

# Our design process: A toolkit for your brand journey.

*We've brought together 30 years of experience working with leaders of business to bring you a set of tools that support your brand journey every step of the way. Three distinct phases of brand each representing an important process. And you can jump in wherever you need to.*



## **Work: Before Brand.**

*Do this to: build a 360 degree picture of your business and your audience and create the best foundation for your brand.*

**Make it your own way.**



## **Work: On Brand.**

*Do this to: create the brand you need to speak the right language, to reach the right people and reflect the value in what you do.*

**Deliver on your promise.**



## **Work: With Brand.**

*Do this to: grow the visibility and relevance of your business and start some compelling conversations – talk to the world.*

**Build your brand and fly.**



# Work: Before Brand.

**Do this to: build a 360 degree picture of your business and your audience and create the best foundation for your brand.**

*Make it your own way.*

Over the past decade we've learnt much from our work with clients and looked at what their greatest needs are in building their brands. From this experience we've honed three tools that we use to generate deep insight into our client's businesses, associated industries and their markets. We use this to build brands for our clients but it turns out it's of profound value to business too – building team culture, creating shared brand ownership, guiding all aspects of communication and informing business growth. And it's fun.



## Foundation Session™

**Do this to: Solve sticky brand problems collectively with expert guidance using principles of design thinking.**

What is it?: A 2 hour facilitated, round-table working group comprising high-value informants and experts drawn from your team or industry. A guided and focused discussion led by Working Images produces a valuable data set leading to resolution and a clear communication pathway. Detailed analysis and summary is presented back to leadership outlining high-level insights and strategic recommendations.

This work informs the **Brand Profiling**.  
Can be done as a standalone component.



## Brand Profiling™

**Do this to: Harness the intelligence within your business and work out who you are, who you need to talk to and what you need to say.**

What is it?: A team process for brand foundation. In a 1 day facilitated workshop led by Working Images your team will use nine unique lenses to produce deep, shared insight into the internal and external landscape of the business. A valuable information repository is formed and a singular voice created that will guide and inform communication planning and business development with certainty. Detailed analysis and summary is presented back to leadership outlining high-level insights and strategic recommendations and an emerging narrative for brand.

This work informs the **Brand Map**.  
Can be done as a standalone component.



## Brand Map™

**Do this to: Keep the big picture in sight with a detailed, visual overview of your entire brand narrative and communication framework.**

What is it?: Drawing on insights from the Brand Profiling outputs and guided by the strategic imperatives of the business, Working Images will develop a tiered, structured and prioritised map forming a compelling brand narrative. It details clearly the value proposition for the business, your market needs and expectations, your communication priorities and the purpose driving the business. As a map created from information developed and shared by the team it has high levels of ownership and consensus.

This work informs **Work On Brand** (and everything you do).  
Just can't be done as a standalone component.



# Work: On Brand.

**Do this to: create the brand you need to reach the right people, speak the right language, and capture the value in what you do.**

*Deliver on your promise.*

Working from the Brand Profiling report gives our team a valuable set of high-level information that we use to guide and inform every step of the design of your brand identity through to completion. We can pinpoint the right language, ensure that it speaks to the right people, that it supports the right positioning of the business and that it captures the real value you provide to your market through your product, service or place. There are three vital metrics that we use in the creation of compelling brands: Values. Behaviour. Language. Your brand becomes your promise.



*At the heart of it all.*

Values are the principles and beliefs that guide us in everything we do. We build strong connections with others around the values that we share or respect and for brands it happens just the same way. We build brands around the core values within a business and this leads to deep resonance with an audience. We design brands from the values out – not the brand in.

Values may change and evolve over time within the business or the market and this may require brand change.



*Values made visible.*

How we conduct ourselves socially is guided by our values and it's the same for business. When consumers scout for a business they have a set of expectations on behaviour and these characteristics are communicated through brand. Behaviour is the clearest indication of your market positioning. It's powerful when behaviour is congruent with your values.

Behaviours may change and evolve over time within the business or the market and this may require brand change.



*Walk the talk.*

When we talk about language we mean visual language – the visual form of the brand. How you speak to others is the most telling aspect of who you are and the most tangible part of an identity. Language differs across continents, countries and also markets. Speaking the right language for your audience lets them know they're talking to the right people.

Language may change and evolve over time within the business or the market and this may require brand change.



# Work: With Brand.

**Do this to: grow the visibility and relevance of your business and start some compelling conversations – talk to the world.**

*Build your brand and fly.*

When you have a brand you can talk to anyone. What do you need to say? Conversations can happen in the most amazing places.

## Branded Environments.

**Graphics behave very differently in built spaces and understanding this is critical to their function and success.**

We focus on a deep understanding of the user and their specific needs, providing highly functional, positive and memorable visitor experiences. We work with you to create branded environments, interior graphic schemes, way finding and architectural signage programmes.

## Information Design.

**Businesses must provide clarity around their product and their service offering – to share their story.**

We package your communication in a way that builds relevance and awareness, adds value to your business and provides a compelling means of differentiation within your market. We work with you to create publications, posters, prospectuses, profiles, postcards and presentations.

## Digital Environments.

**Successful communication relies on right messaging and connecting on the right channels for your audience.**

We work with care to translate your brand to the onscreen environment through the crafting of nuanced and bespoke communication that will find the right audience and engage them directly. We work with you to create websites, digital campaigns and strategy for socials.

# CAPABILITY PROFILE

## WORKING IMAGES

We produce compelling business communication focused on strategic, client-side outcomes delivered consistently above client expectations – the result of a strong cooperative approach to all projects. We are engaged on projects nationally and have demonstrated specialist expertise in the portfolios of environmental, identity, information and digital design. We have a long working history within the corporate sector, cultural organisations, government and the architectural industry. Our work has been acknowledged recently with a number of peak industry accolades.

## PROCESS AND APPROACH

We work with a structured three stage approach to design ensuring a streamlined process that makes for straight forward project management. All key milestones, deliverables and fees are established prior to commencing a project and client feedback and signoff is required to proceed through each stage. At all times our clients know exactly the stage of their project development – what is being produced and when it will be delivered. Our working briefs are highly detailed, have great clarity and are developed in response to our client's specific communication requirements. The process is well honed, economical and efficient and the outcomes are on-brief. We are meticulous with all documentation, value critical feedback and are great listeners. We work *cooperatively*.

## PORTFOLIOS

Expertise is offered in four key disciplines. *Identity design* – Corporate identity design and implementation, strategic repositioning or brand revitalisation, logos and trademark development, brand opinion, product brand development, packaging, corporate design standards manuals and corporate stationery. *Environmental graphics* – Complete project design and delivery for interior and interpretive graphics, architectural and corporate signage and wayfinding programs; including signage master planning, signage design, documentation and subcontract commission. *Information design* – Business communication material encompassing corporate profiles, publications, annual reports, strategic plans, newsletters and general marketing collateral. *Digital design* – Translating brands into dynamic onscreen platforms across all media.

## PRINCIPAL & CREATIVE DIRECTOR

Drew Raia Joyce has over 30 years design industry experience and has worked across many facets of business in Australia, SE Asia and the United Kingdom. His approach to design is practical, systematic and driven by client outcomes with a focus on establishing good working relationships; a ground up approach. Drew is a previous South Australian Vice President of Australian Graphic Design Association (AGDA)

## CONTACT

For further information or to enquire how we can assist you with your communication requirements please contact us on the details below.

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A range of projects are available at [www.workingimages.com.au](http://www.workingimages.com.au)

We create value for business through innovative communication and compelling brand experiences through thoughtful engagement – ideas brought to life. It's your story.

