

CORPORATE BRAND DEVELOPMENT

Creating stunning designs that
are strategically driven to deliver
compelling brand propositions



Minale Tattersfield Design Strategy

WHO WE ARE

Minale Tattersfield was established in 1964 and is one of the oldest privately owned branding and design agencies in the world.

For over 40 years we have been creating brands for our clients that inspire and set benchmarks for the competitors to follow.

We have created some of the world's most iconic symbols representing quality, service and excellence.

Today we work for companies throughout the world with offices in Paris, Milan, Brussels, Moscow, Sydney and Brisbane as well as the head office in London.

Our staff consist of designers, specialist consultants, brand strategists, web designers, architects and interior designers.

Our work is creatively led but strategically driven. We focus on helping our clients become leaders in their market sectors.



WHAT WE DO

We evaluate and define corporate objectives, positioning and values. We then build the brand through clear and highly effective visual and verbal communication.

With each project we set out to uncover the relevant insights and market dynamics as well as gaining a thorough understanding of our clients' vision and objectives.

We are able to deploy specialist researchers and moderators in the evaluation process and highly skilled brand strategists in the definition phase.

These teams then work together with designers and copywriters to create the brand identity and internal and external brand communication material.

What sets us apart is that we can take the brand strategy to the next stage. We plan how the brand should live in the real world.

That could take the form of designing the main visitor reception for an office or the interior design elements of a retail banking branch.

It could be designing the look and feel of the inside of a bookstore or could even be designing all the signage, wayfinding and street furniture for a major shopping centre, town or railway station. Just as important, it could also be the design of a new web site.

We believe our multi-disciplinary approach builds strong, consistent, successful and lasting brands and we have the evidence to prove it.



Our complementary teams of specialist consultants, designers, interior designers and brand strategists deliver the following:

Brand evaluation and research

Brand strategy and positioning

Naming

Corporate identity

Total brand experience

Interior design

Architecture

Branded environments

Signage

Wayfinding

Web site design

“Minale Tattersfield are those brilliant designers known not so much by name as by the excellence of certain things seen and used.” [The Observer](#)

CLIENT: THE FOOTBALL ASSOCIATION
BRAND: THE F.A. PREMIER LEAGUE
PROJECT: IDENTITY AND COMMUNICATIONS

Problem: The newly created FA Premier League came to us for their visual identity. The League needed a symbol to convey their intrinsic connection to The Football Association whilst establishing credibility and standing with the wider audience.

Solution: The crowned lion with its paw on a football conveys superiority and control, whilst retaining the link with the three lion identity of the Football Association. This was completed in red, white, blue and green for obvious reasons. The identity and brand were strengthened by the provision of a brand manual to ensure correct application each time it appeared.

Results: The Premiership identity has become synonymous with English football and remains a sporting icon. The lion was animated for Sky Television and is an endorsement on footballs, kits and merchandise.



Services:
Brand strategy
Visual identity design
Identity guideline manual

CLIENT: BELGACOM GROUP
BRAND: SKYNET
PROJECT: IDENTITY AND COMMUNICATIONS

Problem: Skynet is a subsidiary of Belgacom Group, Belgium's largest telecommunications provider. Skynet provides internet access services as well as internet content. Their brand did not reflect the reality of who they were nor did it resonate with its target audience.

Solution: A new identity was created which expresses the enthusiasm, commitment and ardent team spirit that embody the company today. Its look and feel blends in harmoniously with that of the parent company.

The logo was applied to the corporate web site and all other communications material and a manual was designed to ensure the logo was used correctly and consistently.

Results: With its visual qualities, versatility and modern feel this identity portrays the values of the Belgacom Group. The symbol of the cloud is a simple and meaningful solution, bursting with creativity and perfectly integrating into the existing visual world of Skynet.



Services:
Brand strategy
Visual identity design
Identity guideline manual
Print and literature

CLIENT: EXPRESS DAIRY PLC (NOW ARLA FOODS)
BRAND: EXPRESS
PROJECT: IDENTITY AND COMMUNICATIONS

PROBLEM Express Dairy was until recently the UK's largest supplier of liquid milk and cream and one of the UK's top brands. Minale Tattersfield was appointed to formulate and implement a brand identity strategy for its de-merger from Northern Foods. This included an identity for the plc and its trading divisions, ongoing strategic consultancy and identity manuals.

SOLUTION Our solution for this project involved creating one single brand for Express Dairy plc and its six divisions, retaining their most powerful and well-known symbol, the 'E'.

We took the two-dimensional 'E' inside the flat blue circle and created a modern, 3D version, presenting a more universal and far-reaching company

that was working for its customers day and night. This coming-alive of the visual brand reflected the company's future aspirations.

We produced an extensive manual for the Group and its two trading divisions, Express Dairy Milk and Express Dairy Distribution. We also designed a variety of printed communications, including annual reports, the website, and extensive packaging.

RESULTS Express Dairy's new identity not only brought the company into the twenty-first century, it has also allowed the company to expand its services.



Services:
Brand strategy
Visual identity design
Identity guideline manual
Packaging design
Print and literature design

CLIENT: NAUTORS SWAN
BRAND: NAUTORS SWAN
PROJECT: IDENTITY AND COMMUNICATIONS

Problem: Swan yachts have always been known for their excellent craftsmanship and high quality construction, matched by their performance features and marine sea worthiness. Following a change of ownership the new management team wanted to communicate the quality of the boat range as well as a new range of ancillary products and services.

Solution: Minale Tattersfield carried out a complete assessment of every aspect of Nautors Swan brand and communication material. We brought the elements of the logo which had fragmented through different applications into one concise form, modernising it and making it more

stylish in an effort to strengthen the association of its identity with its products. We created a simple guidelines manual for the identity to be applied across the yacht range, the company's services (technical services, local representatives, club membership), sailing events and competition team. We then designed a new website and high quality brochure using lavish photography, as well as other promotional material.

Result: The new brand and communication material have a strong appeal to the highly sophisticated target audience. They show an aspirational and stylish range.



Services:
Brand strategy
Visual identity design
Identity guideline manual
Print and literature design

CLIENT: AWARDS FOR ALL
BRAND: AWARDS FOR ALL
PROJECT: IDENTITY AND COMMUNICATIONS

Problem: Awards for All is the organisation which arranges the application process and distribution of money raised for good causes via the National Lottery. The scheme was to offer grants of up to £5,000 to local groups with a simple and fast process. We were asked to create the brand for this new entity.

Solution: We created the brand identity and strapline, application pack, promotional material, fulfilment material, and other literature followed by the annual review.

Result: The pilot scheme was rolled out in Scotland with positive results. We then created the English version using the same identity with different combinations.



Awards for All
England Annual Review 2001
Lottery grants for local groups

Services:
Brand strategy
Visual identity design
Identity guideline manual
Print and literature design

CLIENT: DEPARTMENT FOR EDUCATION AND EMPLOYMENT
BRAND: WORK-LIFE BALANCE
PROJECT: IDENTITY AND COMMUNICATIONS

Problem: Work-Life balance was a Government initiative designed to develop working practices that would benefit both businesses and employees. Our brief was to create a brand which would appeal visually to employees whilst communicating the positive benefits to employers who are actively encouraged to join-up to the scheme.

Solution: To achieve the right note, we created a lively figure that demonstrates an integration of work and life. The icon is versatile, producing a rich brand language with an element of fun. The briefcase it carries is easily replaced with a wide variety of relevant objects, representing all aspects of life. We produced a brand manual to give users the tools to implement the identity consistently and also designed and artworked a 48 page consultation paper, a summary version, concepts for exhibition panels and the website.



Services:
Brand strategy
Visual identity design
Identity guideline manual
Print and literature design

CLIENT: DEPARTMENT FOR EDUCATION AND SCIENCE
BRAND: VARIOUS SUB BRANDS WITHIN DFES
PROJECT: ONGOING BRANDING AND COMMUNICATIONS PROJECTS

Problem: We work closely with the DFES marketing communications team and over the years have worked on a wide range of projects. We provide a total support service to help them meet tight deadlines, creating high standards of communications within highly accountable budgets.

Solution: Working within design guidelines, our role covers everything from creative branding of individual projects, through structure and signposting to typesetting, artwork and production control. Projects include designing for campaigns and sub-brands, leaflets, posters, and scratch cards as well as creating visual identities for particular initiatives.

Results: We have completed over 30 projects including the rationalisation and updating of existing literature and the creation of complete new strategies for major programmes.



Services:
Brand strategy
Visual identity design
Identity guideline manual
Print and literature design

CLIENT: TRANSPORT FOR LONDON
BRAND: STRATFORD STATION UPGRADE
PROJECT: IDENTITY AND COMMUNICATIONS

Problem: Stratford Station will form a vital part of the London Olympic transport system. An interconnecting hub for rail and underground, it is estimated that an additional 63,000 passengers will use it during peak periods. An identity was required to provide a masthead for all communication material and sign posting associated with the various stages of the huge construction project that will take place over the next few years.

Solution: We chose the human form and its lively dynamism to convey the inclusivity, optimism and aspiration that are so much the character of both London and the Olympic Games. The five colours that make up the leaping figure represent the five interconnecting transport lines.



Services
Visual identity design
Identity guideline manual
Signage

Results: The engaging and memorable identity ensures consistency in communications and establishes a sense of purpose and endeavour.

Appearing on posters, hoarding and stationery, it reassures passengers that the developments are positive. It raises awareness of TfL's investment in the transport infrastructure and, by connection, the games, promoting the redevelopment to both stakeholders and passengers. Benefits are increased awareness of the project, highlighting TfL's investment in passengers and infrastructure.





CLIENTS

AFRIQUIA

AGIP PETROLI

ARMANI

BACI PERUGINA

BAHLEN

BALLY

BANK OF CHINA

BAULI

BEIERSDORF

BELGACOM

BIG STAR

BNP

BOEHRINGER MANNHEIM

BOLTON GROUP

BOOTS

BP

BRITISH GAS

BULL

CABLE AND WIRELESS

CERRUTI

COI

COIN

COMMUNITY LEGAL SERVICE

DE BEERS

DELEK

DFES

ELINOIL

EUROPEAN BANK FOR (R&D)

EUROSTAR

EXPRESS DAIRY

EXEDO

EXTÈ

FENDI

GILBEY'S GIN

HARRODS

HERTZ

IDV

ILLYCAFFÈ

IRISH DISTILLERIES

IRN BRU

ITALIANA PETROLI

ITALIAN PIZZA COMPANY

JAMES BURROUGH DISTILLERIES

JOHNNIE WALKER

KDD

KODAK LEND LEASE





CLIENTS

(BLUEWATER)
LONDON TRANSPORT
LOTTERY COMMISSION
LUKOIL
MANTERO SETA
MASER
MARCONI
MOTOROLA
MOTTA
NATWEST INTERNATIONAL
NAUTORS' SWAN
NESTLÉ
NORTHERN FOODS
NUOVA FORNERIA
OSOTSPA
PANTENE
PARTNERSHIPS UK
PETRON
PETRONAS
PEUGEOT
PHILIP WATCH
PREMIER LEAGUE
PRINCIPE
REPSOL
RELIANCE
RHÔNE POULENC
RIYAD BANK
RIZZO GALLO
RIZZOLI
ROYAL ARMOURIES
SAMMONTANA
SAN PELLEGRINO
SCHWEPPE
SEAT
SEITA (GITANES)
STAFFORD MILLER
SYDNEY OLYMPICS
THAI OIL
TOYOTA
TIPICO PIZZA
TOTAL FINA ELF
UK GOVERNMENT
VALDERMA
YELLOW PAGES
YPF
YUKOS



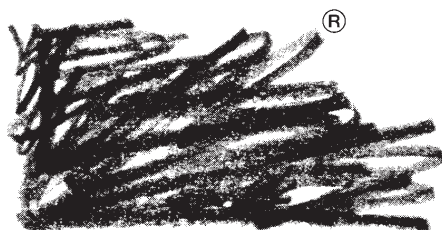
For further information or to discuss any aspect of this document, please contact

[Alexei Goncharenko](#)

Managing Director/CEO
Minale Tattersfield Russia

Tel: +7 (495) 7244666
email: asg@minale.ru

www.minaletattersfield.com



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