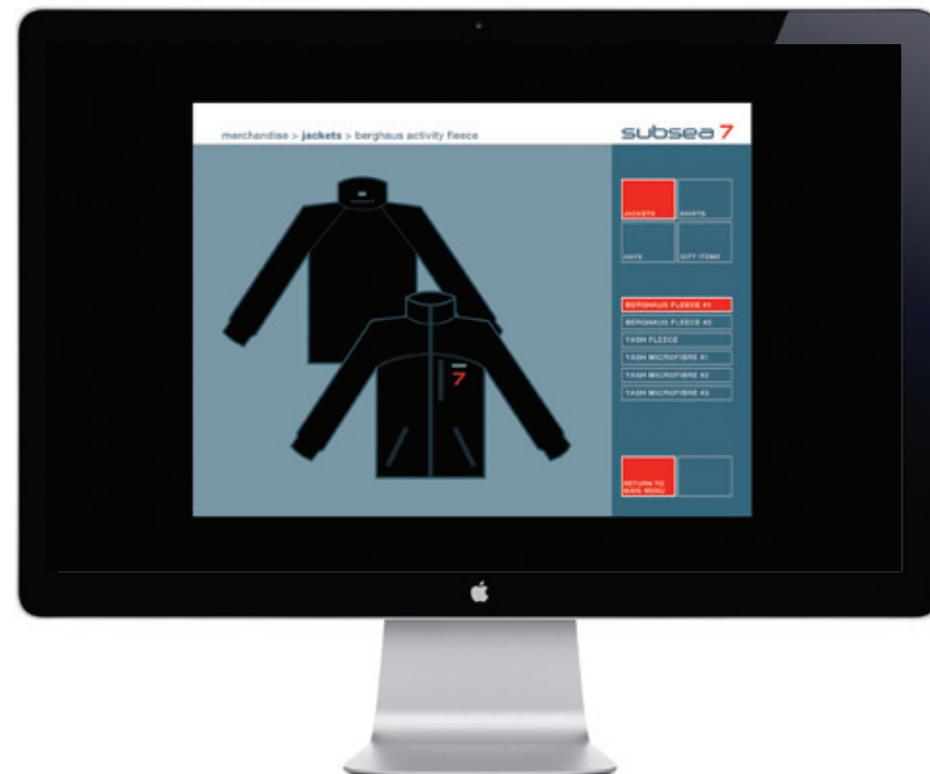
The Subsea 7 website we have developed serves as the company's main marketing tool with detailed information across all operations delivered in a way that is clear and easy to navigate.

The site pages deliver information beyond just the services and operating areas – there is information on careers, the share price (which is linked directly to the Oslo stock exchange), ongoing news and a people section – all of which utilise our bespoke Content Management System.





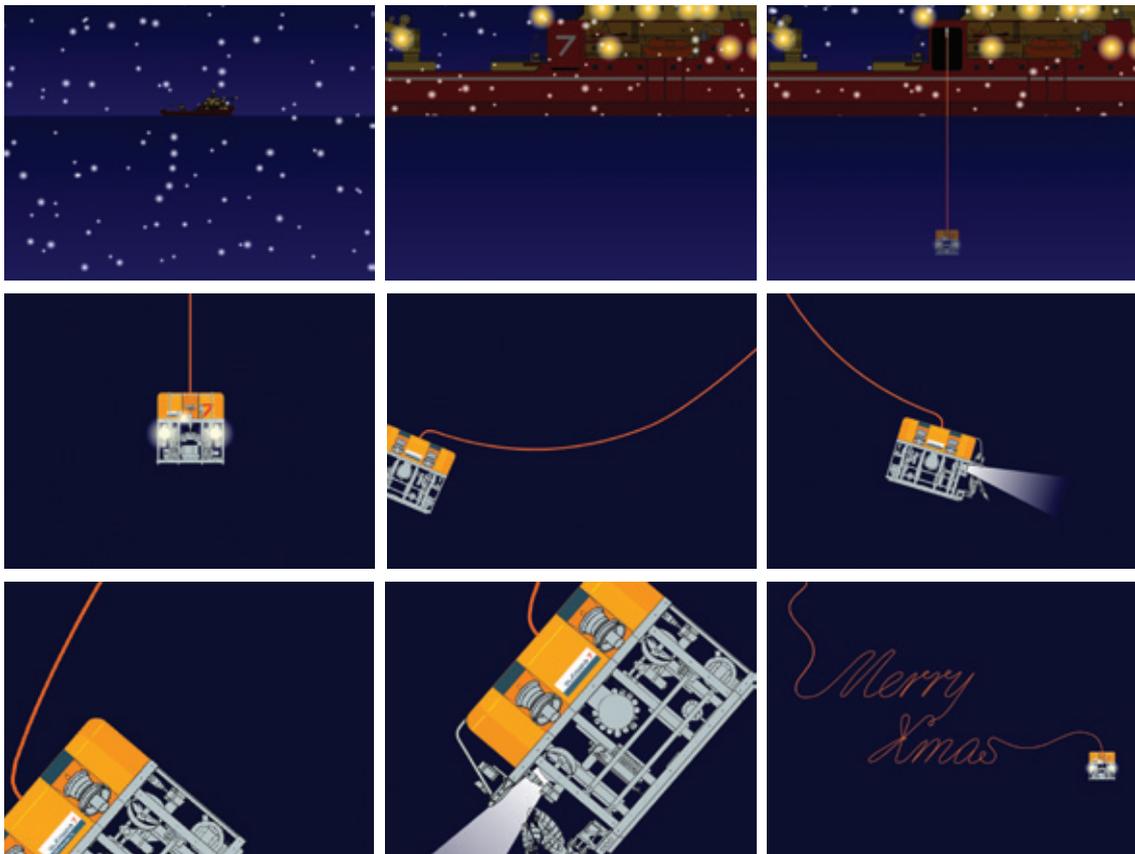
^ When Acergy and Subsea 7 merged The Art Department were commissioned to develop a new website to promote this new venture.



^ A comprehensive online ID manual was developed for ease of managing the brand throughout the world.

✓ Digital Christmas card

A Subsea vessel comes into view, a hatch opens and an ROV is released. It moves around the seabed, then the shot pans out to reveal the ROV's cable has spelt out a Merry Xmas message.



# Environment

## Our service areas

We operate across four main areas:

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

### The power of branding

To effectively build the Subsea 7 brand we worked closely with the brand management team to maximise visibility of the identity in all areas of the business. This involved design proposals and specifications for office interiors, reception, signage, exhibitions, events, merchandise, clothing, vehicle and vessel livery.

The images on this and the following spreads show the use of the full identity on previous Subsea 7 buildings and the evolution of just using the 7 icon on the new Aberdeen HQ buildings.









The Skandi Neptune Subsea 7 vessel out in the North Sea.

## department

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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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