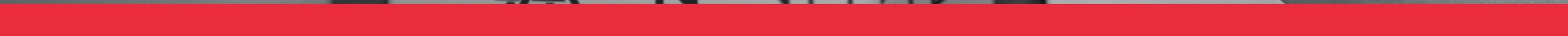




NB Communication
DIGITAL MARKETING AGENCY

Corporate Identity Portfolio 2017





To stand out in your market, and to convey the right image for your organisation, an attractive and effective corporate identity is essential.

NB's specialist corporate identity designers can help you with all aspects of your visual branding requirements, from strategy through to design and onward to application across all channels.

DEFINING YOUR DESIGN REQUIREMENTS

We start a new corporate identity project by meeting you to discuss your detailed requirements. We will learn more about your organisation and your competition. We're always keen to hear your own ideas for your new corporate identity, along with your thoughts and experiences about your existing branding and materials should you have any.

RESEARCHING THE IDEA

After our initial discussions we will undertake further research into your industry and competition, and we will review any existing materials you may have. This will help us to start thinking of original and exciting new ideas for your project.

DRAFTING THE CONCEPTS

We sketch our initial ideas on paper. We normally explore a wide range of different concepts 'by hand' long before doing any computer-based work.

DIGITISATION

At this stage we 'digitise' the hand-drawn concepts which have the best potential. Moving to the computer allows us to experiment with variations of each concept, including exploration into typography and colour possibilities.

GATHERING YOUR FEEDBACK

Once we're happy with our work, we'll share some digital versions of our corporate identity concepts with you, so that you can review them with your own team in order to provide us with your thoughts. By identifying one preferred corporate identity from the designs we share, we can focus our efforts on refining the 'winner' and preparing it for use across your brand.

REFINEMENT

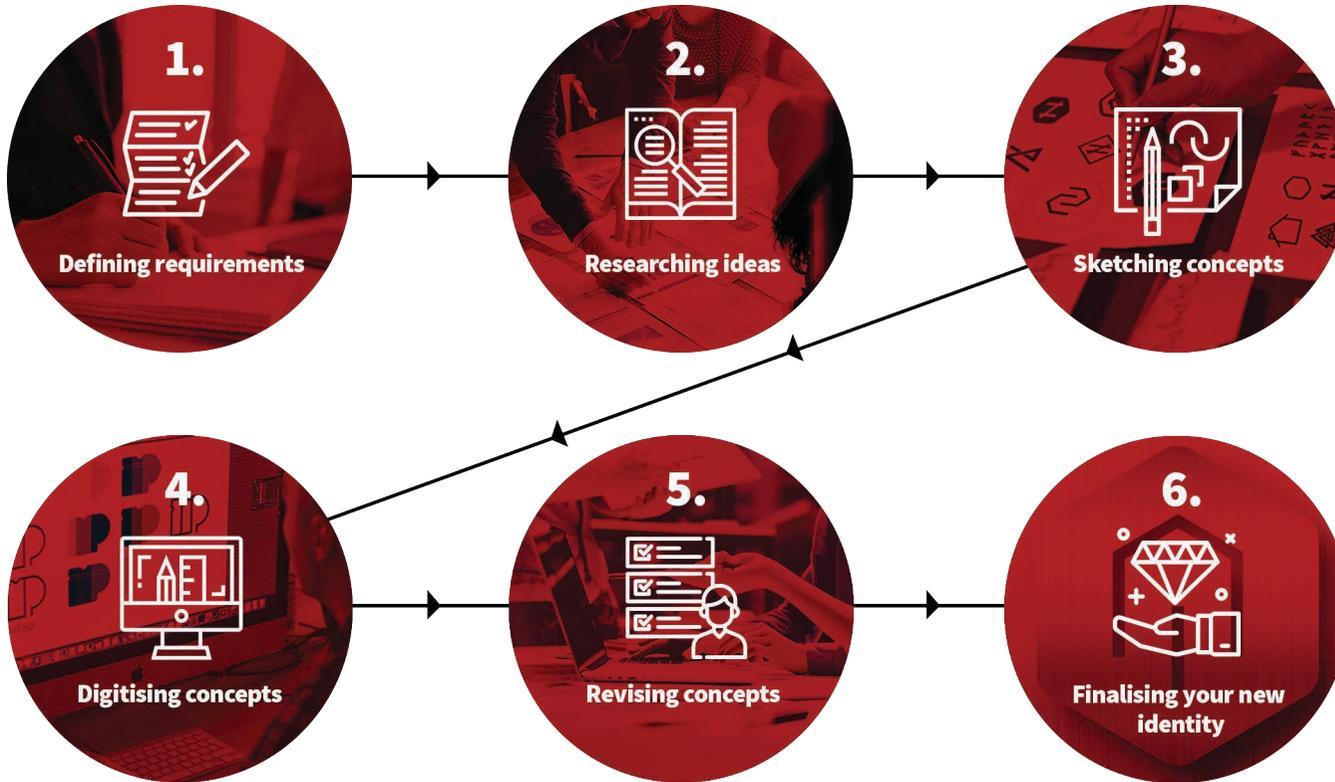
We'll make amendments to your new corporate identity based on the feedback we receive from you. We'll carry out up to THREE rounds of revisions based on your responses, so that your new corporate identity is just how you want it to be.

DELIVERING YOUR NEW IDENTITY

Following your feedback, we'll prepare a final version of the corporate identity, and create a detailed guide on how your overall brand should follow this, e.g. which fonts, colours, etc. you should be using. We'll also supply the corporate identity in a range of file types, ensuring you've got everything you need to market your brand in the future.



Our Corporate Identity Design Process





1. DEFINING REQUIREMENTS

We start a new corporate identity project by meeting you to discuss your detailed requirements. We will learn more about your organisation and your competition. We're always keen to hear your own ideas for your new logo and branding, along with your thoughts and experiences about your existing branding and materials should you have any.



2. RESEARCHING IDEAS

After our initial discussions we will undertake further research into your industry and competition, and we will review any existing materials you may have. This will help us to start thinking of original and exciting new ideas for your project.



3. SKETCHING CONCEPTS

We sketch our initial ideas on paper. We normally explore a wide range of different concepts 'by hand' long before doing any computer-based work.



4. DIGITISING CONCEPTS

At this stage we 'digitise' the hand-drawn concepts which have the best potential. Moving to the computer allows us to experiment with variations of each concept, including exploration into typography and colour possibilities.



5. REVISING CONCEPTS

Once we're happy with our work, we'll share some digital versions of our logo concepts with you, so that you can review them with your own team in order to provide us with your thoughts. By identifying one preferred logo from the designs we share, we can focus our efforts on refining the 'winner' and preparing it for use across your brand.



6. FINALISING YOUR NEW IDENTITY

Following your feedback, we'll prepare a final version of the logo, and create a detailed guide on how your overall brand should follow this, e.g. which fonts, colours, etc. you should be using. We'll also supply the logo in a range of file types, ensuring you've got everything you need to market your brand in the future.



ENERGY ISLES LTD

ROLE

Energy Isles is a consortium of 33 (mainly Shetland-based) businesses with a strong desire to ensure that the benefits of the isles' emerging new renewable energy sector are retained as far as possible within the isles.

Our design brief was to come up with a brand which represents not only clean energy, but also Shetland specifically. Fortunately, the isles' Norse heritage has a great deal of symbolism which could be adaptable to related to the imagery of renewable wind energy.

Our final corporate identity design features an icon which closely resembles the whirl of a windmill, but equally wouldn't look out of place as the design of a Viking shield at Shetland's Up Helly Aa festival.

INSPIRATION...

<p>BOW ORNAMENT OF A VIKING SHIP</p> 	<p>WIND TURBINE CIRCULAR MOTION</p> 	
<p>ISLES TRADITIONAL BOATS/SHIPS</p> 	<p>LETTER 'E' FROM ENERGY</p> 	
<p>WINDMILL BLADES</p> 	<p>NORSE SYMBOLS / VIKING SHIELD</p> 	

INITIAL CONCEPTS...



CONCEPT DEVELOPMENT...



APPROVED CONCEPT





Shetland Mental Health Services

ROLE

Shetland Mental Health Services is part of the the wider NHS Shetland network, focusing specifically on promoting positive mental health within the isles.

Working with this branch of Shetland's NHS team, the NB designers were presented with the challenge of creating something which represented a healthy mind, as well as Shetland specifically. With mental health being a subject that often finds itself at the forefront of the media, and one that has always caused some contention, the task was to create a design which truly presented the subject in a positive light.

Our final design achieved all of the objectives, using a shape and colours often associated with a healthy brain, and then creating a reflection of this below, in colours associated with the sea, in order to relate the design to the NHS's Shetland branch.

INSPIRATION...

HAPPY		SAD	
BRAIN / SIDE / MIRROR		ISLAND/REFLECTION/MIRROR	
QUESTION MARK			

INITIAL CONCEPTS...



CONCEPT DEVELOPMENT...



APPROVED CONCEPT





SD&L Shetland Developments & Logistics

ROLE

SD&L were a new business established to provide solutions to Shetland-based businesses who needed a range of services, from storage to accommodation.

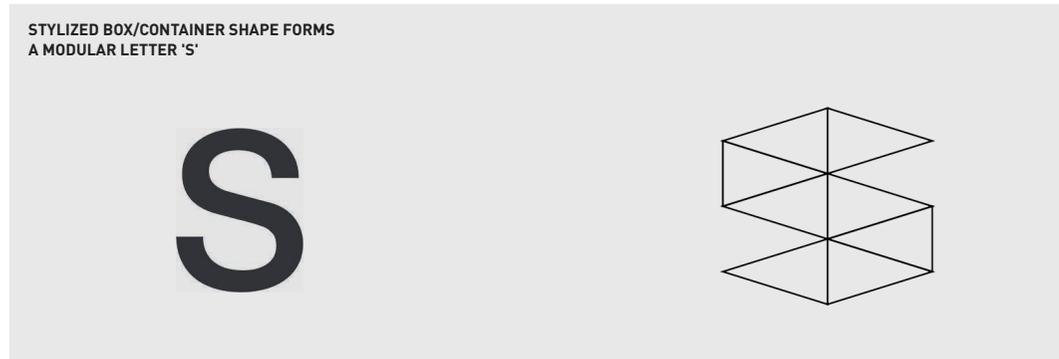
Taking inspiration from the shape of storage containers, our designers used this to create a geometric shape in the form of the letter 'S' to represent the 'Shetland' in the organisation's name.

The final design made use of bright colours so as to catch the eye of potential clients.

INSPIRATION...



INITIAL CONCEPTS...





CONCEPT DEVELOPMENT...



SD&L

SHETLAND
DEVELOPMENTS
& LOGISTICS LTD



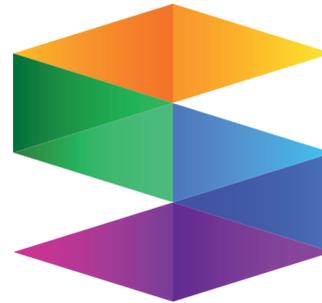
SHETLAND

D&L Developments
& Logistics Ltd



**SHETLAND
DEVELOPMENTS
& LOGISTICS Ltd**

APPROVED CONCEPT



SD&L

**SHETLAND
DEVELOPMENTS
& LOGISTICS LTD**



Nort Bode

ROLE

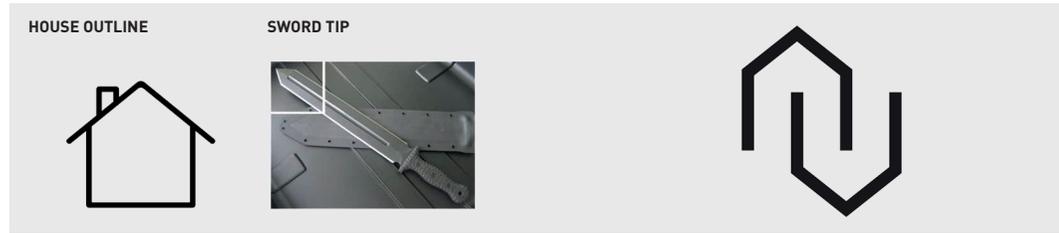
Nort Bode is the name of a luxurious self-catering accommodation in Lerwick.

The word 'Bode' (or 'Böd') was originally used in Shetland to describe the buildings used to house fishermen, however it has become synonymous with accommodation-type buildings in general in the isles over the years. Being a word of Norse origin, we set out to integrate some Norse influence into our designs.

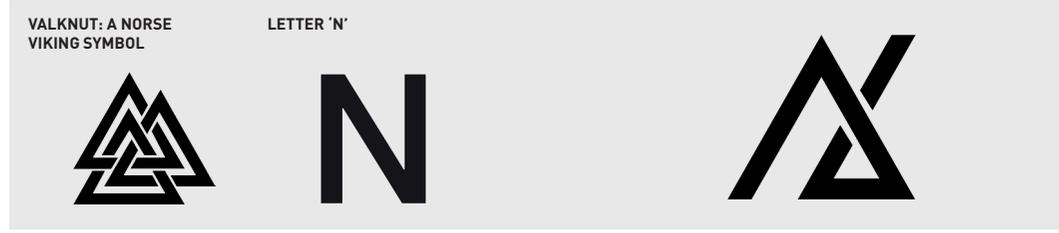
Our design team studied ancient Viking runes, which formed the old Norse alphabets, for inspiration. Using the shapes of the letters they discovered, a glyph which wouldn't look out of place in Norse text, but could also symbolise a home, was created.

INSPIRATION...

HOUSE OUTLINE **SWORD TIP**



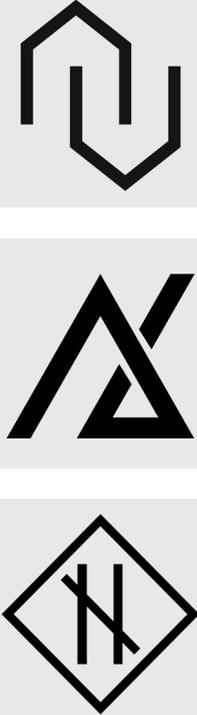
VALKNUT: A NORSE VIKING SYMBOL **LETTER 'N'**



VIKING RUNES



INITIAL CONCEPTS...





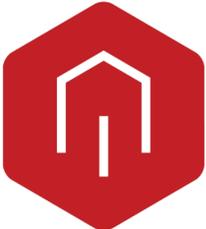
CONCEPT DEVELOPMENT...

NORT  **BODE**

NORT  **BODE**

NORT  **BODE**

APPROVED CONCEPT

NORT  **BODE**



OREF Orkney Renewable Energy Forum

ROLE

OREF is a membership organisation which is open to businesses and individuals with an involvement or interest in Orkney's renewable energy sector.

For many years, the organisation had used a corporate identity which was designed by school children as part of a contest, however they had decided that the time was right to upgrade their design to something which gave off a more professional image.

Our designers used the existing design as a basis, but created a new icon inspired by the shape of a windmill, which could also represent the letter 'O' for 'Orkney'. The bright, clean colours furthered the representation of the renewable energy sector in which the organisation operates.

INSPIRATION...

BASED ON THE CURRENT LOGO WIND MOVEMENT ELEMENT

OREF
ORKNEY RENEWABLE ENERGY FORUM

BASED ON THE WIND MILL MOVEMENT

OREF
ORKNEY RENEWABLE ENERGY FORUM

INITIAL CONCEPTS...



CONCEPT DEVELOPMENT...



APPROVED CONCEPT





Shetland Telecom

ROLE

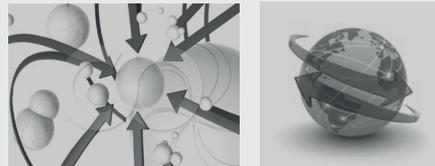
The Shetland Telecom Project was established in 2009 to undertake a significant step change in telecoms provision in Shetland, delivering resilient, reliable, high capacity data services for the islands.

NB was selected to deliver digital marketing services to Shetland Telecom in 2012. At the early stages of this work it became clear that existing logo did not reflect or convey the quality of the service that the Shetland Telecom was delivering, and that its use on the new website (and elsewhere) would have a detrimental impact on winning new business. NB was commissioned for a corporate identity project to help Shetland Telecom establish the right image in the minds of potential clients.

The results have been striking, with Shetland Telecom's vans being highly recognisable sights around Shetland's roads.

INSPIRATION...

COMMUNICATION - TWO WAY CHANNEL, SEND AND RECEIVE



RIBBON WIRE EFFECT



TELECOMMUNICATION AND WI-FI SIGNAL



INITIAL CONCEPTS...





CONCEPT DEVELOPMENT...



APPROVED CONCEPT





BML Accounts

ROLE

BML Accounts is a tax-saving accountancy firm, primarily aimed at limited company contractors in Shetland.

Ahead of the 2017 launch of the BML Accounts website, we undertook a branding project with the aim of it guiding the website design. The final design was based around the idea of a spreadsheet, but also appears to form the letter 'B'.

The same client also runs a property firm, and we cleverly adapted the Accounts logo to fit BML Property too, allowing consistency across both businesses.

INSPIRATION...

ANCHOR AND LETTER 'B'

This panel shows an anchor icon, a large grey letter 'B', and a blue stylized 'B' logo that incorporates the anchor's shape.

HULL GEOMETRY, ACCOUNTING CHART AND LETTER 'B'

This panel features three elements: a diagram of a hull with sections labeled A, B, and C; a pie chart with segments labeled 75.1, 12.3, and 0.1; a lowercase grey letter 'b'; and a blue 3D geometric logo resembling a stylized 'B' or 'b'.

SPREADSHEET AND LETTER 'B'

This panel shows a spreadsheet icon, a stylized wave graphic, a lowercase grey letter 'b', and a blue logo that looks like a folded sheet of paper or a stylized 'B'.

INITIAL CONCEPTS...



APPROVED CONCEPT



LOGO MANIPULATION...





The Orkney Law Practice

ROLE

The Orkney Law Practice, based in Kirkwall, mainly provides legal work for clients who are purchasing, selling or leasing residential or commercial property in Orkney or elsewhere in Scotland.

Tasked with rebranding the business, we set about the challenge by coming up with a wide variety of ideas, the strongest of which we felt was an option featuring a key to symbolise the property elements of the business. If you look closely, you can see the the shapes found within the key icon actually form an 'O' and an 'L'.

INSPIRATION...

MONOGRAM FROM LETTERS 'O', 'L' AND 'P'



OPEN DOORS, EFFICIENCY AND PROFESSIONALISM



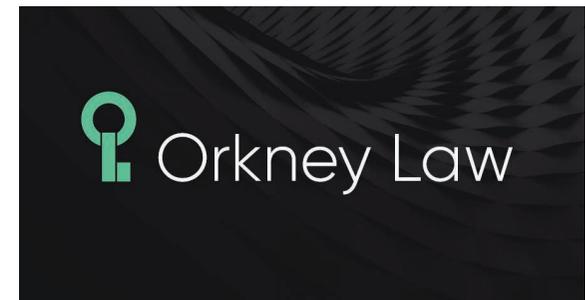
DOOR SKELETON KEY AND LETTERS 'O' AND 'L'



INITIAL CONCEPTS...



THE LEADING CONCEPT





Lerwick Port Authority

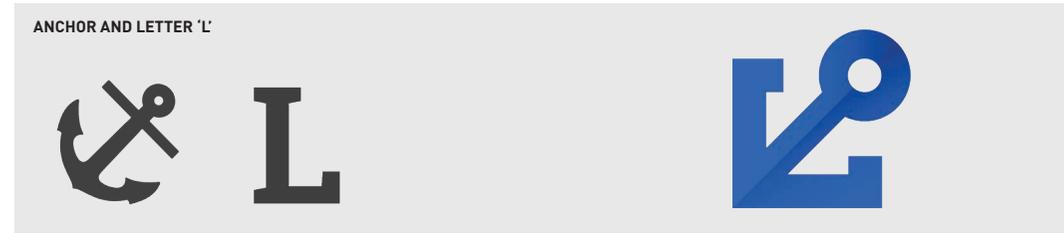
ROLE

Lerwick Port Authority run Lerwick Harbour. With modern, versatile facilities for a wide variety of users, it is the principal commercial port for Shetland and a key component in the islands' economy.

In 2017, the organisation ran a tender to rejuvenate their corporate brand. NB proposed some ideas, based mainly around nautical themes. After creating a selection of designs, we selected an icon in the shape of a ship's hull, which also forms the letter 'L' to submit as part of our proposal.

INSPIRATION...

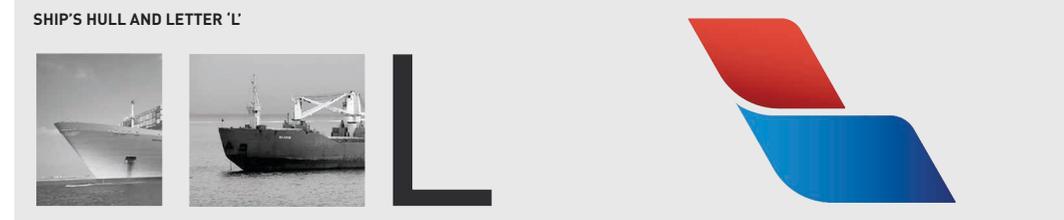
ANCHOR AND LETTER 'L'



MARINE TRAFFIC, COMPASS AND LETTER 'A'



SHIP'S HULL AND LETTER 'L'



INITIAL CONCEPTS...



CONCEPT DEVELOPMENT...



OUR PROPOSED CONCEPT





NB Communication
DIGITAL MARKETING AGENCY

Shetland

Stewart Building
Esplanade
Lerwick
Shetland
ZE1 0LL
United Kingdom

 +44 (0) 1595 696155

 info@nbcommunication.com

Edinburgh

CodeBase
38 Castle Terrace
Edinburgh
Scotland
EH3 9DZ
United Kingdom

 +44 (0) 131 610 6155

 nbcommunication.com

Copyright © 2002 - 2017 NB Communication Ltd. All rights reserved.