

COGdesign[®]

CORPORATE IDENTITY

Case Study – Hydroflux

HYDROFLUX
WATER | SCIENCE | TECHNOLOGY

DISCOVER



THE COG DESIGN APPROACH TO CORPORATE IDENTITY



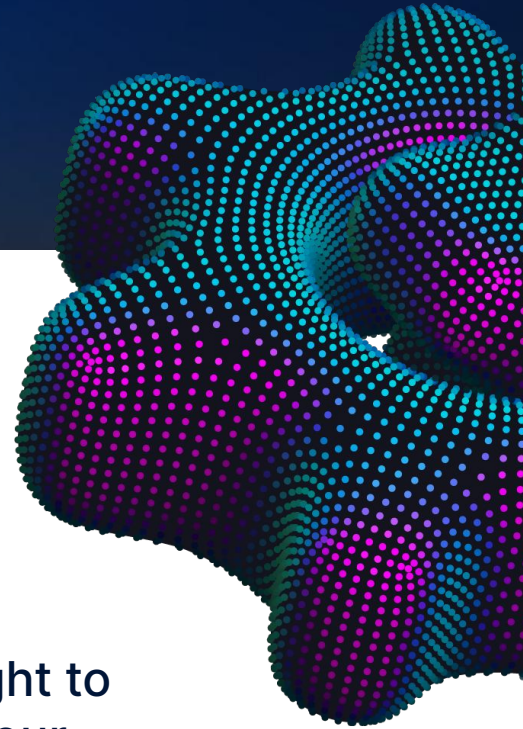
HYDROFLUX
WATER | SCIENCE | TECHNOLOGY

This document will introduce you to one of the COG Design Corporate Identity projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

Read through, enjoy, and get in touch anytime!

START!





HYDROFLUX

WATER | SCIENCE | TECHNOLOGY



WHAT WE KNEW FROM THE START

Hydroflux approached COG Design with a simple brief – launch our engineering firm to the world.

Sounded like a simple brief, though if you've ever worked with engineers you'll know that simple to an engineer is complex for everyone else. The task for COG Design was to develop a strategic and unified suite of visual marketing communication assets to launch the Hydroflux business into their global water management market. Via strategic print and digital communications this new Corporate Identity would define the new business identity but also create a platform for the brands positioning.

The Hydroflux Group comprises numerous companies and many products, all which required a timeless corporate brand mark that pursues trust, intelligence and professionalism. The challenge for [COG Design](#) would be to forecast the business growth globally, product and service expansion and also quickly learn what the industry was all about.

FROM THE CLIENT

“[Luke Sullivan](#) and the COG Branding team offered us a dynamic all round solution that allowed Hydroflux to launch our business with a strong creative direction, a brand story and a strategic marketing framework”.

- [Adrian Minshull](#), CEO

HYDROFLUX
WATER | SCIENCE | TECHNOLOGY



THE KEY COG DESIGN CREATIVE & BRANDING IN THIS PROJECT.

Corporate Identity

A corporate identity is the specific approach by a business on how presents itself to the public. The [corporate identity](#) is typically visualized by trademarked branding and includes advertising, marketing and digital assets.

COG Design delivers corporate design success for all our corporate clients via astute brand design and smart creative solutions. Our corporate service suite builds brand equity, learn how to win below.

Typography

[Typography](#) is the art and technique of arranging type to make written language legible, readable and appealing when displayed. The arrangement of type involves selecting typefaces and fonts, point sizes, line lengths, line-spacing, and letter-spacing, as well as adjusting the space between pairs of letters.

Online and and offline font suites allowed Hydroflux to remain consistent.

Visual Identity System

At its core, the [Visual Identity System](#) will be composed of a brand signature (the logo, wordmark or logotype) to serve as the trademark (and potentially countless other visual components). To support that primary identifying element, we develop complementary patterns, color and typographic systems, as well as other visual elements designed to round out the comprehensive and unique graphic style for the brand.

usantium doloremque
am, eaque ipsa quae



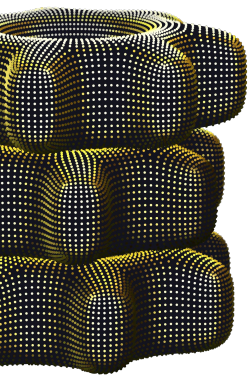


ABOUT THE CLIENT

The Hydroflux Group consists of eight specialist water and wastewater treatment companies. These integrated businesses undertake design and construction projects, and provide aftermarket services to the municipal, mining and industrial sectors.

The [Hydroflux Group](#) is made up of established privately, owned Australian business dedicated to all aspects of water and wastewater treatment management systems. They service Australia via offices in Sydney and Melbourne, the Pacific region via their Fijian office and Europe via their established UK business.

Their extensive experience along with the product range and services they can offer to their customers covers all the requirements for design or provision of solutions, equipment and services within the industrial and municipal treatment sectors.





MAIN CHALLENGES

If you're going to do anything in business marketing, there's one term you're going to want to truly understand—and that's corporate identity.

The COG Design team has the responsibility for setting the tone, driving branding decisions and managing the creative direction to achieve business success.

We proactively engage our clients during the project phases to ensure we meet the exact requirements as well as understand the expectations.

- Create a multi-siloed business for global launch.
- Create a brand hierarchy and a design system that meets an aggressive 5 year growth plan.
- Create brand management systems for client side autonomy.
- Deliver a corporate identity that would be adaptable across all virtual and physical touchpoints.



BRIEF SUMMARY

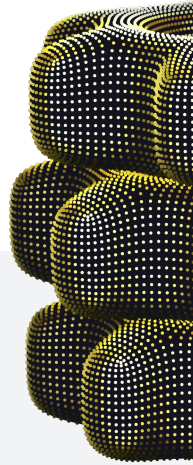
Hydroflux approached COG Design with a simple brief – launch our engineering firm to the world.

Sounded like a simple brief, though if you've ever worked with engineers you'll know that simple to an engineer is complex for everyone else.

The task for COG Design was to develop a strategic and unified suite of visual marketing communication assets to launch the Hydroflux business into their global water management market. Via strategic print and digital communications this new Corporate Identity would define the new business identity but also create a platform for the brands positioning.

The Hydroflux Group comprises numerous companies and many products, all which required a timeless corporate brand mark that pursues trust, intelligence and professionalism.

The challenge for COG Design would be to forecast the business growth globally, product and service expansion and also quickly learn what the industry was all about.



Contents

- 1 Introduction**
 - 1.1 Introductory Statement
 - 1.2 The Brand Application Approval Process
- 2 The Logo**
 - 2.1 Full Colour Logo Versions
 - 2.2 Minimalist Sun & Excitation Zones
 - 2.3 Logo Applications
- 3 Colour**
 - 3.1 Corporate Colours
 - 3.2 Use of Corporate Colours
 - 3.3 Temporary Logo Representations
 - 3.4 Single Logo Representations
- 4 Typography**
 - 4.1 Corporate Typeface
- 5 Stationery**
 - 5.1 Business Cards - Corporate Office
 - 5.2 Letterhead
 - 5.3 Web Correspondence Sign
- 6 Digital Artwork Index**
 - 6.1 Logo File Naming

1. Introduction

1.2 The Brand Application Approval Process

To maintain the integrity of the brand in its application, there is an approval process as outlined in the diagram below. Hydroflux team approval and marketing materials before initiating any external processes. Some applications may present us with brand usage considerations. In these cases, Hydroflux may employ the help of a design consultant to test the brand website for the application.

HYDROFLUX APPROVAL PROCESS



4. TYPOGRAPHY

4.1 Corporate Typeface

Hydroflux's corporate typeface is FF Din (shown below). It should be used whenever possible to maintain consistency amongst all Hydroflux collateral. This typeface is recommended for all graphic components developed for applications. For other typefaces or variants of FF Din, other typefaces or variants of FF Din are appropriate for use in Hydroflux graphic-designed applications.

It is recommended that the Hydroflux corporate office obtain the full license for their use. However, it is unlikely that FF Din would be available to individual sales and offices. In this case it is acceptable to substitute it with Arial for desktop correspondence, forms and the web.

1 HELVETICA REGULAR - BODY COPY

ABCDEFGHIJKLM
opqrstuvwxyz
1234567890

3. Colour

3.4 Single Colour Logo Representations

The appropriate and appropriate use of a Single Colour Hydroflux logo is demonstrated below.

Single Colour consists of the logo should only be used in cases where it is not possible to reproduce it in full colour. Methods of this nature include: banners, single colour advertisements, publications and other signage.

The preference is always for the logo to be reproduced in black (80% CMYK) or white (100% CMYK) when reproducing the logo, the most important thing to consider is legibility. The use of a colour swatch logo to create from a print and the coverage of these items. The best and contrast of the logo should be carefully considered.

The single colour logo remains on the Digital Art Resource have been specifically designed for that form of colour representation and so should always be created from the supplied digital art CD using the file reference listed underneath the logo and listed in 6.1.

EXAMPLES OF ACCEPTABLE USE OF SINGLE COLOUR LOGOS

HYDROFLUX

3. Colour

3.2 Use of Corporate Colours

The preference is always for the logo to be reproduced in black (100% CMYK) or white (100% CMYK) when reproducing the logo, the most important thing to consider is legibility. The use of a colour swatch when reproducing the logo, the most important thing to consider is legibility. The use of a colour swatch when reproducing the logo, the most important thing to consider is legibility. The use of a colour swatch when reproducing the logo, the most important thing to consider is legibility.

The digital art for purchase provides a variation of Hydroflux logos prepared in a range of colour formats. It is recommended that the Hydroflux corporate office obtain the full license for their use. However, it is unlikely that FF Din would be available to individual sales and offices. In this case it is acceptable to substitute it with Arial for desktop correspondence, forms and the web.

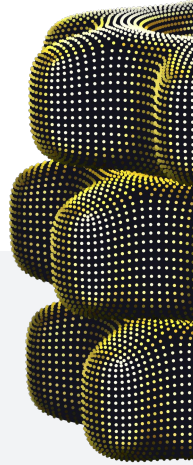
EXAMPLES OF LOGO IN ACCEPTABLE COLOUR VARIATIONS

HYDROFLUX





SOLUTIONS SUMMARY



Our Sydney Design Agency delivered a comprehensive visual asset suite that enabled the Hydroflux group of companies to launch into a global market.

The brief allowed our design team to deliver against our service suite that included the below products –

- **Website UI Design System**
- **Corporate Identity**
- **Creative Direction**
- **Brand Guidelines**
- **Print and Digital Stationery**
- **Signage and OOH Advertising**
- **Marketing Collateral Templates**

HYDROFLUX

WATER | SCIENCE | TECHNOLOGY

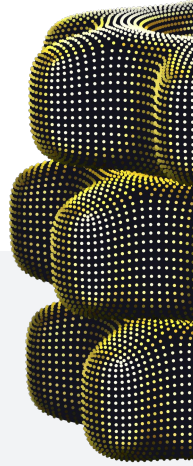
#d88e9f3

#3c6286

#00345b



RESULTS SUMMARY



Business launch and project success!

Hydroflux has grown to become a global brand from the initial launch of the brand in Sydney Australia. With this launch has come growth and the acquisitions of other businesses in the industry that have been brought in under the brand identity COG Design created.

- Global growth and an autonomous brand still performing across all brand touch points today.
- Hydroflux has grown to become a global brand from the initial launch of the brand in Sydney Australia. With this launch has come growth and the acquisitions of other businesses in the industry that have been brought in under the brand identity COG Design created.



THE COG BRANDING PRODUCT SOLUTIONS

DOWNLOAD THE PRODUCT GUIDE



Corporate[®]
Identity

LEARN MORE >



Creative[®]
Direction

LEARN MORE >



Style[®]
Guide

LEARN MORE >



**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take brand marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

(02) 9523 6007

Enquiries@COGbranding.com.au

BECOME A COG CLIENT TODAY. ACHIEVE GROWTH AND SUCCESS WITH A RELIABLE PARTNER.



Phone: +612 9523 6007
Email: Enquiries@COGbranding.com.au
Address: 11 Kingsway Cronulla 2230 NSW AU
www.COGbranding.com.au

COG branding[®]

www.COGbranding.com.au

Welcome@COGbranding.com.au

+612 9523 6007.

2, 11 The Kingsway Cronulla 2230 NSW Australia



COGprint[®]
COGdigital[®]
COGdesign[®]
COGpromo[®]
COGstrategy[®]