

## 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 problemsolving 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.

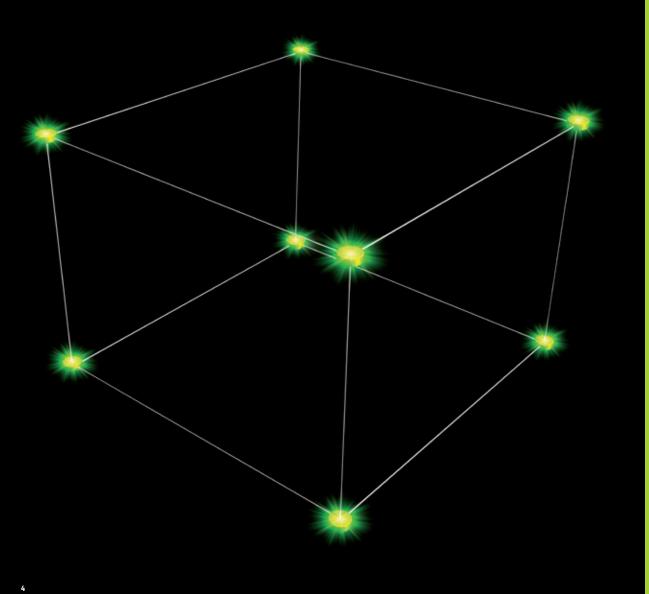
With every project undertaken we meet to clarify and formulate the creative brief, to help set clear objectives that effectively tie-in with our client's business and marketing requirements.

# 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

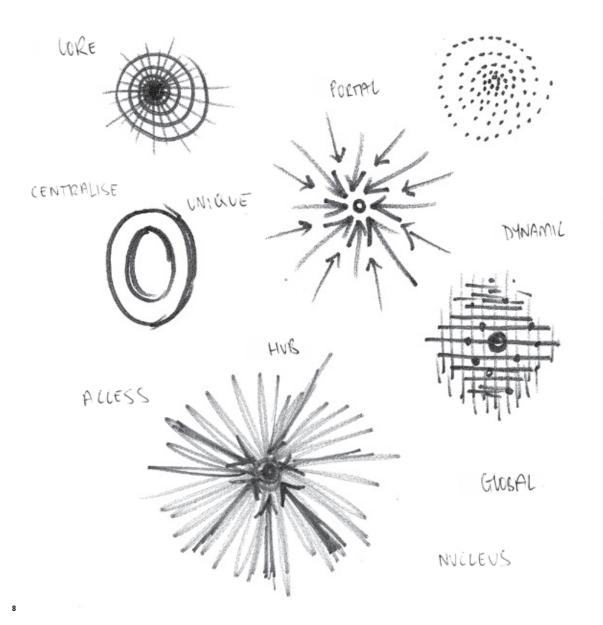
Like all our brand-building projects the first task was a series of fact-finding meetings to get a thorough understanding of their business objectives and current communications. With BusinessPort we ran a 1/2 day workshop to discuss their positioning strategy and present our results from the online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

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

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

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

^ 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.

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# 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

# Business Port





^ Master Logo

Reversed Logo



🔌 Mono – Logo

Mono – Reversed Logo





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

### Helvetica Bold

Α	В	C	D	E	F	G	Н		J	K	L	Μ
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а						g						
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### PMN CAECILLIA 75 Bold

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^ Corporate typefaces



# COULD STATUS

> 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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## Business Port

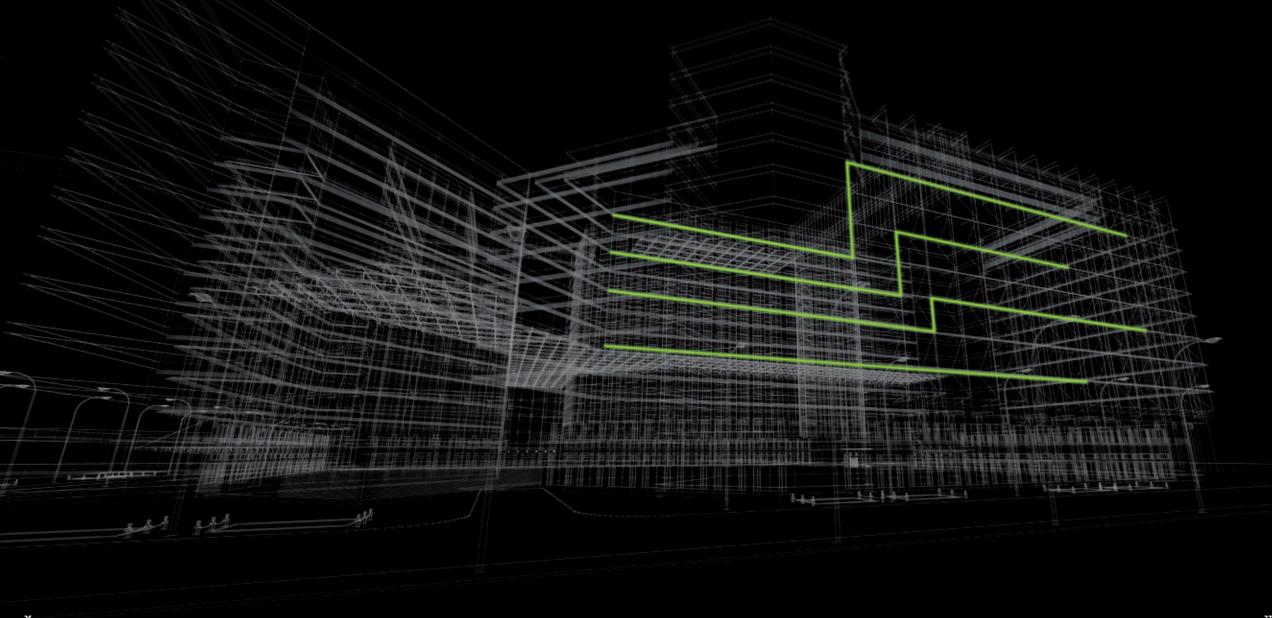




^ Stationery suite



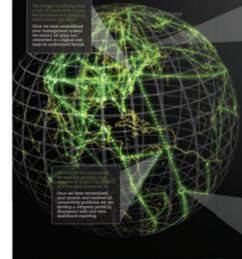
<sup>c</sup> Highly stylised illustrations were featured throughout the brochure giving the communication it's own unique look.







^ Corporate brochure



As one of the first companies in the UK to develop business management software we have built up **a global understanding** of process inefficiencies and the common traps that medium and large organisations find themselves in.

^ 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.

### ENERGY UPDATE

Investing in the future of the oil and gas industry

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### ^ Advertising

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



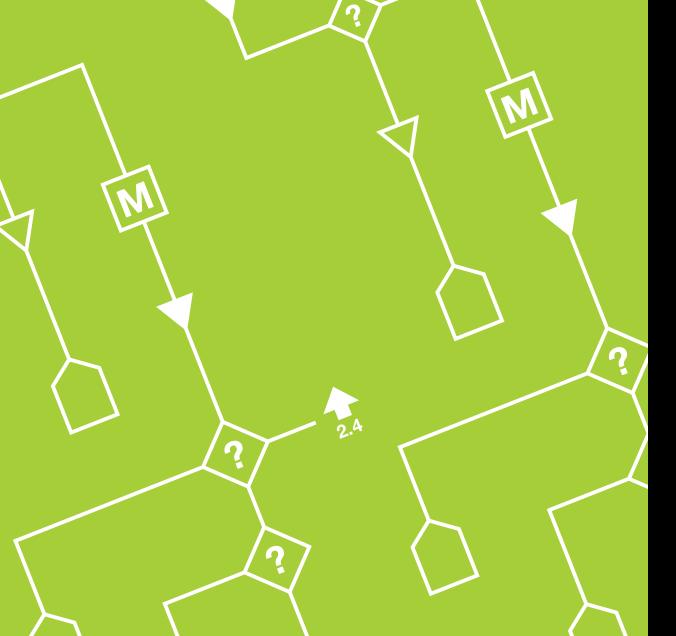
# Digital

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
- > Digital
- > Environment



	НОМЕ	
CONSULTING	SOFTWARE	PORTAL SERVICES
We simplify the complex Process that performs • What clients say	Agility • Overview • Features • Benefits • Meet user types • What clients say Agility with Sharepoint Agility Support Agility Training User_types	Portal development Sharepoint • Overview • Benefits • What clients say
	Link to FREE DEMO Form	

ABOUT US	SECTORS	CASE STUDIES	PARTNERS	BLOG	CONTACT
Overview Download brochure	Oil & Gas Utilities Finance Defence	These will be able to be tagged to each service area so content can be fed to relevant section of the site		Blog posts taken from existing blog	Office Contacts Contact form



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

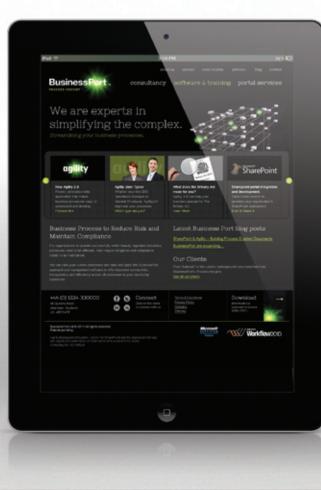


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^ Website





^ Scalable to fit tablets and smartphones.





^ PowerPoint

## 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.

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simplify the complex

W/ Workfaurco

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

BusinessPo



## 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 Auditor (JRQA) after a periodic audit of Stemens



Discover more at www.BusinessPort.net



### Knowledge + Experience = **Process Insight**

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

Discover more at www.BusinessPort.net



### department

### Design specialists in brand building

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T: +44 (0)1224 620872 info@artdepartment.co.uk This book has been lovingly crafted by our design team at the Art Department to shed light on our creative process.

About us

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: gerry@artdepartment.co.uk

### www.artdepartment.co.uk

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### department

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