



UNIONTM
SUPPLIES

Context

The building of an international brand

Union Supplies are providers of electrical and mechanical equipment with a network of distribution points throughout the world. Managing Director and company founder Lee Williamson is a great believer in the value of having a strong company brand and approached the Art Department to help him further raise the profile of the Union brand as part of an on-going expansion strategy into international markets.

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

Union Supplies retained a good reputation with those who knew the company but for international markets with no prior knowledge of the name it was felt by Lee that the time was right to develop a more engaging suite of marketing tools starting with a new Identity design. For the type of business model that Union was it was also time to completely overhaul the website so that the process of viewing all products would be greatly simplified.

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

Competitor sites were reviewed and the key messages that Union Supplies needed to communicate were discussed in detail. Like most of our brand-building projects this initial phase also involved a brand audit to establish all current materials and results of past marketing initiatives. Communication choices from our brand matrix were then tied down, budgets were agreed and timings were submitted.

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.



Identity

The new identity features a rotational symbol in place of the letter 'O' in the name to suggest the movement of many of the core motor products that Union's business was built on. This together with the strong use of red and a badge approach to the overall shape gave us the flexibility to show the Identity on any surface or background colour and in a range of sizes without loss of detail or visual impact.

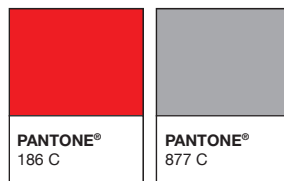
Our service areas

We operate across four main areas:

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



^ Master Logo



C 0 M 94 Y 81 K 0
R 229 G 25 B 55
HTML E51937

C 38 M 27 Y 25 K 4
R 167 G 169 B 172
HTML A7A9AC

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^ Full colour

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^ Greyscale

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^ Mono



^ Logo clearspace requirement.
The clearspace requirement is dictated by the full width of the Union Supplies 'U'.

Din 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	!	?	/

Helvetica Neue Black

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





Print

Once the new stationery was in place there was a need to develop a number of product-specific and company-wide ad campaigns for use in a range of oil and gas magazines. Wall charts and an overview brochure were pitched and were to be treated as a phase two item within the overall brand building programme of work.

Our service areas

We operate across four main areas:

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





^ Corporate brochure



^ Single page



^ Double page spread



Digital

With Union having multiple products from many manufacturers across a wide range of categories, a new site would act as an online catalogue which would supply detailed information on product searches with the minimum of fuss. To help increase traffic to the site, e.mail campaigns were developed and Search Engine Optimisation (SEO) put in place for achieving high ranking within Google.

Our service areas

We operate across four main areas:

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





^ Visuals showing a set of master templates for managing on-going e-mail campaigns.





Environment

Union operate out of large warehousing units in Aberdeen from where they can hold in stock a wide range of select products. This space, together with their vehicle fleet was branded with the new identity to create higher visibility of the company name and service.

Event displays were also developed for use at trade shows and exhibitions around the world.

Our service areas

We operate across four main areas:

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



^ Vehicle Livery







department

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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:
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