



# Context

## Developing the brand of a global group

Global shipping and energy services company, The Craig Group combines the strength of four specialist divisions in the areas of offshore support vessels, oilfield procurement, fishing and leisure.

They have always viewed their brand as an important element in their business success and recognised the opportunity to take it to the next level during their 75th year of trading.

After approaching a range of consultancies they found the Art Department best suited to further develop their brand across all areas of corporate communications.

This book presents the brand-building work we have developed for The Craig Group to date.

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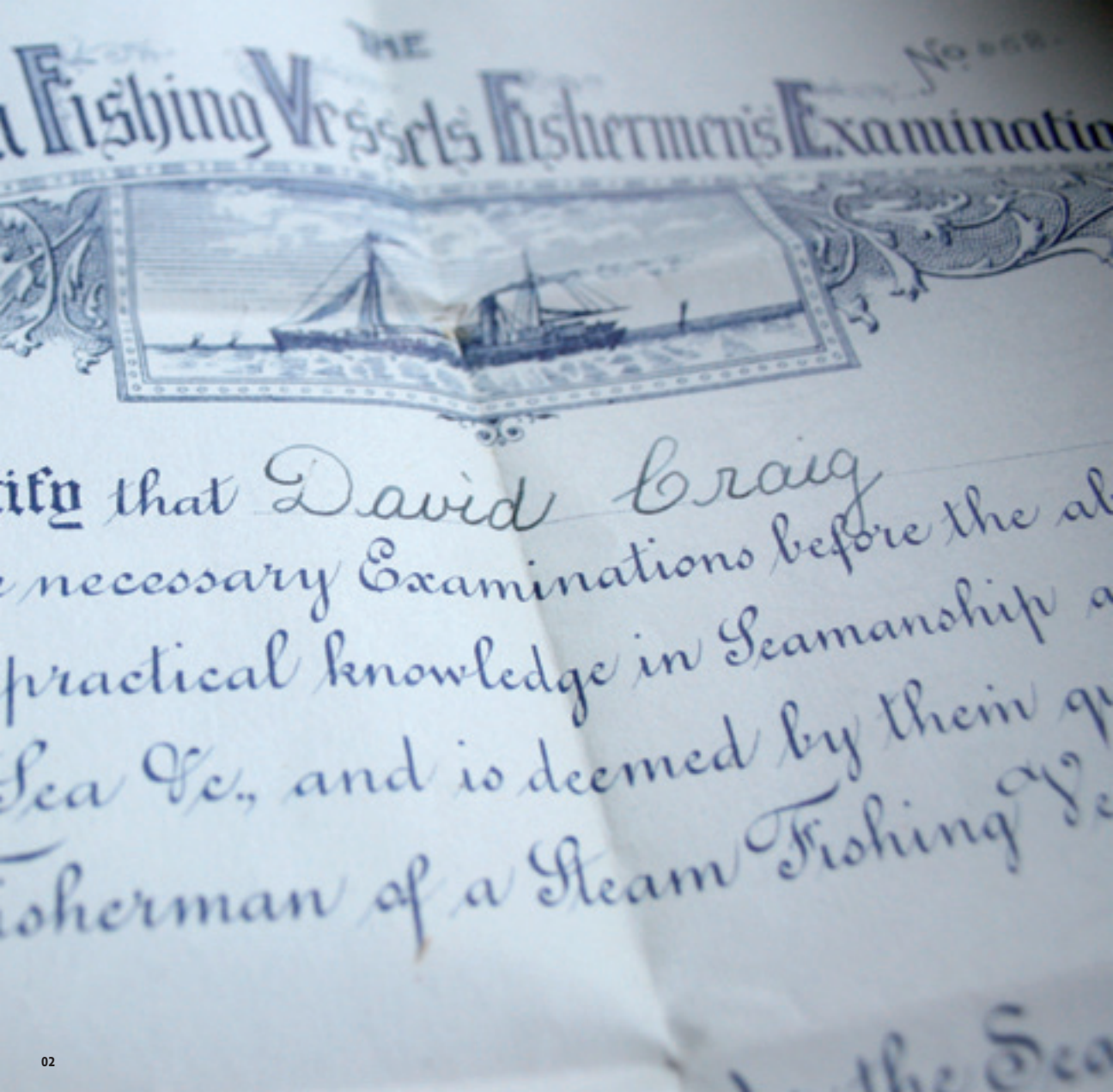
## Step 1: planning

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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# The brief

## Building on success

The Craig Group is a hugely successful family-owned business and is one of Scotland's top 100 companies with a unique and rich history which dates back to the 1930s.

The design brief was to work closely with Group Brand Manager Sam Craig and build consistency with all corporate communications throughout the group. With a major milestone of 75 years in business being reached it was considered to be good timing to further develop The Craig Group brand with the launch of a new identity, new sales literature and development of their website.

## 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.





# Identity

## Creating a global group brand

With all our brand-building projects that involve the development of a new identity, we start by mapping out all applications, as this greatly influences the final design.

With the Craig Group identity project we also developed a strapline to sit alongside the new logo. Both centred around the flag as this image has become an image that has effectively represented the Craig Group over many years.

^ The image and strapline developed as the overall corporate positioning statement for the Group

## Flying the flag for Safety, Service and Quality

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### Step 3: strategic recommendations

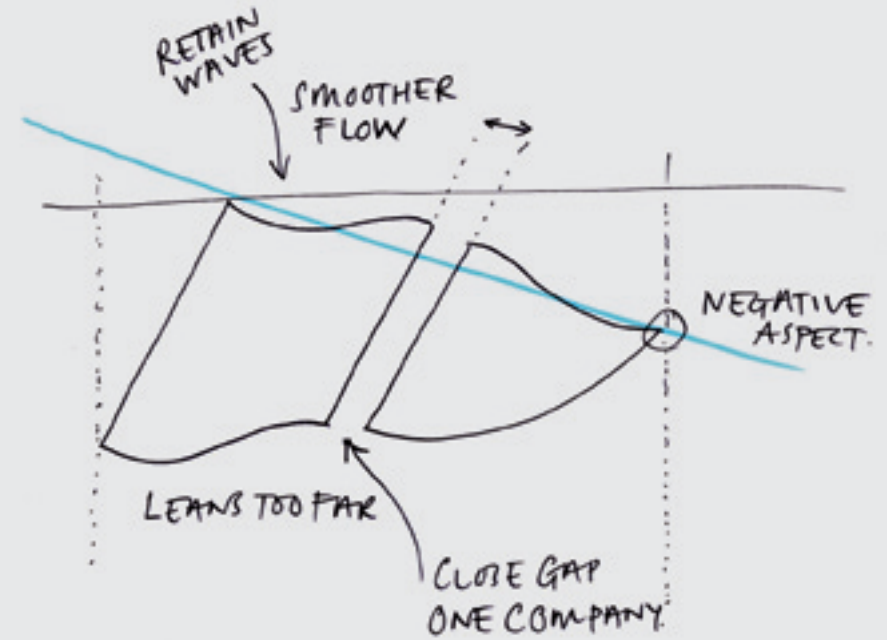
Gaining a clear understanding of the business, market and brand, we breathe life into positioning and develop a clear, compelling and enduring brand idea as the springboard for all communications.

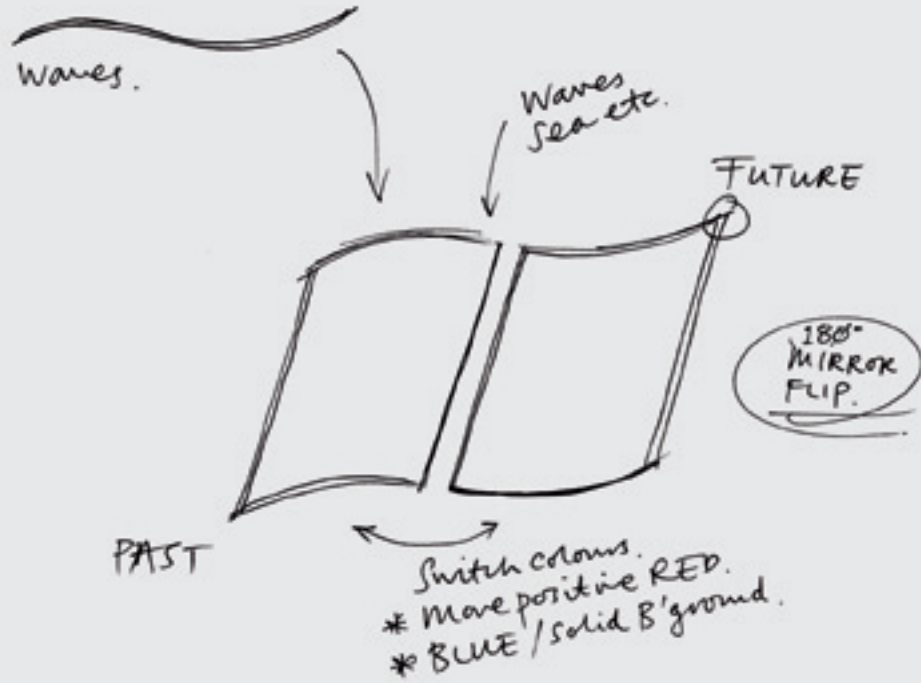
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### Our service areas

We operate across four main areas:

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







A member of the **CRAIG**GROUP



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^ The completed identity

- › Business card design template to work across all divisions



Flying the flag for Safety, Service and Quality



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# Print

## Making an impact

In addition to the group stationery, all communications were reviewed and re-designed for brand consistency across all operating divisions. Working closely with Samantha Craig and the divisional directors, we developed a range of corporate communications including brochures, folders, binders, leaflets, data sheets, posters, invitations and styling for the group newsletter.

## Our service areas

We operate across four main areas:

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

GLOBAL SOURCING. WORLDWIDE SUPPLY

**it's simple**  
**we source**  
**we supply**



**CRAIG  
INTERNATIONAL  
SUPPLIES**  
A member of the CR&G Group



^ Corporate brochure for Craig International Supplies to further promote their services to a growing international market

"CIS are committed to Health, Safety and the Environment and aim to offer consistently high quality levels of service to meet client requirements and procedures in an effective and efficient manner."

David Allen | Managing Director, CIS

There are so many excuses given for poor response times but to us, 'a fast turnaround' means business.

IT IS ONE THING BEING QUICK TO RESPOND TO A CLIENT'S NEEDS BUT WHAT ABOUT THE 'QUALITY' OF THE RESPONSE?

If you are servicing the increasing demands of the energy industry then the one thing you must understand is the need for providing a fast turnaround. This comes down to the understanding that lack of efficiency on our part becomes your inefficiency as a consequence. Clearly this can never be allowed to happen.

In fact, the service we provide our clients is the same service we expect from our suppliers. We have invested heavily in utilising leading edge technology and web-based procedures to effectively streamline all orders and we expect the same from them. This has resulted in us being highly selective with the suppliers we use because, like you, we don't like problems and furthermore **we hate excuses.**

£1M+

#### SUBSIDIARY SUPPLY

CIS supply a vast range of products from low value consumables to high value items such as Hoisting Equipment, Potable Cranes, Powerhouses and Drills etc.

#### OUR PRODUCTS

Our online stock catalogue offers a comprehensive range of products.

#### CHEMICALS/OILS/PAINTS

- Antirusts / Polishes / Compounds
- Additives / Lubricants
- Adhesives / Sealants
- Chemical Associated Products
- Chemicals
- Lubricants
- Petrochemical Products
- Primers / Coatings / Paints

#### CLEANING PRODUCTS

- Cleaning Products (Industrial)
- Consumables

#### DRILLING

#### ENVIRONMENT

#### HOSES/FITTINGS

#### ELECTRICAL

- Batteries
- Boxes, Plugs, Sockets
- Cable / Accessories
- Circuit Protection
- Communication Equipment
- Lighting
- Power Generation / Distribution

#### ENGINEERING

- Belts
- Bearings
- Power Transmission
- Pumps

#### INSTRUMENTATION

- Gauges
- Valve Assemblies
- Low / High Pressure Fittings
- Meters

#### LABORATORY / MEDICAL

- First Aid

#### MARINE / CHANDLERY

#### ANCHORS / BUOYING

#### ROPES

- Chain
- Lanes

#### OFFICE / WAREHOUSE

- Audio / Video Equipment
- Building Materials
- Construction / Support
- Flooring / Marbles
- Gallery / Laundry / Cleaning
- Handling Equipment
- Household
- IT Consumables
- Maintenance Consumables
- Office Furniture
- Office Machinery
- Stationery / Handbooks
- Toiletries

#### PIPE / FITTINGS

- Fittings
- Flanges / Fastenings
- Gaskets / Joints
- Packings
- Pipes
- Seals
- Valves
- Valve Spares

#### PPE / SAFETY EQUIPMENT

- Escape Equipment
- Fire Safety
- Gas Detection Systems
- Personal Protective Equipment
- Safety Ladders

#### FACILITY MANAGEMENT / SERVICE ORDERS

- Booking Travel
- Charity Donations
- Events
- Facilities
- Gardening
- Hotels
- Manpower
- Social Functions
- Team Building
- Training Courses
- Window Cleaning

#### TOOLS

- Electric
- Hand
- Hydraulic
- Pneumatic
- Soil Accessories
- Welding Consumables

- › Bold graphics highlighted key facts and figures throughout –

“70 LIVES SAVED AT SEA”



- ^ A positioning booklet to reinforce the capability and high levels of service that group division, North Star Shipping offers its clients

# The power of photography

## Concept and Art Direction

We love good photography – it can change the visual appearance of a finished piece of design, it can affect how it communicates visually, it can stimulate mood and appeal to the right target audience. We wanted to create images that portrayed a sense of pride, self confidence and a ‘ready for action’ attitude.

**“I’m proud to be part of the North Star Shipping crew.”**

Roma MacRae, Deck Cadet





**BEFORE**



**AFTER**

### Specialist photo retouching

This stunning image was the result of meticulous photo retouching and was used extensively in a range of printed and exhibition materials.



CADET TRAINING PROGRAMME

# ARE YOU READY FOR A CAREER AT SEA?

We can offer you one of the best Cadet Training Programmes in Scotland.

Every year we recruit select individuals and put them through the Cadet Training Programme. It's hard work but the rewards are truly excellent – the start of a career at sea, anywhere in the world.

If you are interested and have a minimum of four Standard Grade passes that include English, Maths, Science, and one other, you are well on your way to joining our Cadet Training Programme.

For further information call Julia Park on T: 01224 261453 or apply online now at [www.craig-group.com/cadets](http://www.craig-group.com/cadets)

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**NORTH STAR SHIPPING**

A member of the **CRAIG GROUP**



CADET TRAINING PROGRAMME

## ARE YOU READY FOR A CAREER AT SEA?




**NORTH STAR SHIPPING**

A member of the **CRAIG GROUP**



◀ Posters and leaflets were widely distributed as part of an on-going recruitment drive for new cadets

## A CAREER AT SEA OFFERS AN EXCITING AND CHALLENGING OPPORTUNITY FOR SCHOOL LEAVERS



**WHAT WE OFFER**  
We can offer you one of the best Cadet Training Programmes in Scotland.

**START YOUR CAREER AT SEA**  
Every year we recruit select individuals and put them through the Cadet Training Programme. It's hard work but the rewards are truly excellent – the start of a career at sea, anywhere in the world.

**ARE YOU QUALIFIED?**  
If you are interested and have a minimum of 4 Standard Grade passes that include English, Maths, Science, and one other, you are well on your way to joining our Cadet Training Programme.

**WE NEED YOU**

A COMMITTED INDIVIDUAL WHO LOVES A CHALLENGE AND KEEN TO LEARN.

← INTERESTED!

## YOU CHOOSE...

### MARINE ENGINEER

The Engine Room Department falls under the overall charge of the Master but with day-to-day immediate duties the 2nd Engineers are directly involved in engine maintenance and duties are assigned to engine room ratings and priorities according to the Chief's requirements.

### DECK OFFICER

The Second Mate assists other officers as directed and has immediate responsibility for the regular maintenance of emergency survival equipment including lifeboats and life rings.

They are also responsible for the ship's navigation and for maintaining charts and monitoring the navigation equipment on the bridge.



The good news is that the Training Programme is fully funded by North Star and they will provide accommodation for trainees who live outwith the area. We also pay you a very competitive salary throughout the cadetship.

### YOUR TRAINING

The first phase of your training will include a range of short courses on Basic Sea Survival, Fire Fighting and First Aid – the entry level training required for your first time at sea. Your first year will also include a portfolio of work developed at your chosen college.

## YEAR 1

"The sponsorship programme that North Star offers is such a great opportunity for me to get the qualifications I need for the job of my dreams. I'm looking forward to being a Deck Officer in a few years time."

Rama MacRae  
Deck Cadet



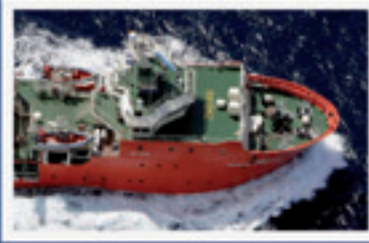
## YEAR 2

### YOUR COLLEGE

The three-year training involves time at sea as well as training at Glasgow Nautical College, North Atlantic Fisheries College in Shetland, or Banff and Buchan College in Fraserburgh. All three colleges offer excellent training and support throughout your cadetship.

"The North Star Cadet Programme was superb and I thoroughly enjoyed my training both at college and at sea. Since qualifying I have sailed with North Star as 2nd Mate and I am looking forward to sailing on the newest supply vessel in the fleet."

James Nicolson  
Deck Officer



## YEAR 3

### YOUR QUALIFICATION

Once you have completed your course, including written and oral exams, you will be awarded with a Certificate of Competency for either Deck Officer or Marine Engineer Officer, depending on the course chosen.

## ...YOUR CAREER



**NORTH STAR  
SHIPPING**

A member of the CRAND GROUP

# Digital

## The website

The Craig Group website was redesigned to include a comprehensive Content Management System (CMS) allowing people with no programming experience to delete, add or edit content, choose different layouts and update flash banner adverts when required. It also integrates with all of the group divisions.

## Our service areas

We operate across four main areas:

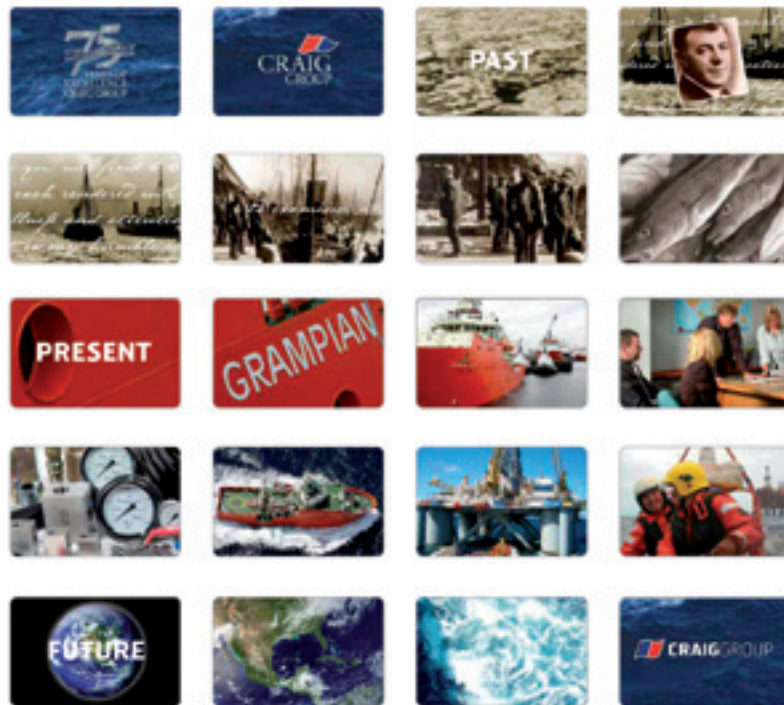
- › Identity
- › Print
- › **Digital**
- › Environment



› Image shows a division within the group website that we have completely overhauled



‹ To further promote the retail arm of King's Links Golf Centre, an editable email advert was developed for widespread distribution



^ To celebrate the Group's 75th year in business we produced a film charting the history and key milestones of the company's achievements



# Environment

## External and internal signage programme

The Craig Group's new head office provided an ideal 'blank canvas' to introduce the new identity into the working environment. Working with their space planners, we presented ideas for both external and internal identity application to reinforce the Craig Group branding and create a lasting impression of overall quality and attention to detail.

We looked at the client experience, mapping out the journey from reception to boardroom and addressed the various 'touchpoints' where clients would come into contact with all signage.

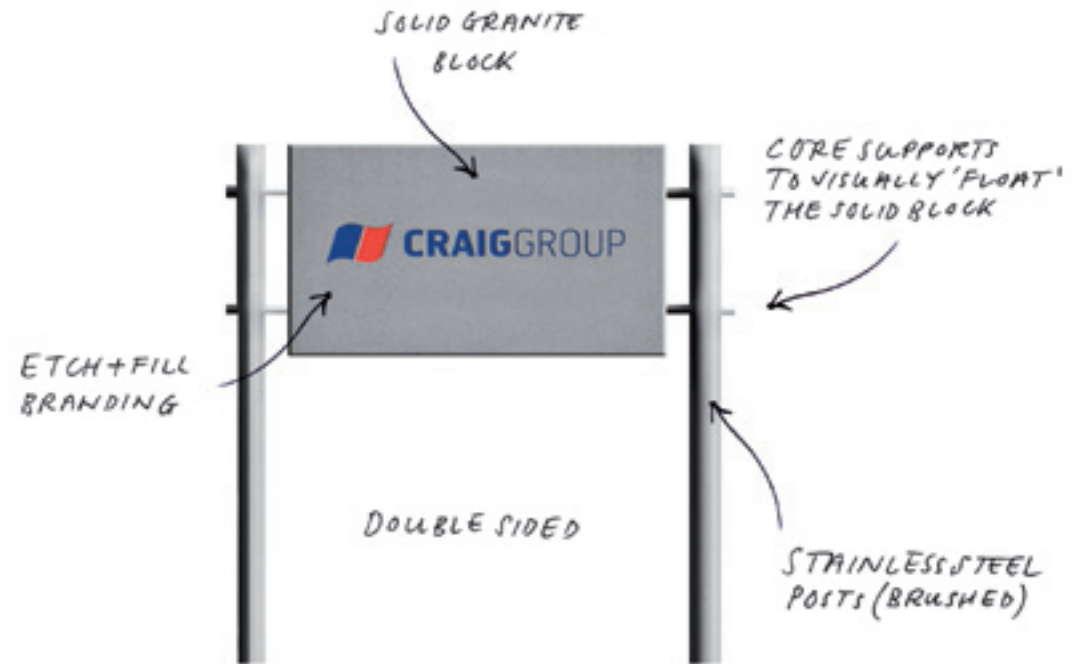
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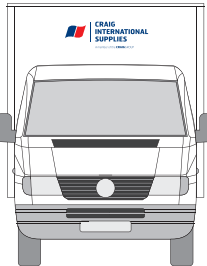
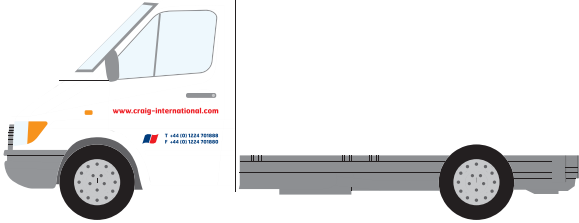
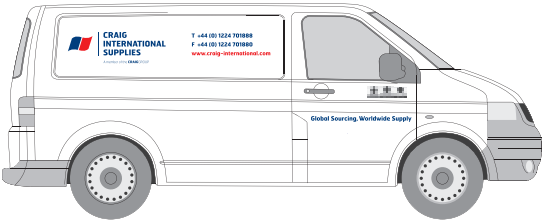
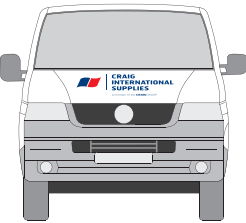




^ The flag symbol alone is strong enough to identify the Group



> All Group vehicles were rebranded with clear guidelines supplied to ensure consistency



## PASTPRESENTFUTURE

◀ The 75th event concept/theme



◀ Branded materials, from invitations to menus, were created to support the 75th event



◀ The late David Craig addresses an invited audience to celebrate Craig Group's 75th year in business



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:  
**[gerry@artdepartment.co.uk](mailto:gerry@artdepartment.co.uk)**

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