

# Creating

The condition of the brand is influenced by various factors. The more imaging activities directed at arousing defined associations, the stronger is the effect. The achievement of the desired results is easier, due to the exploitation of theoretical and knowledge gained from experience. It is then possible to achieve the complete image creating effect , enforcing the awareness and position of the brand. Our offer provides a wide range of creative services, enabling the achievement of these goals.

# Graphic design

## Administrative materials and stationery

- letterheads
- envelopes
- business cards
- address stickers
- fax cover sheet
- binders
- invoices/bills
- forms
- multimedia presentation template
- notepads
- visitor and worker identification cards

## Internet

- WWW layout
- company's e-mail template

## Promotional materials

- press ad
- folders
- flyers
- catalogues
- small printed ads
- business offer template

## Packaging

- product's packaging layout
- products class signification
- bulk containers

## Vehicles

- cars and trucks signification

## Workers clothing

- T-shirts
- working clothing
- service crew clothing
- caps
- jackets
- promotional clothing

## Outdoor signification

- advertising light boxes
- hoardings
- signboards
- billboards
- ambient advertisements in sport halls and arenas
- flags
- pylon
- totem
- parking signification

## Interiors

- interiors projects and visualization
- information boards
- direction arrows
- floor and section signification

## Gadgets

- ballpen
- mug
- calendar
- umbrella
- hat
- tie
- corporate gifts

## Audiovisuals

- promotional films
- commercials
- advertising and product photography
- photo retouch

Picture is one of most effective tools of creating brand's image. It influences imaginery of a receiver, evoking associations which are linked with a company. The more coherent and attractive for consumers that associations would be, the stronger will be an effect of publication.

Follow does graphic design of all materials which brand uses in its activities. Creating design of materials we care about functionality and brand's image goals. Results are attractive materials which fulfill practical and image expectations.

# Visual Identification

The graphical framework of the brand is one of the main tools in creating its image. The logo, being a carrier of associations, reinforced by individual colours, lettering and a characteristic composition scheme, is able to communicate effectively defined values. Therefore the importance to display these elements as often as possible, creating a compatible visual identity, influencing the receiver, through as many mediums as possible (promotional material, information, web page, employee uniform, car fleet etc.)

Follow is able to create the visual identity from the start, or modify the existing system in use. The solutions provided enable fitting the suitable graphical auto presentation of the brand to its strategical objectives and the desired shape as required by consumers.

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## Logobook contains:

- logo project
- logo symbolics and composition description
- logo colour scheme in RGB, Pantone, CMYK, Ral and Oracal standards
- logo colour subversions (achromatic and monochromatic)
- scaling rules
- minimal sizes for exposition
- rules of exposition on versatile colour backgrounds

## Corporate Design Manual contains:

- brand's visual constant values definition
  - brand's colour scheme in RGB, Pantone, CMYK, Ral and Oracal standards
  - rules of composition specific materials
  - brand's layout examples
  - executive data for contractors (type of material, producer, model, technical specification, method of application, printable field's limitation, additional informations)
  - ready-to-use projects on a CD, enable to edition or production
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# Naming

The brand name is the most recognized differentiating factor, allowing the consumers not only easier identification of its products among others, but can also provide information about differential personality traits. In presenting itself, each brand should apply clear cut rules in naming sub brands and products, accounting for the perception of consumers. Follow offers to conduct the entire process of naming, as well as support and modification of solutions presently in operation.

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- brand's image goals definition/reminder
  - branch naming trends determination
  - establishment of brand names, often used by a members of a brand's target group
  - new names presentation
  - proposed names description (sense, symbolics, cultural background, phonetic connotations)
  - results of proposed names quantitative image survey presentation
  - results analysis, definition of proposal strengths and quality of image associations offered by every project
  - internet domains availability report
  - suggested patent classes and subclasses for registry
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