

## Origin Brand Consultants

### Visual Identity



In today's marketplace a corporation must express its brand identity in everything it does. Effective communication comes from a thorough understanding of the key objectives, brand messages and audience.

A brand is defined by a number of key elements: the quality of the product or service, the correct name and visual identity and the effectiveness of its communication. When all these elements come together and are applied effectively, it creates the platform for success.

In order to develop and sustain that success, developing and maintaining a strong visual identity is one of the major factors now recognised as a key requirement. Your visual identity is reinforced in every single piece of communication you produce. Each piece of communication should therefore enhance your image according to your vision and future objectives.

In order to meet this challenge, you will need a professional agency that can offer fresh and creative ideas/concepts for new introductions (corporate, product, service) and also offer refinements and modernisation to existing logos and wordmarks.

### Creating Dynamic Brand Communication

Our experience and methodologies enable us to both design and help corporations evaluate their visual identity/communications material and create effective workable solutions that deliver added value to their visual identity/offering.

Our core skills in creating, strengthening and evaluating a brand include:

- *Identity creation and visual development*
- *Internal and external communications material*
- *Brand and corporate guideline production*
- *Packaging design*
- *Print and web review assessment*

Origin Brand Consultants boasts a multi-disciplined team with over 5 and a half years experience in the field of branding and design. Our service provides complete project management throughout all areas of design and production, from the visual identity of a corporation to the packaging design of its brands.

*For further information do not hesitate to contact us.*

