

Create-Lab: Creating you brand and visual identity in a day

Neil Whitehead
20th January 2025

Enterprising
Futures at LSBU

YOUR FEEDBACK IS VERY IMPORTANT TO US!!!

How was the masterclass, "Create-Lab: Creating you brand and visual identity in a day"?



**Power of design and clear brand Narrative
to give the customer a clear reason to buy!!!!**

workshop structure



stuff the way we work



stuff effectively works alongside the CEO establishing a clear vision and then through their commercially proven network plug-in specialist to deliver a coordinated customer experience leading to increased sales and profit.

stages of development for an SME business

stage 1	stage 2	stage 3	stage 4	stage 5	stage 6	stage 7	stage 8
define uniqueness	establish vision and business plan	produce image and sales tools sales approach	team structure to support for sales .	financial control	investment strategy	plan trade show	exhibition
who is your customer	master vision	identity	collaboration with partners	setting up profit and loss management accounts	share holding	come up with ideas	set up exhibition
what make you different from your competition	produce a clear power point presentation	brochure	define new staff	define costs	equity returns	plan content	practice sale ideas
create a master vision	write up strategy documents	environment	define sales approach	tax understanding	valuations		sell
		product development	4				

worshop agenda






- customer focus
- direct competitors
- indirect competitors
- map unique position
- establish what make you unique
- establish a master vision



focus on customers

define who your customer
is



Customer		Salary	Age	Job	Magazines	Holidays	Retailers	Comments
Victoria		6K pm	28	Middle manager	International	Cyprus / Turkey	Mango / Zara / Massimo / Mohito	Fashion clothing - she 'loves' Mohito. Every day fashion - jewellery, accessories, jackets, skirts, handbags
Marian		2K pm	35-40	Admin / School teacher	Hello / Party	Home to parents or to the lakes and country side	C&A / Local markets	Special occasion purchases. Handbags, party dresses
Angelica			30+	Upper middle manager	Elle / Vogue... International publications	Internationally	London / International brands Deni Cler	Classic style for during the day / office. She buys dresses mainly
Magada			20	Student	Hot / Glamour	With family or abroad with friends depending on finances	Cropp / H&M / Bershka	Might shop with mother and friends. Buys trousers / outwear / something special for weddings or special occasion.
Julia			25	Shop assistant / Waitress	Combination of Home magazines which include fashion	Locally, by the lakes	H&M / Reserved	Clothes for the family and dresses for herself. Aspires to look more like core customer.

define customer audience

commercial success will follow





Business end of the company creation.



line logic

- * Key to every business is to be clear about your product line so customer understand your business strategy.
- * Please list your offering in a structure as demonstrated in the diagrams.

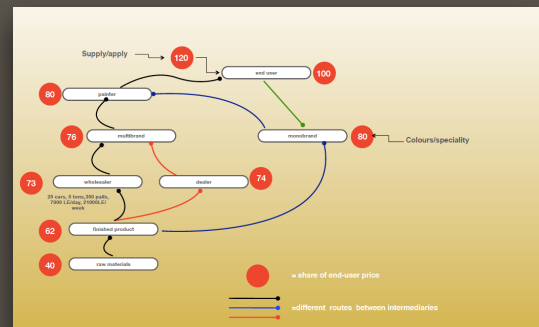


line logic

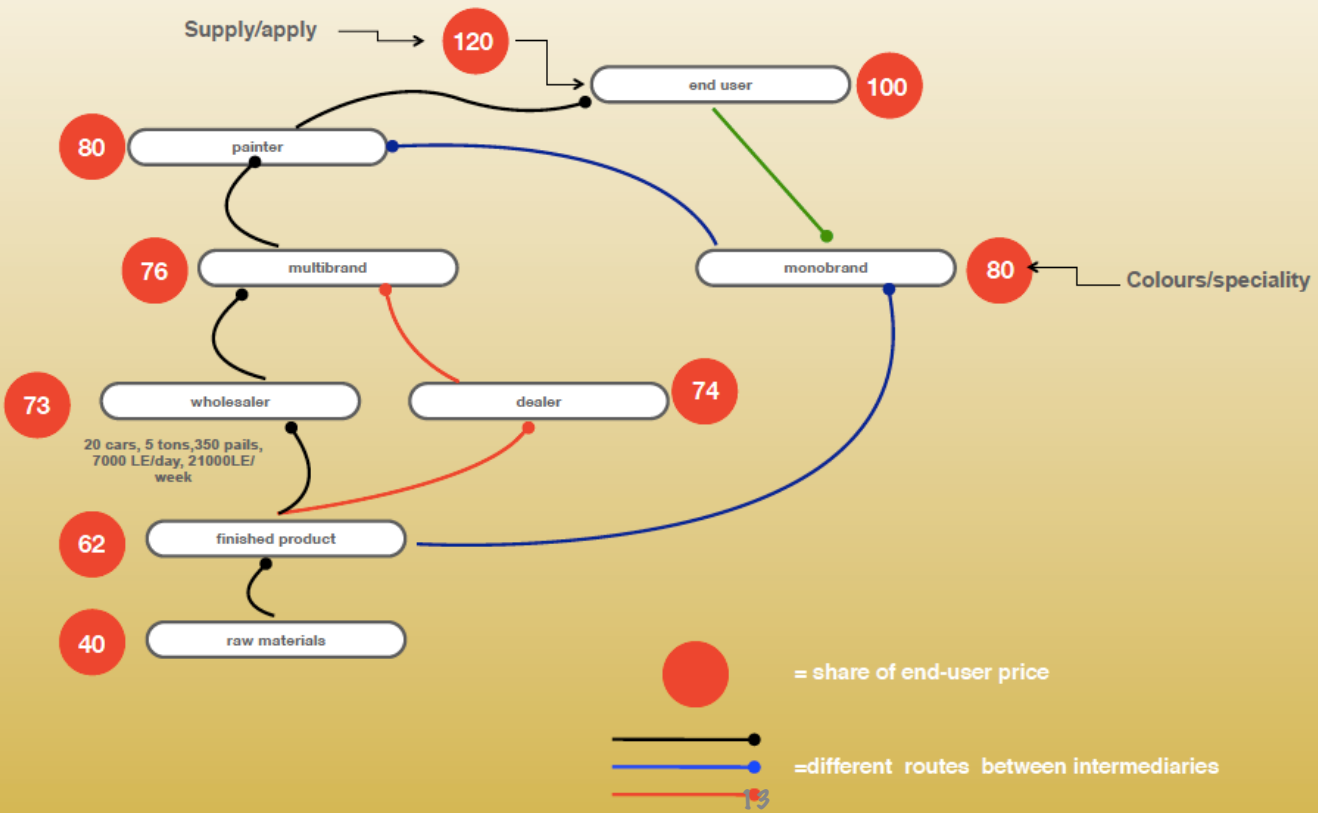
product	sectors	sector	sector
eg. magazine			
eg. food			
eg. retail			
eg manufacturing			

distribution strategy

- * each company will have distribution channels to market and its important to focus on the margins in each of the channels.



example in the paint manufacturing industry



creation of business plan

once we have done the workshop each of you need to write a business plan to discuss with your mentor

company
sector

Strategy

1. What 5 things has your business already achieved?
2. What is your vision of the business by 2017?
3. Identify 5 SMART goals for your business in the next two years
4. How are you going to achieve these goals?
5. How are you going to build a team to implement your vision for the business? What skills and qualities should your team have?
6. Determine the cash flow for your business.
7. Determine profit and loss for your business.

Profit:

Losses:

Some comments about the cash flow, profit and losses, the profitability model

swot analysis

define your strengths and weaknesses.

8. Make a SWOT analysis for your business

Strengths	Weaknesses
-	-
Opportunities	Threats
-	-
Conclusions form the SWOT analysis:	

define goals

plan for the year 2016

Please complete the schedule in the table below

NOTE: We planned the first 4 months with more details, the rest require additions and improvements

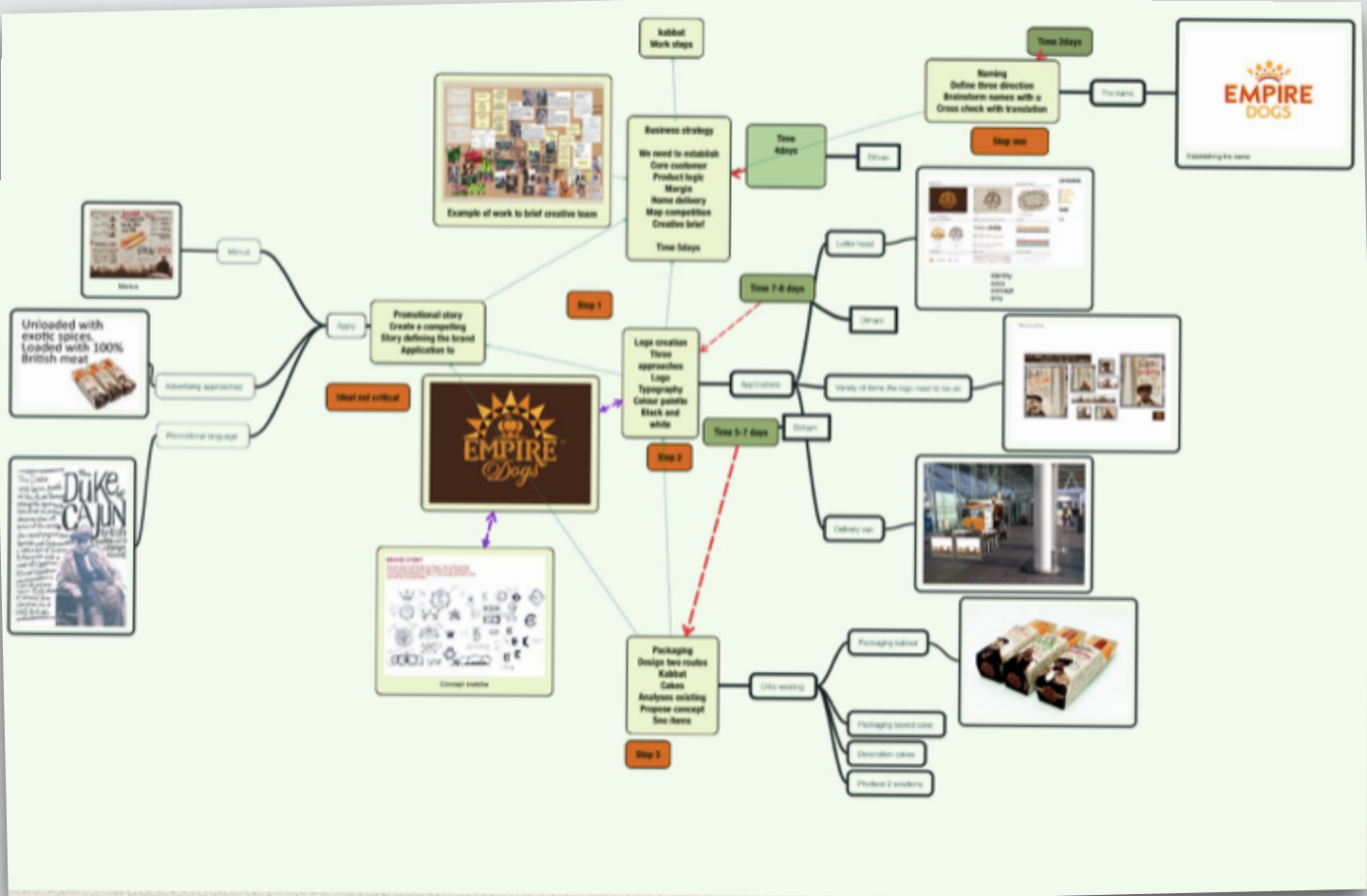
Month	Work tasks	Details (who is involved, duration of tasks, etc.)
April		
May		
June		
July		
August		
September		
October		
November		
December		
January 2016		
February 2016		
March 2016		

2016		
2016		
2016		

ACTUAL	Jul - De	July	August	Sept	QTR 1	Oct	Nov	Dec	QTR 2	AL July -
Income:	0	0	0	0	0	0	0	0	0	0
Commission Internal	0				0				0	0
Commission External	0				0				0	0
Expenses	0				0				0	0
Balance Costs	0				0				0	0
TOTAL COS	0	0	0	0	0	0	0	0	0	0
PROFIT:	0	0			0		0		0	0
PROFIT										
Commission Costs	0				0				0	0
Travel & Unbillables	0				0				0	0
Compliance Costs	0				0				0	0
Printing Expenses	0		0		0				0	0
Professional	0				0				0	0
Travel Expenses	0				0				0	0
Debt Provision	0				0				0	0
ADDITIONAL COSTS	0	0	0	0	0	0	0	0	0	0
PROFIT:	0	0	0	0	0	0	0	0	0	0
Operating Prof	0.00%	▲	▲	▲	▲	▲	▲	▲	▲	▲



Comm %	Client	Jul-14	Aug-14	Sep-14	Oct-09	Nov-14	Dec-14	Total Jan-Jun 09
	streth am	Fees invoiced	0	0	0	0	0	0
		General Expenses	0	0	0	0	0	0
		Travel + Subs						0
		Photo and Other						0
		Work Invoiced	0	0	0	0	0	0
		Total Invoiced	0	0	0	0	0	0
0		Comm Internal	0	0	0	0	0	0
0		Comm External		0	0	0	0	0
		Expenses	0	0				0
		Freelance costs	0	0	0	0	0	0
	Total COS	0	0	0	0	0	0	
	Total Income	0	0	0	0	0	0	
	OSO	Fees invoiced	0	0	1,200	0	0	1,200
		General Expenses	0	2,500	320	2,000	0	4,820
		Travel + Subs						6,020
		Photo and Other						6,020
		Work Invoiced		25,000	3,200	20,000		6,020
		Total Invoiced	0	25,000	3,200	20,000	0	48,200



sectors we will work in

- * service
- * manufacture
- * retail
- * development
- * technology





Latest project

stuff international design



Camden Coffee House

Pr for web site

Key points

- Camden Coffee Company is a craft coffee company /that will in a group of locations around London. The first unit will open in Camden market one-off Londons most Creative areas were the hip people hang out.
- The big idea was “Coffee Stimulates Creative thought “Camden has produced some of our greatest music stars!
- Our creative expression was to capture the vernacular of the architecture, linked with crafted local barista coffee. Coffee is black and white strong stimulating.
- We want to create the creative spirit in the cafe, asking people to draw on coffee cups and display this inspired thought.
- Next shop opens Holborn, followed by others in and around Camden

Customer focus

- ◆ The customer must be the local business community and inhabitants , who will visit regularly.
- ◆ The CCC staff must understand the history of the local area and know we're to send people if they require other services.
- ◆ The brand must be integrated and reflect the character and history of the surrounding area to the coffee shop
- ◆ Hand-made coffee just as you like it with the best baristas freshly roasted beans done by CCC best provenance .
- ◆ The customer will be dynamic and like the idea that coffee is a stimulant to creative thought especially in Camden the centre of emerging music talent.



Competition and opportunities for CCC in the market place to be part of the third wave of coffee companies

- ◆ Coffee seller have traded on origins , Providence's , roasting, we are using local knowledge and hand crafted skills to make a coffee just as you like IT !

- ◆ Nero's is about Italian style



- ◆ Starbucks is provenance and innovative coffee recipes .

- ◆ Costa provenance



- ◆ Union coffee the skill of roasting working with growers

Brand attributes



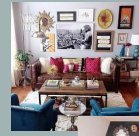
Talks

- About the beauty of making coffee
- Is interested in you
- Coffee is inspirational
- About where to get anything done locally
- Talks to other vendors
- Cool modern culture
- Local but aware of the world

Looks

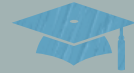


- Eclectic
- Caring
- Local
- Knowledge of the history
- A friend
- Sociable



Essence

Coffee made with love for the community



Thinks

- Craft of making coffee
- Done with our own hands
- Know the area
- Part of the community
- Tells you stories



Latest thinking

The new coffee brands creative position
is for Camden Coffee Company to be imbedded
into the local community.

“Camdonist Camdon’ista”

Our coffee rocks

CAMDEN COFFEE COMPANY ROUTE A STRIPPED BACK BARISTA

STRIPPED BACK BARE –

It's great coffee / a great place- plain and simple

The place is total community – the customer makes the décor!

It's ordered chaos

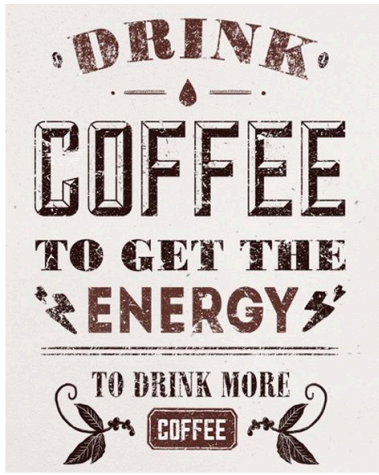
- ☑ Organically changing - melds with the customer mood!!!
- ☑ Original – unique and bold
- ☑ Unpredictable – anything can happen
- ☑ Stimulating – 'Topic of the day'



CAMDEN COFFEE COMPANY ROUTE A contd.



ORIGINAL



UNPREDICTABLE



STIMULATE



CAMDEN-ISTA BARISTA

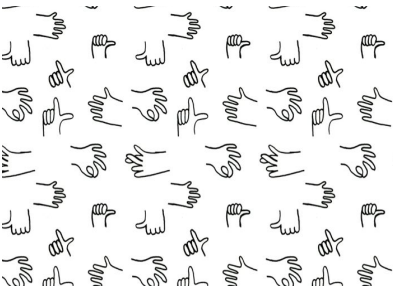
All about Coffee and Camden

‘Camden is London’s nerve centre of Artisan creativity and trading since 1894’

Camden Coffee is the element that makes it happen!!!!



CAMDEN COFFEE COMPANY ROUTE B contd.



CAMDEN COFFEE COMPANY ROUTE B contd.





INDIVIDUAL



UNIQUE



ARTISAN





Bags
Using Black & White Stickers - On Craft Paper Bags



Craft White



Craft Black

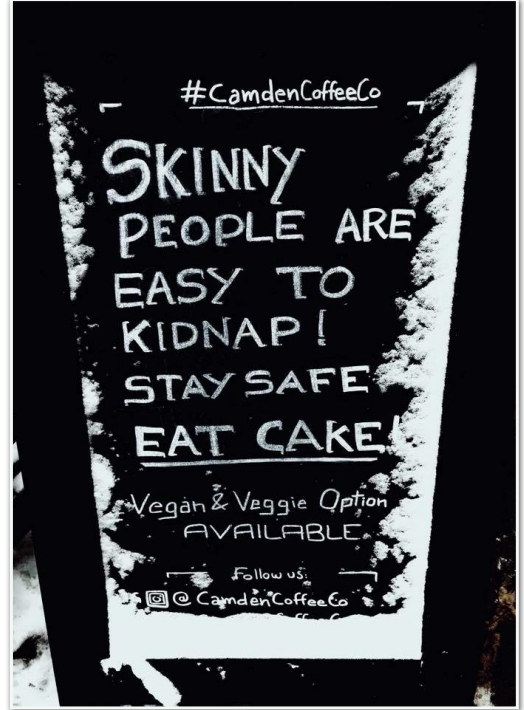


Craft Brown



Uniform - T-Shirt & Apron
Black With White Ink [Screen-Print]









NOW OPEN! COME AND VISIT US!

Amazing Coffee • Free Wifi • Relaxed Environment • Specialty Teas
Delicious Cakes • Freshly Made Sandwiches And Soups

Morrisons “makes it”

Concept design direction for wayfinding

23 October 2017

Today we need to:

- Establish the dos and don'ts within the Morrisons Guidelines for the design of the wayfinding throughout the customer journey.
- Agree the design language for the wayfinding.
- Feedback on this initial design direction.
- Discuss the communication style to enable integration with the community.



Narrative to be integrated into wayfinding customer journey

everything we do, across our produce departments and throughout the store. Creating from source to table.



Retail tone of voice as presented last week to be entwined within the customer journey

from source to the folk

WHAT'S THE BIG STORY IDEA? SOURCED FOR YOUR TABLE



UMBRELLA TONES OF VOICE

WHAT'S THE ONE THING THAT MAKES A MORRISONS UNIQUE
AND WHY SHOULD WE BELIEVE IT?

2: MORRISONS MAKES IT

We are the only supermarket that makes our own food produce.

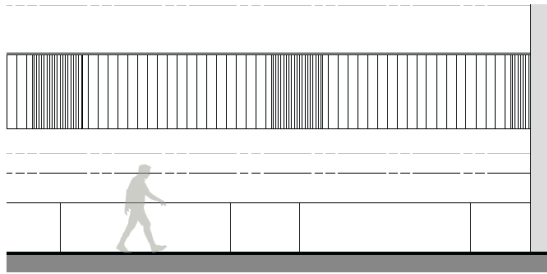
What we make, we make tasty, fresh and it's British. So from field and sea to your kitchen table we make it special for every family every day.

What better way of demonstrating Morrisons 'makes it'...

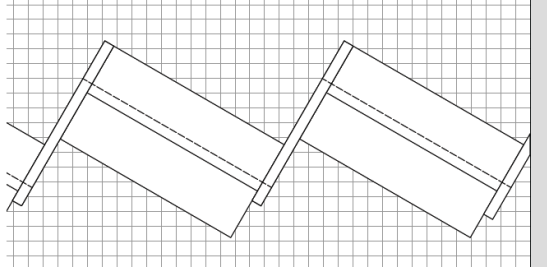
Than demonstrating they make their own butchers, fishmongers, bakers, etc, too. All their top-trained produce staff are all highly trained through intensive apprenticeships. All this great expertise, and knowledge gets passed on to the customer which makes it better for everyone.

As for a shoppers in-store journey, they'll have be reassured knowing Morrisons make it their mission to provide the best produce and goods from far, wide and local to make any occasion.

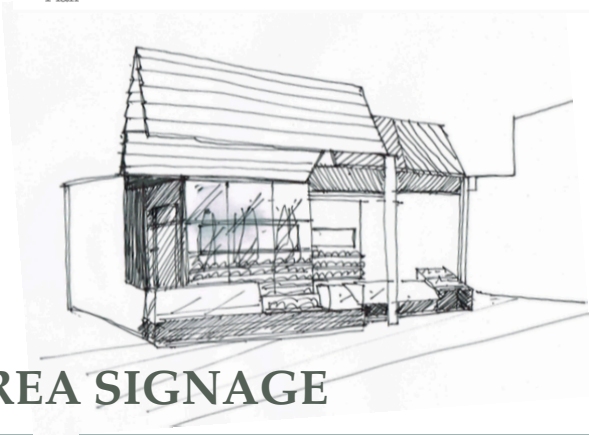




Elevation



Plan



AREA SIGNAGE





PERIMETER SIGNAGE



Result

Morrisons
Since 1899

OPEN HOURS
Mon - Sat 7am - 10pm
Sun 10am - 4pm

CAFÉ
THE BAKER
THE BUTCHER
THE FISHMONGER
FOOD TO GO
HAND CRAFTED PIZZA
FLOWER WORLD
NUTMEG

Morrisons.com



The Story 

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

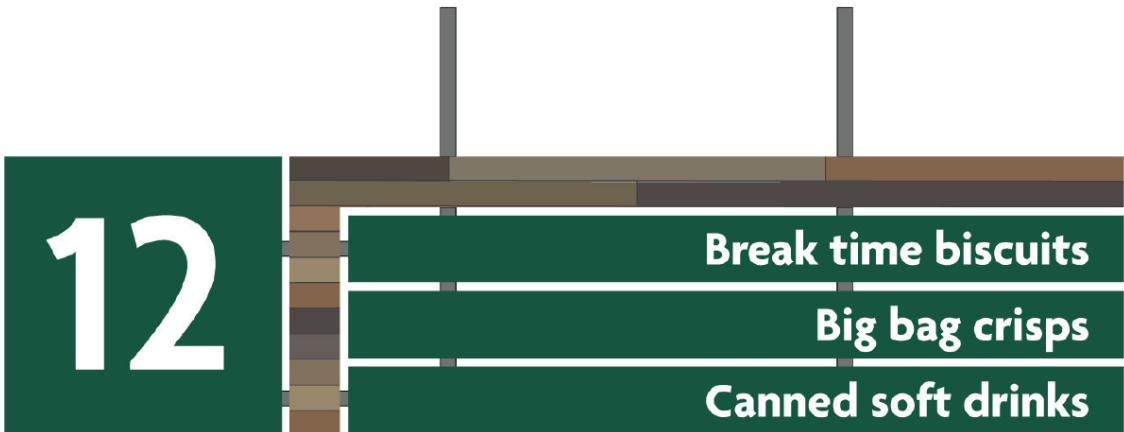


Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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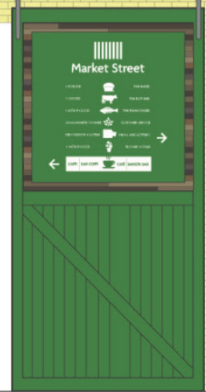
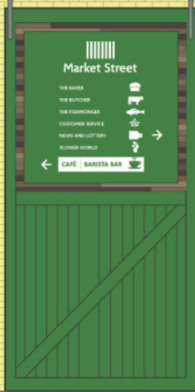
EXIT

NO ENTRY

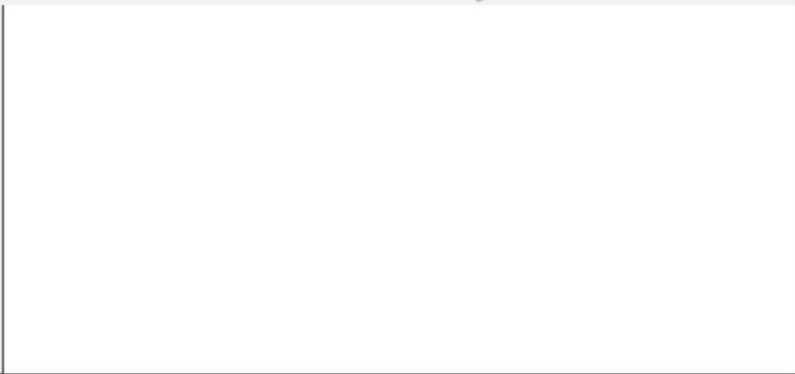


NAVIGATION

Welcome



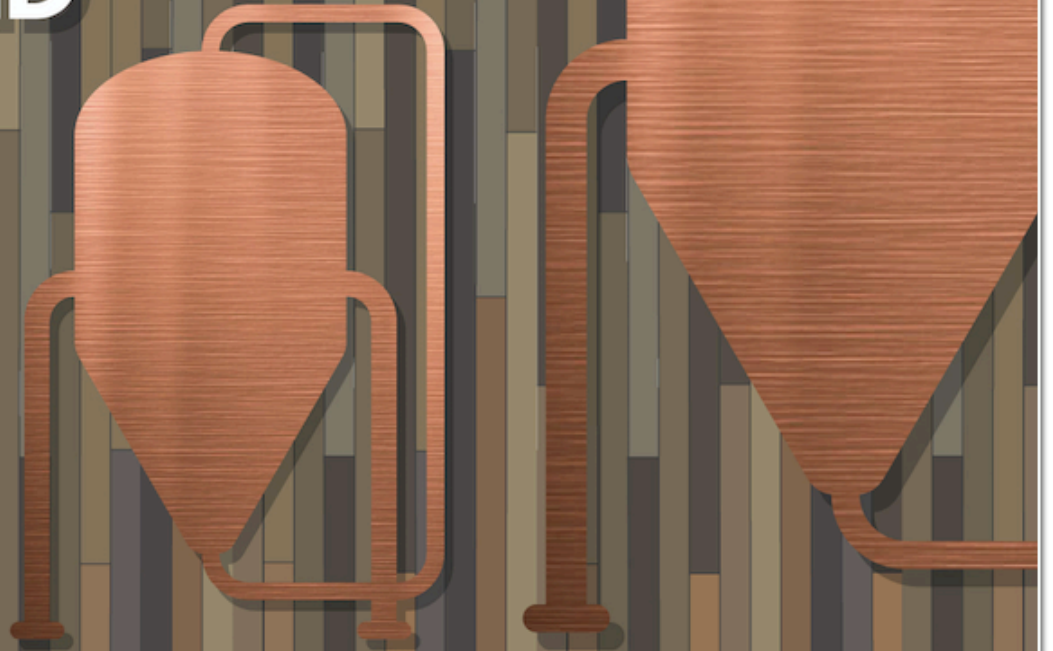
Thank you





PERIMETER SIGNAGE

WE SUPPORT LOCAL BREWERS, RIGHT ACROSS ENGLAND



**OUR FRESH BREAD IS BAKED FROM
SCRATCH IN STORE EVERY DAY,
ALL OF THE BEEF AND LAMB ON OUR
BUTCHERS COUNTER IS 100% BRITISH,
AND OUR FISHMONGERS CAN GIVE YOU
EXPERT TIPS ON PREPARING
AND COOKING FISH**



Morrisons
Since 1959
Makes it

OUR GRIMSBY FISHERY BRINGS FRESH FISH HERE EVERYDAY

FRESH FISH
— THE —
FISHMONGER
DELIVERED DAILY

Morrisons
Makes it

HAND TOPPED
PIZZA
IN STORE

WE'LL MAKE YOUR PIZZA NOW!

Morrisons
Makes it

OUR COUNTER MEAT IS ALWAYS 100% BRITISH, DIRECT FROM FARM

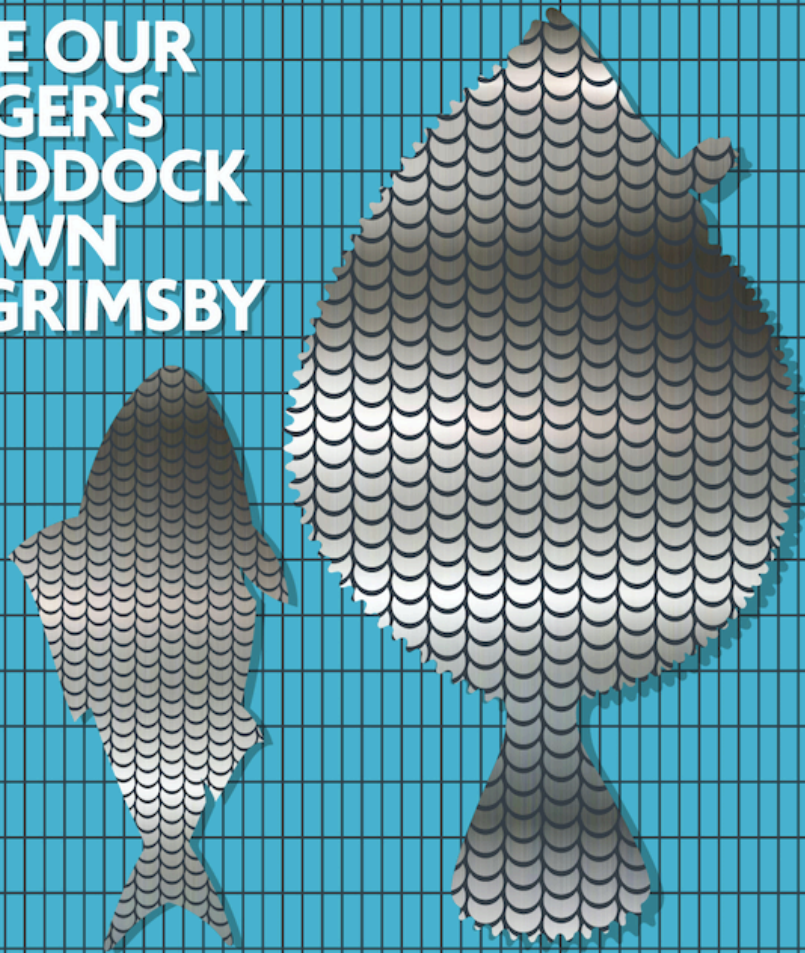
FRESHLY CUT
— THE —
BUTCHER
TO YOUR LIKING

Morrisons
Makes it

**CREATE YOUR
OWN PIZZA
IN STORE,
USING FRESH
DOUGH
PRESSED
TODAY**



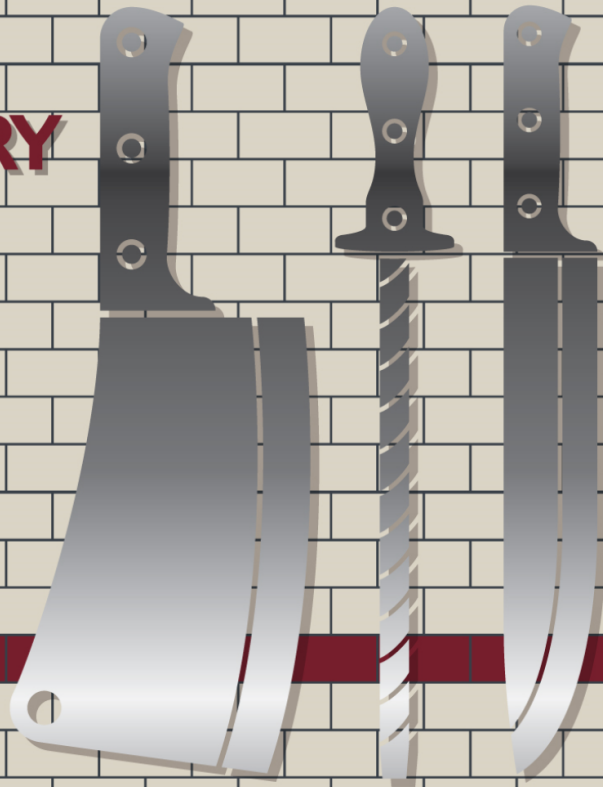
**WE SMOKE OUR
FISHMONGER'S
COD & HADDOCK
AT OUR OWN
KILNS IN GRIMSBY**



**ALL BEEF & LAMB
ON OUR BUTCHERY
COUNTER IS
100% BRITISH**




Morrisons
Since 1899
Makes it



All beef & lamb on our Butcher's counter is 100% British

Morrisons
Makes it

Our in-store Bakers always use 100% British wheat

Morrisons
Makes it

Our Fishmonger's cod & haddock is smoked at our own kilns in Grimsby

Morrisons
Makes it

OUR FRESH BREAD IS BAKED FROM SCRATCH IN STORE EVERY DAY, ALL OF THE BEEF AND LAMB ON OUR BUTCHERS COUNTER IS 100% BRITISH, AND OUR FISHMONGERS CAN GIVE YOU EXPERT TIPS ON PREPARING AND COOKING FISH

Morrisons
Makes it

We support Welsh brewers

Morrisons
Makes it

Final Result

St Ives opening

Morrisons















EVOLVE

STANDING STILL IS A THING OF THE PAST

service industry

stuff international design



STANDING STILL IS A THING OF THE PAST

O-PRO – THE FIRST HIGHLY FLEXIBLE, INDEPENDENTLY SECURE, DOCUMENT CREATION AND AUTOMATION SYSTEM TO REQUIRE NO CODING

Would you like to create and automate the production of your documents quickly and easily?

Would you like to tailor a document creatively to specific client requirements?

Would you like to be able to change the structure and content of automated documents to meet changing demands effortlessly and at low cost?

Have you looked at or used other automation software and found it complex, inflexible and expensive?

O-PRO IS UNIQUE – IT IS THE FIRST TO:

Require no coding

• speeding up and simplifying document creation

Be so easy to use you can do-it-yourself

CLICK DRAG DROP

Be highly flexible

– offers unlimited freedom in creating complex structures and content of automated documents

TESTIMONIALS

“I can see O-Pro totally transforming how we work.”
– Sally Diggs, MD, Legal Company

“The cost, time and hassle savings through using O-Pro are likely to be huge!”
– John New, CEO, Fisheries and Foods Ltd

“O-Pro makes my job so much easier and enjoyable.”
– Mark Ling, Director, Legal Publishing Co

“O-Pro has totally changed how I view document creation – I like it now!” – Carolyn Dubany, Legal Co.

“O-Pro’s full capabilities for a wide range of applications are immense.” – Ian Smedley, CEO, Seas Inc.

“We will be tackling new markets with O-Pro as with it we can create new types of documents so easily.”
– Yi Lu, Partner, Audit Ltd.

NEWS

O-Pro is delighted to announce the launch of its new website. We have appointed new directors, who will bring a breadth of additional knowledge to our business. We are really excited about the development and launch of our unique software as it will be transformational to so many businesses, helping them to access and develop new markets.

HOME WHY O-PRO? HOW IT WORKS CASE STUDIES ABOUT US SUPPORT CONTACT

KEY BENEFITS OF O-PRO?

STANDING STILL IS A THING OF THE PAST

WHY O-PRO

While you may recognise the potential business advantages of document automation and assembly, have you had any involvement with the process? Do you know how onerous and expensive it is with current software? Would you not prefer to be able to do-it-yourself and make sure that it is totally fit for purpose?

Do you find it a frustratingly slow process automating documents using a programmer rather than just being able to create what you want quickly, yourself?

Do you want to update or make changes to automated documents, but find the process expensive and difficult?

Do you want to do even more but are hampered by the limitations of your current software?

... IF YES – EVOLVE WITH O-PRO

Unrivaled metadata system

Metadata facilitates a total front and backoffice revolution.

For example, you'll be able to:

- create a powerful and sophisticated search system, which makes finding relevant files and files;
- create in-house systems that automatically update content within the organisation to reflect changes of customer regulations, company structure changes, personnel and assets;
- keep track of versions;
- track and report document life-cycles to reduce waste;
- save down to programme level;
- attach responsibilities for individual items of content;
- set search alerts for automated access to information;
- develop more accurate billing and feeing systems;
- etc.

HOME WHY O-PRO? HOW IT WORKS CASE STUDIES ABOUT US SUPPORT CONTACT

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... IF YES – EVOLVE WITH O-PRO

Very fast

Many times faster at creating automated sets of documents than any other system.

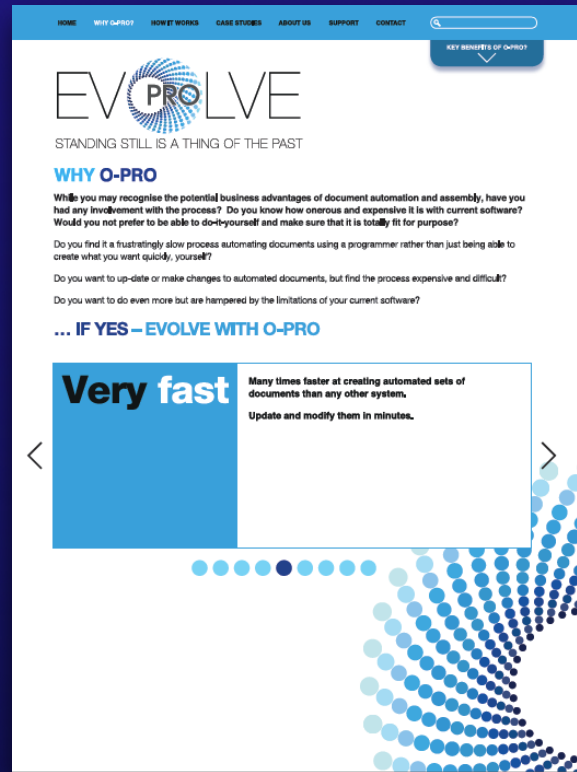
Updates and modify them in minutes.

service

* O Pro

* Knowledge mill

* BNP Pariba





work smarter, not harder

KnowledgeMill is designed for teams to share emails and documents turning unstructured individual data into valuable structured company assets. Team can work anywhere through any device to edit, update and review all emails and documents. Up to date in real time, backed up and secure. Outlook becomes central repository for all users. Shared visibility of data ensures no duplication.







manufacture drinks

stuff international design



75



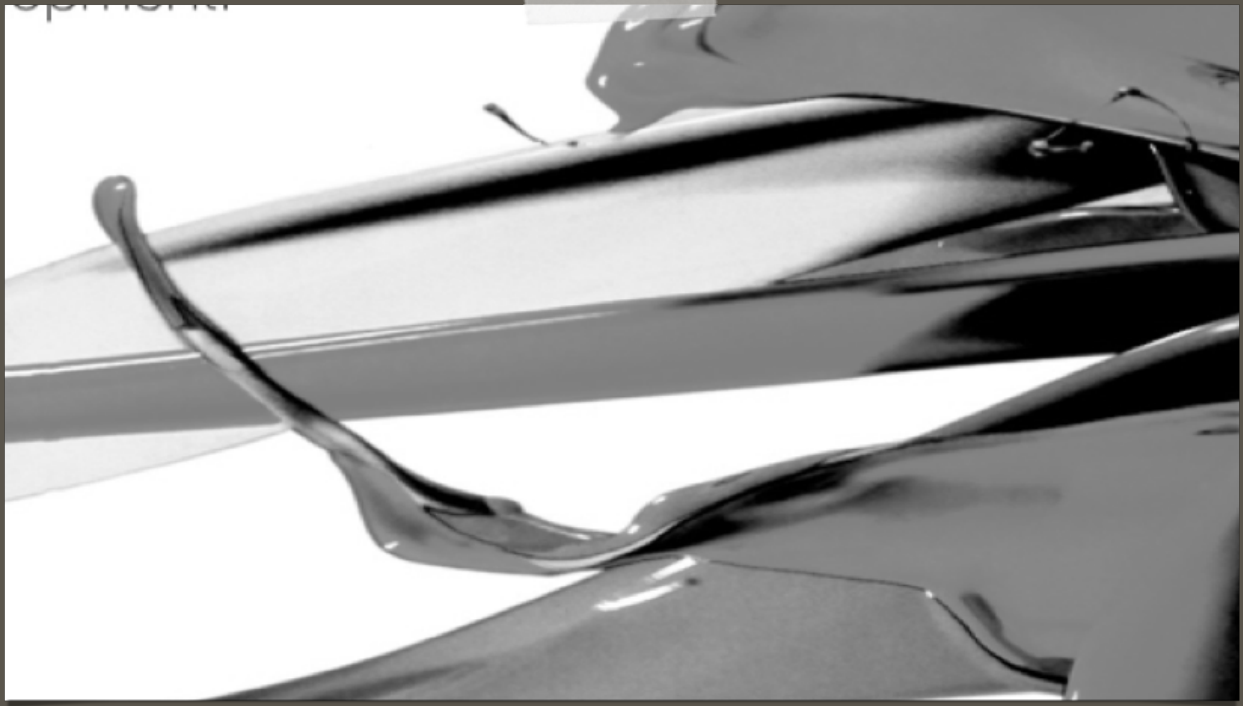


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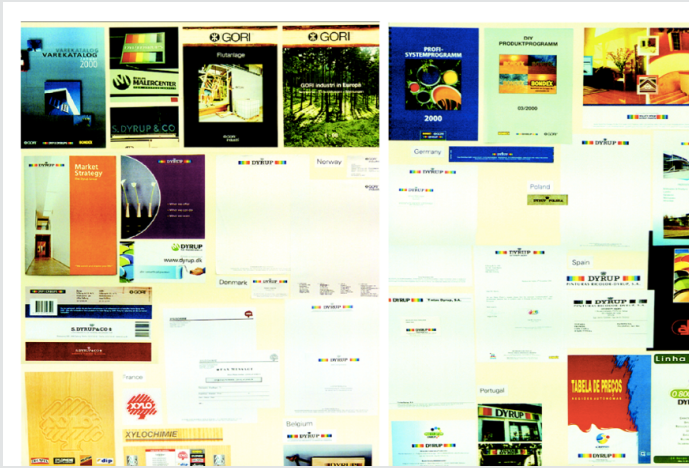






manufacture line logic

stuff international design



19 04 00

HOW DO THE BRANDS FIT WITH THE APPLICATION STAGES?

STAGE	GROUP	GROUP	GROUP	GROUP	GROUP	GROUP	GROUP	GROUP	GROUP	GROUP	GROUP
STAGE 1	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
STAGE 2	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
STAGE 3	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
STAGE 4	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
STAGE 5	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE
	BONDEX	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE	XYLOPHENE

COUNTRY

19 04 00

THE PROPOSITION

RADICAL SOLUTION: Through innovative communication linked with unique product placement. Activate and engage customers by understand and enjoy features and decoration products... A TOTAL SOLUTION

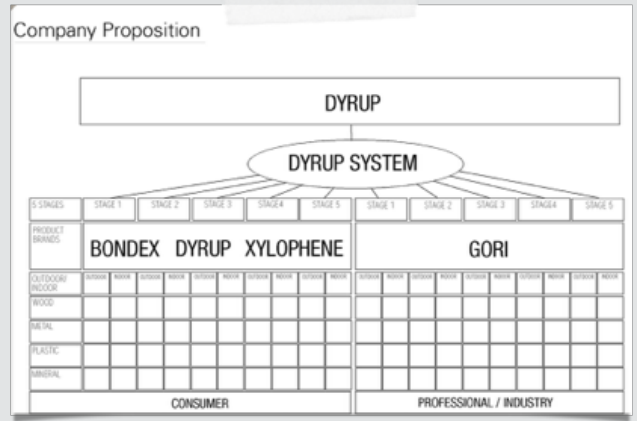
PURPOSE: The purpose of this proposition is to create a brand identity for DYRUP & CO. The brand identity should be able to communicate the brand's values and mission, and to create a strong emotional connection with the target audience. The brand identity should be able to communicate the brand's values and mission, and to create a strong emotional connection with the target audience.

EXPANSION: 23.5% → 33.5%

GOALS: Increase brand awareness, Increase brand loyalty, Increase brand equity, Increase brand value.

BRAND ATTRIBUTES: Innovative, Unique, Modern, Professional, Reliable, Durable, High-quality, Eco-friendly, Sustainable, Socially responsible.

ESTABLISH BRAND IDENTITY



inspiration **colour** cosmopolitan
care simplicity educational

Helvetica Condensed
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890;()-+*?!..

Dax Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890;()-+*?!..

Helvetica Condensed Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890;()-+*?!..

Dax Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890;()-+*?!..

Bondex Identity - Primary Typeface
 Helvetica condensed regular and Helvetica condensed bold are the primary typefaces for the Bondex product brand. They have been chosen to complement the character of the Bondex Identity. These typefaces should be used for all levels of communication that reflects the Bondex product brand.

Dynap Identity - primary typeface
 Dax is used as the primary typeface. It has been chosen to complement the Dynap identity and provide a legible, friendly and contemporary typeface to use in corporate communication.
 Both primary typefaces may be used in the same design.

For example: A Bondex tin would have all its related text in Helvetica condensed regular and/or Helvetica condensed bold. However it may be necessary to apply Dynap corporate information to the tin. This information should appear in the Dynap primary typeface - Dax.

In some cases where space is at a premium, for example on the reverse of tins, Dax condensed can be used as an alternative to Dax.

Bondex positioning → 01:00

Values

- Responsible: We will always act in a responsible manner in relation to our customers and consumers. We are socially responsible and strive to make the world a better place.
- Our environment: We care for the environment and the world we live in. Our focus is the near environment – the local community. Also, we inspire you to regenerate old possessions, e.g. furniture.
- Reliable: Consumers and customers can rely on our products, service and advice.
- Innovation: We are always striving for improvements and we challenge the existing way of thinking.

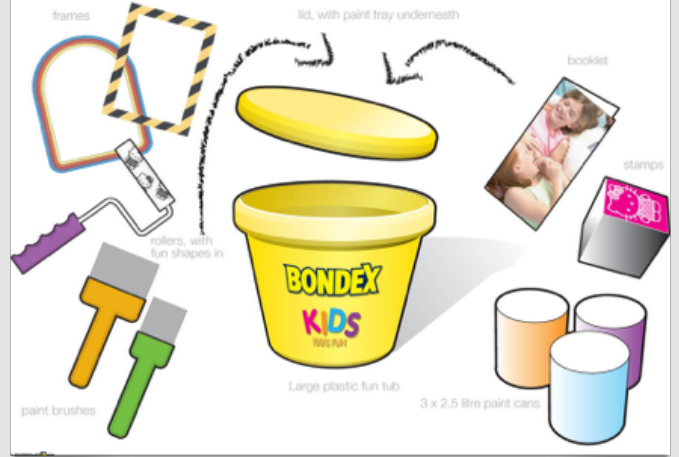


Feng Shui: Give aways

Systems to help you choose the right colours for the correct orientation or your space according to Fung Shui principles

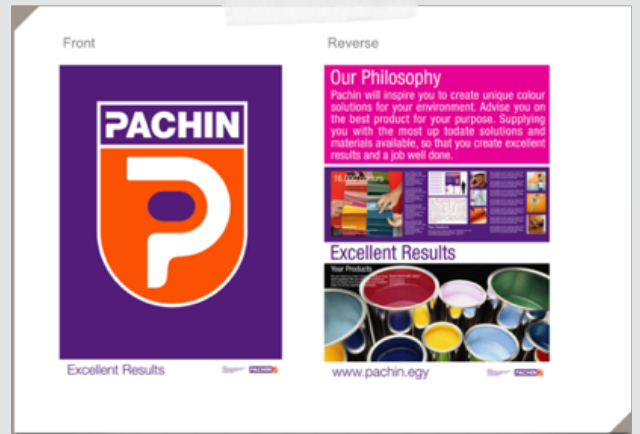
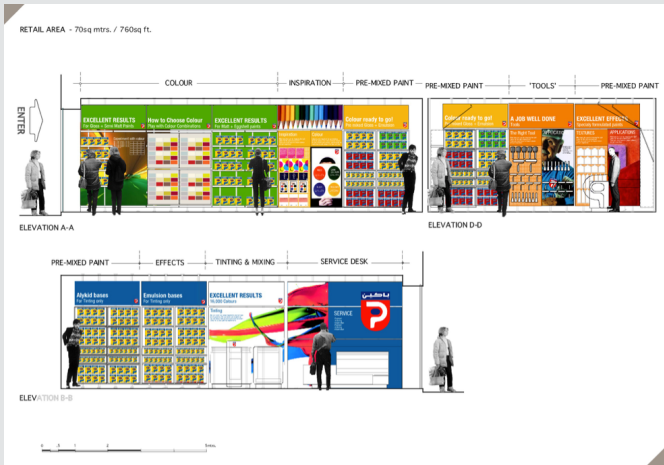
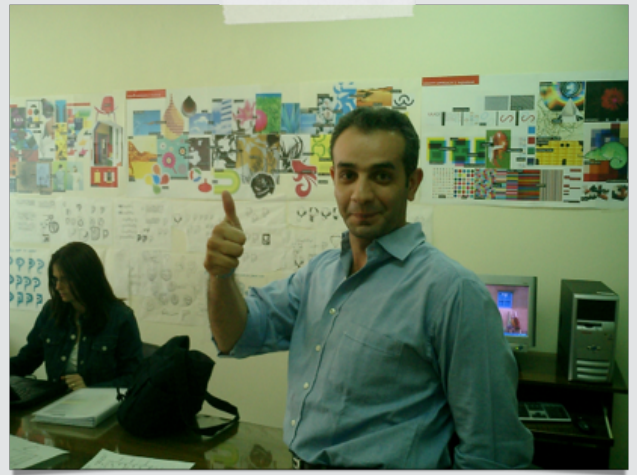


PACKAGING CONCEPTS, INTO CONCEPT 1



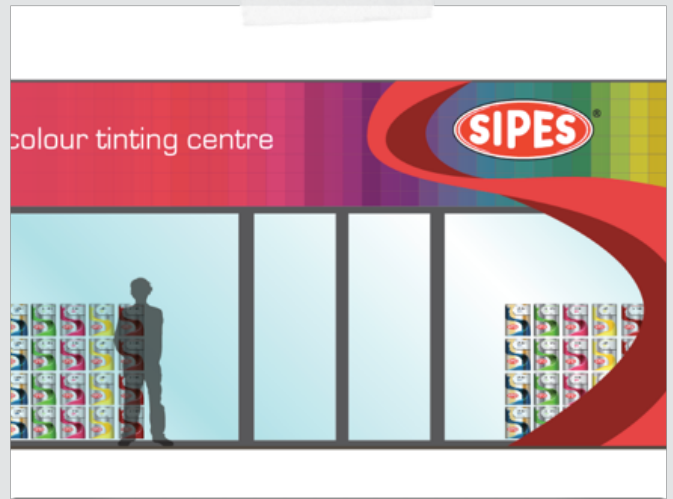
Development of current concept box













SI-TONE

Emulsion paint

SIPES



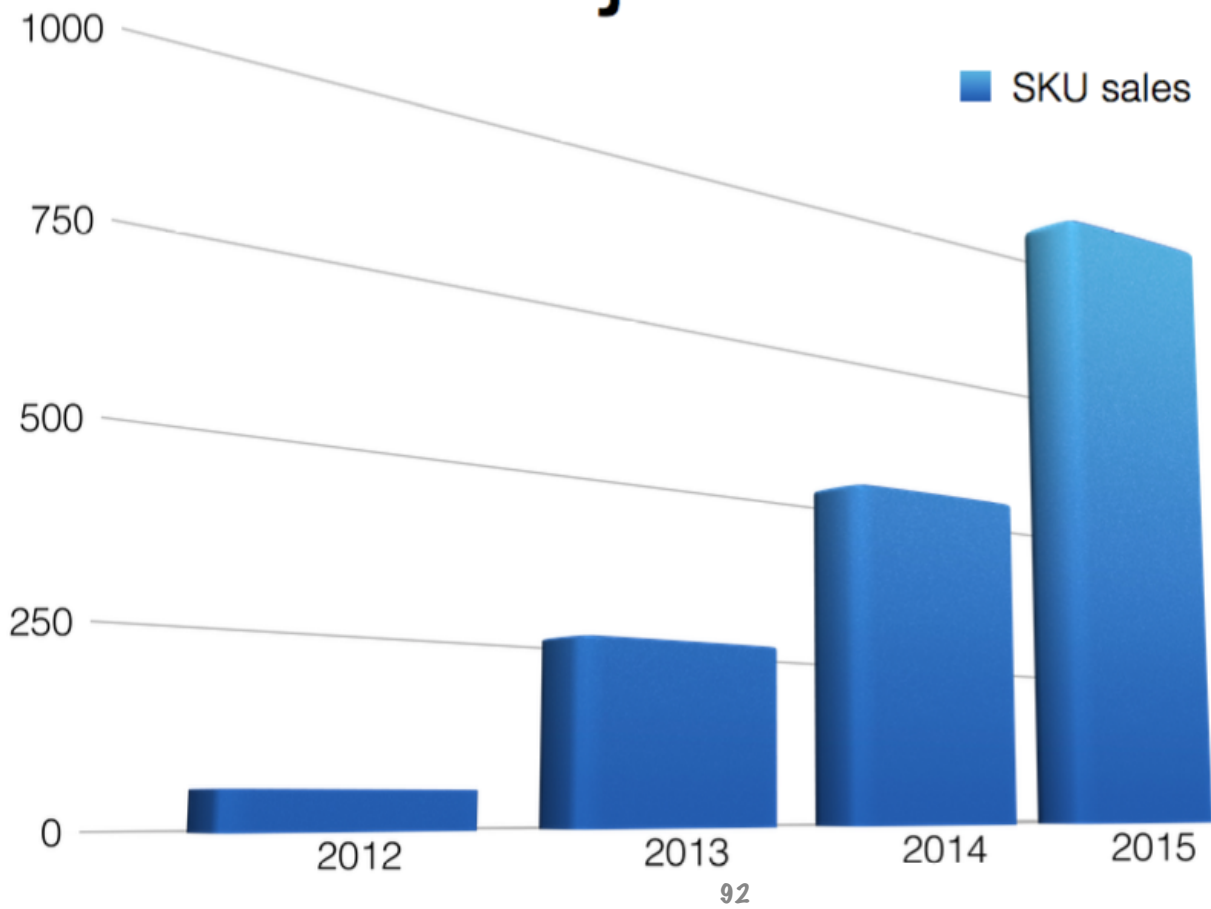


manufacture subtractive

stuff international design



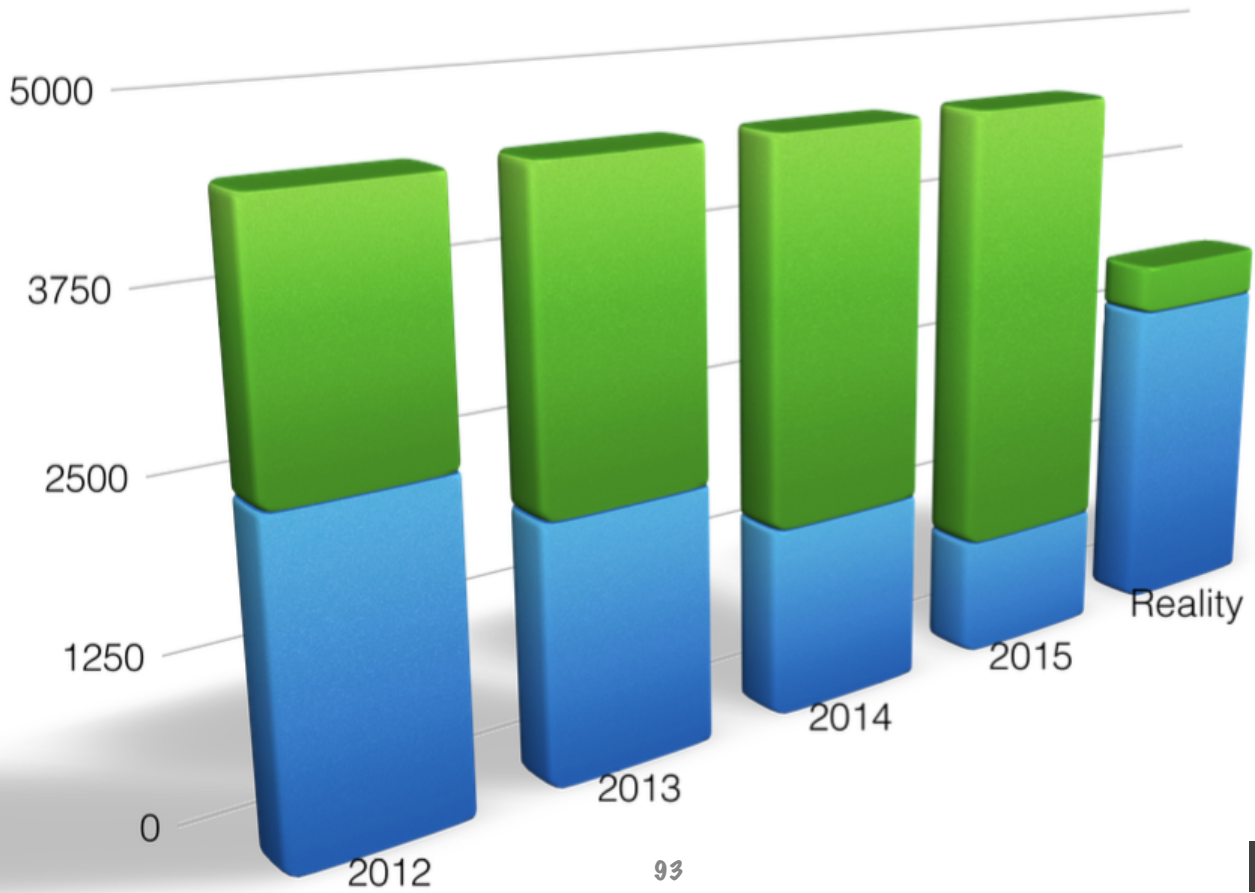
Objectives



Cost of manufacturing

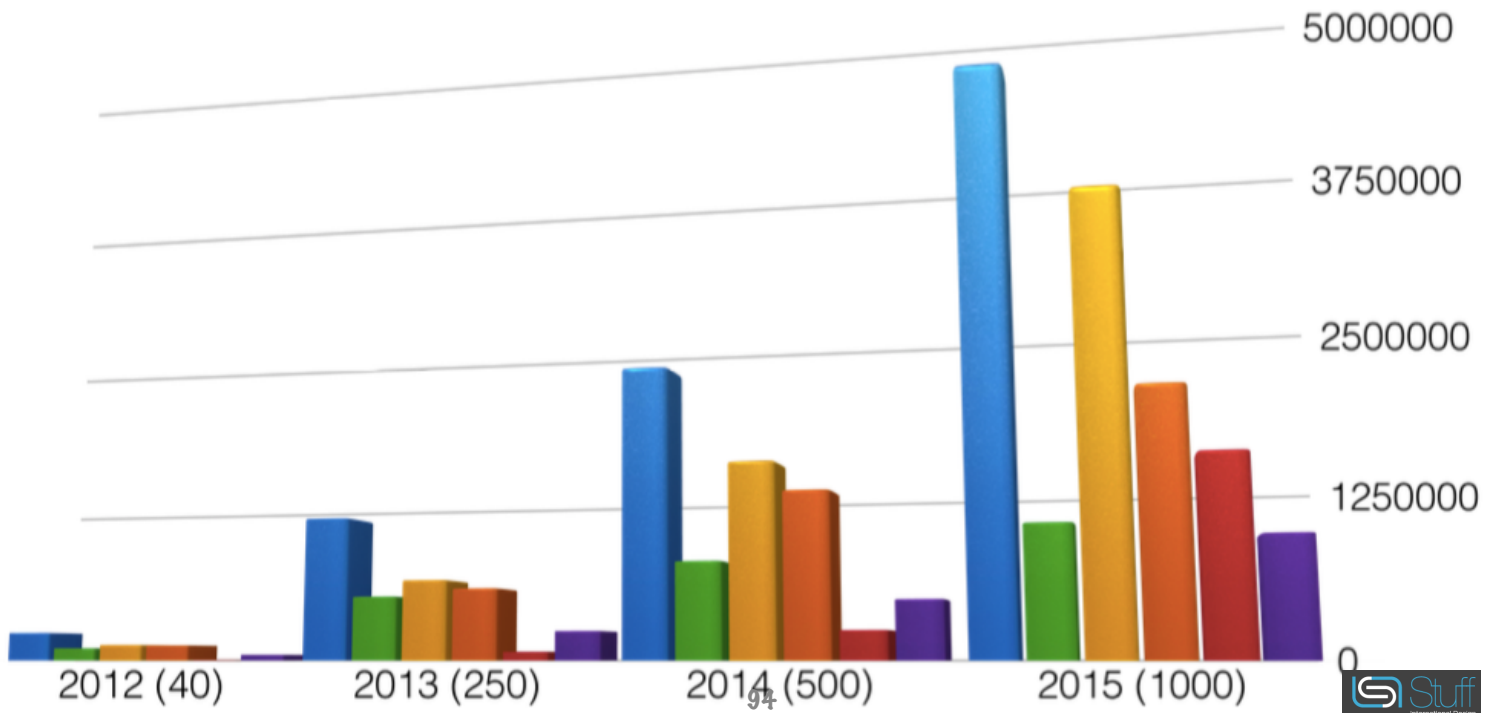
■ Cost of manufacturing

■ Sale price



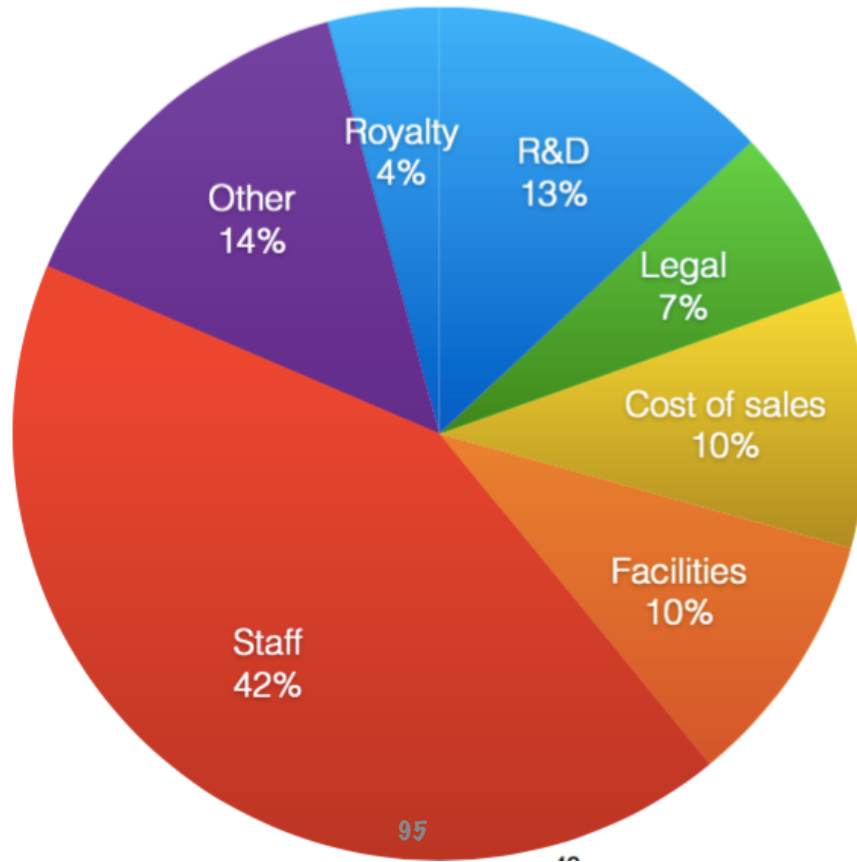
Potential income

Income Cost of manufacturing Difference Running cost DD
DD Profit VAT 20%



Running cost

- R&D
- Legal
- Cost of sales
- Facilities
- Staff
- Other
- Royalty





retail fast food

stuff international design

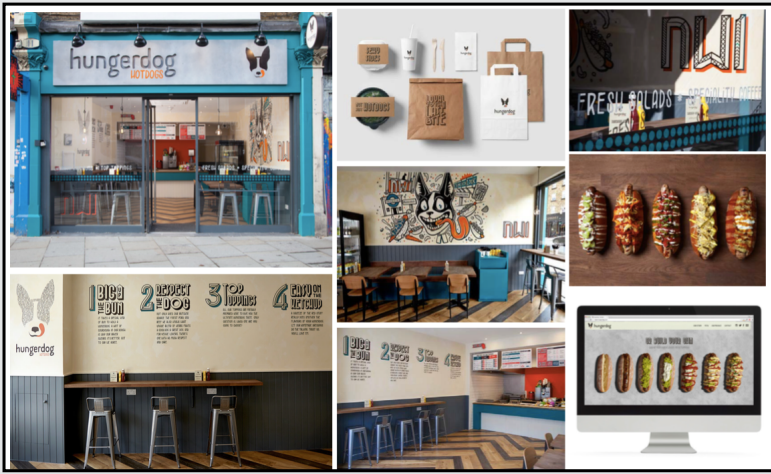
Food, Russia

A company in Ulyanovsk, Russia currently run several fast food restaurants wanted to create a unique brand for the Russian market and develop a brand that would be a new fusion of Russian and International taste. We worked with the client creating brand positioning, Brand philosophy, brand proposals and name generation, logo design and brand expression. We are currently looking to expand this successful fast food concept.











Food Service Nutritional:

Food Service Product	Per 100 grams and * Yes that includes the bun*			
	Total Fat, per 100 grams	Sat Fat, per 100 grams	KCAL, per 100 grams	Salt, per 100 grams
EMPIRE DUKE OF CAJUN	7.0	1.7	220	.51
EMPIRE BARON OF PAMPLONA	7.2	2.3	225	.59
EMPIRE EARL OF FRANKFURT	6.1	1.4	217	.59



These boys will tell you the facts:

- 100 % British Meat: Outdoor bred & reared pork & Red Tractor Farm assured chicken & beef
- Nutritious healthy fast food !
- Less than 7% fat content
- Super low salt content
- BRC accredited

At last a premium British hotdog



Let your dog loose when returning to your table please

100% British Meat, with a foreign accent





wholesale food

stuff international design

PROJECT: Milano - Pizza Express Ireland

Since the end of 2009 948 have been working with the Pizza Express in house Marketing Team to assist in the creation of new future direction of the Brand Experience.

explored several alternative formats that have been trailed across the UK

All the stores are to have the same common elements and same common operational regimes but the restaurants will have different ambiances.

The unique designs of each of the stores will be tailored to meet local conditions customer profile and Architectural styles.



service restaurants

stuff international design



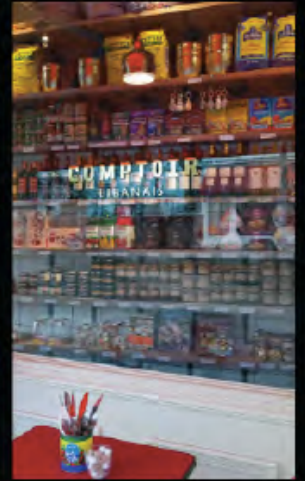
PROJECT: Comptoir Libanais

Tony Kitsou and Gabriel started talking about the challenge of developing the brand into a more restaurant experience. The result is the store at South Kensington.

S48 stretched the brand to create a more authoritative Middle Eastern operation establishing visual display methods and merchandising techniques into the overall design.

Taking regional motifs S48 contemporised and brought them into a European mindset generating designs for balustrades and decorative elements

The design itself was to promote a total Souk Style melding hot food service with Middle Eastern bazaar aesthetics.



PROJECT: BRGR.CO UK



PROJECT: Planet Organic, London, UK

Planet Organic is London's leading independent organic store offering only 100% bone fide organic produce and products. The offer encompasses grocery, to deli, to fresh, to health. The Studio48 team have been involved with the company since late 2007 and has been assisting the main marketing board on re-branding and in store design. Initially responsible for the refurbishment of the flagship store in Notting Hill, the team has now completed the design and is implementing a further two stores in Islington and Muswell Hill and are currently assisting in the development of future stores.



PROJECT: tea Pater Nostra Square London UK

studio48 created the overall physical brand experience of a modern tea emporium.

The idea was to meld the very modern clean lines of the brand icon with an up-cycle interior.

Working directly with the contractors and local artists we created a unique English modern urban feel

The antique furniture was adopted to fulfil the functions of the tea shop - adding refrigeration units to old closets and using antique wash stands as waste units.



PROJECT: 'Smiths' of Smithfield, London, UK

In the heart of London's Smithfield meat market is S.O.S. Steel was responsible for working directly with celebrity architect John Trode in the creation of the overall look and feel of the multi-level restaurant experience for the overall brand language and material.

The restaurant exists over four floors - offering a ground floor brasserie, the first floor champagne bar Bubbles, a dining room on the 2nd floor and a large new-build restaurant on the

Vertical integration has yielded an impressive return on investment, where every square inch has been utilised for commercial return.





layer upon layer
texture upon texture

retail

stuff international design

www.dove spa.co.uk



0870 766 9 766







 Skin analysis allows treatments to be designed exactly for your skin - so if your skin needs more treatment in one area, the treatment can be customised.
 

Skin Type		Skin Condition		Skin Sensitivity	
Normal	Combination	Clear	Acne	Normal	Sensitive
Dry	Oily	Redness	Dark Spots	Normal	Very Sensitive
Very Dry	Very Oily	Wrinkles	Wrinkles	Normal	Extremely Sensitive
Normal	Normal	Wrinkles	Wrinkles	Normal	Normal
Normal	Normal	Wrinkles	Wrinkles	Normal	Normal





Express, UK - wide

and Moulsdale, the owner of Optical Express, bought the Practice off Boots. At first, we were empowered to put the practice into Express, but it was a slow speed. The success was in an environment that implemented the two offers.

It has now been rolled into 80-100 stores across the country, trying to be a successful combination of the two streets.





, Lebanon

is a family business that produces luxury chocolates in the Lebanon. Our job was to create a unique branding and then develop a retail store, bags, packaging as well as the entire layout, lighting and fittings for the retail store including designing the interior.

The business is now thriving and Alina are setting up a manufacturing plant in Dubai, which will support a worldwide distribution.

The prototype was presented in Saudi Arabia.









wyevale

garden + leisure centres



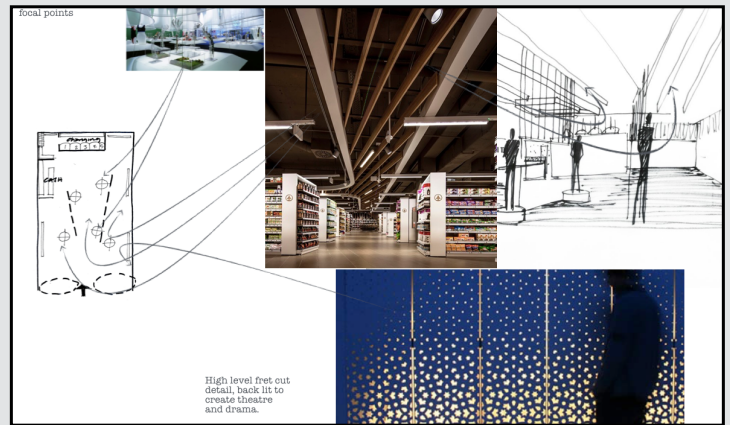
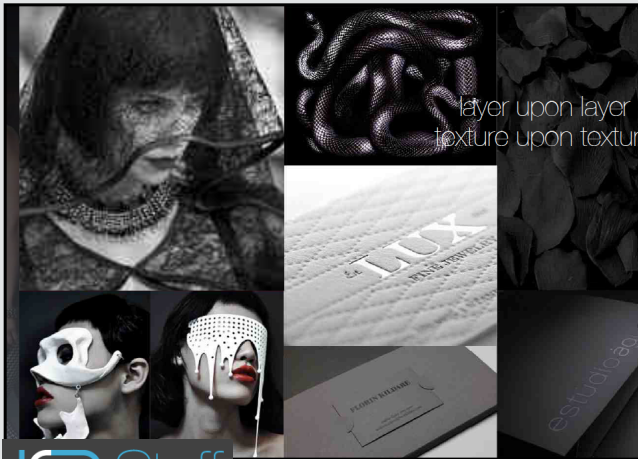
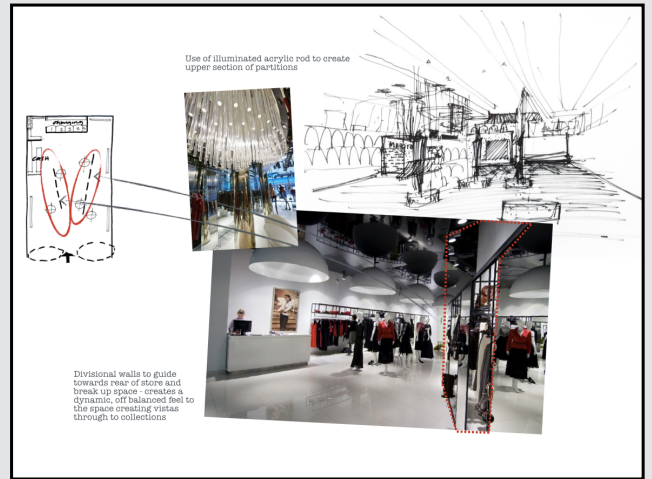
Pet supplies

taking care for you,

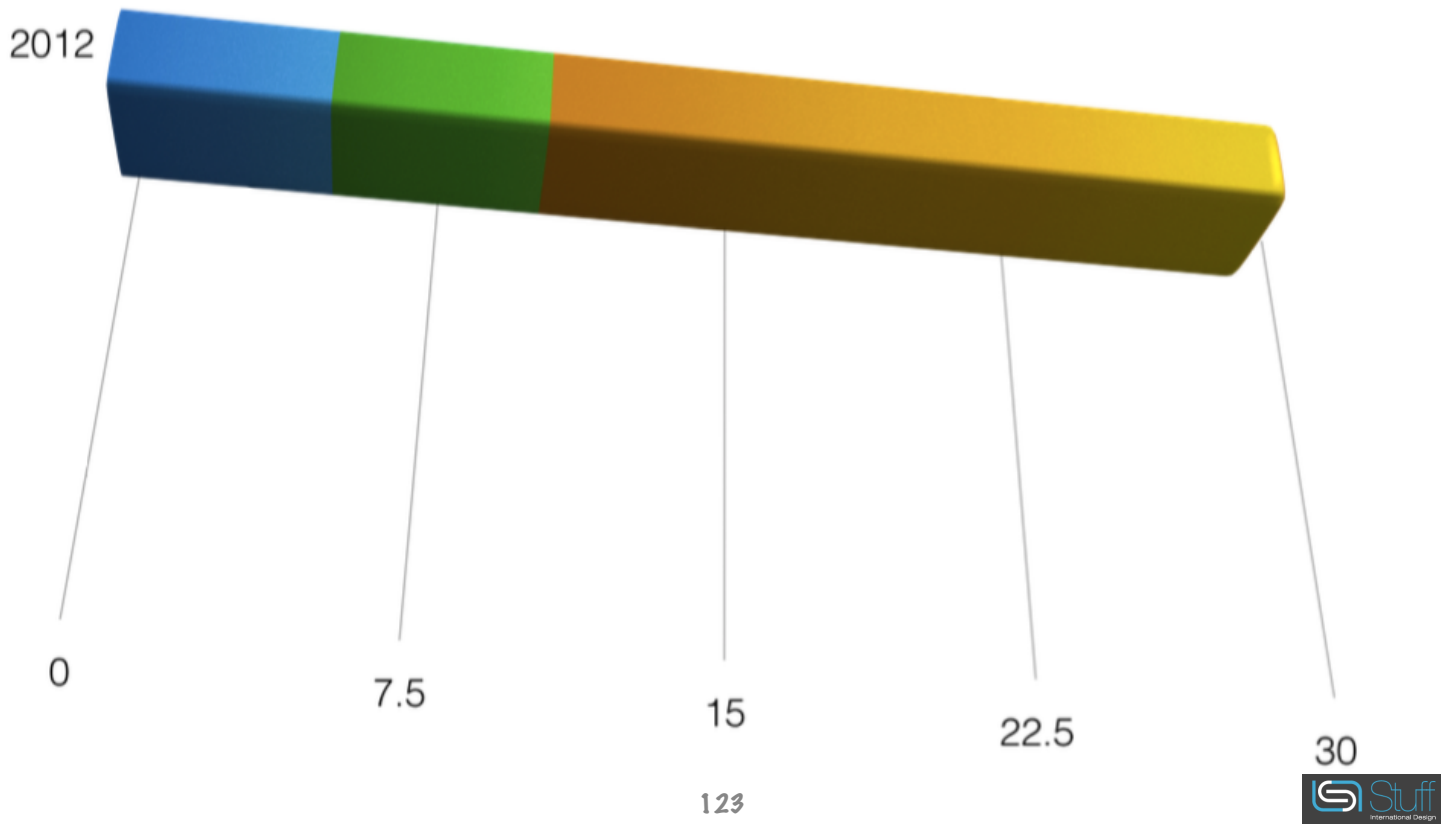


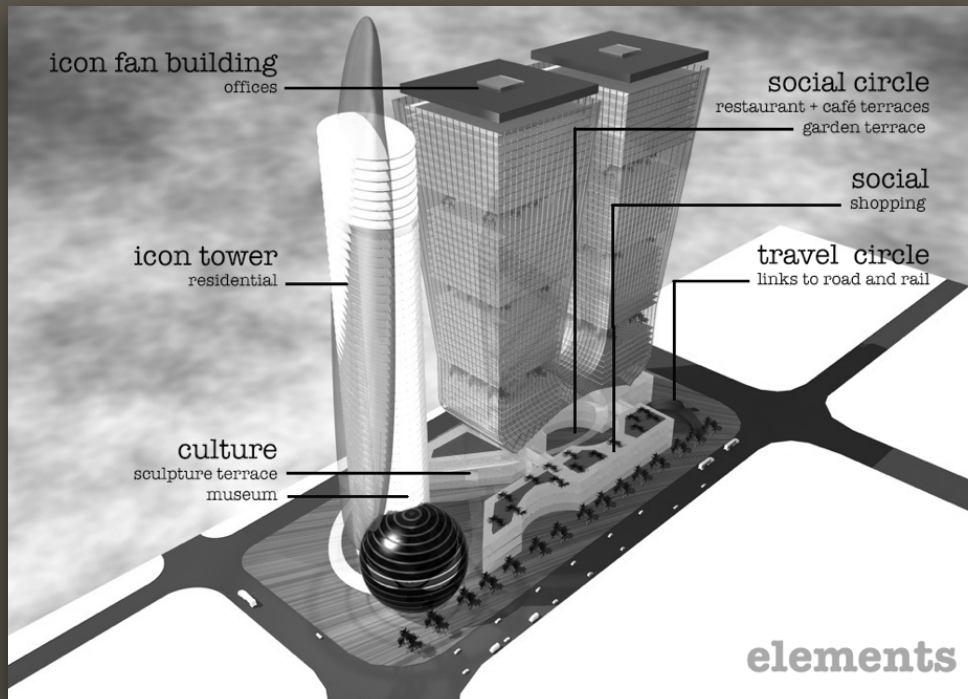


This mysterious woman, beckoned Victoria to listen to her story about a beautiful land beyond called Mohito



Price per unit



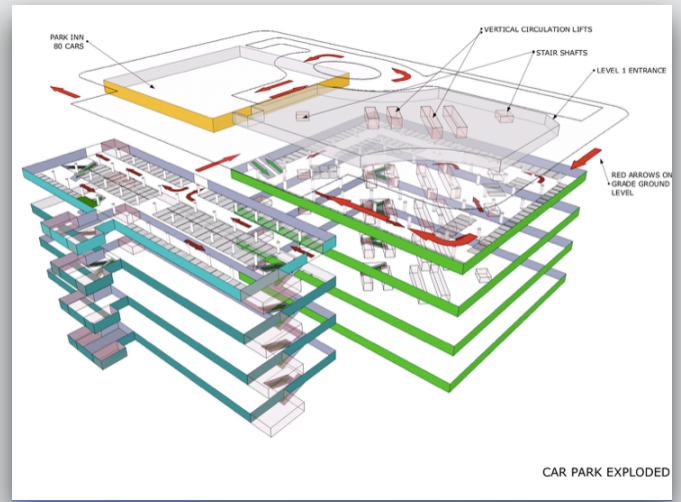


development

stuff international design



125



**CALM
ASSURED
PROTECTED**



accelerator 2015

russian solutions

Create-Lab: Creating you brand and visual identity in a day

Neil Whitehead
20th January 2025

Enterprising
Futures at LSBU

YOUR FEEDBACK IS VERY IMPORTANT TO US!!!

How was the masterclass, "Create-Lab: Creating you brand and visual identity in a day"?



Give your feedback:

Scan the QR code

Or click on the link <https://bit.ly/feedback200125>

Thank you

Neil Whitehead