



premium downhole isolation

Context

A brand built around premium products and services

Our client held a strong view that design would play a crucial role in the positioning of a new and unique company within the world's downhole isolation market.

Born out of Read Well Services this new company was to focus purely on the positioning of a unique suite of downhole isolation products and services to help build the company into a world-class industry-leading brand that all stake-holders would feel proud of.

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.

*Their products are
game changing so
there was a need to
build a brand to
reflect this...*

Brief

As shown on the opposite page, the basics of the creative brief was refreshingly simple. Working closely with the client the process kicked off with a one day positioning workshop which involved the positioning expertise of our associates Andy Graham and Clare Pratt. One member of the client team had worked with Andy before and held his workshop approach in high regard. The day was a great success with many positioning avenues explored and concepts discussed.

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.

WHAT THE MARKET SAYS...

“MORPHABLES”

POSITIONING STATEMENT

PREMIUM DOWNHOLE ISOLATION

STRAPLINE/DESCRIPTOR

SERIOUS ABOUT ISOLATION

THE DIFFERENTIATOR

METALMORPHOLOGY™

Research

From the strategic workshop the concept of premium services and premium products was becoming a central focus as was the concept term of ‘Metalmorphology’ which was to later play a significant part in the overall creative mix. From Bang Olufsen to Aston Martin cars, many premium brands were explored.

Read Well services had come a long way but this new brand was set to turn heads and make a real impact within the new market they now call – MORPHABLES.

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.

1	IDENTITY	PRINT	DIGITAL	ENVIRONMENT
	Audit Name/Identity Guidelines	Audit Corporate Literature Stationery	Audit Website Powerpoint	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 (if applicable) Reception/Interiors Exhibition/Display

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

^ The Art Department brand-building matrix.

Planning

Using our bespoke brand building matrix we worked closely with the client to identify the projects to prioritise for a phased approach to launching all materials.

Timing was critical as all materials had to be developed in tandem with the re-structuring of the company and investment in a new HQ to house the new company staff.

A WELL PLANNED
TEAM APPROACH

meta

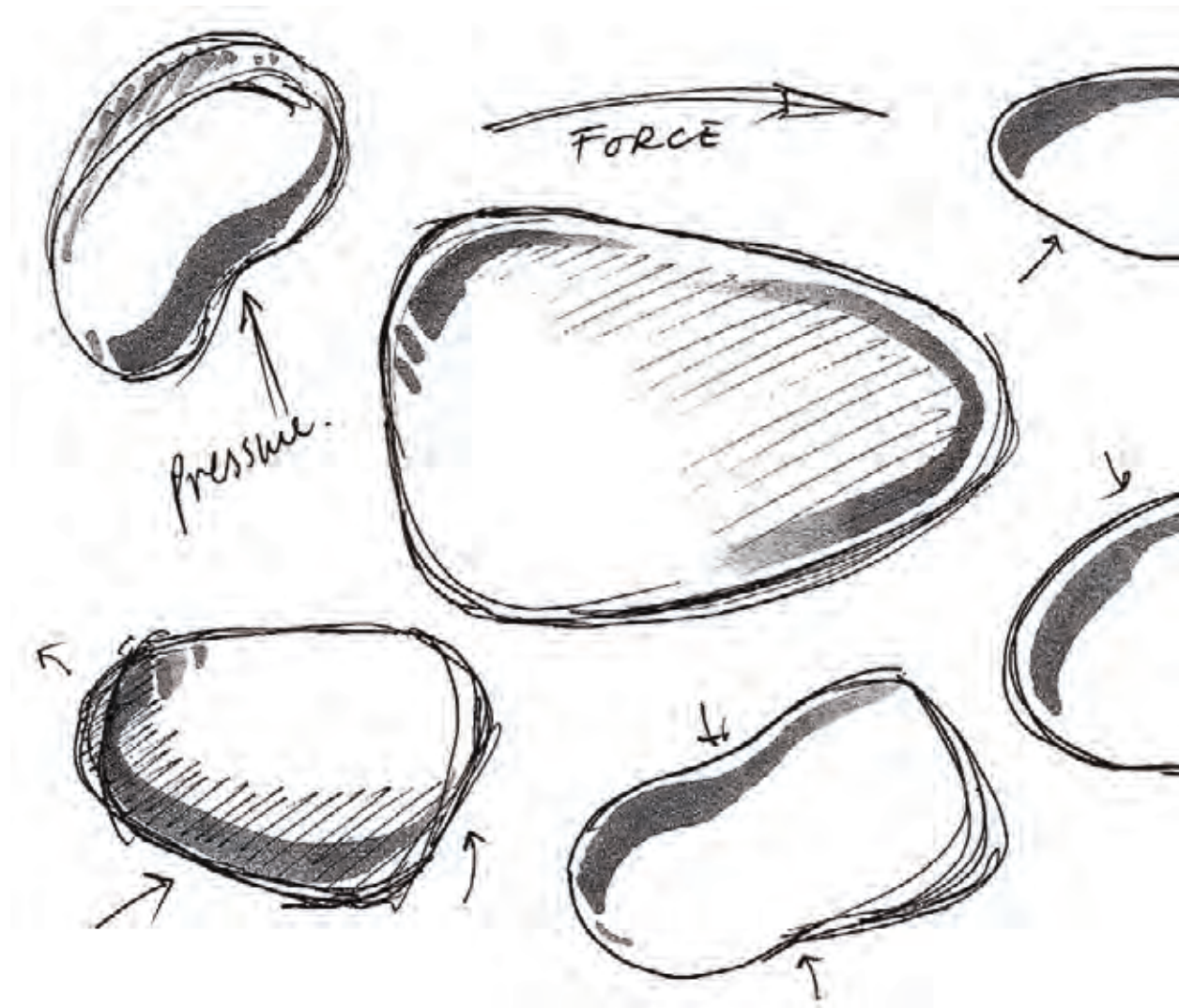
combining form (also *met* – before a vowel or *h*)

1. Denoting a change of position or condition: *metamorphosis* / *metathesis*.
2. Denoting position behind, after, or beyond: *metacarpus*.
3. Denoting something of a higher or second-order kind: *metalanguage* / *metonym*.
4. Chemistry denoting substitution at two carbon atoms separated by one other in a benzene ring, e.g. in 1,3 positions : *metadichlorobenzene*.

Naming

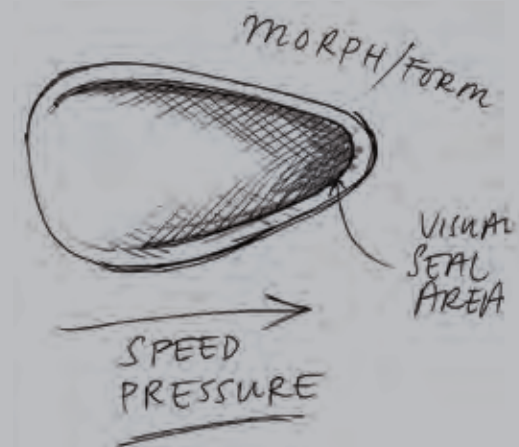
We love the challenge of naming a new company and with the aspirations and drive that was attached to this new venture the challenge was made all the more exciting. Many options were explored but one stood out as the ideal choice to convey the metal shaping properties central to the company's product technology.

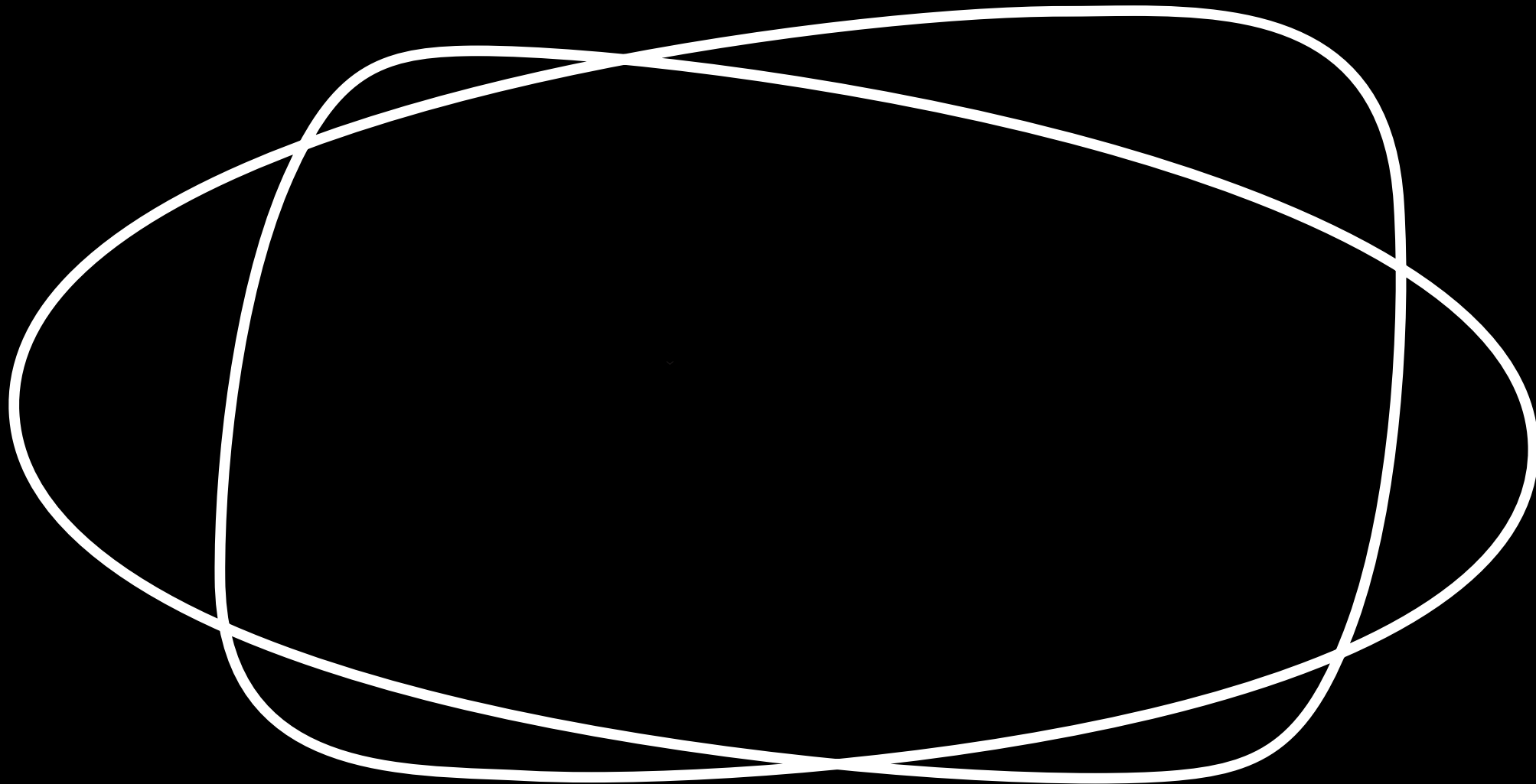
With 'Metalmorphology' as a concept fresh in our minds from the workshop session we de-constructed this concept and arrived at the name **Meta**.



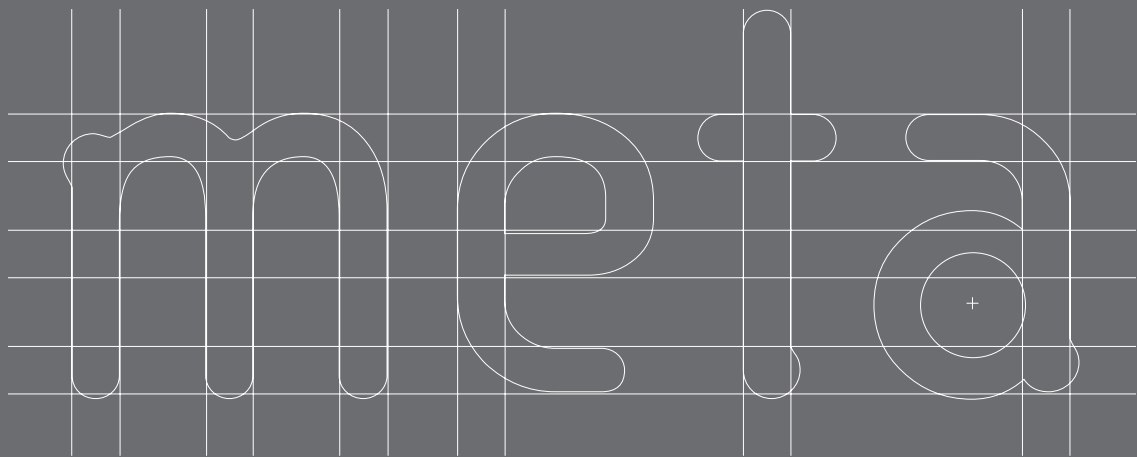
Concept

With Meta being the accepted name we worked on numerous visual approaches all exploring shape-changing through the process of 'metamorphosis'. We wanted to present a variety of forces changing shapes in a way that captured the elegance of Meta's technology. Soft flowing curves moving in two directions created a visual frame for the name.





~ Meticulous fine-tuning and crafting goes into all identity projects we undertake.



Identity

With a premium look and feel at the heart of the brief we created a typographic solution that was fresh and modern but also classic, and to a degree, timeless.

The final typography is beautifully framed by the core idea of changing shapes and forces with soft rounded ends to the letterforms and a subtle circle within the 'a' to reference the downhole working environment.

Through further discussion with the client it was decided that the colour palette should be restricted to black, white and silver to further reinforce the luxury positioning.

Our service areas

We operate across four main areas:

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





premium downhole isolation



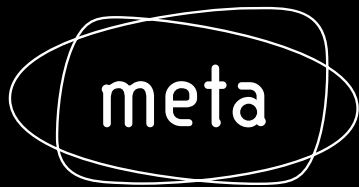
premium downhole isolation



premium downhole isolation



premium downhole isolation



premium downhole isolation

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()<>

SUB-BRAND TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BRAND COLOURS





premium



^ Visuals showing how effective
the new identity was on
numerous applications.







METAL
MORPH
OLOGY



^ A sub-brand was developed
for promoting the term
Metalmorphology.



Print

With a phased approach to developing all materials the priority was to deliver a range of stationery items.

This included stationery for Meta using high quality printing techniques and finishes for the business cards. Visuals were also developed to show how the Metalmorphology sub-brand would be expressed within key communications such as a positioning brochure.

Our service areas

We operate across four main areas:

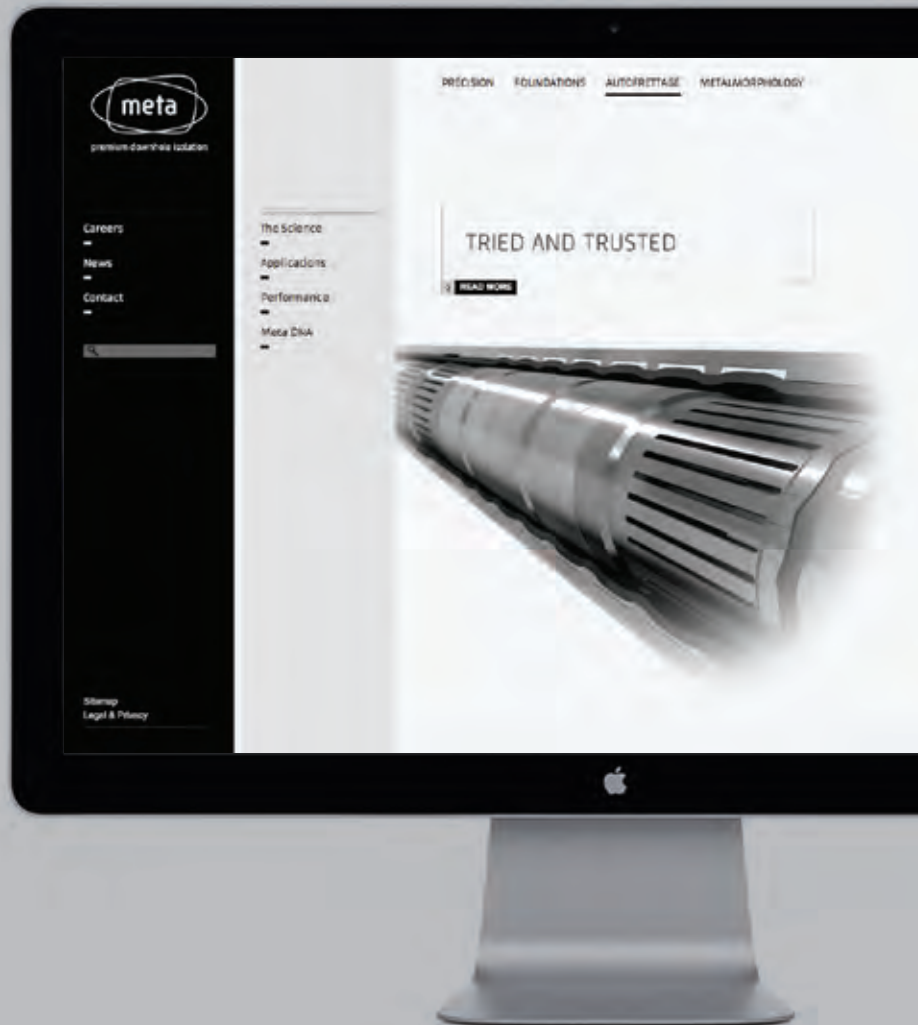
- > Identity
 - > **Print**
 - > Digital
 - > Environment
-



X	X		X
		<p>Meta, Claymore Drive, Aberdeen Energy Park, Bridge of Don, Aberdeen AB23 8GB T: +44 (0)1224 000000 F: +44 (0)1224 000000 E: info@metalmorphology.com www.metalmorphology.com</p> <p>A. N. Other The Company Name Address Line Aberdeen ABXX XXX 22 Date here 2012</p> <p>RE: Revised terms and conditions</p>	 <p>premium downhole isolation</p>
			X
		<p>Dear Mr A. N. Other,</p> <p>Pellacimaio ipsape laut omnihillabo. Et qui ommolorae pro es pa denture preres ipit atibus molorum eveni odit ipsunt libus rehendusda voluptio quiam sam, ut omnihit atemolore volor accab id etur as diore iliquas adis mostioris dolupic aborro bea dolorro rposani minctor eriatestem reperei ciatiore nist, ommoloratur.</p> <p>Bori sa conecaea nimperi diaepe pe volent odipsum etur? Quis poriati oneculpa corum quo qui cuptaep eruntis aditatia conectur sedi dem dis exersperum re, que quata dolorupta il ma consequam ipsae ipsamusandam reperitibus volorum nis modipsanda voloritaest, optas et miliquid quam fugitatum exercie ndellau tatus, odicimo loratquiam exero inulparitas sandebi tiuris re nest, simin porpostis qui dolorporepe nistibus, que laceatem ium entur, cuptaqui idelliquant alignam, que volecti beatur rescis quiande mporro modit velenimus, que magnissincil mi, que periam rem et venis et et provid quat reptae estrum volorer chilit rehene nonetur, que volor molupta erest, saperum vidi comnit, ommoles sitiam, ommodic tet vero ea que et quid mo quist quunt ut aut faciamusciet quiaassum qui cuptatem est et occae conem apelitiatii berrorempe consecratio et aliae experspero mos maionec tenihil ligenim porendes sit, same in rehenit occate nessit quas de percipsant enti dolessi nctibuscia solupturit quatibus sequi oditiae. Nem eosam et untur rehenim aximolori omnis et laboratiunt.</p> <p>Ut fugitat optati ulpa debisqui velignit ipsam sae. Ant, nimusam, nonsequ iaepudae. Nam quia doles ea corumquid quaesed itatur, soluptur? Ugia sapernat. Od entia con non plitio mi, tem. Apernatempe poribusapiet qui iliqui vellab im cumquis soluptusam arumque adipita doluptae plia corum quunt que nos et quam, que non pro conet et laccusa veruptate inti bea sit fugiatu sciendaes modis arioss rerum ullacer sperum ipsapeditium voloreh eniscia inctur aut eos dolehim olorestiu? Idus eserem.</p>	



^ Visuals showing the impact of the Metalmorphology sub brand on proposed corporate literature and advertising.



Digital

A premium service required a premium presence online. The website was clearly going to be vitally important in the positioning of Meta's game changing suite of products so had to be distinctive in design and functional in imparting information.

For this we adopted a clean and uncluttered approach which featured mainly monochrome imagery and beautifully crafted animations. This resulted in a site that reflects the premium positioning of Meta. Whether viewed on an iPad, mobile or lap-top the site conveys an elegance that is somewhat unusual within the oil and gas sector.

Our service areas

We operate across four main areas:

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



> A clear and simple navigation structure incorporates subtle animations of the menu bars.



< The stark contrast of the monochromatic imagery against the white background gives the site a very distinctive feel.

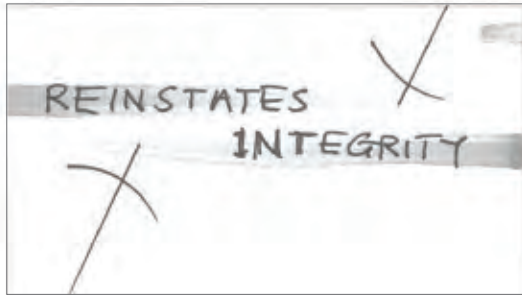
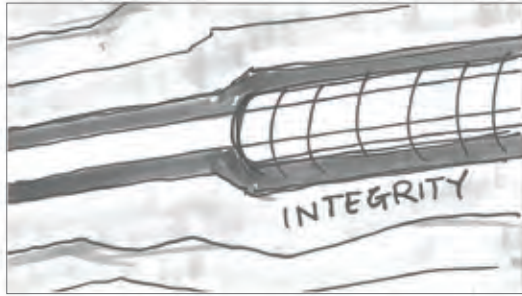
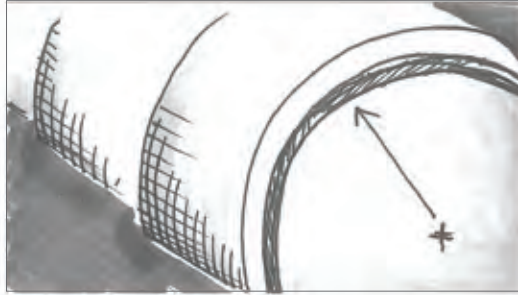
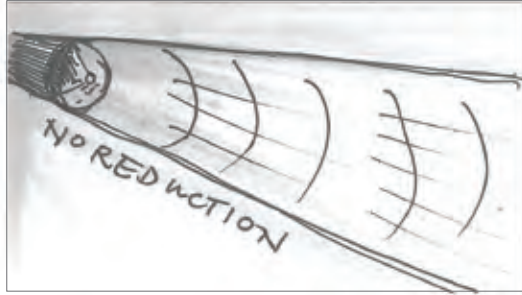




✓ The site was developed to work across all mobile devices.

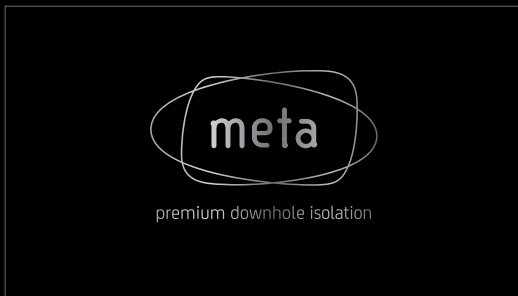
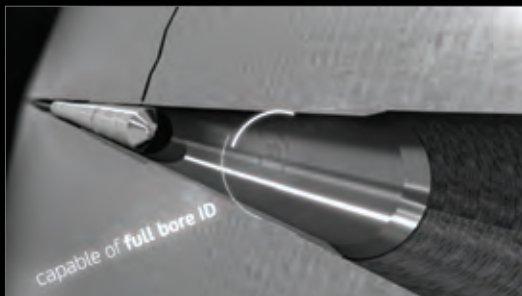
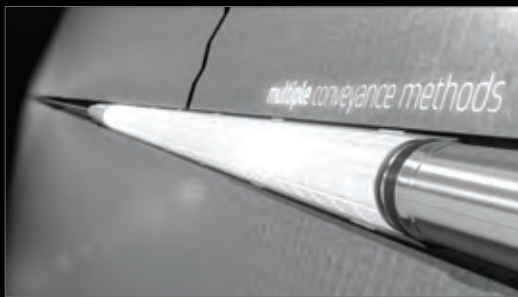
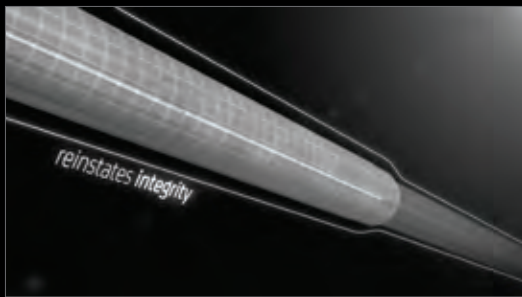
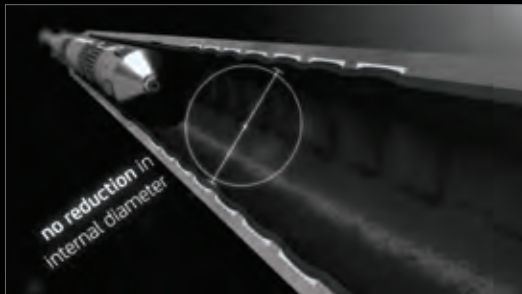


^ A dynamic and engaging brand film was developed for the staff launch of Meta.



Animation

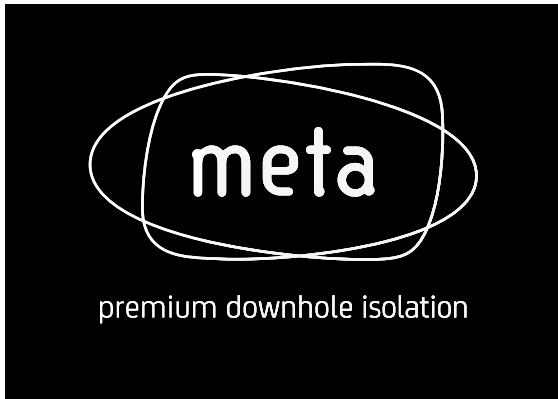
Effective creative collaboration was demonstrated with the development of a series of stunning animations designed to highlight the value that Meta brings to isolation challenges. Art direction to set the overall style, the expertise of the animators and the engineering knowledge of Meta resulted in a new quality benchmark for downhole animations.



Reception, a break-out area and all exterior signage requirements were identified as priority areas for branding. Moodboards were developed and specifications were drawn up for all contractors to work to. The end result worked beautifully with the new Identity and the reception space was completely transformed from what had gone before.

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

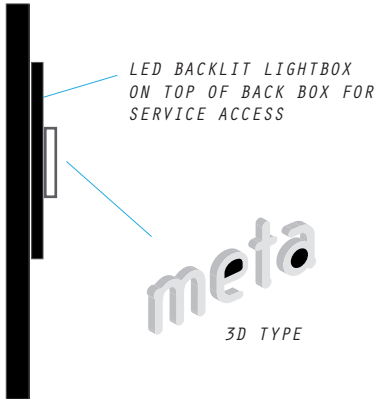
3475



2475



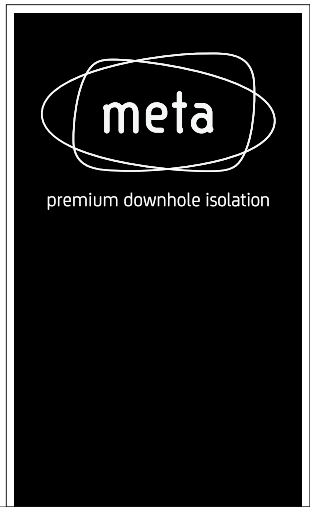
< The Meta identity performs well at all sizes demonstrated by the visual impact of the main sign.



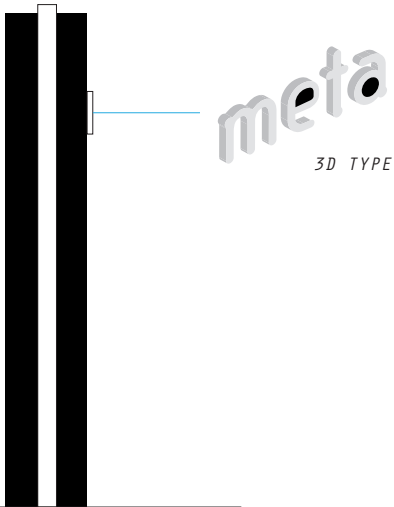
~ Large monolithic signs using high quality finishes were placed around the building for high visibility.



1200



2000





~ From flags to signs, visitors and staff would not miss the attention to detail that went into all branding opportunities at Meta HQ.





^ The next stage was to develop ideas for weaving the Meta brand into the working environment of the new building.

STONE FLOORING

TEXTURED WALLS

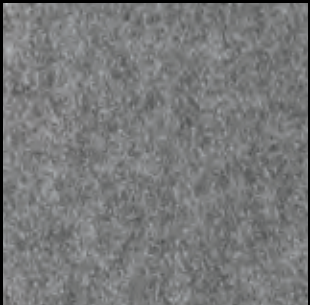
LUXURY



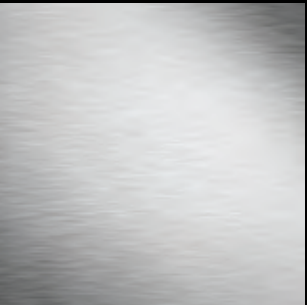
QUALITY



PREMIUM



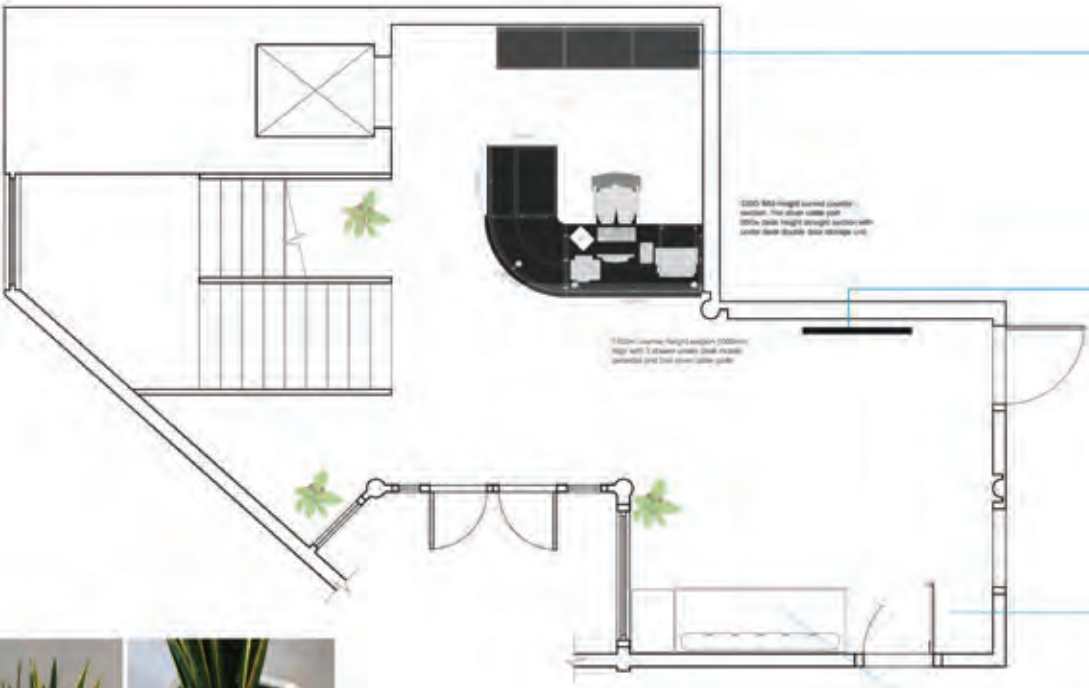
CONTEMPORARY



WOOL FURNISHINGS

BRUSHED STEEL





WALL MOUNTED LED
SCREEN (SAMSUNG)



QUALITY WATER COOLER
OR COFFEE MACHINE



< Plant pots suggested for shapes
that tie-into the Meta identity.





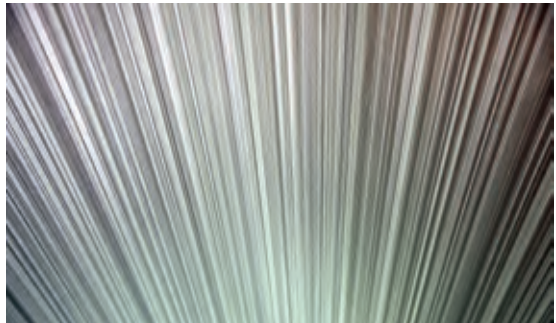
^ Visuals for a break-out area as part of a phase 2 interior project.



~ Moodboards, plans and specifications were drawn up for manufacturers to follow.



~ Reflective surfaces, textured wallpaper, a minimalist colour palette all come together to create a significant improvement on what had previously been in place.



BEFORE



AFTER

GRAB
THESE



Recruitment Branding

As a separate branding exercise we were asked to develop an identity and suite of marketing tools to help Meta overcome the challenge of recruiting highly skilled engineers within an industry sector that is experiencing a shortage of such people.

We wanted to deliver something completely different, unexpected and memorable. We also aimed at creating a sub-brand that would capture the spirit of Meta's company philosophy and culture.

'Grabbing the bull by the horns' as a metaphor for building this sub brand was developed and became the central image across all print and digital applications.

72

~ A recruitment pack using printed materials and branded templates was produced for the recruitment team.



~ Ideas for full page advertising were presented.



^ The recruitment team embraced their sub brand and asked us to develop ideas for viral marketing in the form of a digital game.



^ The recruitment team commissioned a bespoke website to act as a focus on all career opportunities within Meta so that it stood out from all other competing sites.

department

Design specialists in brand building

Art Department
1 Rubislaw Place
Aberdeen AB10 1XN
T: +44 (0)1224 620872
info@artdepartment.co.uk

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:
gerry@artdepartment.co.uk

www.artdepartment.co.uk

www.artdepartment.co.uk

department

Art Department
1 Rubislaw Place
Aberdeen AB10 1XN

T: +44 (0)1224 620872
info@artdepartment.co.uk