



MAGNETIC.



MAGNETIC + BRANDING

We understand brands. That's because we create them, communicate their values and want them to be successful. Our knowledge, creative brilliance and in-house design talent makes us a trusted partner in the world of storytelling. Our concepts engage and communicate your brand DNA, whilst withstanding the tests of time.





Your brand champion - and partner

We are expert at visualising and reimagining new and existing brands for a range of different and diverse clients. Our strength lies in our working knowledge and appreciation of what performs in the real world.

Here's a few businesses that we've helped.





OUR EXPERTISE

Here are some key areas of **our expertise**:



- Logo Design



- CI Creation
- Colour Palette

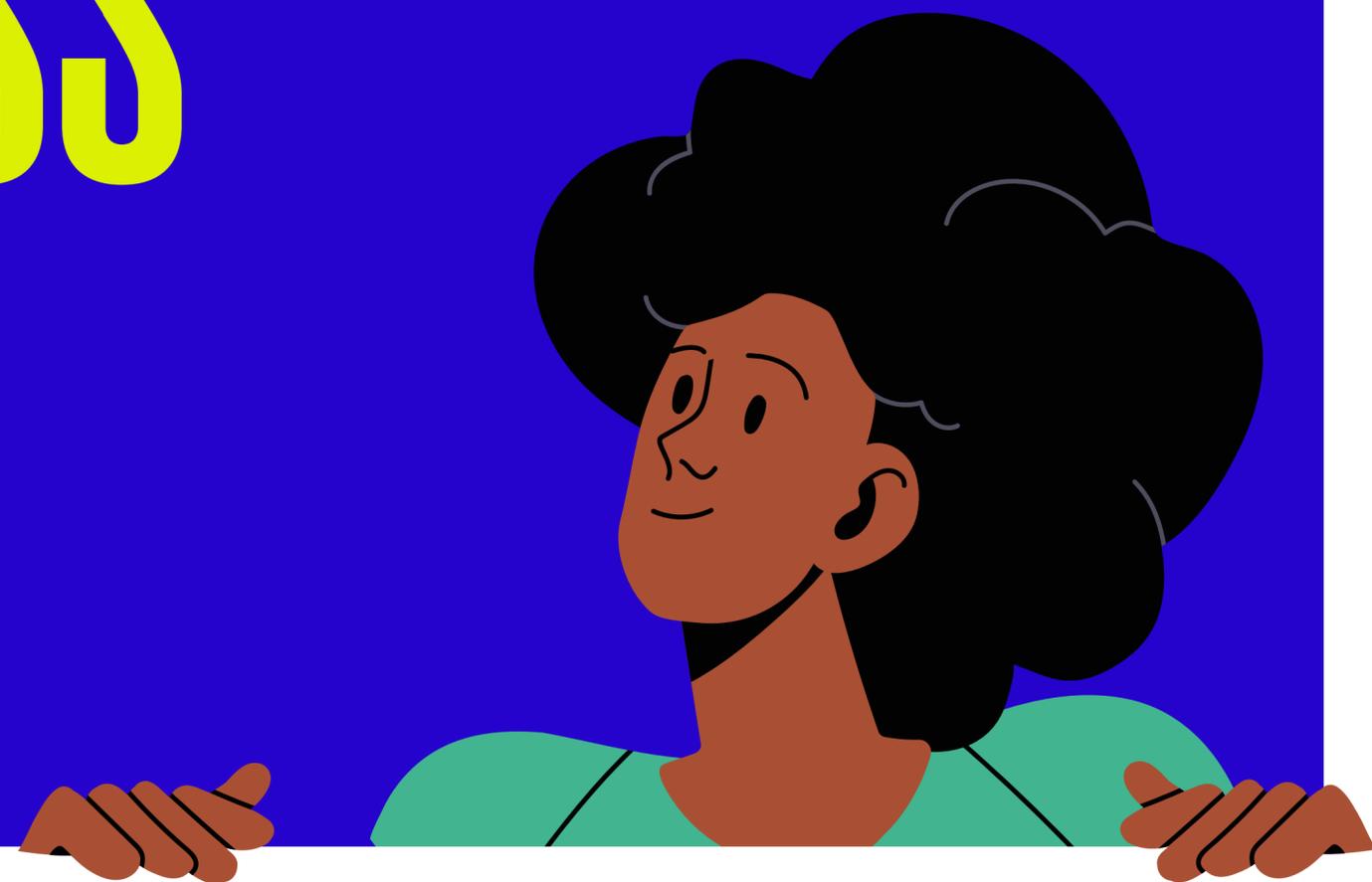


- Brand Voice



- Brand Application
- Brand Marketing

OUR PROCESS



1

Kick off meeting and briefing

2

Business + Current brand analysis & research

3

Sector, audience and competitor research

4

Initial findings and conceptual thoughts

5

Branding options worked up

6

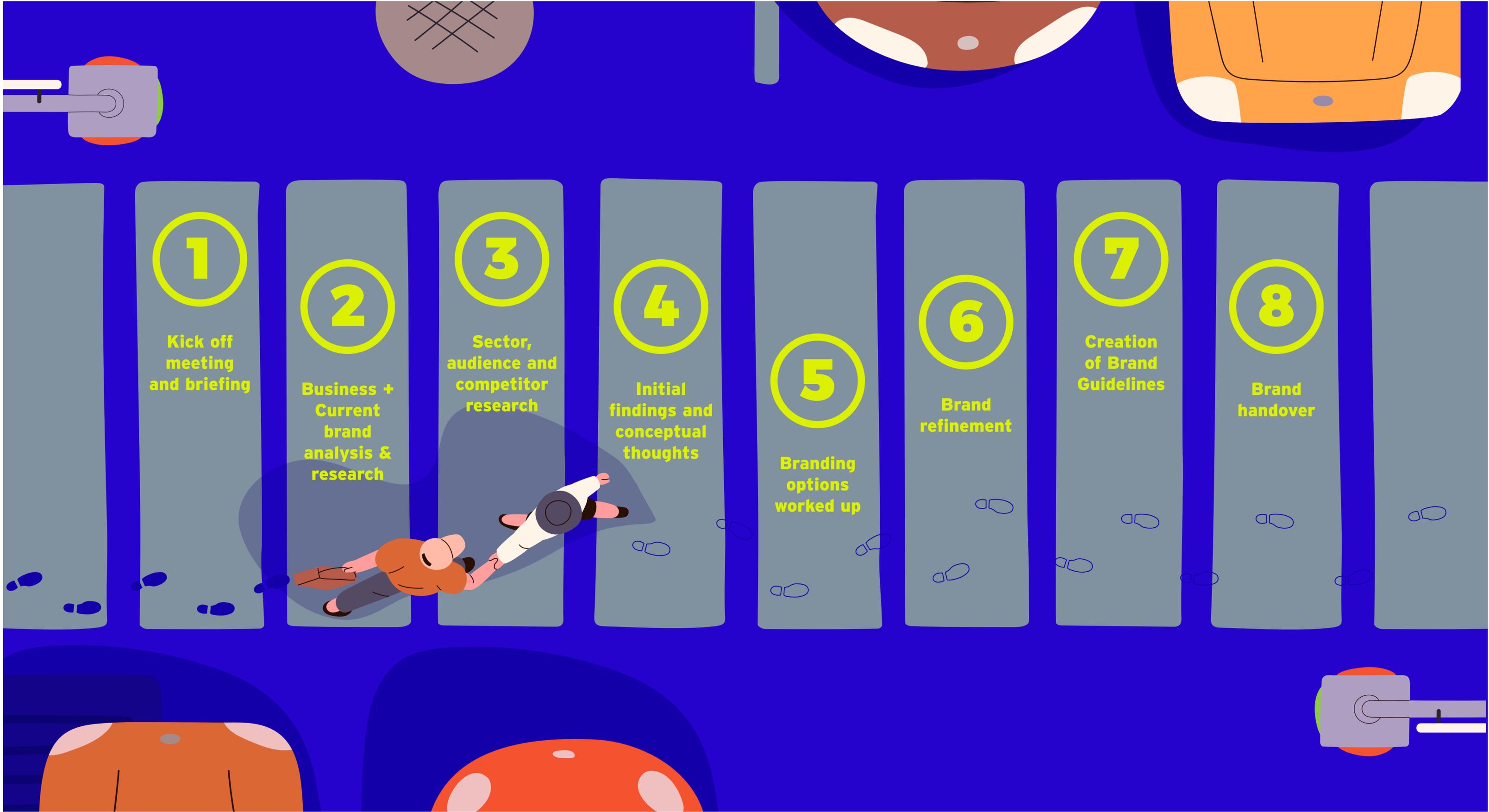
Brand refinement

7

Creation of Brand Guidelines

8

Brand handover





OUR PROCESS

1 >>>



Kick off meeting and briefing

We listen, ask questions and learn all we can during this stage to enable us to best answer the clients brief.

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Business + current brand analysis & research

To include logo, websites, current collateral etc.

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Sector, audience and competitor research

By looking into all the above areas we can start to create an accurate picture of the type of brand we will be creating, its tone and its message to the client audience.

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OUR PROCESS

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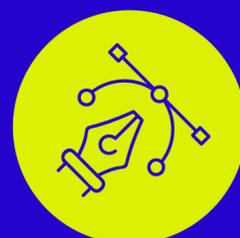


Initial findings and conceptual thoughts

Taking the information we have learnt in the first two steps in the process we can start to formulate early conceptual thoughts and ideas.

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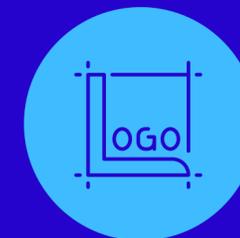
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Branding options worked up

The next step is to start working the ideas and concepts up into full working designs which are presented with reasoning for the client to see our thoughts and creative workings.

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Brand refinement

Working closely with the client the refining process of the chosen logo takes place, along with any alternate colour versions of the brand.

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OUR PROCESS



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Creation of Brand Guidelines

Throughout the process one eye will have been kept on how the brand translates into the real world. With a set of brand guidelines this is explained in as much depth as the client requires.

Elements to include will vary but an extensive list would feature:

- Main Brand • Alternate colour options
- Secondary or family Brands • Typeface
- Colour • Tone of voice • Messaging
- Image/Illustrative styling • Iconography
- Brand in action which could include designs for all social, print, & web design.

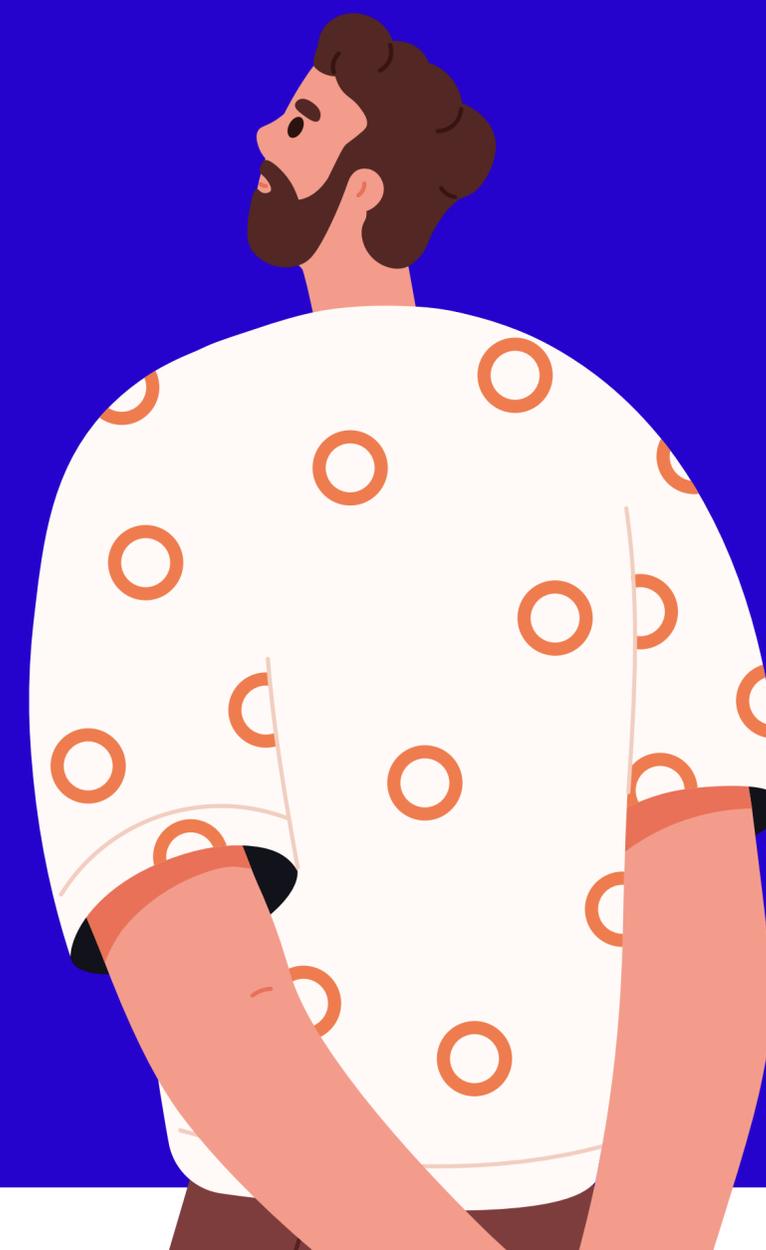


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Brand handover

Once both Magnetic and the client are happy that everything is in place for a successful brand transition the final brand and its elements are handed over.

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