business people marketing people financial people automotive people understanding people educational people emotional people real people branding people retail people motivating people
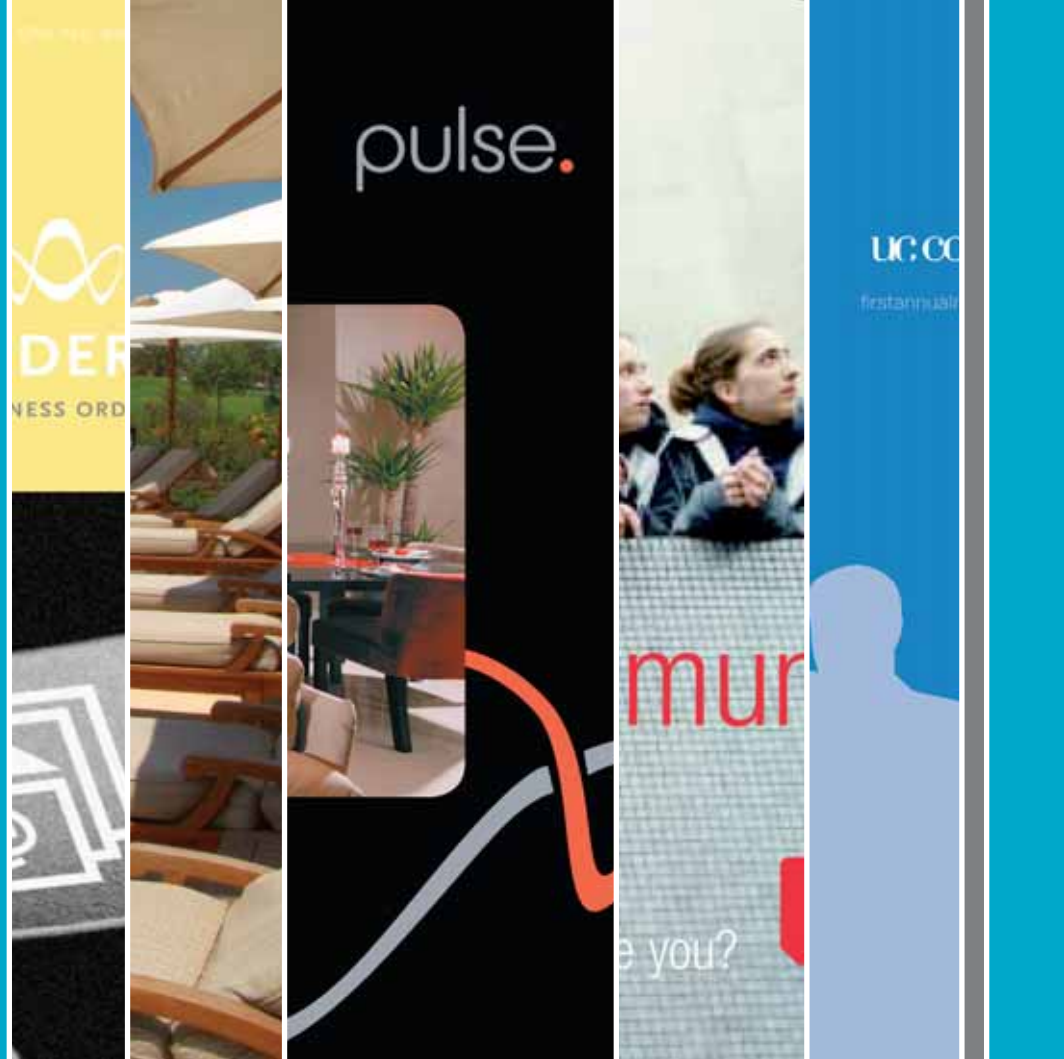
normal people

normalpeople have been building brands and creating identities for over ten years across a wide range of media.

Clients have been from many different
sectors ranging from leisure, retail, corporate,
entertainments, technology, and industries
resulting in effective brand building and strong
visual creative solutions for B2B, B2E, B2C
marketplaces and environments.

Our people come from top London, European and
Middle East design consultancies with clients ranging
from Vodafone, Hanson, Ford Europe, Liquid Porcelain,
HSBC, Volkswagen Goup, Al Khouli, Dubai Festival City,
Skoda, BAE Systems, Lloyds TSB, Central Perk and
Compaq, to Martiz Europa to name but a few.

Creative and design management experience has
encompassed numerous media with a particular
expertise in literature systems, digital media,
visual identity, brand strategy and implementation.

But it's all about the people...

normal?

A successful brand can motivate the entire workforce and unify your local, regional and global marketplaces instilling confidence in current or potentional investors or consumers...

...an incoherent brand can quite simply erode the goodwill that the company has nurtured and portray an image that is directionless and lacking confidence.

how?

A brand integrates all the elements of corporate identity into a real living breathing entity.

A powerful brand can be used to increase customer loyalty, leveraging market share by heightened product and service awareness and assisting the creation of a more successful company.

The brand is the emotive force that communicates the essence of the company, it's products and services.

normalpeople deliver brand emotion by expertise in communication through numerous media.

The most crucial factor in determining any brand strategy is to define and articulate the very essence of the brand.

Getting to its heart and to the heart of your people.

identity

branding

naming

strategic development

tactical development

change management

traditional literature systems

advertising

POS

corporate clothing

exhibition design

environmental design

packaging

targeted direct mail

interior design

loyalty programmes

staff incentive programmes

language variants

cultural variants

copywriting

public relations

signage wayfinding systems

digital media

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It is our experiences that make us what we are.

who?

Our people have been getting to the heart of many people
for many years in many places.

Actinic Software
Al Khouli Advocates
Astra Zeneca
BAE Systems
BP
Central Perk
Clearstream
Compaq
Crest Homes
Dorset Water
Dubai Festival City
Dyson
Ford Europe
GranvilleBaird
Gulf Scientific
Hanson
HSBC
IIR Dubai
Jumeirah International
Kudos International Furniture
Lloyds TSB
Mirage Promotions
Martiz Europa
NDS
Permaglaze Middle East
Pulse Technologies
Skoda
uc.com
Vodafone
Volkswagen Group

research

architecture

concept

normalpeople approach brand creation in an eight stage linear partnership. We work with you from the offset through implementation and then review the success of the new brand essence.

demographic
industry audits
visual audit
brand audit
core values

core values characteristics naming
tone of voice emotive imagery

visual concepts photographic
selection

The most crucial factor in determining any brand strategy is to define and articulate the very essence of the brand.

Getting to its heart and soul to evoke the best response.

Brand architecture is the basis of the branding system at a strategic not a design level.

It can consist of many elements but all architectures begin with one very important element: core values.

Conceptual stage is the start of the visual investigation of brand.

linear...

development

design development
core applications

After agreement on
the conceptual route,
we develop the design
and apply this to the
core applications that
communicate the
brand message.

application

advertising
corporate clothing
environmental systems
internet
literature systems
livery

Full application occurs
when core item application
has proven successful. The
realisation of the brand
promise applied to every
aspect of your business.

Once we have applied the
brand to these other items,
we launch the new brand
into marketplace

launch

launch control
overcoming resistance

The staff and customers must buy
into the brand. It is dependent on
the initial research as to the depth
of acceptance achieved both
internally and externally.

management

Guidelines
Brand Police

Brand and change management
are very important as the brand
needs constant nuturing.

A massive launch followed
by little activity can damage
reputation as your market.

Effective guidelines with
a robust and suitable change
management system can
ensure brand longevity.

review
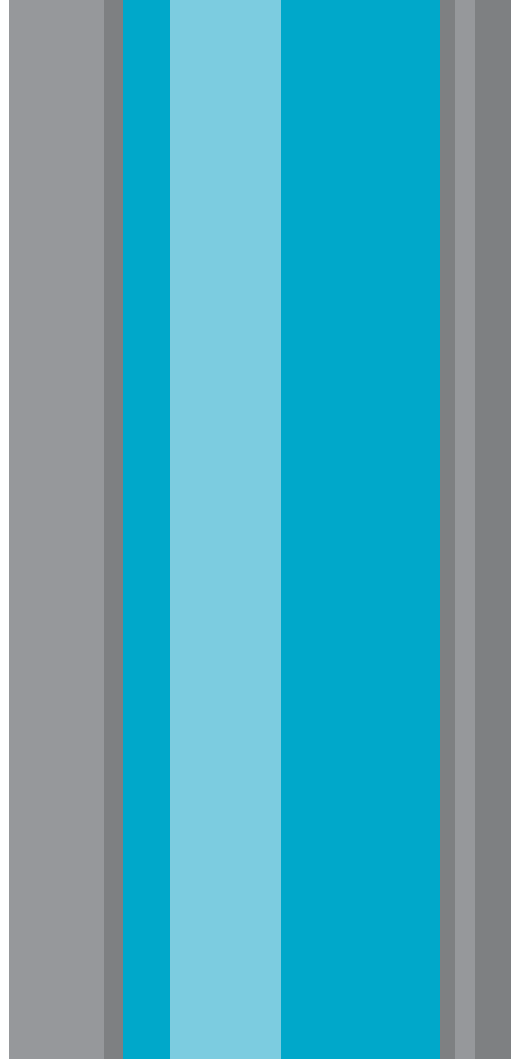
qualitative research
reviewing brand
effectiveness.

We can determine the
brand perception by
your suppliers, your
competitors and your
consumers.

We ask how marketing
can be adapted to
increase the perception

A brand is the personality of the company, or the product.

interact

So just what do you want to do with your site.

The tone of voice is modified slightly for the interactive style of the web or touch screen kiosk.

You may need a mailshot so why be confined to print when you can use HTML mailouts and direct people straight to the site and keep them up to date all the time ?

Check the CD for case study examples of print and interactive.

Visual imagery has to be maintained whilst adhering to technical implications such as connection speeds.

Another implication of interactive branding for the web is the global audience.

Want to see how this all works to providing the solution
for your communication then mail or call us.

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normal people

identity | branding | design