



BusinessPort™
PROCESS INSIGHT

Context

A brand built around premium products and services

Like most of our brand building projects the need for building the BusinessPort brand was driven by the person at the top of the organisation. In this case, Peter Shields the company managing Director. BusinessPort are a software company who specialise in software solutions aimed at simplifying business processes for the oil and gas, utility and nuclear sectors. At the time of this branding initiative they were embarking on a strategy of business growth and expansion into other countries.

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.

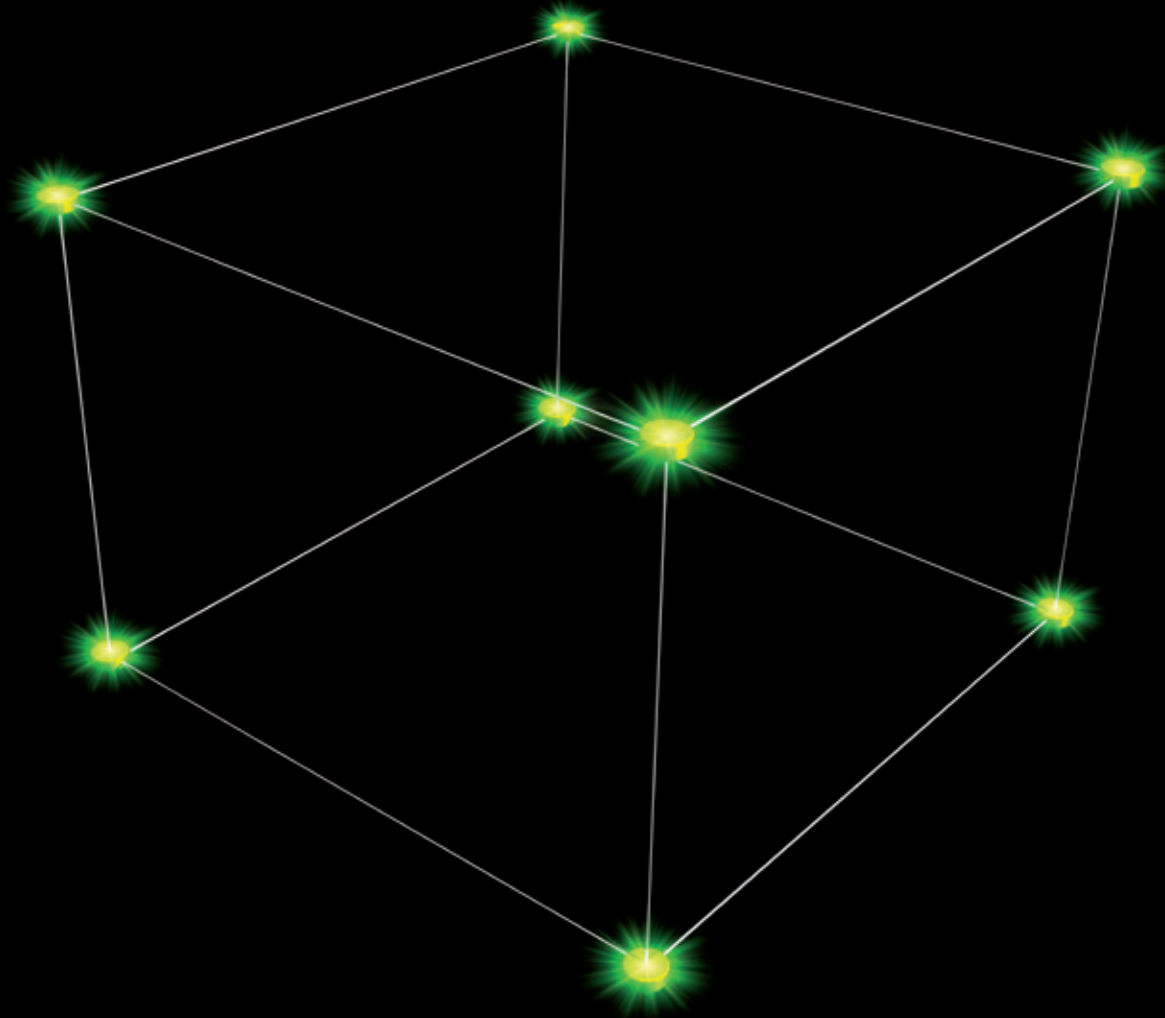


The brief

To help support a period of expansion and growth the BusinessPort Brand needed to become more visible, with corporate communications that would leave an impression with those targeted as potential clients. It also needed to show their existing client base that BusinessPort had a serious presence in this competitive market with a range of new products and services on offer.

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.



Research

The software business is clearly a competitive market and from our research we could see that design had a significant influence on software companies who were enjoying success. In the space that BusinessPort occupy there were many companies that were failing to portray an image of confidence and quality that the market now expects so it was an exciting challenge to develop the BusinessPort brand to a quality level that would be head and shoulders above others.

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.

Planning

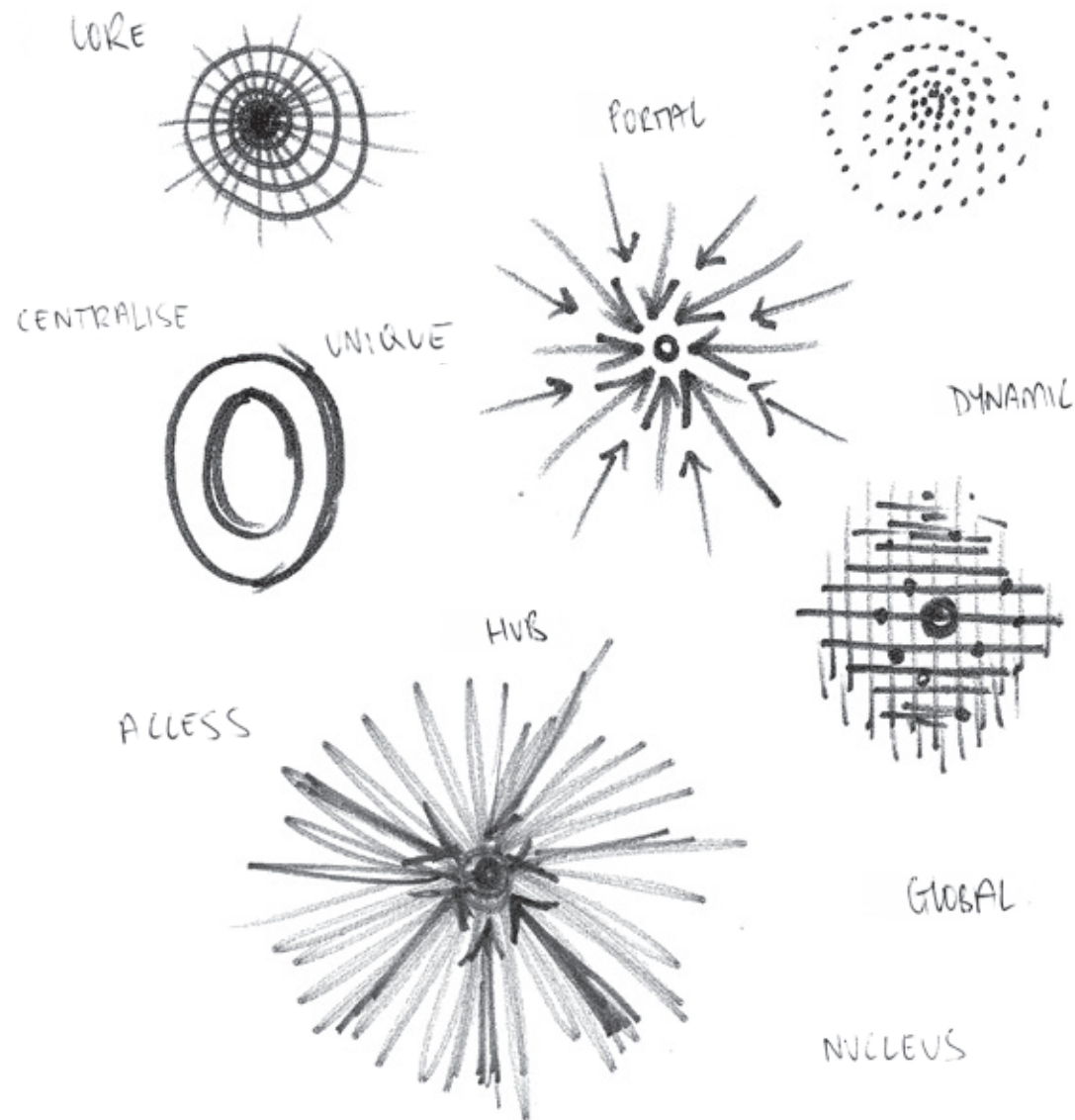
1	IDENTITY	PRINT	DIGITAL	ENVIRONMENT
	Audit Name/Identity Guidelines	Audit Corporate Literature Stationery	Audit Website Intranet / Extranet	Audit Signage (Exterior) Signage (Interior)

2	IDENTITY	PRINT	DIGITAL	ENVIRONMENT
	Brand Manual Merchandise	Sales Literature Ad Campaign Internal Comms.	SEO + Support Email Campaign Presentations	Livery Reception/Interiors Exhibition/Display

3	IDENTITY	PRINT	DIGITAL	ENVIRONMENT
	Toolkit	Reports Direct Mail Newsletter	Social Media Corporate Film TV/Cinema Ads	Advertising (Outdoor) Ambient / Guerilla

Like all our brand-building projects the first task was a series of fact-finding meetings to get a thorough understanding of their business objectives and current communications. With BusinessPort we ran a 1/2 day workshop to discuss their positioning strategy and present our results from the online brand audit we conducted prior to the meeting.

~ The Art Department brand-building matrix.



Concept

With such a great company name we felt the need to somehow build on the concept of a Business Port. A doorway to greater things, a hub, the core of business improvements, something dynamic, alluring, effective and positive. With such ideas the explosion of light and circular movement was developed until we reached the point where the look and feel was just right.

The positioning through the letter O in Port was to reinforce the concept of a gateway or hub to process excellence and insight.

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.



Identity

For BusinessPort we wanted to create a brand hierarchy that would work for the company Identity and also for software product sub-branding using elements from the main identity for visual consistency. We also developed a descriptor that would allude to the business type and value on offer without it being too literal and bland. With 'Process Insight' we arrived at a succinct solution.

Our service areas

We operate across four main areas:

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



BusinessPort™
PROCESS INSIGHT

^ Master Logo

> Reversed Logo

BusinessPort™
PROCESS INSIGHT

> Mono – Logo

BusinessPort™
PROCESS INSIGHT

> Mono – Reversed Logo

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PROCESS INSIGHT



^ Logo clearspace requirement.
The clearspace requirement is dictated by the height of the capital 'B' of the BusinessPort logotype.

Helvetica Bold

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0	!	?	/

PMN CAECILLIA 75 Bold

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	0	!	?	/

^ Corporate typefaces





agility

^ Master Logo

> Mono - Logo

agility

> Mono - Reversed Logo

agility

^ As part of the overall identity work we developed the product branding for Agility, BusinessPort's Business Management System.



Print

To punch out the vivid green icon used throughout all Identity applications we made use of a bold palette with large areas of black. An oversize positioning brochure, black business cards and distinctive stationery all helped to differentiate the BusinessPort brand and achieve a high element of 'stand-out'.

Our service areas

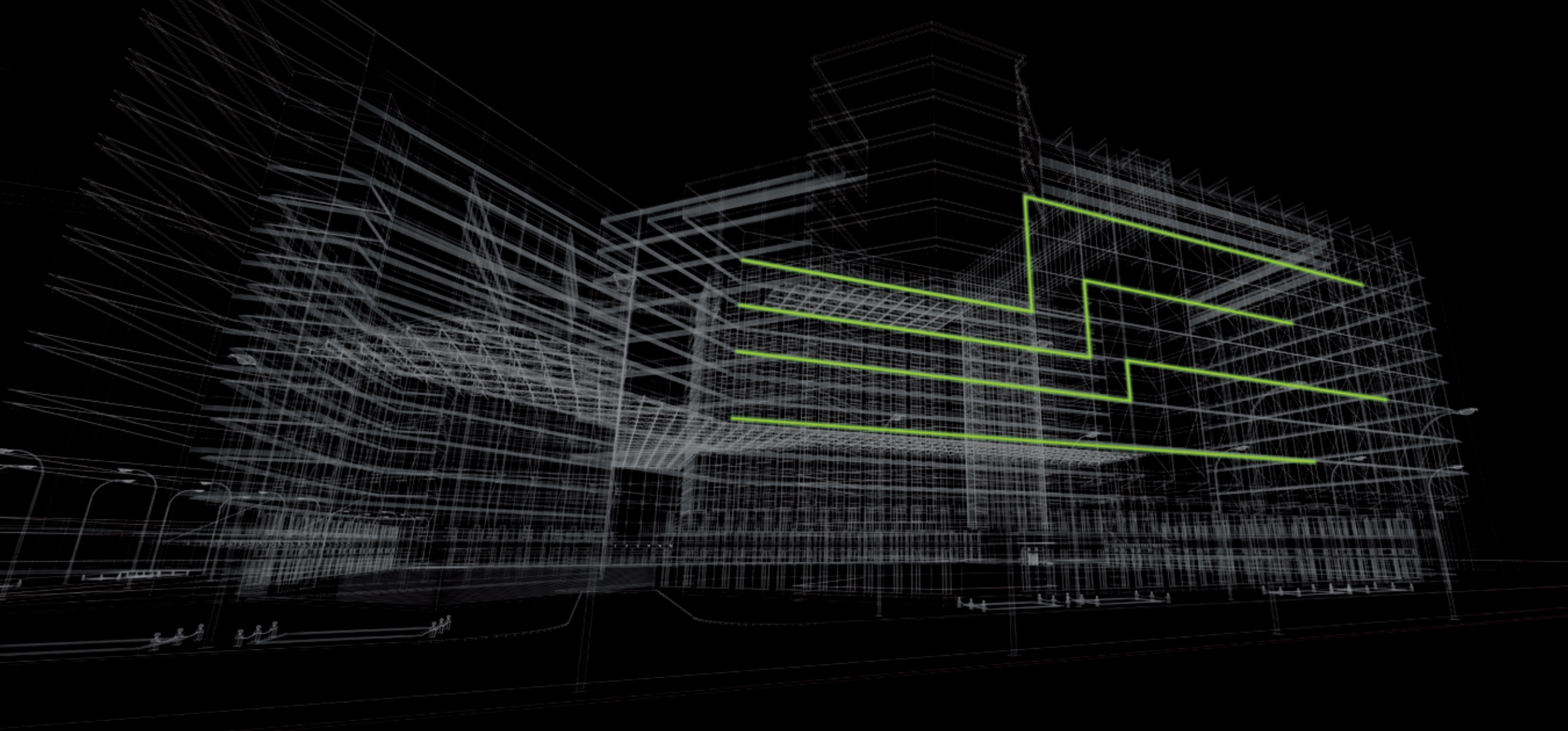
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-





◁ Highly stylised illustrations were featured throughout the brochure giving the communication it's own unique look.





^ Corporate brochure



^ Brochure

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



Having a distinctive style delivered consistently across all corporate communications helps build instant recognition of the BusinessPort Brand.



^ Advertising
A series of full page ads were pitched to show the visual impact they would have within industry magazines.

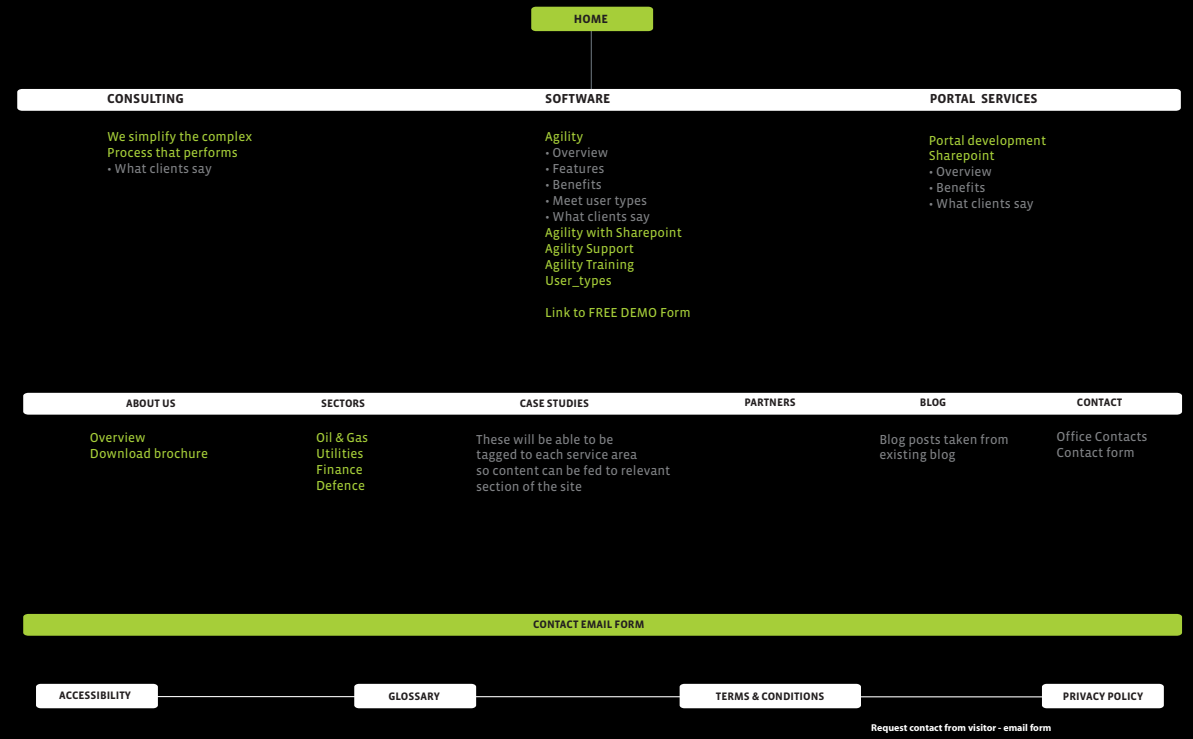
Digital

As you would expect with a software based company the website would act as one of the main marketing tools to help meet their ambitious growth targets. The website was delivered with our bespoke Content Management System (CMS) in place allowing BuisnessPort staff to edit any part of the site without the need for our involvement. Multi platform and content rich the new site was very well received by all stakeholders and continues to act as their most visible marketing tool.

Our service areas

We operate across four main areas:

- > Identity
- > Print
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- > Environment



^ The first stage with all website projects is to identify and agree the overall site structure using a site map.





^ Scalable to fit tablets and smartphones.





^ PowerPoint



^ A suite of branded templates were provided to ensure continuity of style across all company presentations.

Environment

With such a distinctive new Identity and a highly visible company location the new sign played and continues to play a significant role in advertising the presence of BusinessPort to a large passing crowd on a very busy Aberdeen street. For multiple use in workshops and events, display banners were also delivered as part of the re-brand programme.

Our service areas

We operate across four main areas:

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





^ Ideas for high profile displays were presented as part of the overall brand expression.

agility

Process Simplicity
Controlling **Risk** and **Compliance** through
Process Management

"The Agility Business Management System
is one of the best examples of its type."
Lloyd's Register Auditors (LRQA) after a periodic audit of Siemens

BusinessPort™
PROCESS INSIGHT

Discover more at www.BusinessPort.net

BusinessPort™
PROCESS INSIGHT

Knowledge +
Experience =
Process Insight

We simplify the complex.
Streamlining your operational
practices to improve **integrity**,
efficiency and **transparency**.

Discover more at www.BusinessPort.net



JCDK&A

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simplify the complex

BusinessPort

Microsoft | SAP | Salesforce

curve.

Where are you on it?

FORTIS

curve.

Where are you on it?

FORTIS

department

Design specialists in brand building

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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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