

Brand Vision

FOR THE
BEST ON
EARTH



the **art** of brand building

What we do

We build strategy and structure into business communications using creative thinking and award-winning design.

How we do it

We have a two-stage process:
Brand Strategy + Brand Implementation.

Why we do it

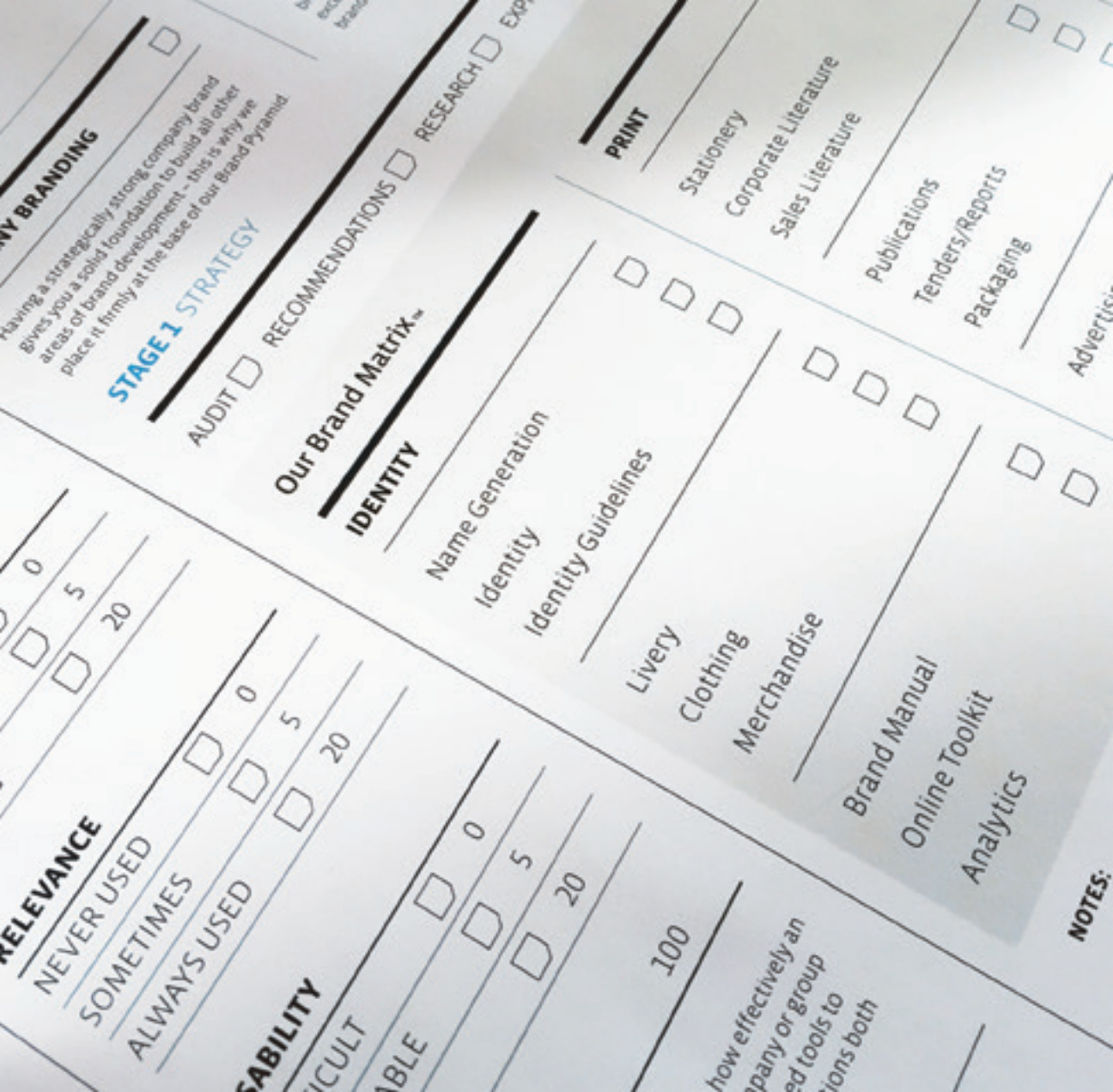
Delivering brand vision energises decision makers in charge of great companies and that makes us feel good.

depart**ment**

CONTEXT

The following pages outline the stages carried out for the Astrak Brand Building project. Stages that are all critical for the successful delivery of the overall brand strategy.

The project was carried out over a twelve-week timescale and this book has been created to capture the essence of what was delivered in that time.



PROCESS TOOLS

The Art Department's Brand Planner tool incorporates our project process stages along with our Brand Matrix tool which is used to map out the recommended communication channels to be developed for the Vision presentation. Recommendations made as a result of our initial Brand Audit.

BRAND AUDIT

The following pages are the results from our Brand Audit. These were gathered using a series of questions with a focus on Positioning and Messaging. This was a critical first step as it focussed everyone's attention on key business issues that we needed feedback on.

BUSINESS OR SERVICE AREA

ASTRAK GROUP

We supply wearing parts for tracked earth-moving equipment and are focussed on improving our customers’ profitability by maximising their equipment uptime by delivering value-for-money solutions in the fastest possible time frame.

TARGET AUDIENCE

Astrak target decision makers in all types and sizes of companies who manage and repair tracked earth-moving equipment.

MARKET TRENDS

Market trend 1

Our market is becoming more transparent and therefore more competitive.

Market trend 2

Due to the competitive nature of the market and the fact that buyers are not always thinking for the long term, quality is being driven down.

Market trend 3

Due to the accessibility of information on the internet, buyers are better informed than ever about options open to them.

CLIENT NEEDS

Client need 1

Customers are becoming more demanding, wanting the most cost-effective solution in the quickest time frame.

Client need 2

More and more customers are utilising the internet to search for products and many want an online ordering solution.

Client need 3

Larger customers are looking for an all encompassing service- based solution.

TAG LINE

MAXIMISING MACHINE UPTIME

*(We do not actively promote this tag line yet
but we feel it succinctly covers our mission)*

Net takeaway

We want Astrak to be seen as a dynamic solutions-based company delivering cost-effective solutions in the fastest possible time and genuinely focussed on improving our customers' profitability.

Core message

Astrak's mission is to increase our customers' profitability by offering quality, value-for-money products in the fastest delivery time. We will focus on maximising machine uptime and in each transaction we will be driven by extraordinary customer service rather than our own profitability.

Positioning statement

Astrak offers our customers a comprehensive range of products backed by expert advice that can be accessed and ordered in the way that suits them best for delivery in the shortest time frame.

DIFFERENTIATING MESSAGES

Differentiating message 1

Astrak is a European-wide company who recognises that their success is dependent on their people delivering outstanding customer experiences time after time.

Differentiating message 2

Astrak have a broad product offering within focussed product sectors and understand the critical importance of product availability where and when it is needed.

Differentiating message 3

Astrak are always striving to do more and better and quicker for their customers. We understand that customers are constantly looking at ways to improve the buying experience.

SUBSTANTIATING MESSAGES

Substantiating message 1

Astrak have staff on the ground in UK, Ireland, France, Germany and Denmark. Our customers regularly tell us that they like working with us.

Substantiating message 2

Astrak are focussed on product areas that they can be the best in and carry an in-depth stock in these product areas. Stock availability is in excess of 96%. We are also committed to invest in stock locations near our major customers.

Substantiating message 3

Astrak are constantly looking at ways to extend their order cut-off times and also looking at ways to offer greater value to our customers e.g. currently we are investing heavily in our website to facilitate online ordering.

QUALIFYING MESSAGES

Qualifying message 1

Astrak have progressed quickly in the marketplace to become the preferred supplier to many of the largest plant and construction companies in Europe.

Qualifying message 2

Astrak are absolutely customer focussed and are committed to delivering a service which exceeds customer expectations.

Qualifying message 3

Astrak are committed to building the best online product searching and ordering facility in the business.

CLIENT BENEFITS

Client benefit 1

Astrak’s ethos is one of trust and integrity; we keep our promises and customers rely on that. They know that in any situation they can speak to us and know we will give honest advice that is in their self interest.

Client benefit 2

Astrak is a progressive organisation, always innovating, improving and bringing new products to market. As part of this our R & D team are always looking for further areas to cut out waste and further increase profitability for our customers.

Client benefit 3

Astrak work with customers on a partnership basis; we focus on relationships with our customers which means that when things go wrong, we pull all the stops out irrespective of the profitability of the particular order.

CLIENT EVIDENCE

Astrak regularly deliver direct to the end user on behalf of some of our reseller customers. We always deliver with blank paperwork and no reference to Astrak. The fact that these customers ask us to do this, demonstrates their trust in us.

Flannery Plant in London wanted a clip-on rubber pad fitted to 20 of their new machines. We sent them a sample of the standard product and also of our improved design – a pad which has features allowing it to be fitted more quickly, and more securely, ultimately making it more durable. They could see the benefits of our new design and consequently ordered them over against the standard product.

Lynch Plant have commented that of all their suppliers (not just in our market area) we are the only company that have really come up with the goods in providing innovation and ‘real value’ for them

Customer Mervyn Lambert received the wrong size nuts & bolts. We resent the correct goods, but were informed by the courier company that the package had been misrouted and would not be delivered on the correct day. To ensure delivery was made that day, we sent the nuts & bolts with one of our guys on a plane from Edinburgh to London. Our field-based guy met him at the airport and delivered the package to the customer.

DESCRIPTOR OF SOLUTION/SERVICE DELIVERED

Astrak supply wearing parts for tracked earth-moving equipment and are focussed on improving our customers’ profitability by maximising their equipment uptime by delivering value-for-money solutions in the fastest possible time frame.

FEATURES

- We are a highly motivated team
- We have a vast knowledge bank of machine compatibility information
- We are constantly adding to our product offering
- We are constantly looking at ways to improve our delivery service
- We have a small flexible management structure

BENEFITS

- We’re good to work with
- Customers can rely on us to get part compatibility correct
- A wider range of products we can offer customers
- Customers can get products quicker which in turn gets machines working and making money again quicker
- We can adjust to market conditions and demands quickly

RECOMMENDATIONS

From the information gathered at our Audit, the brand strategy team at the Art Department discussed a range of communication channel recommendations using our Project Planner and Brand Matrix tool. Selections were made and further market research was undertaken.

Our Brand Matrix™			
IDENTITY		PRINT	
Name Generation	<input type="checkbox"/>	Stationery	<input checked="" type="checkbox"/>
Identity	<input checked="" type="checkbox"/>	Corporate Literature	<input checked="" type="checkbox"/>
Identity Guidelines	<input checked="" type="checkbox"/>	Sales Literature	<input checked="" type="checkbox"/>
Livery	<input type="checkbox"/>	Publications	<input type="checkbox"/>
Clothing	<input checked="" type="checkbox"/>	Tenders / Reports	<input checked="" type="checkbox"/>
Merchandise	<input checked="" type="checkbox"/>	Packaging	<input type="checkbox"/>
Brand Manual	<input checked="" type="checkbox"/>	Advertising	<input checked="" type="checkbox"/>
Brand Toolbox	<input checked="" type="checkbox"/>	Direct Mail	<input checked="" type="checkbox"/>
Analytics	<input type="checkbox"/>	Analytics	<input type="checkbox"/>
DIGITAL		ENVIRONMENT	
Websites	<input checked="" type="checkbox"/>	Signage	<input checked="" type="checkbox"/>
Intranet / Brand Manager	<input checked="" type="checkbox"/>	Interiors	<input checked="" type="checkbox"/>
Presentations	<input checked="" type="checkbox"/>	Exhibitions	<input checked="" type="checkbox"/>
Film / Animation	<input checked="" type="checkbox"/>	Events	<input checked="" type="checkbox"/>
Software Interface	<input type="checkbox"/>	Point of sale	<input type="checkbox"/>
Apps	<input checked="" type="checkbox"/>	Experiential	<input type="checkbox"/>
Advertising	<input checked="" type="checkbox"/>	Advertising	<input type="checkbox"/>
SEO / Social	<input type="checkbox"/>	Guerilla	<input type="checkbox"/>
Analytics	<input type="checkbox"/>	Analytics	<input type="checkbox"/>

RESEARCH

With communication recommendations agreed internally, we conducted research into market competitors across all levels of brand positioning from low cost to premium. As with most of our research for brand strategy we also looked at ways in which very successful companies are currently structuring their messaging.

This work helps to focus our minds in making sure our solutions for Astrak can compete at a level the very best brands are operating at. Furthermore we also need our thinking and ideas to be validated at the stage we call Expression.



RETAIN SUB BRANDS WITH A DIRECT LINK BACK TO THE PARENT BRAND



Understanding Astrak's market positioning and the present and future sub-brand requirements were all explored.

EXPRESSION

We presented a series of mood boards to show imagery, typography, colour, style, concepts and messaging ideas to get early feedback on the direction we were exploring for the next stage (Vision).

CORPORATE COLOURS

The colour palette chosen for Astrak is based around the strong association with yellow from the previous logo along with the supporting colours of grey and black of the machinery and products plus brown for the association to earth.



C : 0 1
M : 15
Y : 90
K : 0

R : 245 2
G : 212
B : 56

Hex: #F5D438 3



C : 0 1
M : 60
Y : 100
K : 79

R : 70 2
G : 45
B : 30

Hex: #462D1E 3



C : 0 1
M : 0
Y : 0
K : 100

R : 0 2
G : 0
B : 0

Hex: #000000 3



API - MetaFOIL 1
1017M Matt Silver

Foilco 2
422 Matt Silver

CORPORATE FONTS

A modern and distinctive family of typefaces were chosen to create a distinctive and recognisable look for all Astrak communications.

Aa

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%\$£

Aa

GOTHAM REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%\$£

Aa

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!&%\$£

TEXTURES

A range of textures and finishes indicative of the market sector were chosen as supporting visual elements of the new Astrak brand.



RUBBER

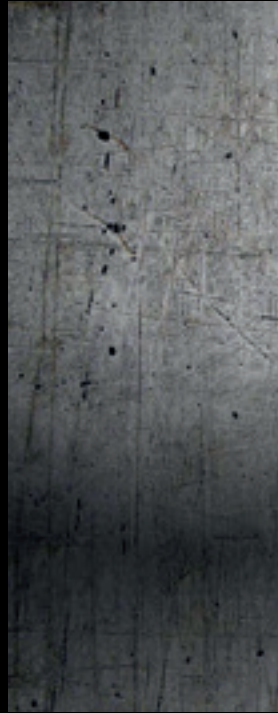


DIRT

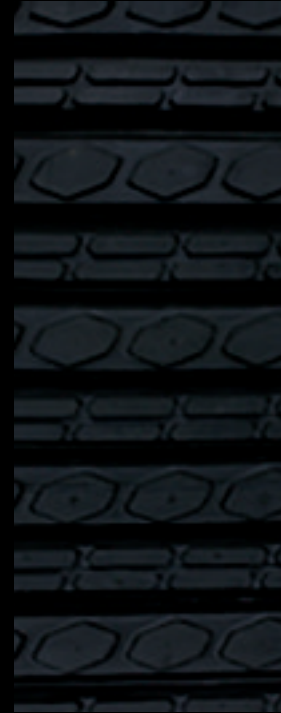


HAZARD STRIPES

TEXTURES



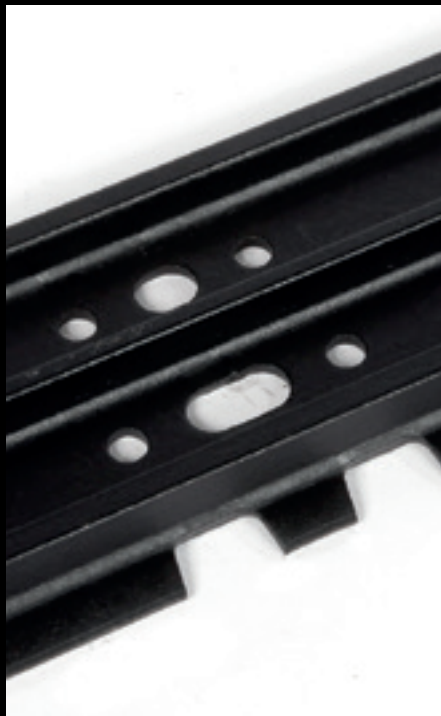
ROUGH STEEL



RUBBER TRACKS



CHEQUER PLATE



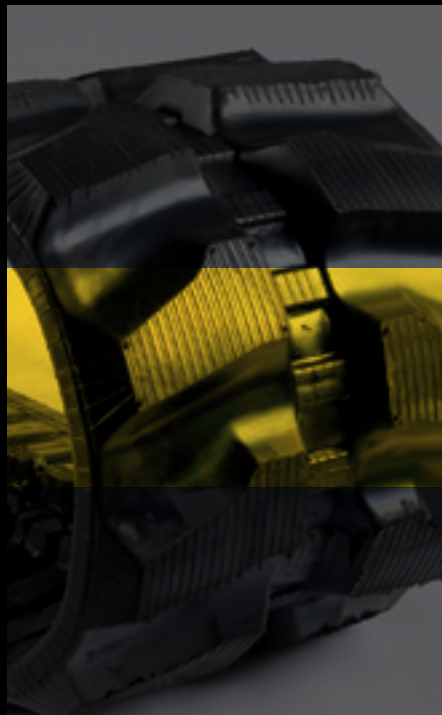
Close crops of product imagery would form the distinctive look of Astrak imagery.



Large blocks of flat colour overlays were used to add visual interest to images that would later be used for literature cover designs.



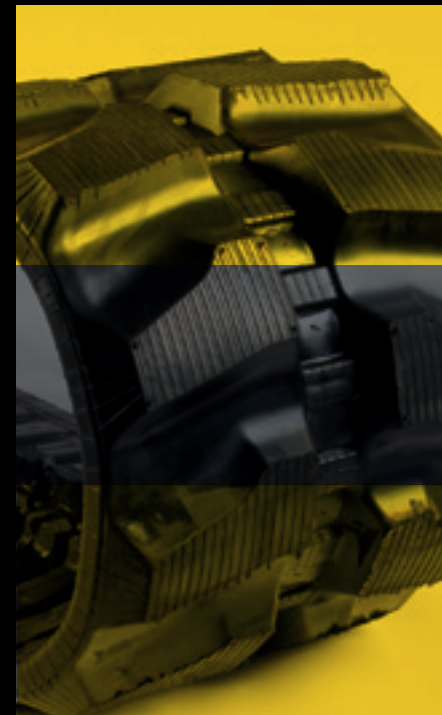
BLACK OVERLAY ON YELLOW



MUTED IMAGE WITH YELLOW OVERLAY BAND



BLACK & WHITE IMAGE WITH BLACK OVERLAY BAND



BLACK OVERLAY ON YELLOW WITH BLACK OVERLAY BAND



Bold, dramatic and professionally shot images were at the heart of the strategy for taking the brand up a level to achieve maximum standout within the marketplace.



MESSAGING

The importance of getting the message right can never be overstated. It should be relevant, informative, clear and where possible – engaging.

The following pages show sample text which was used to get approval on the overall style and tone for future communications.



TONE OF VOICE

We want to maintain a consistent tone of voice across all Astrak communications. This is underpinned by three key themes:

Straight-talking

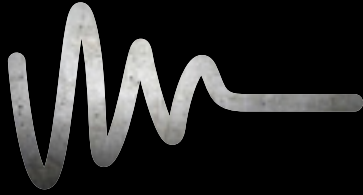
We avoid jargon and technical terms when they might confuse our audience and favour everyday words over long, complex ones.

Honest

We state our intentions up front. The way we structure our message leaves our readers in no doubt about the point we're making.

Friendly

We write like human beings, not a faceless corporation. We use conversational words to keep our message simple and accessible.



FLEX THE TONE TO FIT YOUR MESSAGE

If we tried to apply all of these themes to our writing all of the time, we'd end up with a huge range of different voices.

The key is getting the balance right for your audience – tell the Astrak story in an engaging way.



TELL YOUR STORY

The following pages have not been written for a particular brochure, but as a background 'story' on the Astrak brand.

It helps to set the tone for a wide range of communications across print and digital channels.



FOR THE BEST ON EARTH™

Astrak is Europe's leading supplier of wear parts for excavators. We stock chains, tracks, pads, bucket teeth and other parts for every major excavator model on the market. We're bringing better, more responsive service to our industry, with expert, in-depth knowledge and – crucially – faster delivery to keep downtime to a minimum.

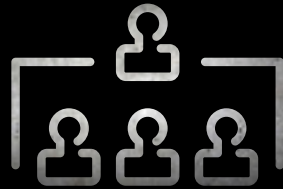


WHY YOU NEED ASTRAK...

END USER

When your machine isn't working, it isn't earning. It may not be life and death, but it is profit and loss. That's why we've developed an unrivalled system of stock and logistics that means we can get virtually any wear part to you, anywhere in Europe, in record-breaking time.

We pioneered later next-day cut-off times, making 5pm the norm when it used to be more like noon. Now we're delivering same-day orders, and we're aiming for a four-hour delivery service over the whole of the UK and beyond. If time is money, we're giving you change.



WHY YOU NEED ASTRAK...

RESELLER

At Astrak we stock virtually every wear part for every machine you sell or service, including alternatives, enhancements and modifications. If your customer wants a specific, non-standard chain or track, for example, we'll have it. And for most parts, we offer a choice including original-equipment equivalents and economy options.

Most of the time you can get the part you need direct from the manufacturer. But you can almost certainly get it quicker from us. Often that means same or next-day delivery as opposed to weeks. That could make a big difference for your business – and to your customers.



WHO WE ARE

Astrak is a dedicated, single-minded business. We are solely focussed on wear parts for excavators and related plant, so we know our market and we know the machines. Our people are experienced specialists, and we offer expert technical advice whenever you need it.

Founded in 2003, our head office is in Kirkcaldy, Scotland. We operate out of seven more warehouses across Europe, supplying directly to clients in over 25 countries.

Because we buy and stock parts for all leading machines in vast quantities, we benefit from great economies of scale. That means we can keep our prices highly competitive while maintaining a better, faster service.



PRODUCTS & MACHINES

At Astrak we stock parts for almost all excavators and similar machines, from mini-excavators at 0.8T to 50T+ giants. From Case to CAT and from Samsung to Sumitomo, we know it – and we've got the parts.

We carry steel tracks, rubber tracks, rubber pads, undercarriage parts, bucket teeth and other key parts. We only ever work with quality-approved, reputable manufacturers, many of whom make original equipment for the manufacturers. Every product we stock is fit for the job and complies with or exceeds quality standards, even when it's priced at a highly competitive level.



PRODUCT CATEGORIES

To help structure the product information in a manner that will provide quick and informative information across print and digital platforms, we would suggest creating a parts list as follows:

TRACK CHAINS FOR STEEL-CHAIN EXCAVATORS

- Steel chains
- Track nuts and bolts
- Track shoes
- Complete track groups
- All widths from 450mm to 900mm

This structure could also apply across all key product groups.



SUSTAINABILITY

We believe our business can be a force for good, respecting the environment, communities and individuals.

While industry can have a negative effect on the environment, we're continually looking for ways to make what we do more sustainable. This includes encouraging our suppliers to investigate and minimise the detrimental impact of the manufacturing process, and using responsible practices in our own systems. We will strive to make our practices, buildings and vehicles more sustainable wherever we can.

Wherever possible we will employ local people and support local communities, encouraging our suppliers to do the same.

VISION

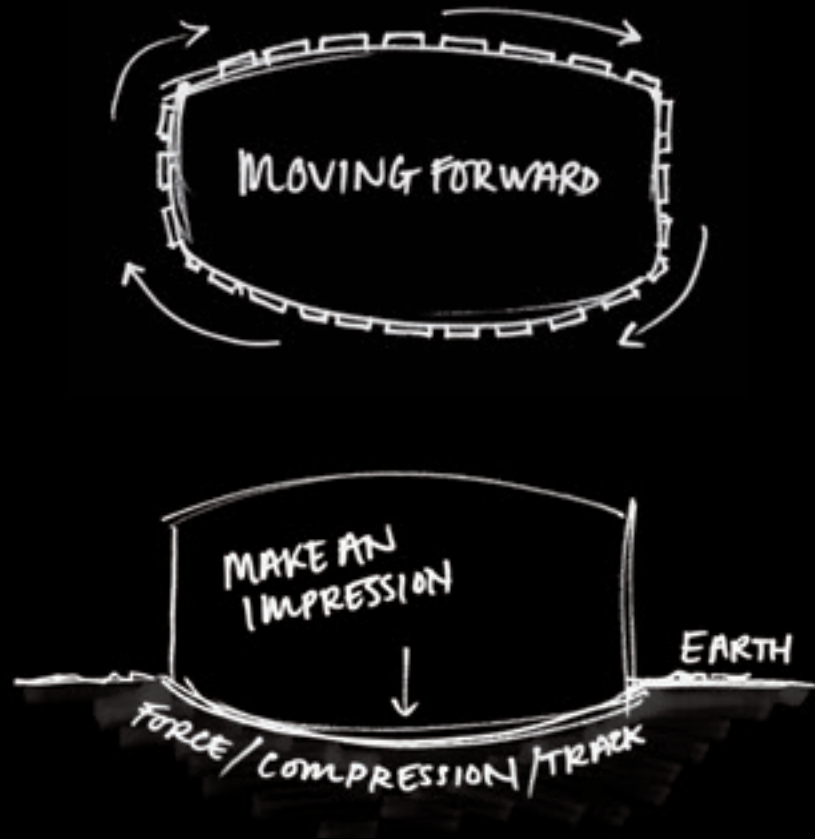
This was the final stage of the Brand Strategy and the following pages show samples of this work. The purpose of Vision is to show an exciting glimpse into the future of the Astrak Brand.

Having a vision gives everyone at Astrak a framework which allows for important decisions to be made.

IDENTITY

The new Astrak Identity signifies a key moment in the company's history when the directors embarked on a Brand positioning exercise to take the company to the next level.

The new Identity would become the first indicator of change and for that reason the new marque had to set the standard for the high-quality crafted communications that would follow.



The chosen concept that was developed for the new Identity was based around the theme of movement and shapes that echoed the rubber tracking of earth-moving equipment.







FOR THE BEST ON EARTH



FOR THE BEST ON EARTH

As shown on the previous pages the new Identity has the flexibility to be shown against a background colour in yellow, reversed out in white or in yellow and black against a white background.



FOR THE BEST ON EARTH

DuraLine®

TerraTrack®

DuraTrack®

ProTrack®

GeoTip®

A more simplified use of colour was adopted for the sub-brand design linking the product back to the parent Identity.

APPLICATION

The proof of a well-crafted Identity design is in how it performs on a wide range of applications. In addition to the more standard uses of a company logo we make sure that it is also a robust solution that works for any requirement.



ASTRAK[®]

FOR THE BEST ON EARTH



PRINT

To achieve standout in any marketplace the crafting of great design needs to be supported by the use of high-quality and well-structured communications in print.

This is the case with all our brand vision projects with careful consideration given to all aspects of printed materials from business cards through to corporate literature.



FOR THE BEST ON EARTH™

STRAPLINE
70mm width

WEBSITE

10pt Gotham Bold
Pantone 115 U

MARGINS
20mm

www.astrakgroup.co.uk



**ASTRAK LOGO
WITH STRAPLINE**
40mm width

CONTACT DETAILS

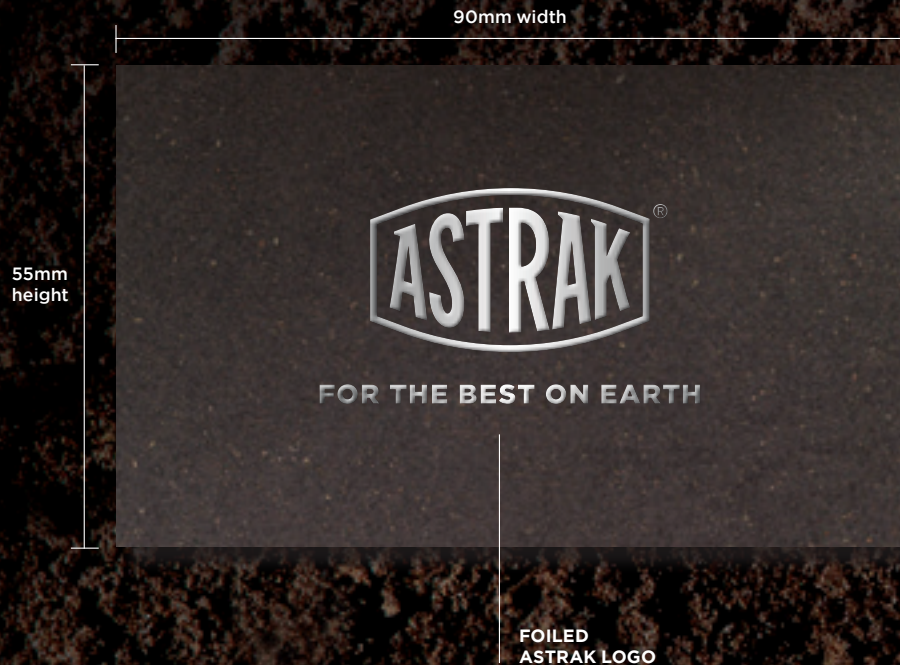
8pt Gotham Book
Gotham Bold T, F & E
Pantone 115 U

REGISTERED LINE
5.5pt Gotham Book
and Bold

BOTTOM MARGIN
10mm

ASTRAK GROUP, Wheatfield Road, Dunnikier Business Park, Kirkcaldy, UK KY13PD
T +44 (0)1592 655770 F +44 (0)1592 650565 E sales@astrakgroup.com

ASTRAK UK is a trading name of ASTRAK Limited, Registered office: **Wheatfield Road, Kirkcaldy, KY13PD, UK** Registered number: SC460501



NAME
9pt Gotham Bold
TITLE
7pt Gotham Book

**ASTRAK LOGO
WITH STRAPLINE**
30mm width

MARGINS
7mm

Roy Paterson
Group Marketing Manager



FOR THE BEST ON EARTH

T +44 (0)1592 655770
F +44 (0)1592 650565
E sales@astrakgroup.com

ASTRAK GROUP, Wheatfield Road,
Dunnikier Business Park, Kirkcaldy, UK KY1 3PD
www.astrakgroup.co.uk

WEBSITE
6pt Gotham
Bold

ADDRESS
7pt Gotham
Book

T F & E
7pt Gotham Bold
NUMBERS & EMAIL
7pt Gotham Book



ASTRAK®
FOR THE BEST ON EARTH

Unusual finishes such as de-bossed metal foiling set into textured paper were proposed to create a highly distinctive look for select pieces of printed communications.



ASTRAK®
FOR THE BEST ON EARTH



To create memorable and talked-about communications, imaginative ideas are needed. In this case we explored using actual rubber for the covers of high-level proposals targeting blue-chip companies.



SILVER FOILED MESSAGE ON BIER PAPER
ALUMINIUM BOUND WITH RIVETS

The level of service you get from Astrak is better than any other competing company so why have a brochure that looks like all the rest?

For Astrak we proposed the use of silver foil for the cover message printed on an unusual textured paper bound with aluminium rivets.





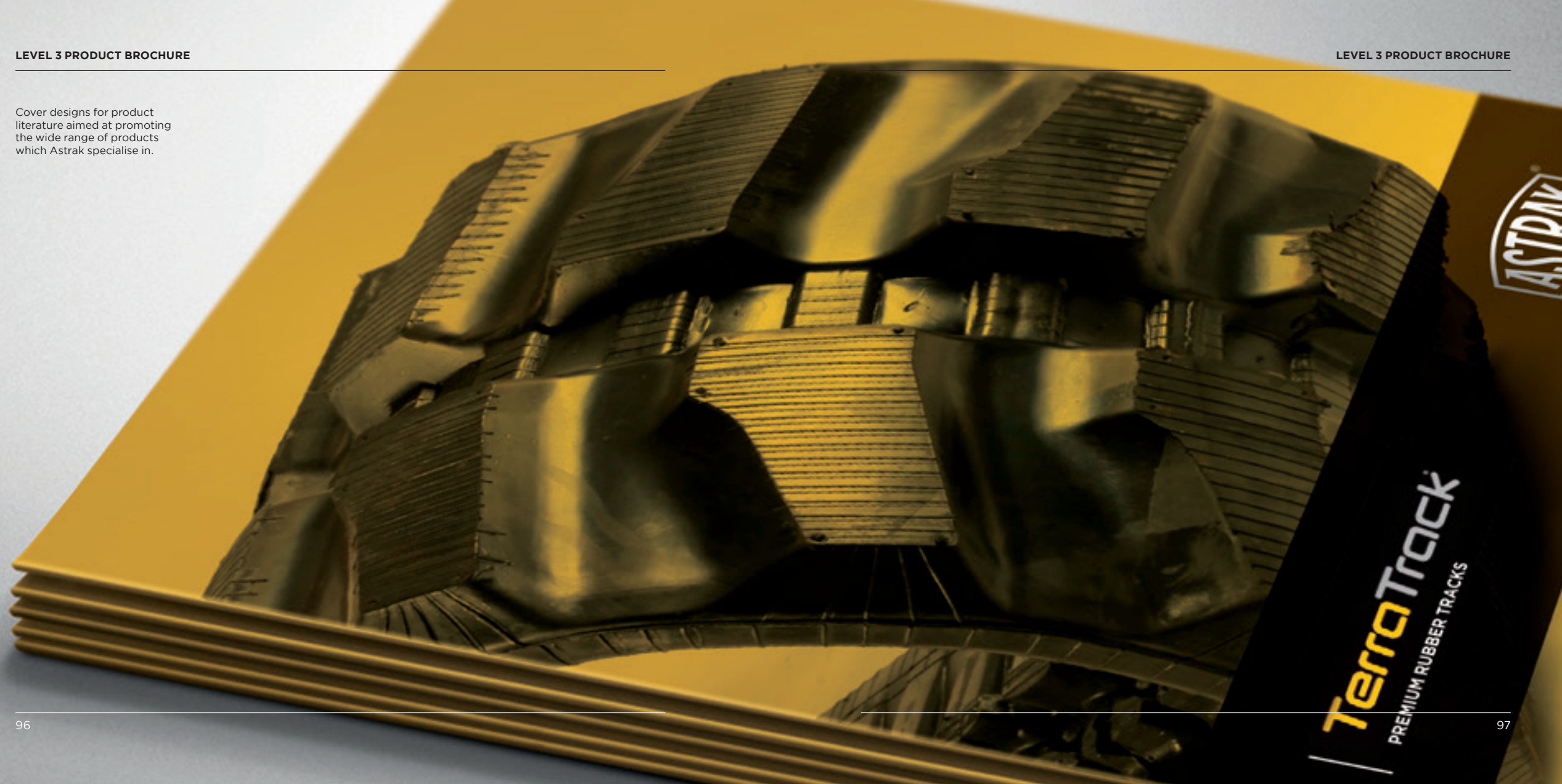
Brochure spread to show different styles for typography and page layout.



Cover design for a series of brochures used to highlight the specialised nature of Astrak's expertise and customer support within different industry sectors.



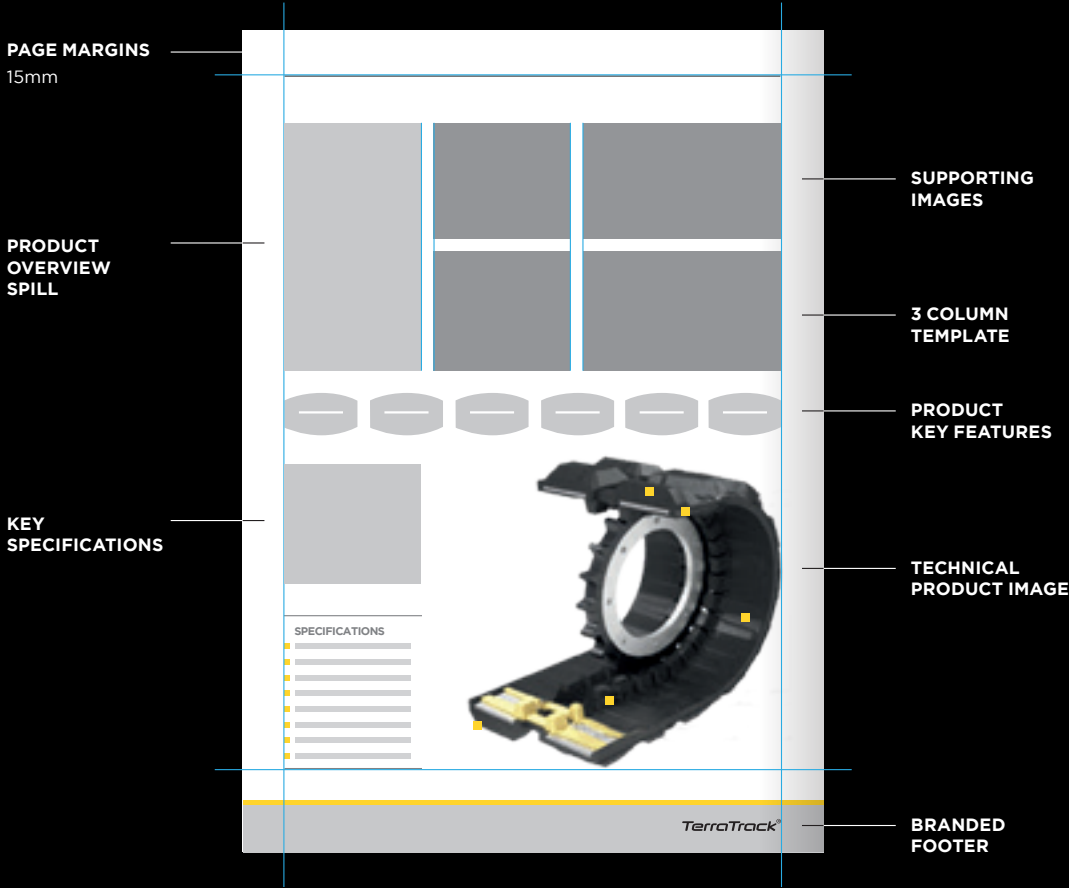
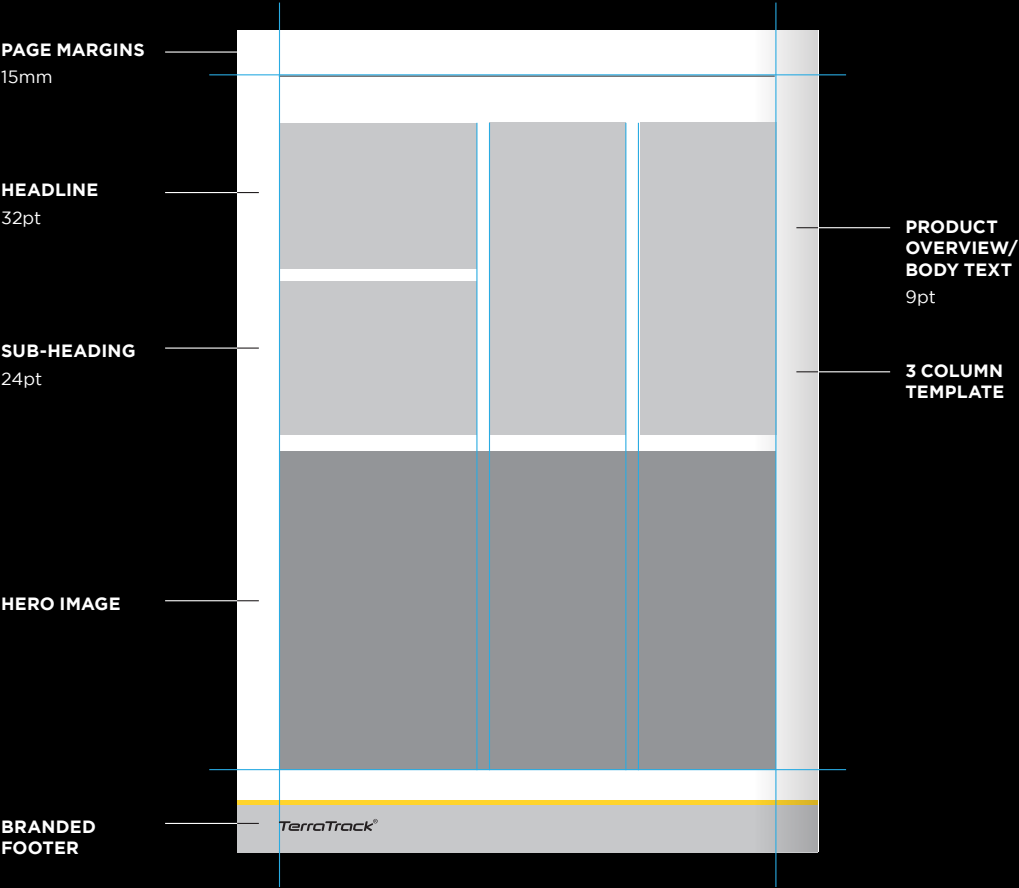
Cover designs for product literature aimed at promoting the wide range of products which Astrak specialise in.

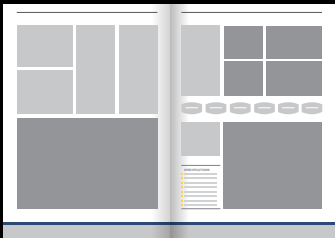
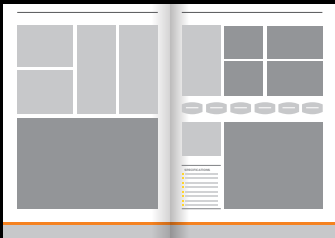
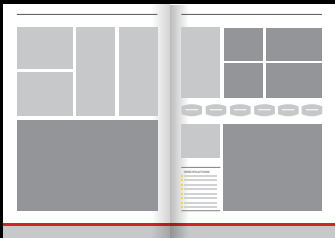
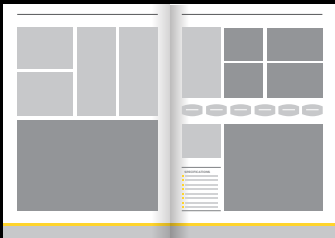
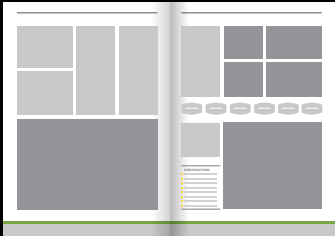
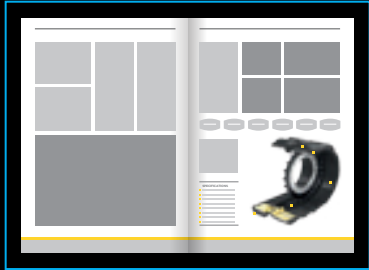




For literature with a focus on products the combination of mono imagery set against the blocks of solid yellow helps to reinforce the distinctive and bold look of the new Astrak brand.



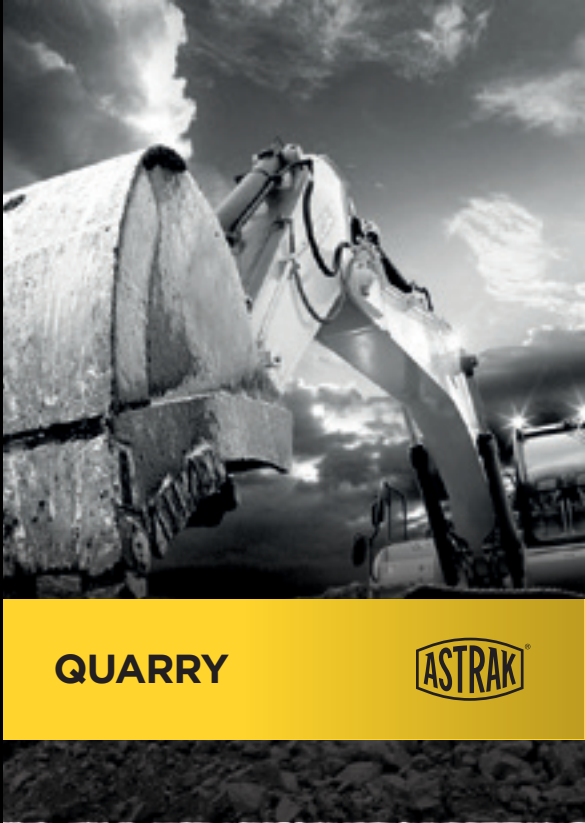




With sector and product based literature in place Astrak can effectively mix and match these as required.

This would be a simple process of taking sector covers and spreads and adding in the relevant pages from the range of product literature.

With printed literature also being used as PDFs for digital distribution, this delivers a very effective suite of communications for targeting new customers.



Employee communications should feature as a very important aspect of any Brand Build project.

This can be achieved through a simple booklet which communicates the core messages relating to the Astrak brand.



THE ASTRAK WAY



THE ASTRAK BRAND



VISION & VALUES

Keeping employees informed and involved with high-level communications will help Astrak hold on to their key people and will demonstrate to new candidates Astrak's commitment to this critical area of brand building.



THE NEXT THREE YEARS

DIGITAL

Arguably one of the most important range of communication channels in today's marketing mix falls under the description of 'digital'.

Websites, apps, presentations, digital marketing, video – all are vital channels for brand-building success. This is why digital communication plays such a significant role in the strategy work that we undertake for all brand-build projects.



FOR THE BEST ON EARTH

Search site



CUSTOMER LOGIN

HOME

PRODUCTS

PARTS

SUPPORT

INDUSTRIES

COMPANY

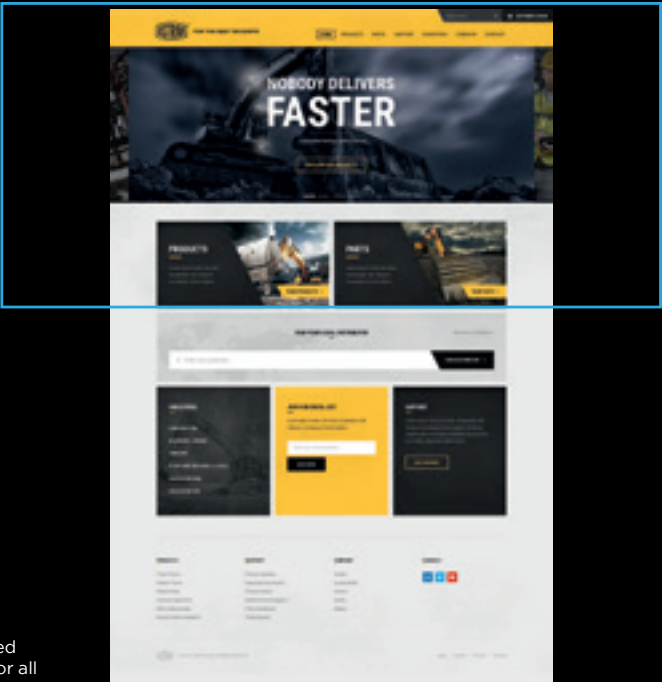
CONTACT

01/04

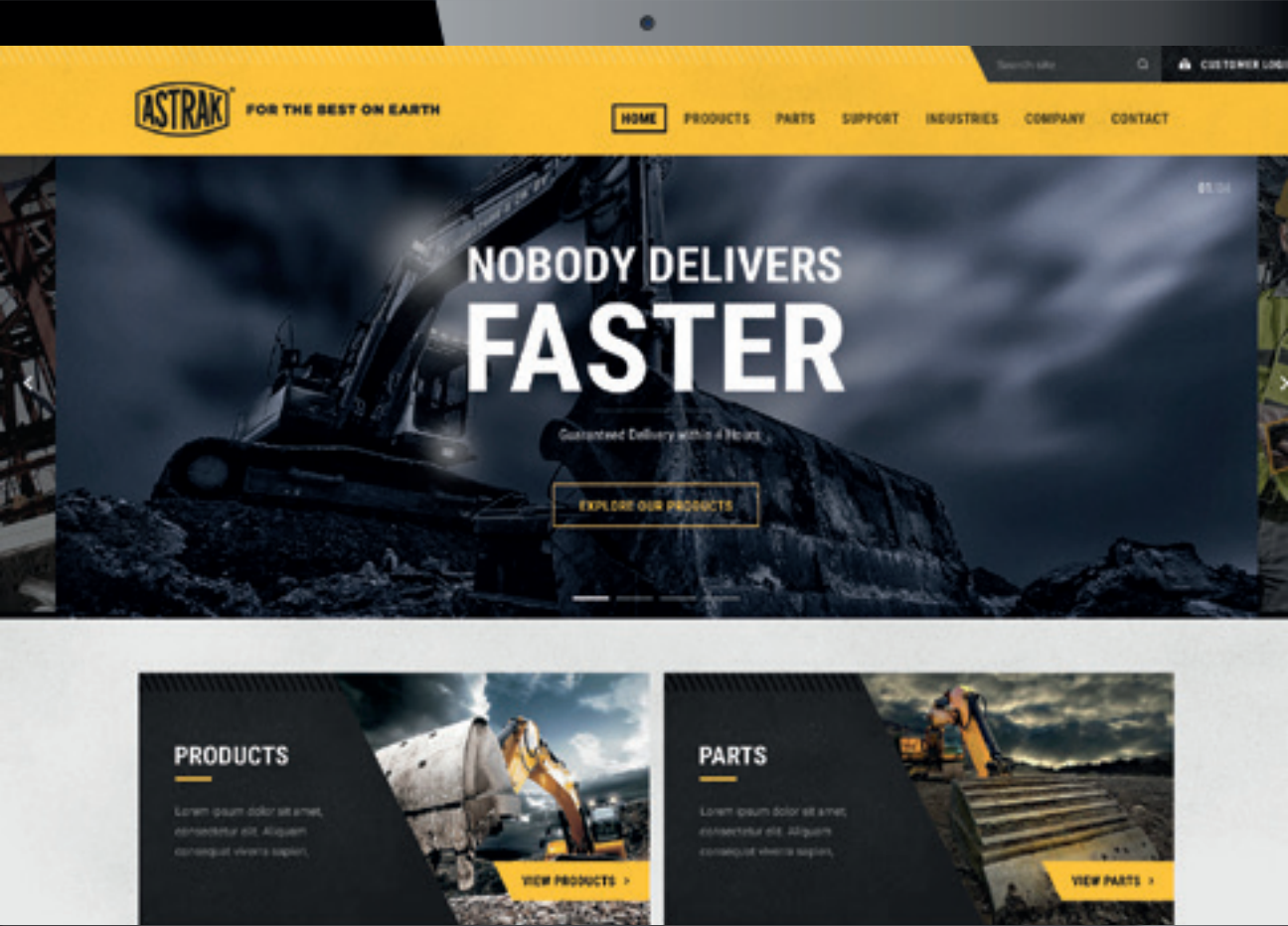
NOBODY DELIVERS FASTER

Guaranteed Delivery within 4 Hours

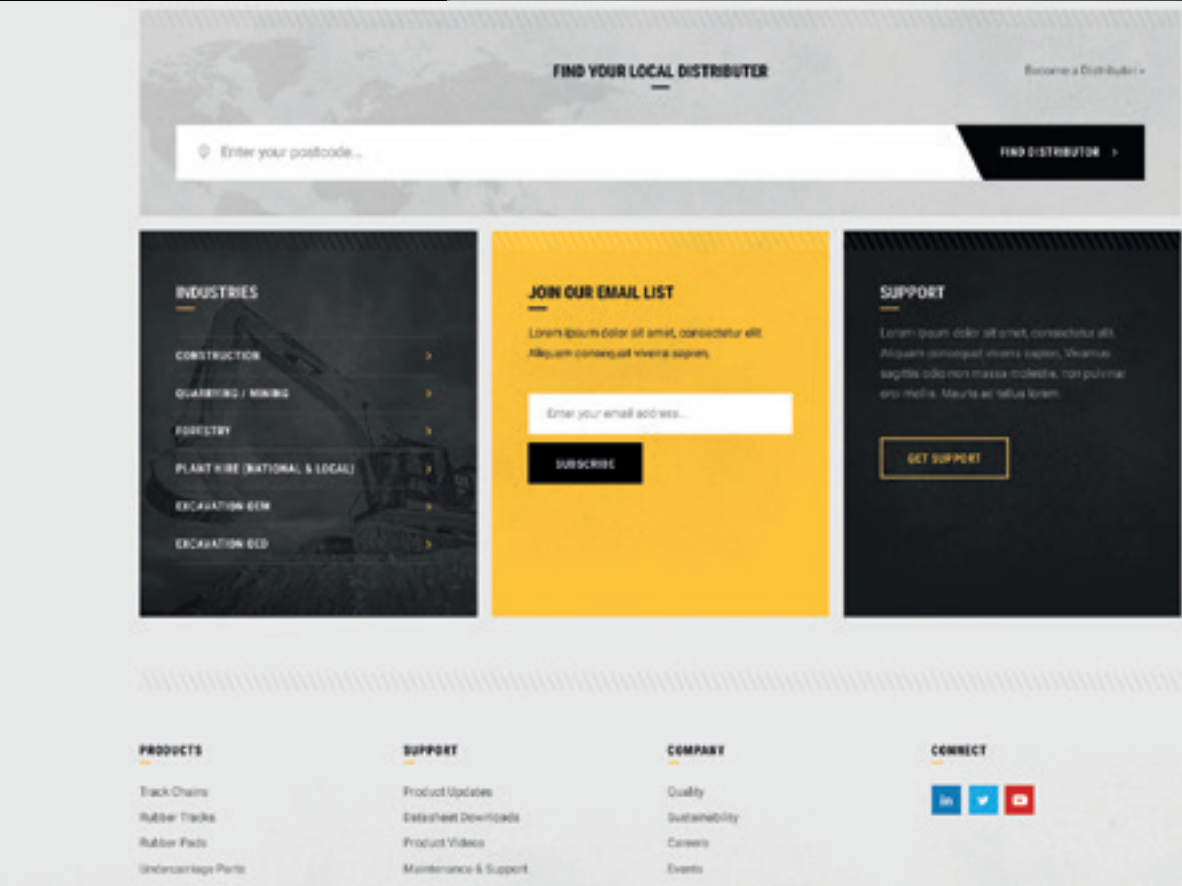
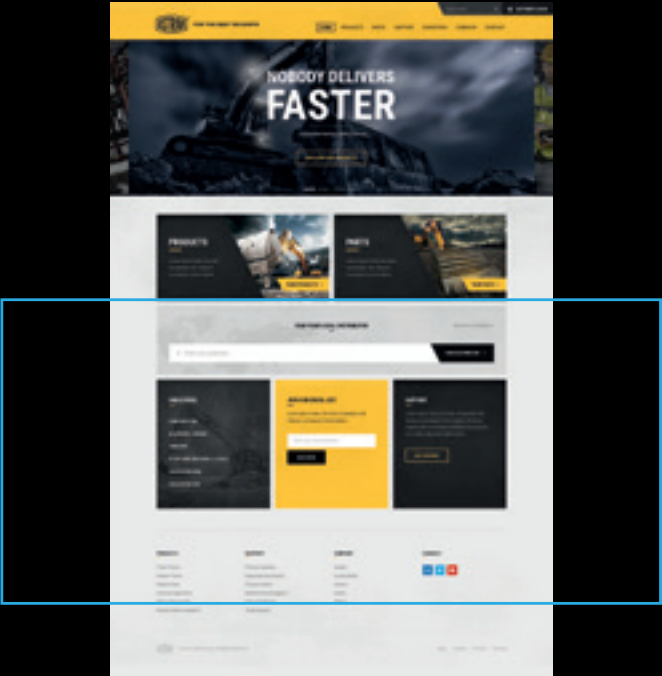
EXPLORE OUR PRODUCTS

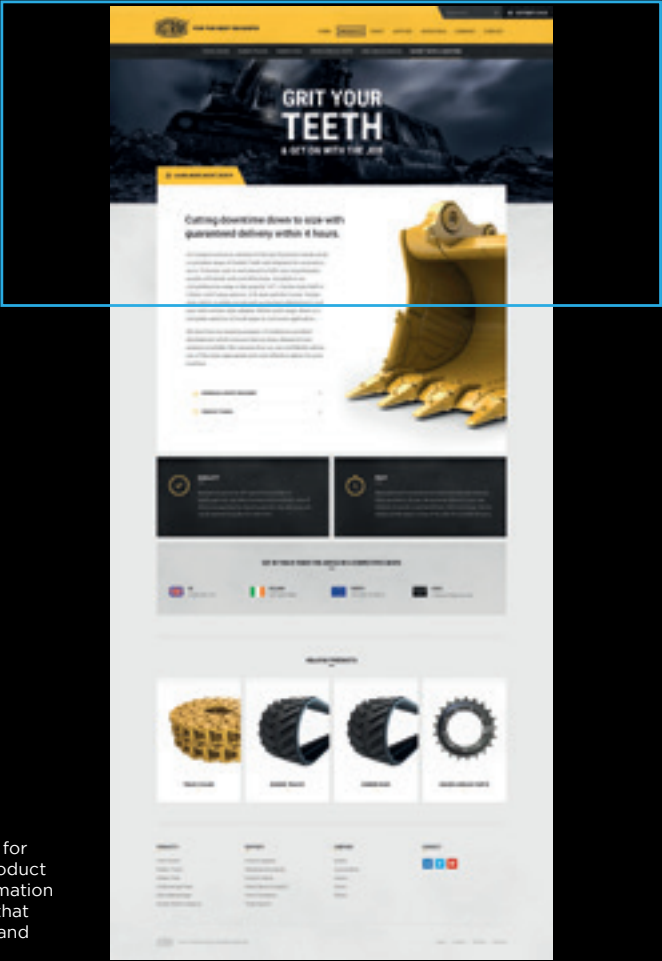


With the sitemap agreed and the visual styling for all Astrak communications set out, our digital team set about developing a series of interfaces that would place Astrak well ahead of the competition in quality, clarity of message and end-user functionality.

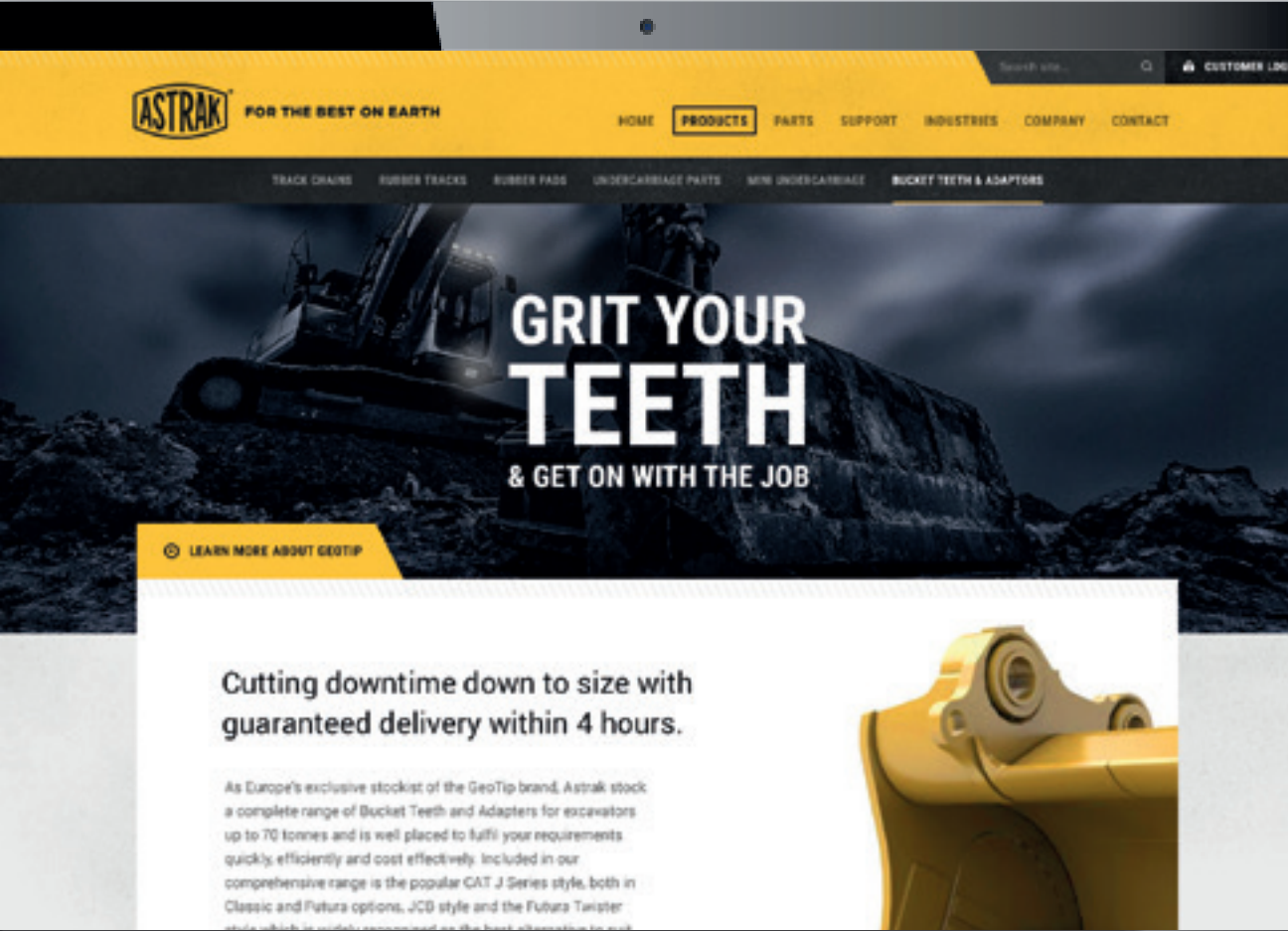


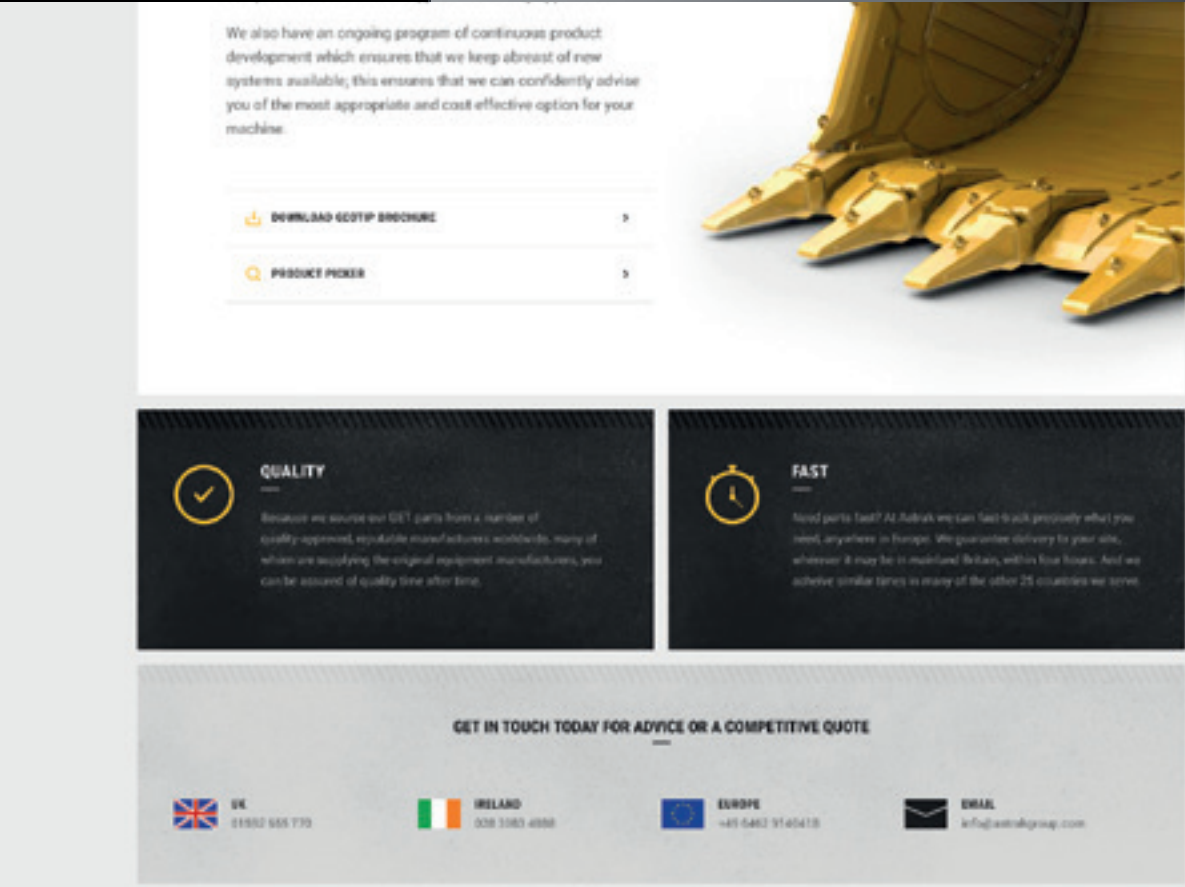
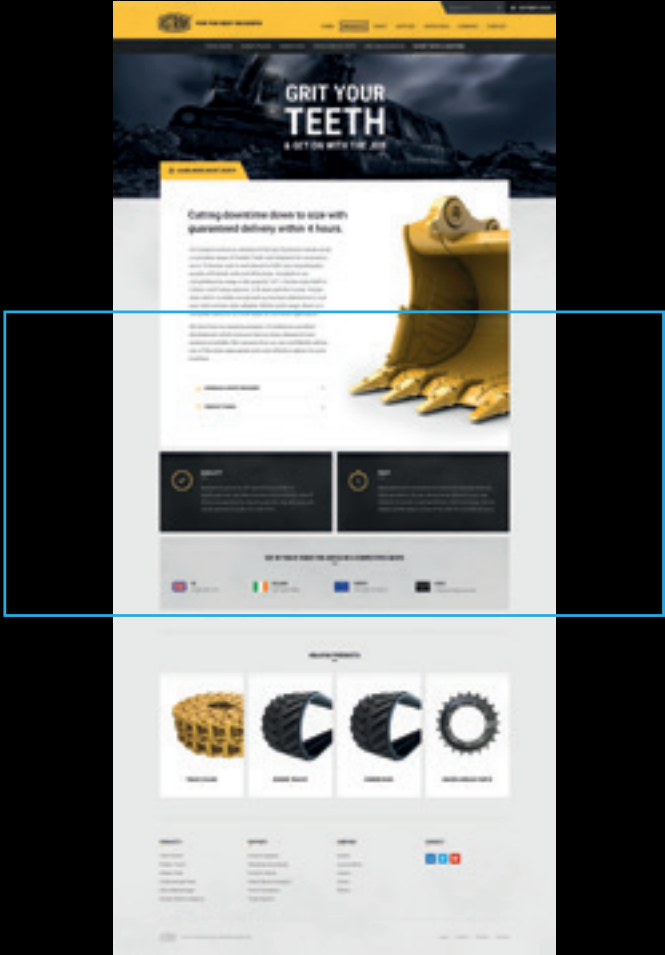
The homepage design utilised a single scroll function for ease of navigation and for effective delivery via mobile devices.

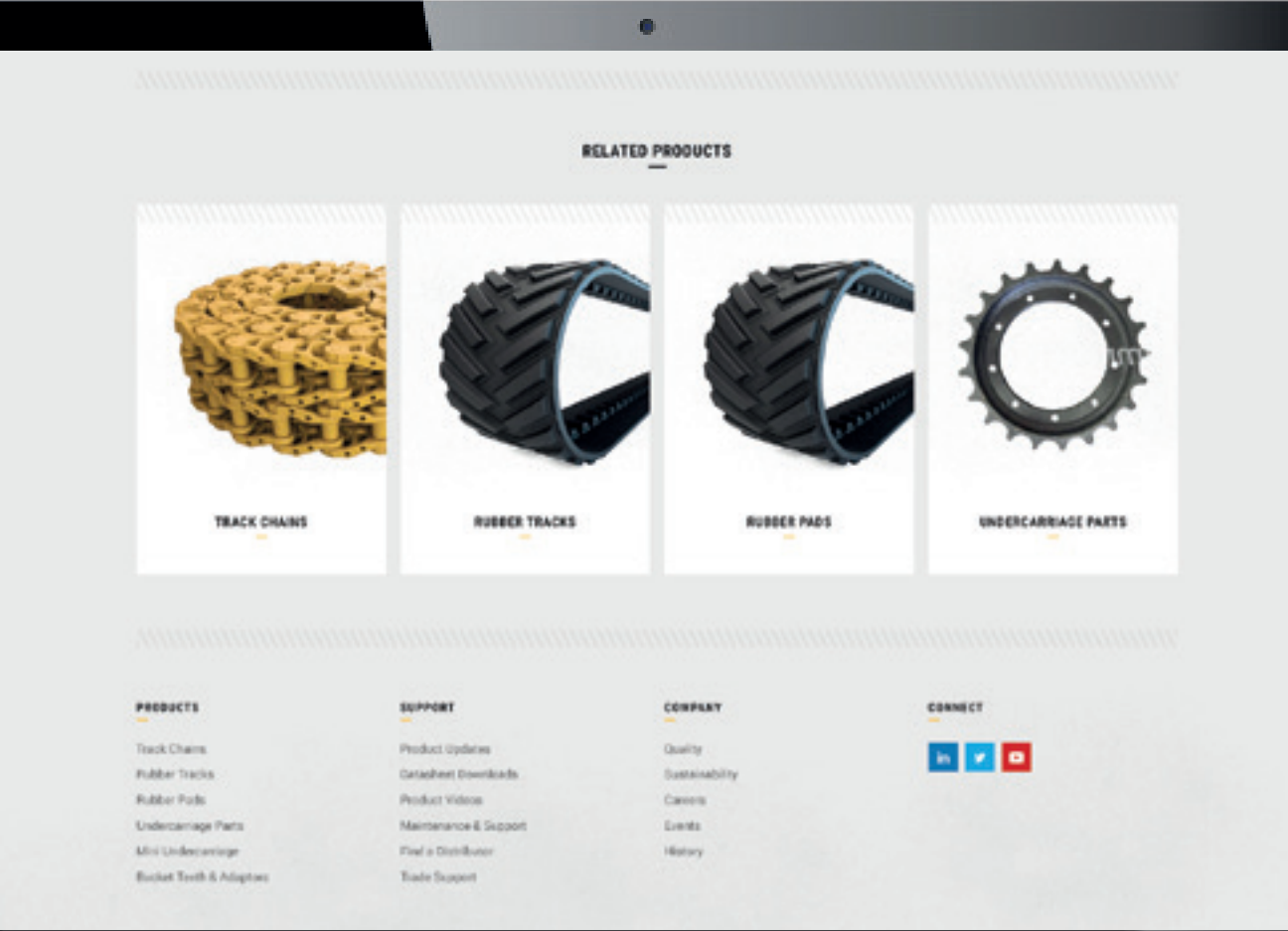




A style and framework for the development of product pages shows key information managed in a manner that retains the site's clean and professional look.

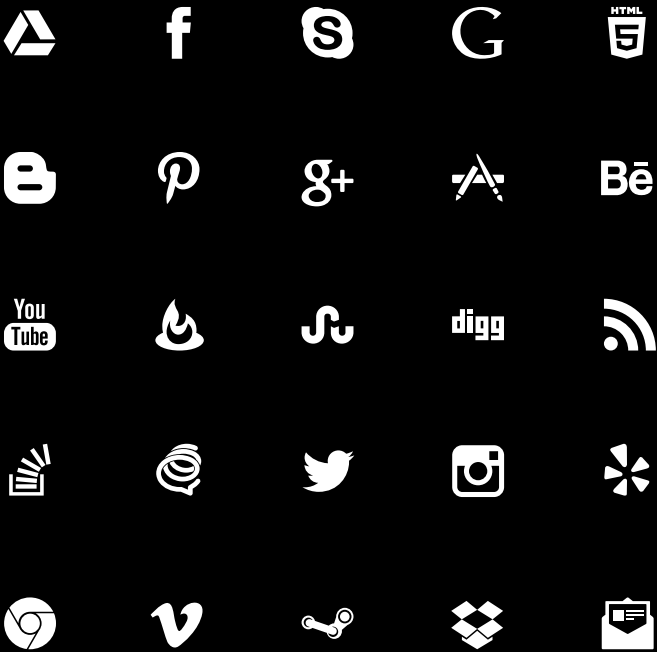






DIGITAL MARKETING

Digital Marketing within the B2B (Business to Business) sector is no longer a questionable investment. Leading and ambitious companies who work hard to build their brands have embraced the value and benefits that a professionally led Digital Marketing strategy can offer. And it is for this reason that we included it within the Brand Vision for Astrak.



As a starting point we set about an audience profiling exercise and discuss the type of social media channels that they are most likely to engage with.

TARGET AUDIENCE/USERS



Wholesale distributors
looking to stock
ASTRAK products



Direct industry
customers from
various sectors



Vehicle production
companies (OEM)
agreements

Once the channels have been selected we outline the main objectives to be met and the actions that are required.



EMAIL

Sign up to Campaign Monitor marketing software.

Create email marketing distribution templates.

Add newsletter sign-up form to your website.



LINKEDIN

Create company profile on LinkedIn account.

Use individual sharing and LinkedIn's company post advertising to increase range and engagement.



WEB - SEO

Improve search rankings for more generic web searches using longer-tail search terms.

Increase the existing domain ranking to help all search.



INFORM

Inform clients more actively about the quality of the product range along with any product updates or enhancements. Messaging around the flexibility of distribution contracts.



ENGAGE

Engage through LinkedIn. Distribute and share posts to targeted industry audience. Use Google Remarketing on the website to keep your brand front of mind for website visitors.



GATHER

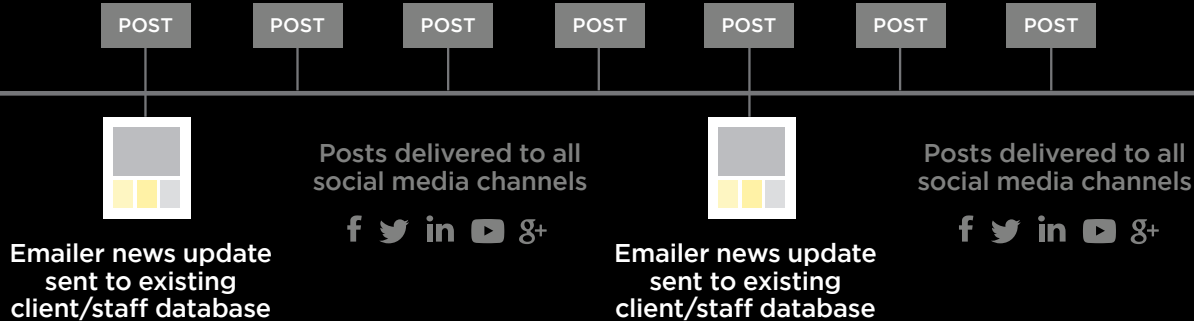
Use a combination of social channels and website to increase the audience through email distribution and targeted LinkedIn calls to action.

The graphic below shows a summary of the timeline and actions associated with our approach to Digital Marketing.

Q1

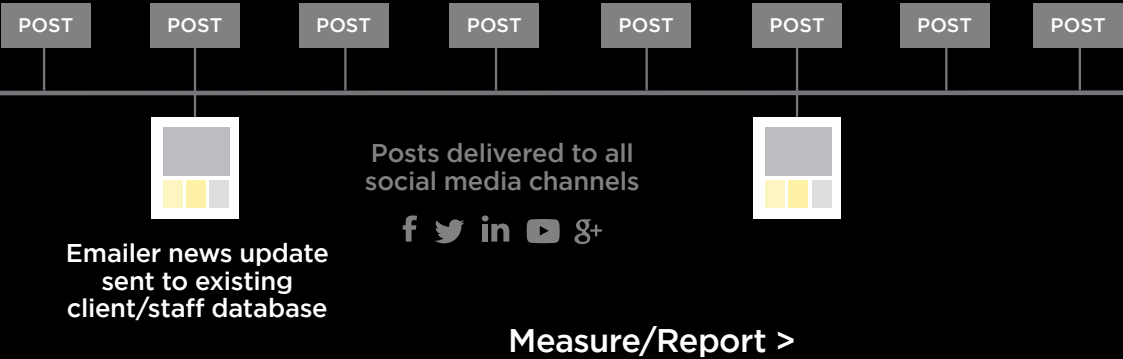
Establish subjects and agree content

Establish subjects and agree content

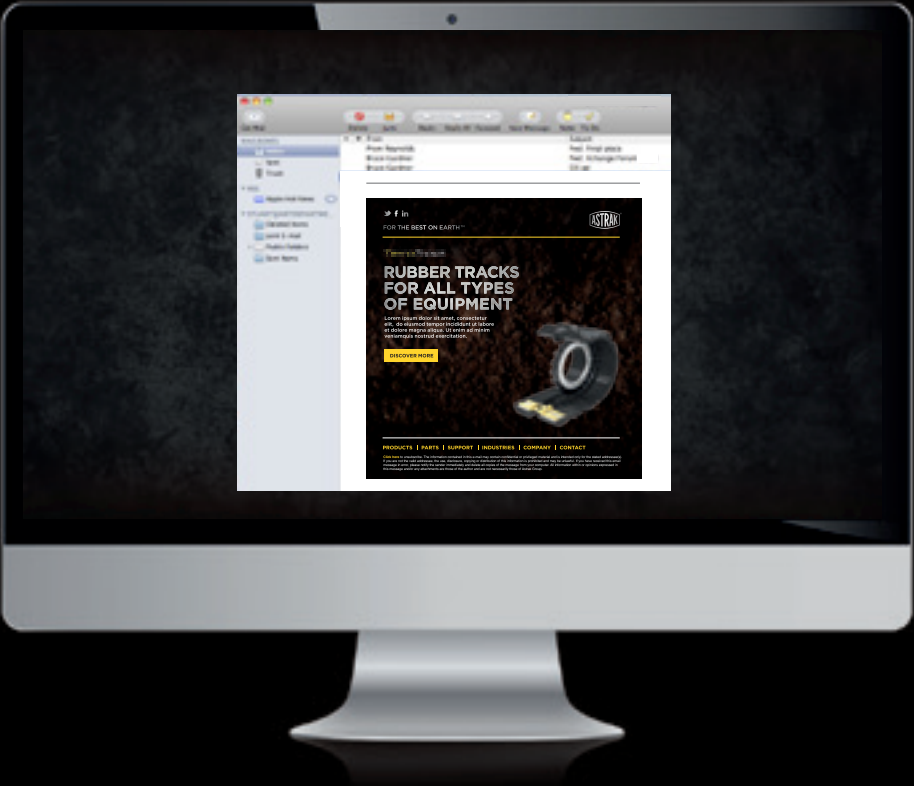


Q2

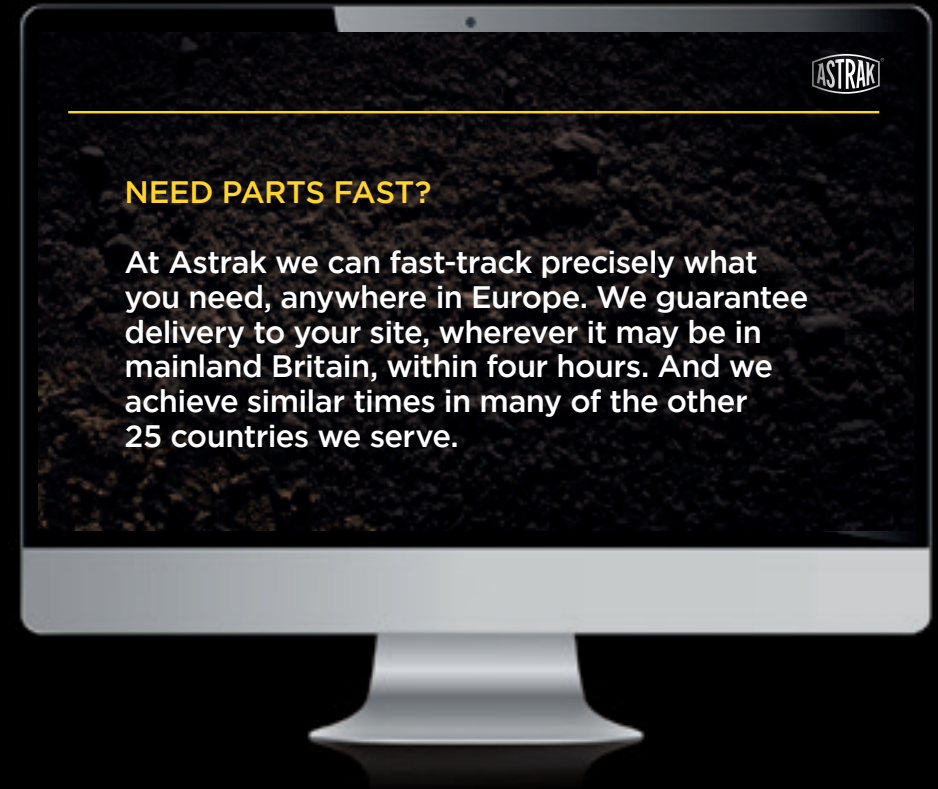
Establish subjects and agree content



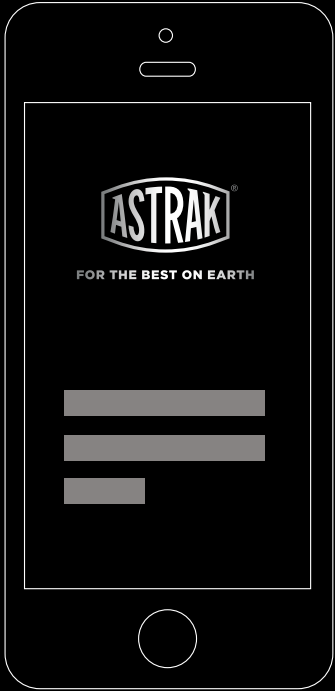
Visuals showing the flexibility and continuity of style we wanted to achieve across all digital marketing channels.



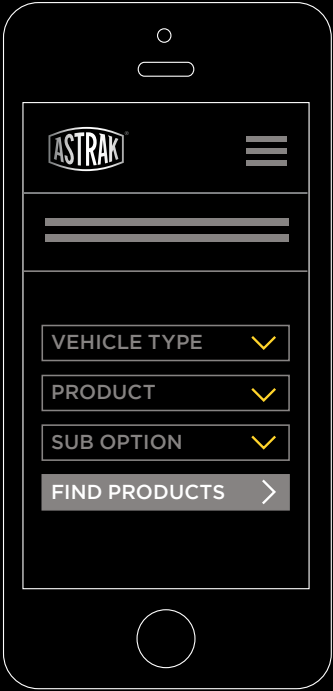
Presentation templates were designed to add significant visual interest and support for key presentations made by Astrak's sales and marketing teams.



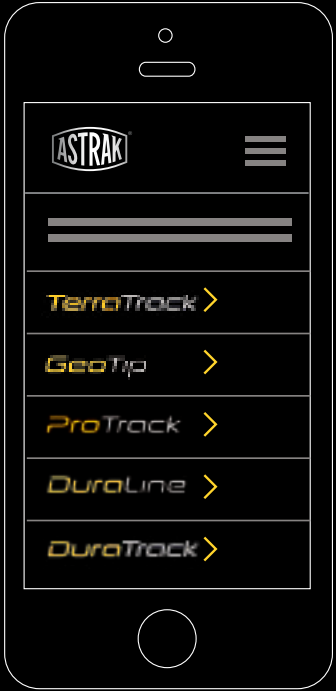
Ideas developed for discussion around potential use of a bespoke Astrak app for the further streamlining of the customer ordering process.



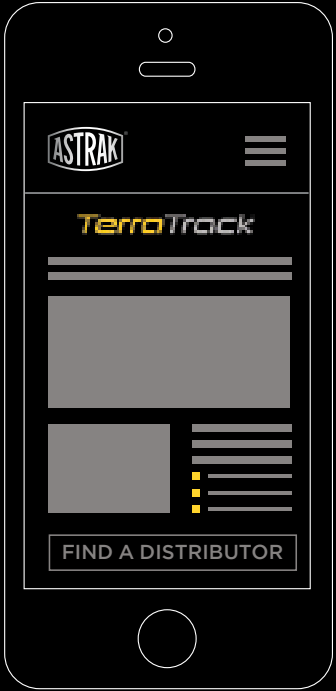
Login screen



Search for a product



Choose product category



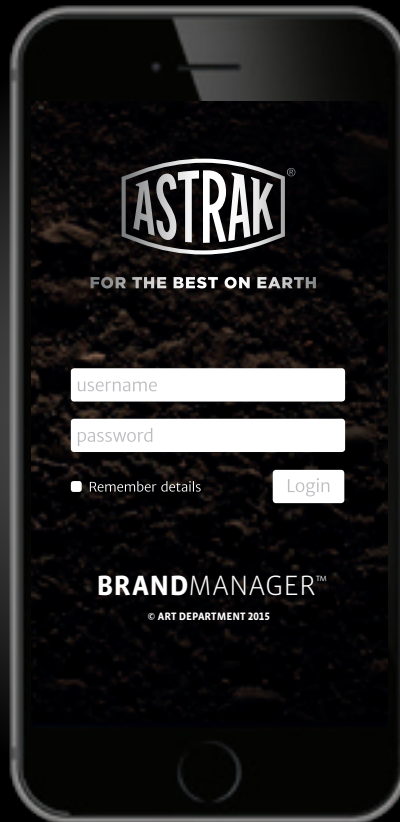
Product details/ Find a distributor



INTERNAL COMMUNICATION

We help companies to retain the best staff, attract great minds and build pride in the workplace.

We do this by highlighting the need for effective and regular internal communications.



Brand Manager™

Brand Manager is a unique online platform which helps companies improve their communications across every aspect of their business. Developed by brand consultancy Art Department, it delivers four powerful modules that bring a fresh approach to communications management for today's mobile workforce.



The Comms Platform Module is the perfect signpost to all areas of company communications.

- Promote your company vision
- Locate all presentations in one place
- Manage your HR communications
- Explain your company procedures
- Get access to important contact details
- Get access to templates for reuse

RESULTS:

Save time and money by increasing the levels of employee understanding in all areas of your business operations.



Fact Finder allows you to create questionnaires to improve internal and external communications.

EXTERNAL COMMS:

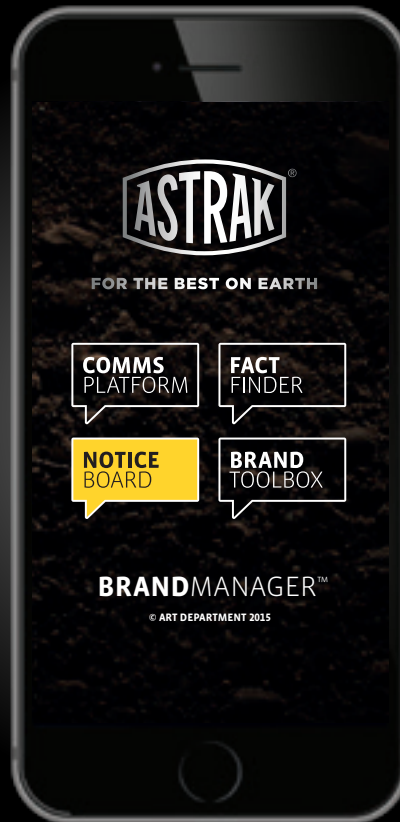
- Find out more about a client prior to a meeting
- Check the level of understanding after a meeting
- Check the level of satisfaction with your company

INTERNAL COMMS:

- Check the levels of knowledge within your team
- Encourage new ideas and thinking from employees
- Communicate the value of your company culture and brand

RESULTS:

By listening and acting on important feedback you will increase levels of engagement and respect from staff and clients.

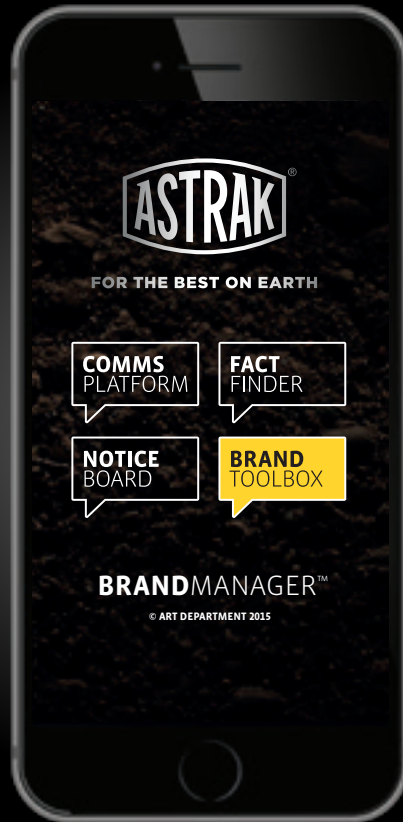


Notice Board is a notification system that helps you to keep everyone informed of company activities throughout the year.

- Keep staff, managers, associates and directors up to date with company news
- Audit the frequency and quality of internal communications throughout the year
- Promote achievements, new initiatives and future opportunities
- Build and promote a team culture

RESULTS:

The continuous and effective sharing of good news and important information will help retain key people.



Brand Toolbox gives you access to master artwork files and references from anywhere with an internet connection.

RESULTS:

You will save time and maintain brand consistency by having all master artwork in one place and accessible online.



ENVIRONMENT

By bringing your brand into the working environment you reinforce the value you place on having a strong brand to your employees and your clients. It is for this reason that we spend a lot of time thinking about this and developing ideas to present at our 'Vision' presentation.

Because this is a vision for Astrak we appreciate that not all our ideas get through to the implementation phase but when faced with the challenge of creating maximum impact, branded environments can often become a great talking point.



Ideas for using fret-cut steel lettering set onto a textured dibond comprising of aluminium and plastic layers either sprayed brown or using a self coloured product.



From the moment you walk through a company's front door a sense of their brand should be visible.

With this in mind we proposed using digital wallpaper to create an image of the signature 'earth' image across the entire wall to create a striking backdrop for the reception sign.



FOR THE BEST ON EARTH

Proposal for taking the earth image into the boardroom to create a very large and impressive backdrop image showing the geographic locations that Astrak have a presence in.



FOR THE BEST ON





Visual guides and ideas for taking the distinctive use of yellow into the working environment by tinting glass using semi-translucent vinyl.



Further use of the earth image along with large statements for reinforcing the company strapline within the working environment.



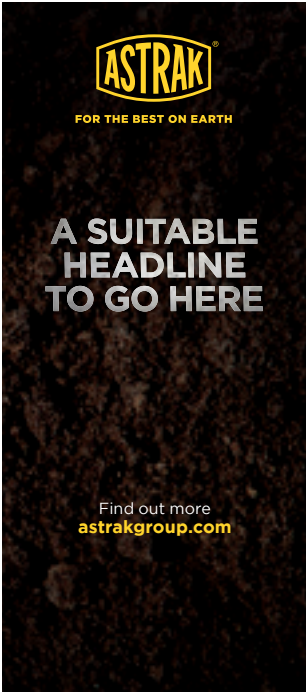
BRANDED FLAG

TRACK INSPIRED STRUCTURE

BRANDED GLASS

With the creation of a brand Vision we can explore ideas that we recognise may never be adopted. This was one of those moments and we couldn't resist showing just how impressive this custom designed stand would be.

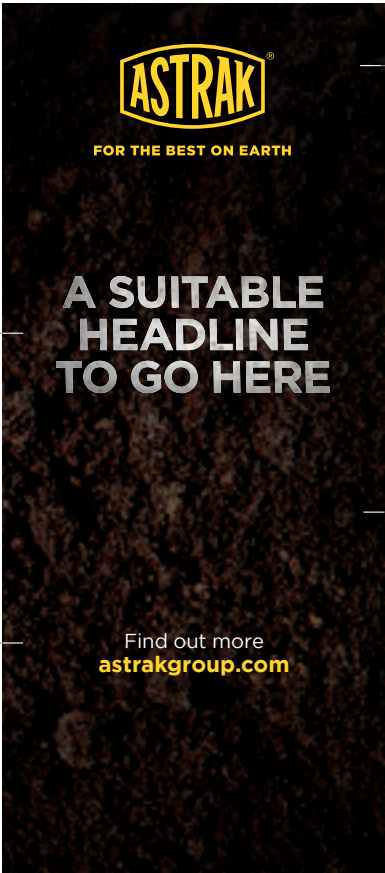
RUBBER SURFACE WALKWAY



Styling for a range of single sail pull-up banners which are ideal for the branding of small events.

Gotham Bold with Rough Steel Texture

Gotham Book & Bold



Large scale ASTRAK ID with strapline

Main Earth Background

department

This book has been lovingly crafted by our design team as a review of the work carried out for the Astrak Brand Strategy.

We would like to take this opportunity to thank the directors at Astrak for placing their trust in the Art Department, their commitment to our approach and their involvement at every stage.



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department

ABERDEEN

1 Rubislaw Place
Aberdeen AB10 1XN
T: +44 (0)1224 620872

EDINBURGH

The Corn Exchange
Edinburgh EH6 7BS
T: +44 (0)131 561 7285

BERGEN

Bryggen 15, Bryggen
5003 Bergen Norway
T: +47 930 26 666

E: info@artdepartment.co.uk

www.artdepartment.co.uk