

COGdesign[®]

BRAND DESIGN SYSTEMS

Methodology and
Case Studies

DISCOVER



THE COG DESIGN APPROACH TO BRAND DESIGN SYSTEMS



This document introduces the COG Design approach to developing brand design systems. We're a trusted professional creative design agency that develops Brand Design Systems that set up brand control points, creative foundations and allow autonomous brand management that supports scaling a business and marketing communications.

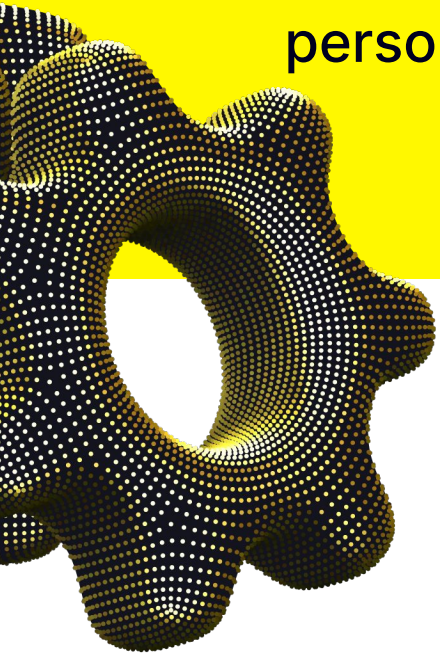
COG Design develop brands that harness the strength of emotion while communicating values and the core business offer. We also take this opportunity to provide Case Studies that showcase the brand solutions we have delivered our clients.





SO, ARE YOU READY TO BUILD BRAND EQUITY AND CONNECT IT TO YOUR BUSINESS?

The COG Design focus is to build human value in your brand so it serves the business autonomously, like a person would.



START!

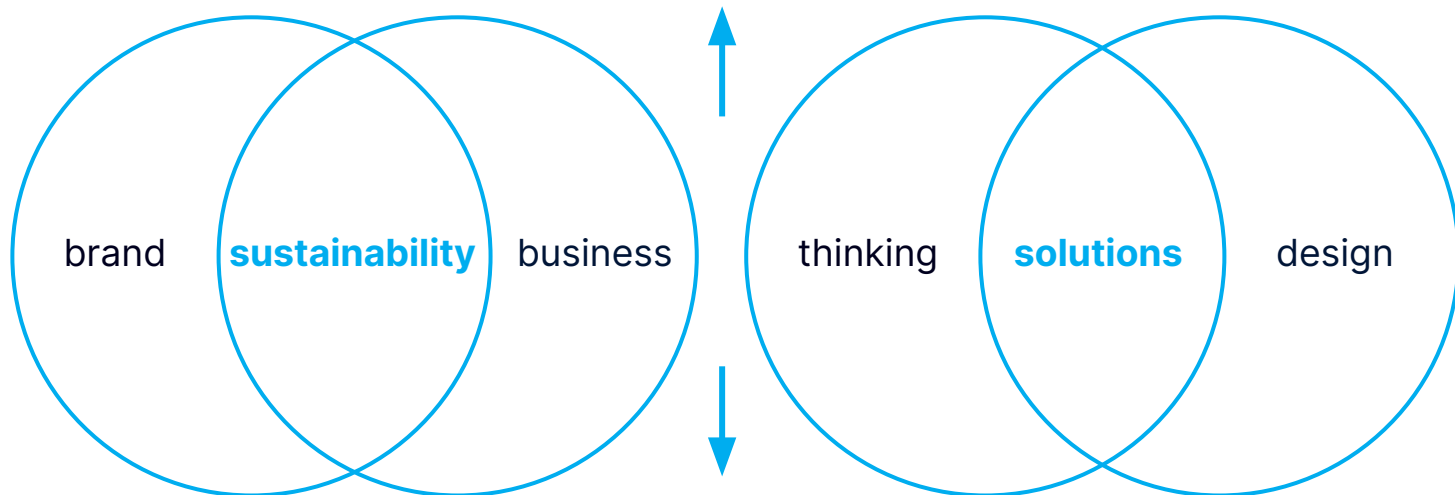




WE SOLVE COMMUNICATION PROBLEMS. IT'S HERE OUR SKILL IN CONNECTING BRAND TO BUSINESS IS DELIVERED.

We focus on emotionally considered thinking, innovative design systems and use tactical strategies to achieve our project objectives. Our goal is to develop a sustainable approach to business for our clients.

SUSTAINABLE BUSINESS MODEL



**WE GET YOUR BRAND TO WORK AS AN AUTONOMOUS SALESPERSON
FOR THE BUSINESS**



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

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



THE COG DESIGN SERVICE SUITE

These are our areas of expertise that when activated via a Brand Management Strategy, it will provide a sustainable approach to results-driven brand design and marketing for your business.





COG DESIGN

WHY CLIENTS CHOOSE US



PROVEN SUCCESS IN DRIVING REVENUE

We've helped clients increase sales and generate more revenue.



OUR ABILITY TO DELIVER VALUE

Our focus is to build value. We approach brand development with the promise that our creative design and brand management services are loaded with value, and assets are easily absorbed by the business.



CLIENTS REFER THEIR COLLEAGUES

Our clients come from referrals. We're busy, simply from our reputation.



PRIVATE COMPANY

COG Design is part of [COG Branding](#), a privately owned 100% Australian business with a work ethic our grandparents instilled in us.



EXPERIENCE ACROSS EVERY INDUSTRY

1000+ companies across every industry have trusted COG Design to deliver, and the results speak for themselves.



READY TO SCALE

COG Design has the inhouse professional team to meet the demands of any project size. We've got the firepower when it's needed.



HOW COG DESIGN CREATES RESULTS FOR EVERY CLIENT.

CUSTOMER CENTRIC

We develop brand story to connect both emotionally and logically with the targeted audience. We integrate product and services into human conversations.

BUSINESS VALUES

Via creative aesthetic and design elements we seek to define the core business ideals and values and then promote them in the right environments via the most appropriate methods.

COMMERCIAL VIABILITY

Our approach ensures the brand delivers against commercial objectives and business orientated sales plans. Our brand design is considered core business activity.

VERSATILITY

A developed brand should in return provide a more sustainable opportunity for sales and marketing, and also deliver longevity in market positioning. We build brand ready to scale, grow and adapt to new opportunities.



BRAND DESIGN THAT DELIVERS

We focus on developing brand design systems that set up brand control points, foundations and ensures that autonomous brand management is possible when scaling brand activity and building creative assets.

Brand is about communication, and providing proof of values and performance to drive engagement with the target audience. Emotionally considered brands that meet commercial objectives are ones that win!



Emotionally Charged 20%

How well can the brand stimulate your audience. How well does it resonate and switch on your customers emotions. How do they feel when they engage with the brand?

Business Focused 40%

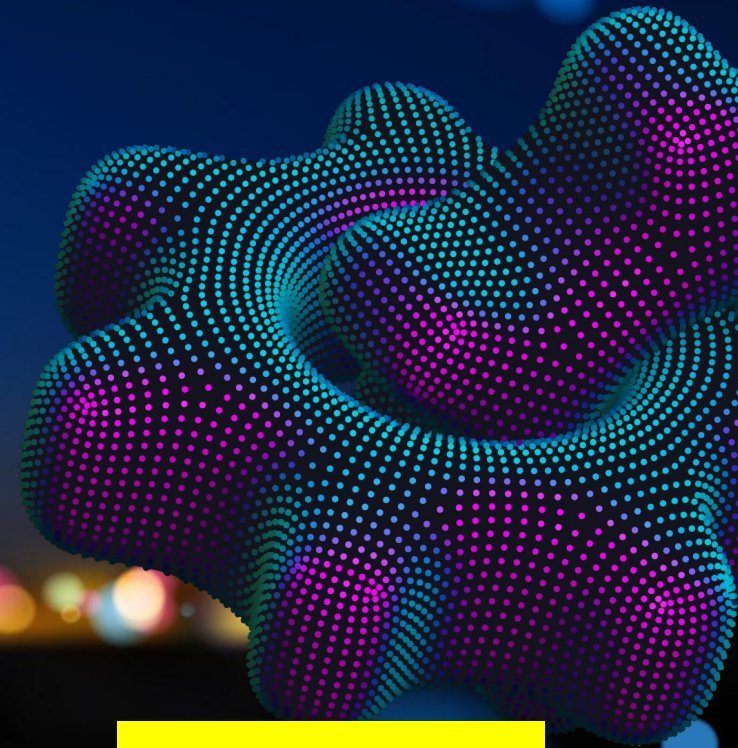
Here the brand must truthfully and clearly represent the products, services and values of the company. The brand promise needs to be made, supported and driven through to real time brand experiences.

Customer Relevance 40%

This is all about understanding your target and creating content and a brand experiences that resonates with them, so they can call the brand their own.



WHAT IS A COG DESIGN PARTNERSHIP?



VALUE!





CONNECTED, LIVE, SWITCHED ON, ALL DAY EVERYDAY.

Our brand design experts become an extension of your team. We're at call with desktop chat connectivity as if we're in the same office.

That's why 100+ companies trust us to deliver every single time.

We're always updating on the latest in typography, [design](#) and colour trends, software, print and visual communications.

We also provide [brand management](#) and aftercare long after we achieve project success.





THE IDEAL MIX OF EXPERTISE.



INTEGRATED DELIVERY.

At COG Design, we deliver advanced and integrated solutions allowing us to partner with strategists, copywriters, photographers, digital marketers with ease.



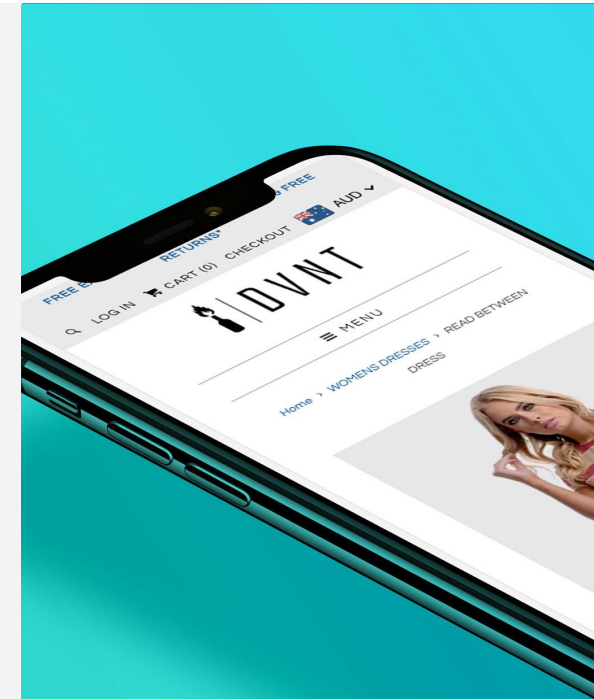
FULL SERVICE BRANDING – 100% AUSTRALIAN.

COG Design is supported by the COG Branding Group. Everything in house, under the one roof, 100% Australian.



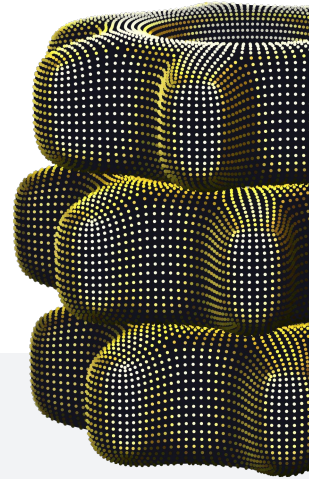
TRANSPARENT ACCESS AND REPORTING.

We keep our clients align side us through all processes and deliver constant project updates. Plus, you have access to all creative assets and files on project completion.





HOW DESIGN SYSTEMS HELPS YOUR BUSINESS



BRAND RECALL.

With a strong brand identity, customers are much more likely to remember your business. A strong brand name and visual identity helps to keep your company firmly in the mind of your potential customers.



GENERATE CONFIDENCE AND TRUST.

The perception of quality begins with a great brand identity. The age-old axiom of “you get what you pay for” starts with first impressions, and the emotional stimulus that the brand delivers to the individual. People will pay more for what they perceive to be a better or higher-quality brand.



REPRESENTATION OF VALUES.

Brand identity is different to brand image, which is the result of these efforts. I.e. a good brand identity translates into a positive brand image. This image should represent the core values of the business as it's the beginning of a sustainable business.

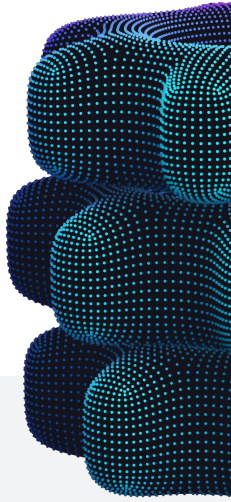


COMPETE IN A CROWDED MARKET

Branding allows you to build relationships with your audience, which can eventually turn them into loyal customers. Once your brand creates an emotional relationship with people the competition will have a harder time influencing them away from you.



HOW CREATIVE DIRECTION HELPS YOUR BUSINESS



CREATES AN EMOTIONAL STIMULUS.

A Strong creative direction will engage users and make them feel more personally connected to your brand, ideally to elicit a more emotional reaction. Humans are emotional beings and respond to stimulating creative.



BUILDS A BRAND STORY PLATFORM.

Creative direction builds brands and connects them with their audiences by guiding, owning and nurturing concept creation and completion in a way that reinforces customer perception throughout their entire customer journey, and the brand's own lifecycle.



REAFFIRM THE WRITTEN WORD

A brand's Creative Direction is comprised of designed assets that when done well, should support the language and verbal promises of the business. When creative direction and business language are working together, it creates a powerful synergy.

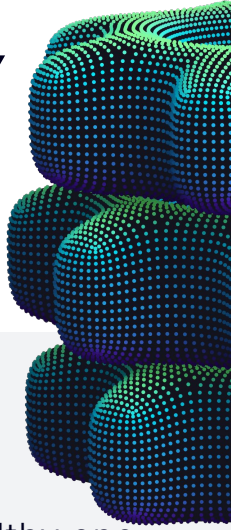


OWN A STYLE AND BECOME KNOWN.

Implementing a strategic creative direction into a business sets up a rule of consistency across and brand and business touchpoints. In turn, this creates a style that becomes synonymous with the business offer.



HOW BRAND CONSISTENCY HELPS YOUR BUSINESS



GENERATES FAMILIARITY.

Brand awareness is name recognition. But being known is not the same as being known for something. In order to be a powerful brand, build brand familiarity: let your customers and potential customers know who you are, what you offer, why you offer this.



PURSUES CUT THROUGH.

The concept in brand marketing titled “cut-through” is achieved via consistency. A brand with a presence stands out and is noticed within a crowded market. Having cut-through is a highly desirable quality for a brand to have, and over time it builds brand equity.



BECOME A COMPETITOR

A brand in competition is a healthy one. It means it’s in market, working and communicating. If a brand is not competing it’s not doing its job as an autonomous sales agent for the business it’s representing.

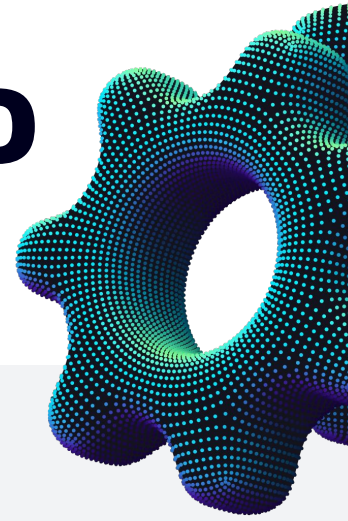


GENERATES EQUITY AND VALUE

Ensuring a brand is consistent throughout its messaging, creative, positioning and in-market activities will build brand equity fast. And a brand with equity can offer more value to its customers and the business itself.



HOW A MANAGED BRAND HELPS YOUR BUSINESS



SERVICE AND NURTURE INVESTMENTS.

There's far greater ROI in keeping an existing customer than recruiting a new one, and a strong brand idea can optimize your marketing budget. Managing your brand will secure communication channels and strategies, all driven by time and money.



REAFFIRMS BRAND PROMISES.

Your brand works as a glue, binding customers to your brand so they stay with you, grow with you, and tell others about your brand. It helps you identify your best customers and to direct special efforts against them.



ENGAGES THE TEAM

Your brand works as a “North Star” that you're employees follow. As a result, employees feel more engaged, work harder for your brand's success, and become great ambassadors for your brand.



CREATES EFFICIENCY IN MARKETING

A clearly articulated brand with identified assets and parts makes marketing more efficient and effective. Marketing needs to focus on selling brand or products and service. Once this is made clear, the focus can simply be on strategy and performance.



BRAND DEVELOPMENT CASE STUDIES

SEE THE RESULTS



DISCOVER!

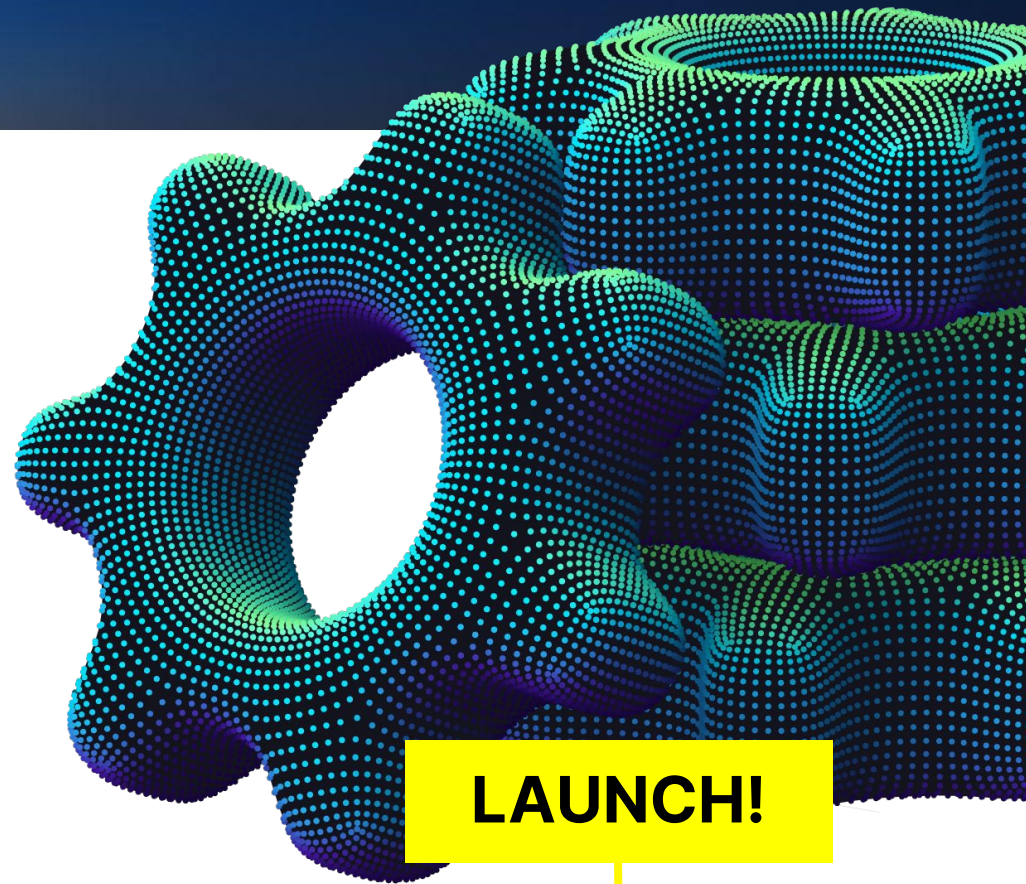


CORPORATE IDENTITY BUSINESS LAUNCH



HYDROFLUX
WATER | SCIENCE | TECHNOLOGY

BRAND: HYDROFLUX



LAUNCH!



Corporate Design

Brand Identity, Creative Direction, Mar.Comms

THE BRIEF

Launch the engineering firm to the world. COG Design was tasked 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 Corporate Identity would define the new business identity but also create platform for the brands positioning.

ABOUT THE BRAND & BUSINESS

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 RESULTS

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. 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.





Corporate Design Brand Identity, Creative Direction, Mar.Comms

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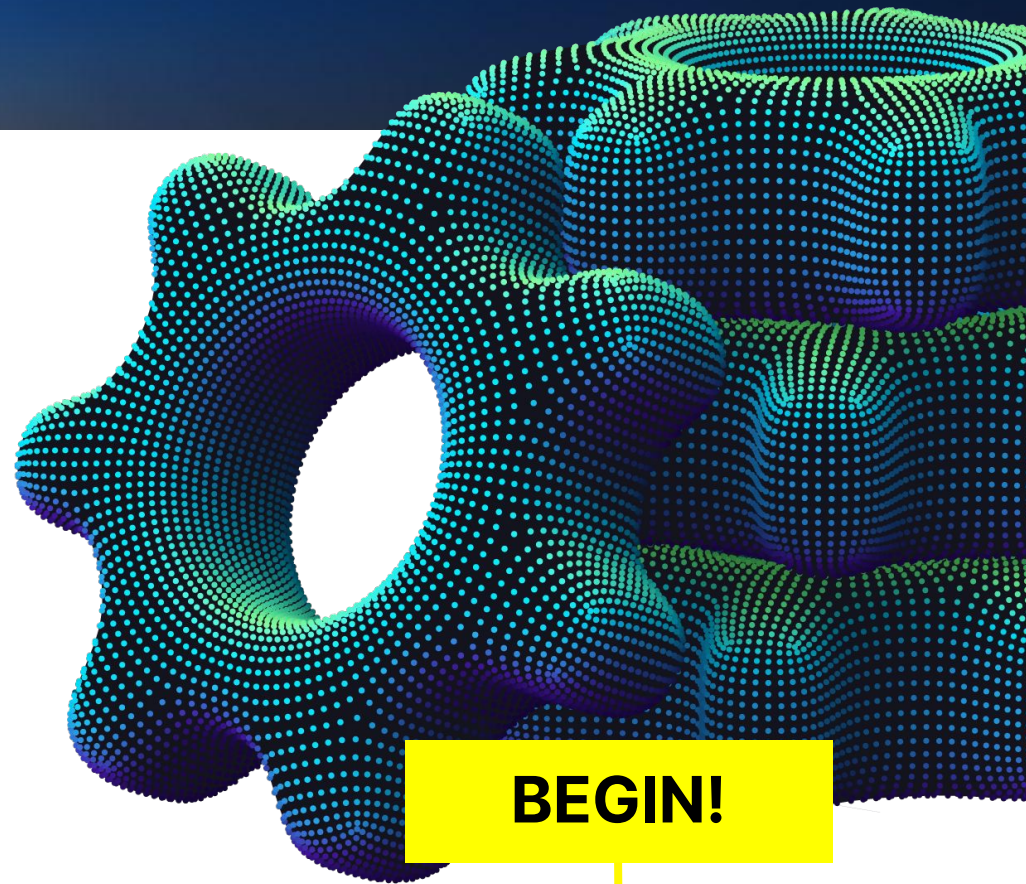


CREATIVE DIRECTION NEW CATEGORY EVENT



Rentokil
Initial

BRAND: RENTOKIL INITIAL



BEGIN!





Creative Direction

New Category Product Development Event Launch

THE BRIEF

Deliver the creative direction and marketing collateral design and production for the Paddock To Plate event that focused on the Internet Of Things (IoT). The event would share best practices, information on current or growing ecosystems and development of relationships to partner with third parties, so the creative direction needed to explore the communication between computing devices embedded in everyday objects.

ABOUT THE BRAND & BUSINESS

Rentokil, the experts in pest control, have stood for effective control ever since they were founded in 1965 in Australia and 1925 in the UK. They have been providing effective and reliable pest control to both commercial and residential customers since then and have grown to become Australia's largest and most trusted pest controller.

THE RESULTS

A sold out event that required extra seating to be brought in to address the ticket sales demand! The Paddock To Plate event that focused on IoT was to engage the Australian FMCG industry and build conversations around the future of IoT and what it looks like in the future.





Creative Direction

New Category Product Development Event Launch

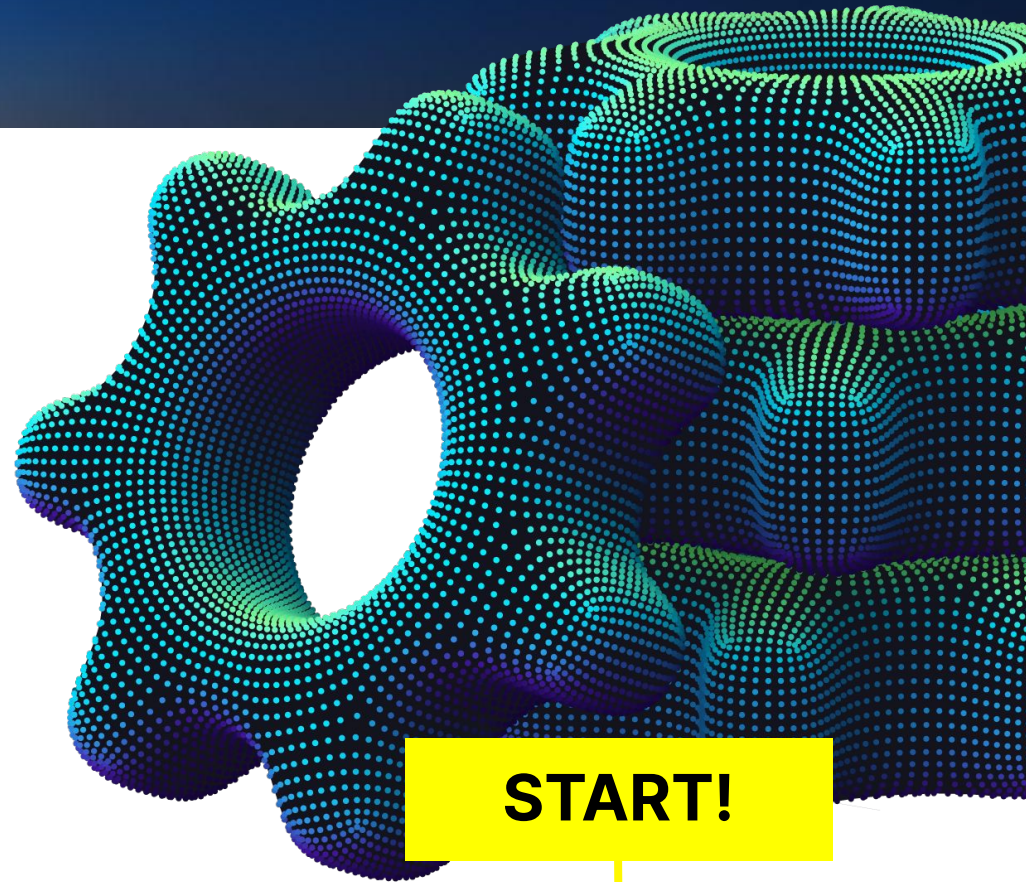


CREATIVE DIRECTION AND BUSINESS LAUNCH



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BRAND: AUSGUARD



START!





Creative Direction Corporate Identity, Brand Management, Mar.Comms

THE BRIEF

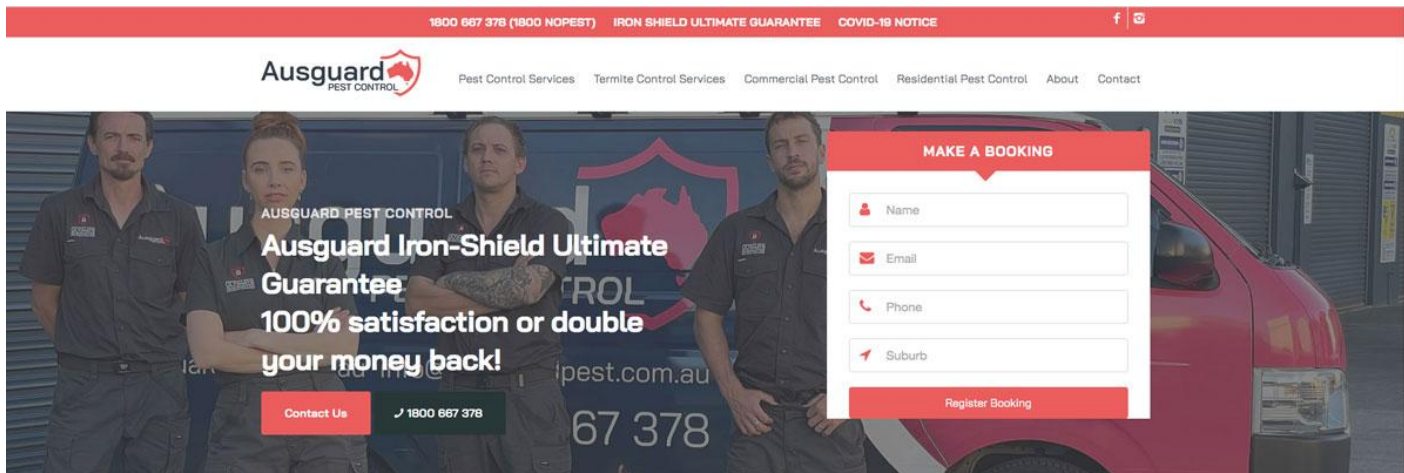
Launch the pest control business to Greater Sydney. COG Design was selected due to our experience in this highly competitive trade. Build a brand that offers immediate credibility, trust and point of difference in combination with digital and print assets. Via design systems and corporate business launch processes the Ausguard Pest Control business needs to deliver leads and begin successful trade within the first week of company launch.

ABOUT THE BRAND & BUSINESS

[Ausguard Pest Control](#) is an Australian owned and family operated business servicing the greater Sydney region. The businesses offers 24 hour termite support, pest control solutions for residential, commercial and industrial clients.

THE RESULTS

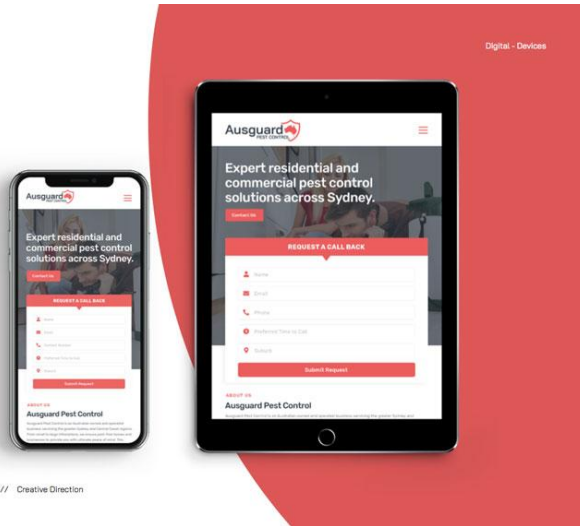
Sydney-wide growth and a strong competing brand that is performing across all brand (print and digital) touch points today. Ausguard Pest Control has increased its brand equity from initial launch and has achieved word of mouth referrals and leads from online and offline brand advertising.





Corporate Design

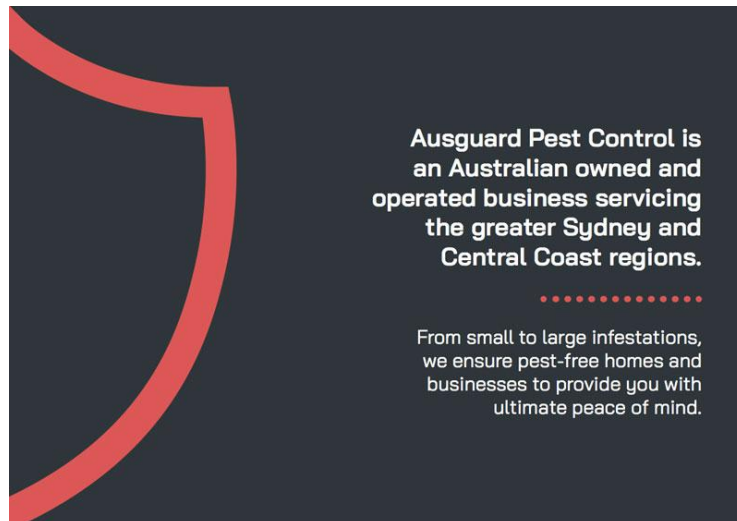
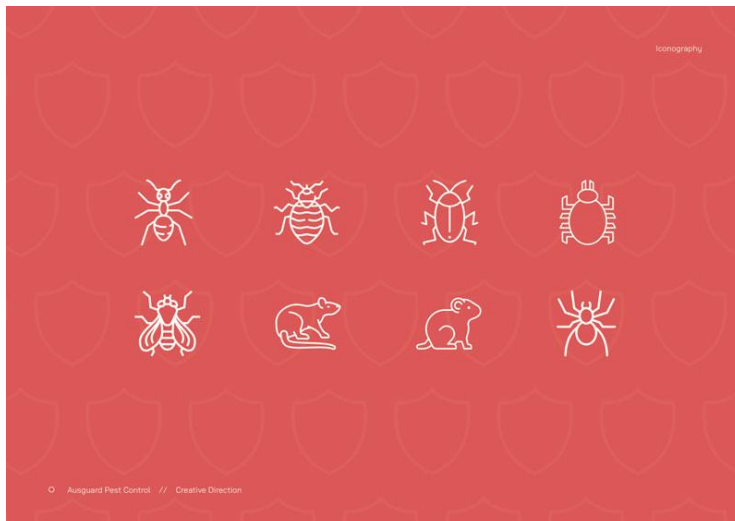
Brand Identity, Creative Direction, Mar.Comms



**100% SATISFACTION OR
DOUBLE YOUR MONEY BACK!**

Our Iron-Shield Ultimate Guarantee protects your home or business. It is the strongest guarantee in the pest control industry. This is what separates us from all other competitors.

Ausguard Pest Control shields your premises against uninvited guests with our tailored termite prevention systems and treatments. We have taken no shortcuts in any of our treatments and inspection, and our visual inspection as well as a thermal camera inspection are standard practice at no extra charge.



CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting support and results like these case studies is only a phone call away.

If you're serious about developing your business and brand to allow an autonomous brand serve your business like a sales agent — you must consider your brand development, the brand story and its ability to engage emotionally with your target audience.

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 brand 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: 8A Cronulla St, Cronulla 2230 NSW AU
www.COGbranding.com.au

COG branding[®]

www.COGbranding.com.au

Enquiries@COGbranding.com.au +612 9523 6007

8A Cronulla St, Cronulla 2230 NSW Australia



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