

COGdesign[®]

REBRANDING DESIGN

Case Study – Dunlea Centre



DISCOVER



THE COG DESIGN APPROACH TO REBRANDING DESIGN

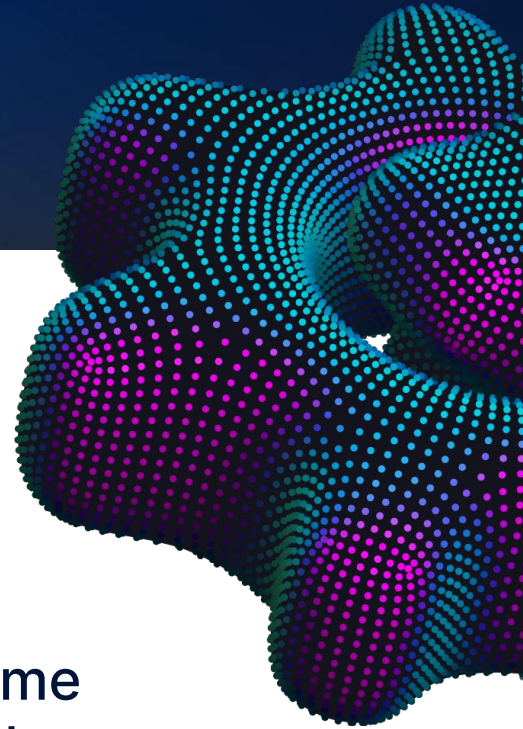


This document will introduce you to one of the COG Design [Rebranding Design](#) projects as a simple case study.

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!





DUNLEA CENTRE
AUSTRALIA'S ORIGINAL BOYS' TOWN
A place for change...



WHAT WE KNEW FROM THE START

We knew that Dunlea Centre needed an experienced Sydney design guide a large and complicated rebranding process.

We also knew that the [Dunlea Centre brand](#) needed a creative services supplier that delivers value, empathy and a broader view towards what welfare and not for profit organisations are looking to achieve.

Plus, their organisation needed a team of unbiased branding experts to deliver solutions that communicated a renewed business model and suite of brand values across all brand touchpoints, old and new.



ABOUT THE CLIENT

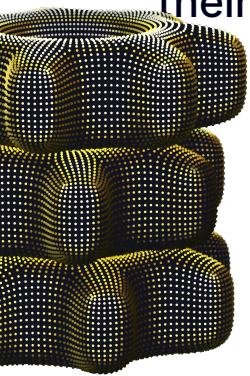
Dunlea Centre provides family and individual therapy, academic and life skills education, and residential care for both boys and girls.

Family Preservation and Restoration is the focus of the Dunlea Centre's program.

Dunlea Centre is also an out of home care service and students live-in from Monday to Friday, thus allowing the children and their family some space to bring about necessary changes.

Dunlea Centre has undergone many changes over time as it has continued to respond to changes in society and the emerging needs of youth and families. In 2010 responding to the community need for a residential girl's unit Boys' Town Engadine became Dunlea Centre and established the Margaret unit to also help young ladies in need.

Today as Dunlea Centre it is a comprehensive service to adolescent children and their families who are at risk of family breakdown, but who want to restore their relationships





DUNLEA CENTRE
AUSTRALIA'S ORIGINAL BOYS' TOMORROW
A Place For Change



DUNLEA CENTRE
AUSTRALIA'S ORIGINAL BOYS' TOMORROW
A Place For Change

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FROM THE CLIENT

“COG Branding won a big brief from the Dunlea Centre! As a Sutherland Shire charity with not a lot of budget to spend, they nailed it. Strategic thinkers with sound processes in place. They have a lot of knowledge and are willing to share it enabling our team to become better skilled along the way”.

- [Karly Foster](#), Development Manager



THE KEY COG DESIGN CREATIVE & BRANDING IN THIS PROJECT.

Corporate Identity

A corporate identity or corporate image is the manner in which a corporation, firm or business enterprise presents itself to the public.

The [corporate identity](#) is typically visualized by branding and with the use of trademarks, but it can also include things like product design, advertising, public relations and more.

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, point sizes, line lengths, line-spacing, and letter-spacing, and adjusting the space between pairs of letters.

Visual Identity System

A visual identity system is the consistent use of logos, colors and typography.

Over time, this [visual identity](#) — or “look” — becomes associated with the organization, and thereby reinforces its messages and personality.



MAIN CHALLENGES

Whether you are starting your first project or have a lot of experience, one thing is for certain nothing that is worth doing is easy, nor should it.

All projects have challenges and people rely on COG Design for our astute and confident project management.

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations.

- Nurture Legacy organisational foundations to function in a new era.
- Evolve legacy brand assets to deliver the organisation essence.
- Deliver an evolved service with a broader offering.
- Consider a complete online and offline spectrum of brand touchpoints.

WELCOME

The Dunlea Centre is a residential, family preservation agency where children and their families come to make positive changes.

For over 75 years, we have been working closely with troubled children and their families who are at crisis point and at risk of breaking down. Through intensive family therapy we help to heal the broken bonds and build stronger family relationships. We are a registered charity, and as such rely heavily on the goodwill and generosity of the community for funding our work.



CONTENTS

| | | |
|-----------------|--------------|------|
| BRAND COLOURS | Spot Colours | p. 4 |
| | Shades | p. 5 |
| BRAND TYPEFACES | Typeface | p. 6 |
| | | p. 7 |
| COMPANY LOGOS | Logo | p. 8 |
| | Usage | p. 9 |
| | Spacing | p.10 |

BRAND COLOURS
The two main colours used in the Dunlea Centre Logo are white and blue. These colours are drawn from nature to highlight the purity of water.

BRAND SHADES
Used together with main colours to provide more diverse visual options.

Company Logo Usage

Correct usage examples of the logo

USAGE

Correct

- On a white background
- On a solid color background



Company Logo Spacing

Company Logo with Tagline-Horizontal



LOGO SPACING

The spacing around the icon should be equal to the quarter size (vertical version) and half size (horizontal version) of the Dunlea Centre symbol. This space should be free of any type or

Company Logo Spacing

Company Logo-Vertical



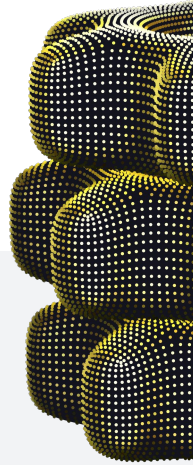
COMPANY TAGLINE

Dunlea Centre logo also optional tagline. Which can be in conjunction with the logo.

Example logo and tagline



BRIEF SUMMARY



The Dunlea Centre (formerly Boystown) approached COG Design with a brief to rebrand the business and supply a comprehensive suite of marketing services.

The Dunlea Centre had not taken the required intellectual property action early on and unfortunately came up against a competitor who used and registered the same operating name, Boystown.

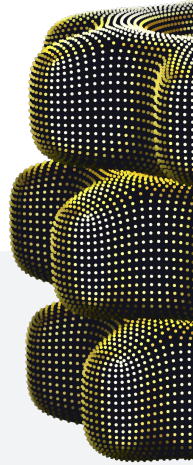
This competitor was a lottery agency who was highly active in digital marketing and direct mail marketing, which began to directly affect the brand strength and effectiveness of brand communications for the Dunlea Centre.

The challenge was to rebrand to the Dunlea Centre and manage the entire creative and strategic process.

Over and above the broader brief was to create a brand that delivers against the services of the Dunlea Centre, and carries with it the same household values that Boystown has been doing since 1939 – but to now include girls.



SOLUTIONS SUMMARY

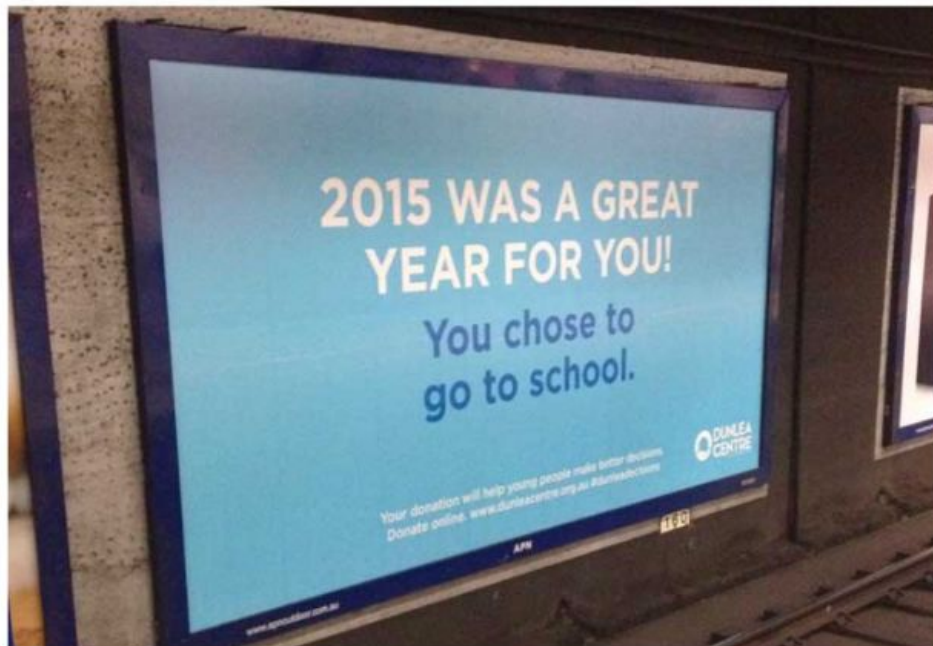


A comprehensive rebrand of all physical and digital touchpoints, also including a strategy to enable client-side autonomy and self management of brand and marketing assets.

The [rebranding strategy](#) for the Dunlea Centre was to not only create a new identity, but to also challenge the old stereotypes of what this Catholic institution provided to society. The challenge was to also hold on to the values and brand equity that Boystown had become a household name for.

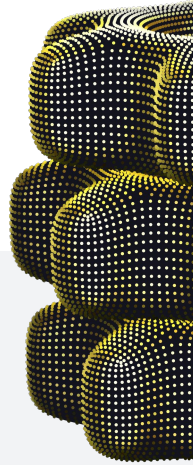
A series of brand strategy workshops engaged key brand stakeholders, and all discovery and formal takeaway was then presented to the board of directors for formal approval.

The solutions came as new [visual identity](#), brand handling guides, communications strategy, [creative direction](#) strategy, digital strategy and strategic marketing campaigns.





RESULTS SUMMARY



A complete relaunch of the brand and business, supporting them all the way to their recent 80th year birthday celebrations!

- Dunlea Centre is now operating across both print and digital channels with its new identity, there are the resources and systems in place to capture data, measure brand value and marketing campaign effectiveness.
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- Dunlea Centre is now a charity that is competitive in the charity and NFP sector, one that is very different to the landscape it launched in back in 1939.



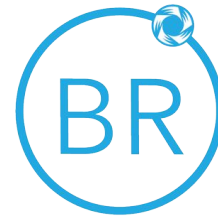
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FOR COMPANIES THAT YOU KNOW.**

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



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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.

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(02) 9523 6007

Enquiries@COGbranding.com.au

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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



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