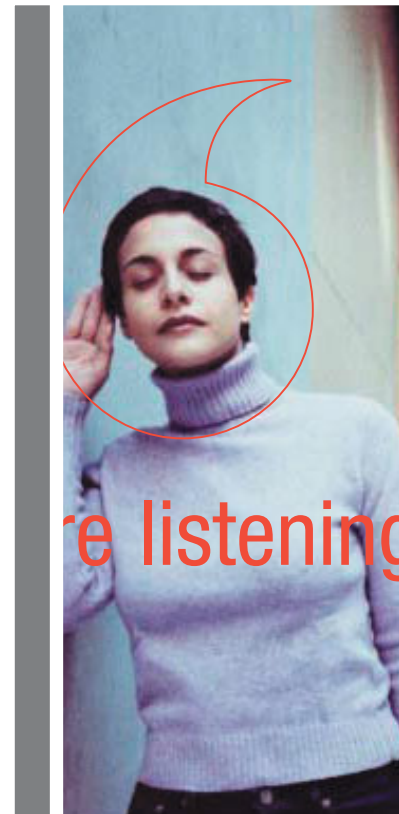


business people
marketing people
financial people
automotive people
understanding people
educational people
emotional people
real people
branding people
retail people
motivating people
teaching people

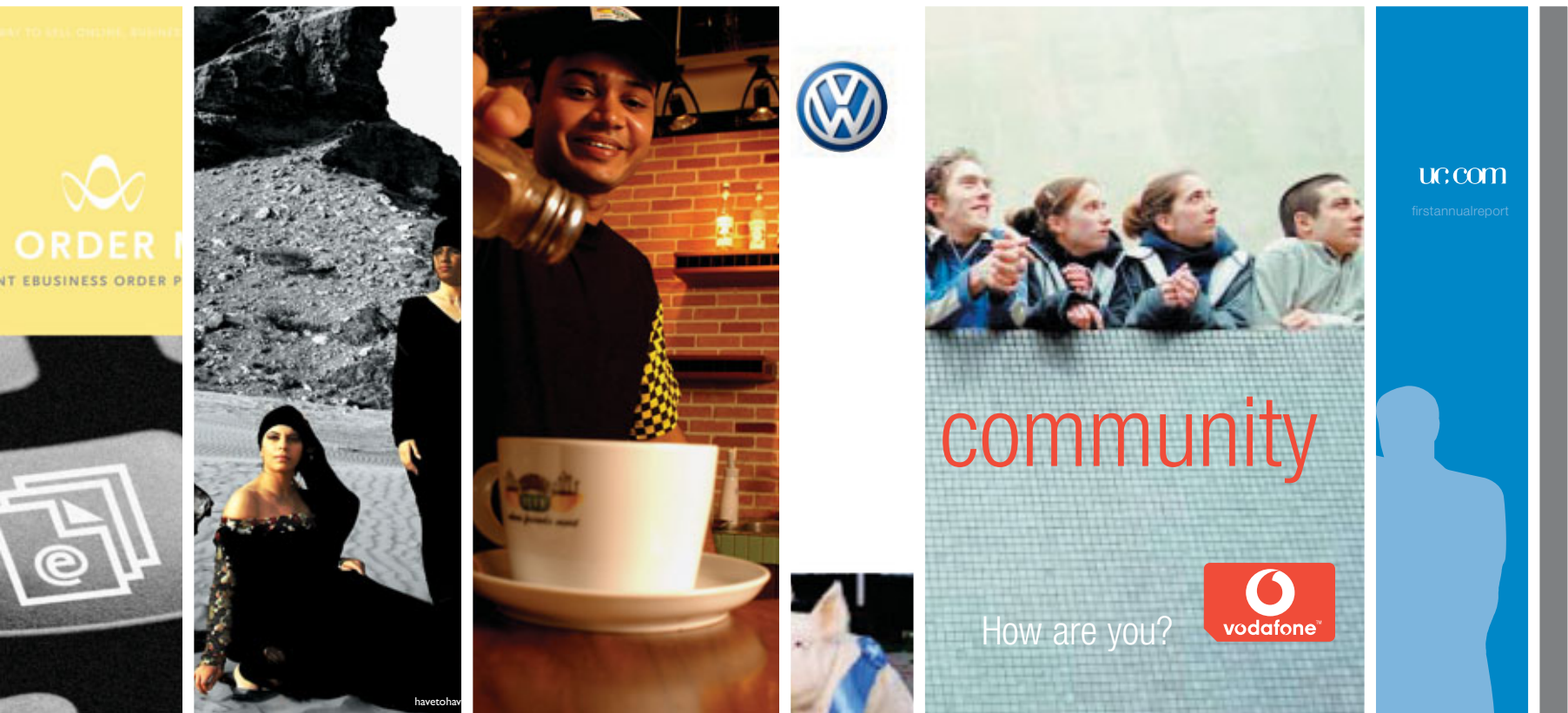
normal people

identity | branding | design

normalpeople.net



normalpeople have been building brands and creating identities
for over ten years across a wide range of media.



Clients have been from many different sectors ranging from leisure, retail, corporate, entertainments, technology, and industries resulting in effective brand building and strong visual creative solutions for B2B, B2E, B2C marketplaces and environments.

Our people come from top London, European and Middle East design consultancies with clients ranging from Vodafone, Hanson, Ford Europe, Park Hyatt, HSBC, Volkswagen Goup, Dubai Festival City, Skoda, BAE Systems, Lloyds TSB, Central Perk and Compaq, to Martiz Europa to name but a few.

Creative and design management experience has encompassed numerous media with a particular expertise in literature systems, digital media, visual identity, brand strategy and implementation.

But it's all about the people...



normal?



A successful brand can motivate the entire workforce and unify your local, regional and global marketplaces instilling confidence in current or potential investors or consumers...

...an incoherent brand can quite simply erode the goodwill that the company has nurtured and portray an image that is directionless and lacking confidence.

how?

The most crucial factor in determining any brand strategy is to define and articulate the very essence of the brand.

Getting to its heart and to the heart of your people.

A brand integrates all the elements of corporate identity into a real living breathing entity.

A powerful brand can be used to increase customer loyalty, leveraging market share by heightened product and service awareness and assisting the creation of a more successful company.

The brand is the emotive force that communicates the essence of the company, it's products and services.

normalpeople deliver brand emotion by expertise in communication through numerous media.

- identity
- branding
- naming
- strategic development
- tactical development
- change management
- traditional literature systems
- advertising
- POS
- corporate clothing
- exhibition design
- environmental design
- packaging
- targeted direct mail
- interior design
- loyalty programmes
- staff incentive programmes
- language variants
- cultural variants
- copywriting
- public relations
- signage
- wayfinding systems
- digital media



who?

Our people have been getting to the heart of many people
for many years in many places.

- Actinic Software
- Al Khouli Advocates
- Astra Zeneca
- BAE Systems
- BP
- British Airways Cargo
- Central Perk
- Clearstream
- Compaq
- Crest Homes
- Dorset Water
- Dubai Festival City
- Dyson
- Ford Europe
- Formac
- GranvilleBaird
- Hanson
- HSBC
- IIR Dubai
- Infaderm Childrens Shampoo
- Jumeirah International
- Kudos International Furniture
- Legrand
- Lloyds TSB
- Mirage Promotions
- Martiz Europa
- Nakheel Aviation
- NDS
- Permaglaze Middle East
- Skoda
- South Hill Park Arts Centre
- uc.com
- Vodafone
- Volkswagen Group
- 7Days

normalpeople approach to brand creation is an eight stage linear partnership. We will work with you from the offset through implementation and then review the success of the new brand essence.

research

demographic
industry audits
visual audit
brand audit
core values

The most crucial factor in determining any brand strategy is to define and articulate the very essence of the brand. Getting to its heart and soul, finding out what unique characteristics it has that will evoke the best response from the target audience.

Creating an emotional and rational bond with the audience is all about finding the essence of the brand and communicating that effectively.

architecture

core values characteristics naming
tone of voice emotive imagery

Brand architecture is the basis of the branding system at a strategic not a design level.

It can consist of many elements but all architectures begin with one very important element: core values.

concept

visual concepts photographic
selection

Conceptual stage is the start of the visual investigation of brand.

development

design development
core applications

After agreement on the conceptual route, we develop the design and apply this to the core applications that communicate the brand message.

application

advertising
corporate clothing
environmental systems
internet
literature systems
livery

Full application occurs when core item application has proven successful. The realisation of the brand promise applied to every aspect of your business.

Once we have applied the brand to these other items, we launch the new brand into marketplace

launch

launch control
overcoming resistance

The staff and customers must buy into the brand. It is dependent on the initial research as to the depth of acceptance achieved both internally and externally.

management

Guidelines
Brand Police

Brand and change management are very important as the brand needs constant nurturing.

A massive launch followed by little activity can damage reputation as your market.

Effective guidelines with a robust and suitable change management system can ensure brand longevity.

review

qualitative research
reviewing brand
effectiveness.

We can determine the brand perception by your suppliers, your competitors and your consumers.

We ask how marketing can be adapted to increase the perception

process...

The stages undertaken to create the brand.

Want to see how this all works to providing the solution for your communication then mail or call us.