



# Context

---

## 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.

---

## A brand evolved to support a new company structure.

Opus have been a client of the Art Departments for more than 10 years and in that time they have always invested time and money in developing their company brand. With the re-structuring of the company into 3 distinctive service areas there was a need for a significant review of all communication materials to ensure that this change was effectively reflected.

- ✓ Understanding the client's business model, market and existing brand is a key part of our brand-building programme.

# The brief

We were asked to arrive at a solution which effectively brought all three Opus service areas into one cohesive message with a visual style that built on what had gone before. More 'evolution' of the brand rather than 'revolution'.

There was also a need for all materials to be ready for an important industry event as it would act as the ideal platform to launch the new suite of brand-building materials.



# Research

From our past work with Opus we had built up a good understanding of their market place but with companies evolving and changing rapidly in this sector it was important to carry out research into all Opus competitors especially in connection with their web presence which was seen to be a vital communication for this multi-service business.

---

## 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.

---

# 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

^ Brand-building matrix © Art Department

The brand audit was an interesting exercise as it involved a review of many projects we had developed for Opus in the past. Clearly some were in need of immediate updating but it was also great to get positive feedback on work that had proven to be effective in helping the Opus brand stand out from their competitors.

With the audit complete and the choices from our brand-building matrix selected, the design challenge was underway.

## 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.

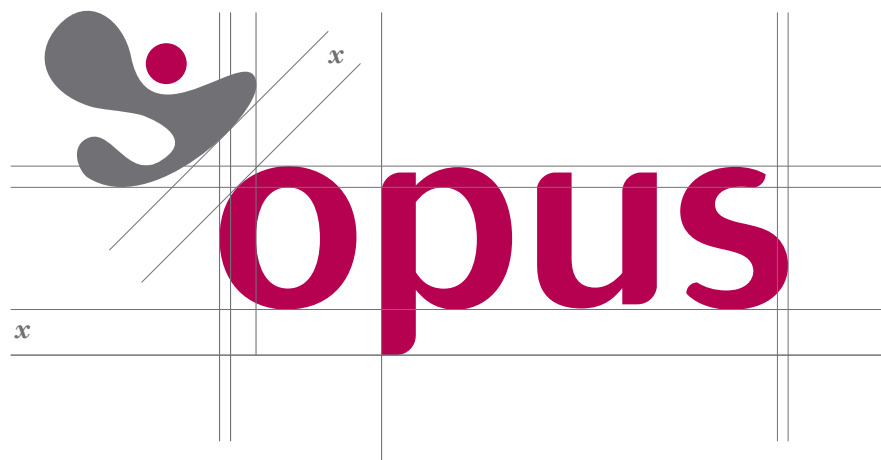
CONSULTANCY	RESULTS OPTIMISED
TECHNOLOGY	RESULTS ACHIEVED
ENVIRONMENTAL	RESULTS REPORTED
<hr/>	
OPUS LIMITED	RESULTS DELIVERED

# Concept

## Creating a brand

With Opus already having a strong brand it was important to build on what had gone before rather than abandon it for a completely new approach. The key fundamental difference this time round was the new structure of the organisation and the need for a theme to tie-it all together.

Through much deliberation and exploration of ideas we arrived at the fact that everything Opus delivered was 'Results Driven' This was to form the structure upon which all communications were built.



# Identity

The original Opus Identity designed by the Art Department still worked well and was only in need of very minor changes and fine-tuning. The main thinking went into the new strap line and colour coding system both of which would act as key elements in all brand-building materials involved in this project.

## Our service areas

We operate across four main areas:

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

---

> LOGO



---

> TYPOGRAPHY

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

---

---

> STRAP LINE

resultsdelivered™

---

> LOGO + STRAP LINE



---

> COMPANY DIVISIONS

CONSULTANCY

TECHNOLOGY

ENVIRONMENTAL

---

> TYPOGRAPHIC TREATMENT

*CONSULTANCY*

*TECHNOLOGY*

*ENVIRONMENTAL*

---

---

> COLOUR SELECTION



---

> DIVISIONAL BRANDING

*CONSULTANCY*

*TECHNOLOGY*

*ENVIRONMENTAL*

---



^ Visuals for branding within the workplace.





# Print

Stationery, a positioning brochure, sales literature, case study booklets and event flyers were all presented as part of our phase one vision of the new Opus brand.

The distinctive colour coded graphic style was also adopted for all other media channels featured within this book and was well received by the team at Opus.

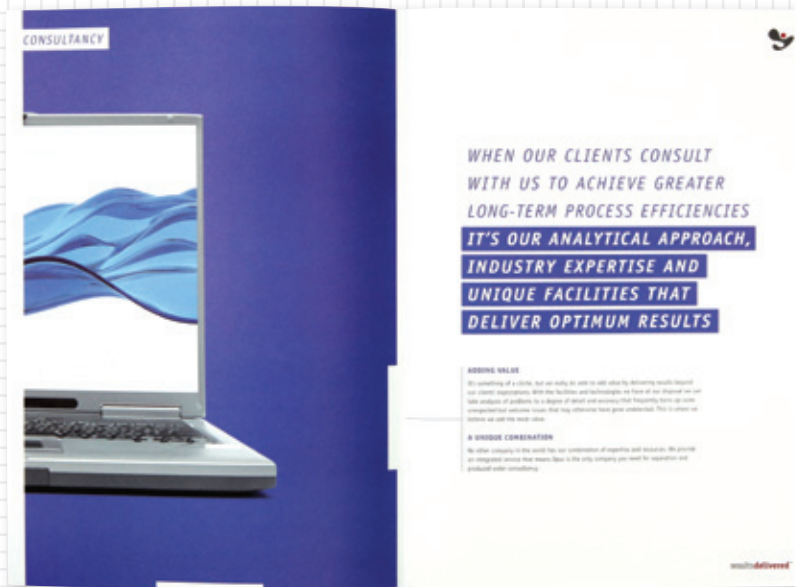
## Our service areas

We operate across four main areas:

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

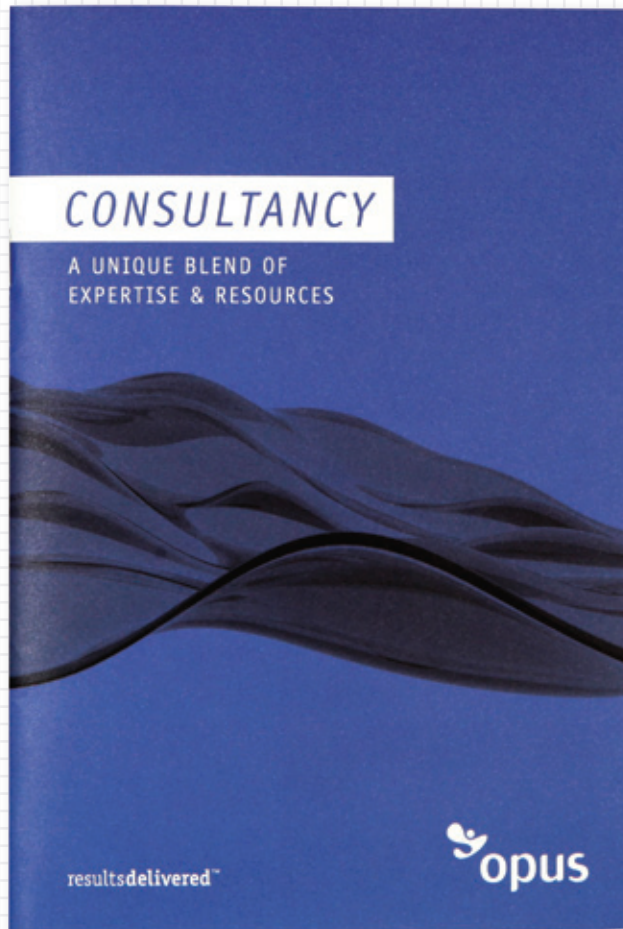
~ A positioning brochure was developed to deliver three powerful statements based around the new “Results Delivered” descriptor. This was also an opportunity to communicate the three main areas of expertise that Opus offer.

Uncluttered and contemporary in style, the pages within this brochure act as the company’s elevator pitch to remind existing clients and to inform potential clients of the value that Opus can bring to their projects.









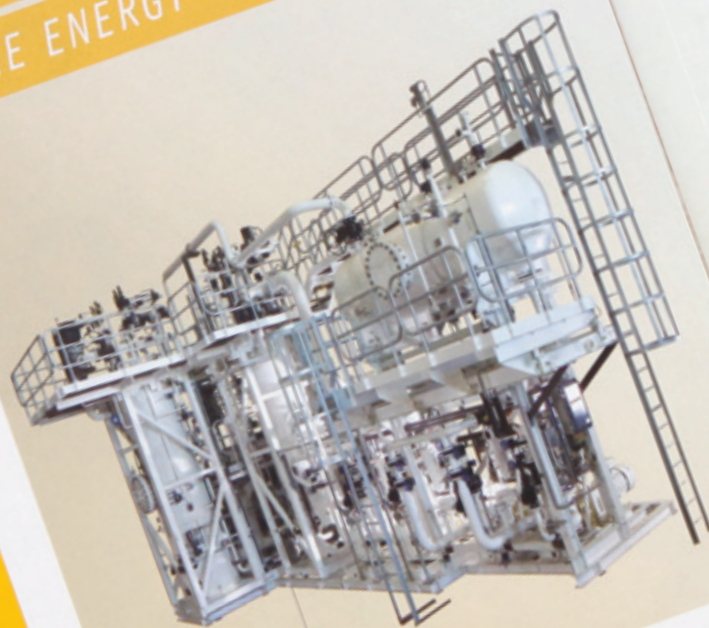
◀ The next level of information was to expand on the three service areas of Opus in a manner that imparted information without overwhelming the reader with detail.

Three A5 booklets were developed and featured short paragraphs and captions on all key aspects within each of the service areas. The positioning brochure was the level one company overview, these booklets were the level two expanded message on each area. They were to be used individually or collectively as required.



TECHNOLOGY SERVICES

# TECHNOLOGIES DEVELOPED TO MEET THE GROWING LEGISLATIVE REQUIREMENTS OF THE ENERGY SECTOR



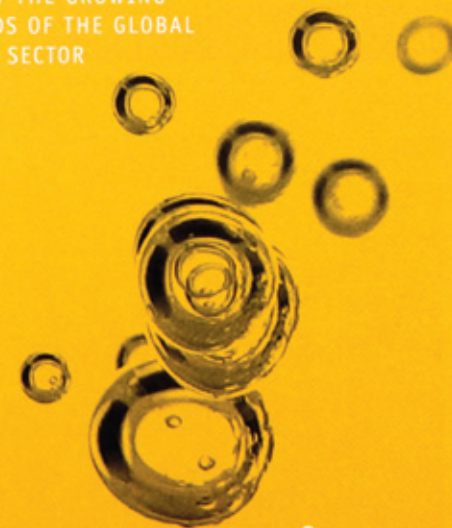
WHEN OUR ENGINEERS COME UP  
AGAINST THE LIMITATIONS OF CURRENT  
TECHNOLOGIES OUR SOLUTION IS  
SIMPLE – WE INNOVATE AND BUILD  
NEW ONES THAT DELIVER BETTER  
RESULTS FOR OUR CLIENTS

## NEW WAYS TO IMPROVE EFFICIENCY LEVELS

This is exactly what we did when  
compact flotation technology  
didn't deliver. We designed a  
one that did. From concept  
the success of Opus tech  
us entering the CFU mar  
way for new Opus tech  
out of the necessity o  
results for our client

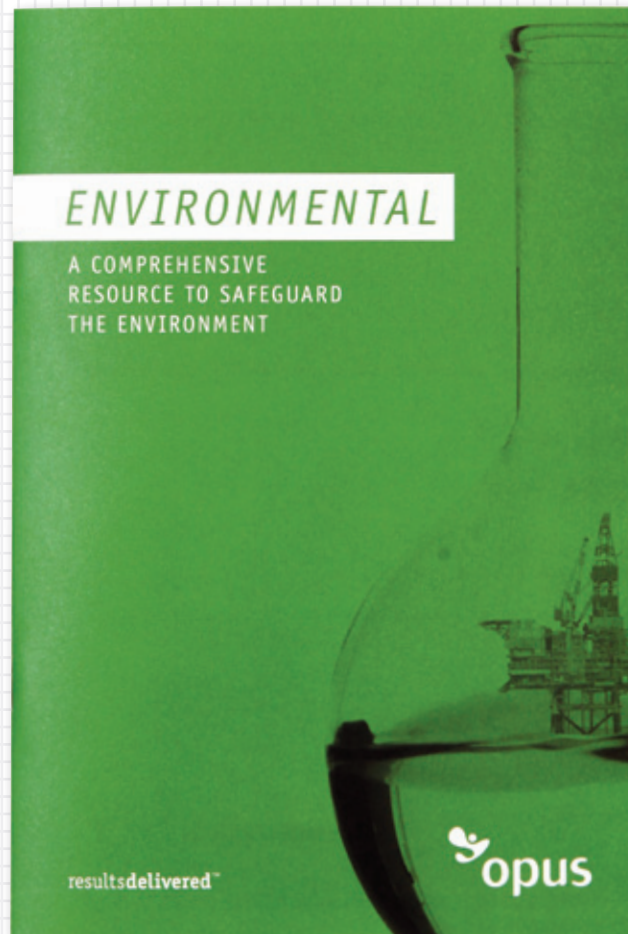
## TECHNOLOGY

TECHNOLOGIES DEVELOPED  
TO MEET THE GROWING  
DEMANDS OF THE GLOBAL  
ENERGY SECTOR



resultsdelivered™

opus







< With the evolution of the Opus brand being a central strategy to the evolution of the Opus business it was important that all staff were kept informed and involved.

To achieve this a staff booklet was produced to outline the positive effect that this initiative would have for the company and everyone within it.





◀ Visuals showing the styling for a printed mailshot to promote the Opus stand at Offshore Europe.



◀ Visuals showing a proposal for a series of results based booklets. These would be small A6 booklets that then folded out to become large A3 posters of facts and figures based around results delivered by Opus.



opus

WHEN OUR ENGINEERS COME UP AGAINST THE LIMITATIONS OF CURRENT TECHNOLOGIES OUR SOLUTION IS SIMPLE – WE INNOVATE & BUILD NEW ONES THAT DELIVER BETTER RESULTS FOR OUR CLIENTS

resultsdelivered™

**Investing in the future of the oil and gas industry**

*By Andy Bates, senior tax manager with Account, Accounts and Admins*

With the oil and gas industry as a whole continuing to weather the economic downturn, companies are looking for long-term investments for oil and gas. Investment and development, with the aim of securing the firm's future in this profitable field. The importance of development during this time is also resulting in an upsurge in the number of new companies being formed by individuals within the industry.

However, with access to the funding market currently being heavily restricted by the financial sector, companies and entrepreneurs have to investigate other avenues for investment solutions which may not involve turning to the banking sector for help.

In response to this, the Chancellor announced increased measures in the March Budget with the aim of allowing individuals to invest in smaller companies through the Enterprise Investment Scheme (EIS).

EIS was introduced in 1996 and has since been used by investors to take advantage of the generous tax breaks available. However, until now, due to the strict criteria, the uncertain nature of the investment and the lack of a ready market, investors have often chosen safer and more reliable options.

However, in more recent times, as a result of several market conditions, the oil and gas sector has seen a marked increase in funding being sought through EIS. This has been an upturn in individual companies supporting the formation of a limited company for example.

This is exactly what we did when setting CFO's didn't deliver. We designed and built a new one that did. From concept to completion the success of the Opus CFO resulted in us entering the CFO market back in 2010 and paved the way for new Opus technologies – all born out of the necessity of achieving better results for our clients.

It is now quite common within the oil and gas industry for an engineer, for example, to set up a company, showcasing their own development or product. With the changes to EIS it is now common for the company to be supported by investment through friends or colleagues – which can involve smaller individual sums from £100 – £100,000. This means that the form of investment and reward is now open to a larger section of the community.

However, it must be noted, an investor cannot be connected to the company prior to the investment. Broadly, this means having 20% or more control, or being or being seen to be a director or employee. The investor may, however, become a paid director after the shares are issued.

As with any investment there is of course a risk involved – dictated by the success of the company – but where there is success the rewards can be far greater than other forms of investment.

Although you only have to sleep in an EIS for three years to be eligible for tax relief, in practice you may have to hold it for a good 10 years to realise a gain on the investment. An EIS investment should in fact be considered as a long-term goal of an investor's portfolio.

For example, an investor may subscribe £100,000 for new shares in a limited company, which gives him a 10% stake in the company. The return for EIS relief is not tax relief and gets a tax refund of £10,000 on the net investment in only 7 years. The longer the shares for this period and during that time this is available in value, the better the shares back to the company for £100,000 and the capital gain is not lost. He has actually made a profit of £100,000 completely tax free.

Looking at it a different type of investment, let us consider a person with an annual income of £100,000 in which he pays £100,000 income tax. He also has immediate access of £100,000. This decision to invest £100,000 in a managed EIS investment fund specifically set up for capital preservation. The investment gives income tax relief of £10,000 which means that he can reduce all his income tax for that year. He has in effect asked out his entire income tax bill for the year.

With more than 60 staff, spanning over 1,000 clients, Account, Accounts and Admins is one of the largest independent accountancy firms in Scotland. Providing a wide range of corporate services, both aimed at the needs of the small and medium owner manager.

Account, Accounts and Admins has a wide range of services from oil and gas and investment in agriculture.

Based in the Highlands or Scotland for more than 25 years, the company has offices in Aberdeen, Newcastle and Edinburgh.

**Non resident individuals can take advantage of the scheme but relief is given only against UK tax liabilities.**

The EIS also allows the investor's capital after it has been held for the three year qualifying period. This means that the Year 1 investment, having met all the three year qualifying period by Year 4, can, since the fund has been approved, be reinvested in another EIS investment fund to attain the investor's Year 4 income tax bill.

Non resident individuals can take advantage of the scheme but relief is given only against UK tax liabilities.

For EIS shares issued on or after 6 April 2011, the new tax rate of 10% applies. The minimum subscription is £100,000 in a maximum of 100,000. Capital gains on the disposal of EIS shares are exempt. Investors may have been held for three years. Furthermore, the EIS is also effective to individuals who wish to offer a capital gain arising on any other asset. There is no limit on the amount that may be obtained, provided the EIS shares are issued between one year before and three years after the gain arises.

With knowledge of the changes to schemes the EIS (generally) within the wider business community it is hoped that this will not only encourage those people to dip their toes into the world of investment, but that it will help to aid the retention of important skills through subsequent job creation within the oil and gas industry.

**As with any investment there is of course a risk involved – dictated by the success of the company – but where there is success the rewards are far greater than other forms of investment.**

Visuals showing ad styles for promoting the three service areas of Opus in industry magazines, and at airports.



# Digital

## The website

A new website was developed to promote the revised structure of Opus with a focus on the three service areas: Consultancy, Technology and Environmental.

Email campaigns, Search Engine Optimisation and multi-platform compatibility were also designed to drive traffic to the site and further build the Opus brand.

## Our service areas

We operate across four main areas:

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



< As part of the overall digital communications the power of e.mail was harnessed through the provision of templates in the new style but with flexibility built in for Opus staff to manage all content for future e.mail postings.

- Through discussion it was agreed that an interactive .ppt presentation was to be developed to standardise and streamline all client presentations throughout the company. It was also an opportunity to review all content and supply a suite of master pages that followed the style set out within this new brand-building project.





# Environment

Opus operate from offices in Guildford and a comprehensive test hall facility in Orkney. As part of our brand-building work we developed a range of ideas for bringing the new designs and visual treatment into the space that Opus staff and clients would occupy. Such spaces would be exhibitions and events, workshops and office environments.

---

## Our service areas

We operate across four main areas:

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



^ Opus have always viewed industry exhibitions as a great opportunity to market their expertise to a global audience. The widely respected Offshore Europe Exhibition was to become pivotal to the brand-building exercise as this would be the platform from which the new communications would be launched.

~ Imagery set against large-scale lightboxes had the desired effect of capturing the attention of the large volume of visitors to the stand.





*WE HAVE DEVELOPED A UNIQUE &  
COMPELLING SUITE OF SERVICES  
WHICH ARE CONNECTED BY THE FACT  
THAT THEY ALL RELY ON THE QUALITY  
OF THE RESULTS WE ACHIEVE –  
RESULTS THAT MAKE A DIFFERENCE  
TO OUR CLIENT'S BOTTOM LINE*



^ Visuals showing how we can effectively bring the brand re-fresh into the working environment. Colour matching furniture, Wall graphics, feature walls and contemporary settings were all explored as part of this exercise.

## department

### **Design specialists in brand-building**

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

### **About us**

This book has been developed 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)**

**[www.artdepartment.co.uk](http://www.artdepartment.co.uk)**

[www.artdepartment.co.uk](http://www.artdepartment.co.uk)



department

Art Department  
1 Rubislaw Place  
Aberdeen AB10 1XN

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