

REFRESHING I.T. BRANDING

BOLD & BRIGHT REBRANDING ON CHELTENHAM HIGH STREET



GrafX have been providing a wide range of I.T. services for over twenty years. Their high street store and workshop, opened in 2010, sells a wide range of Apple products with friendly workshop staff on hand for advice.

THE BRIEF

GrafX were looking to reposition their USP; moving away from being seen purely as Apple suppliers and engineers – they wished to market themselves as providing complete I.T. management services to businesses. Although concentrating on the B2B market, this would continue to be supported by their B2C Apple support and product sales.

As part of this repositioning GrafX wished to address inconsistencies in their brand and for it to encompass more of the personality behind the company.

MAPLE ROCK'S SOLUTION

We started our process by researching what was required in terms of their logo. With GrafX being around for some years, with their logo comes heritage so it was important to consider this when looking at the refresh. It was decided to make some small adjustments to the typography mainly in terms of making the 'A' more legible, giving the logo a fresh and modern look but in-keeping with historical versions.

In terms of brand messaging we produced a set of "Reasons to Choose GrafX" which would work alongside this new look. These would set out the benefits of the GrafX services in a set of short and easy to understand statements. Their target audience may not necessarily have detailed I.T. knowledge so these reasons aim to explain I.T. in an easy-to-understand manner. The first four 'key' reasons were to highlight how businesses can benefit from using their services. These were then supported by more generic reasons. Some of these were serious and some lighthearted which allowed us to add personality to the brand. We also introduced a brighter colour palette that moves away from those typically associated with an I.T. company.

The new logo, look and feel and messaging was then rolled out into a fresh and bright stationery set. A compliment slip for added for use in store to replace slips of paper, ensuring customers are aware of all of the services that GrafX offer.



▲ new business stationery



▲ new responsive website design

SKILLS

- BRANDING
- LOGO DESIGN
- SHOP DESIGN
- WEBSITE DESIGN
- WEBSITE DEVELOPMENT
- COPYWRITING
- PRINT MANAGEMENT
- SIGNAGE

The third step that we undertook was to look at their High Street store. The main issue to resolve was their frontage; space wasn't being optimised to its full potential – three of the four windows were covered up. The shop looked uninviting. We opened up all windows adding more light inside the store; it also allowed for those passing to see into the shop more easily. The plain white window graphics were then replaced with the main reasons in bright and eye-catching colours. Inside we added more colour via the introduction of a feature wall in the GrafX blue. Further reasons related to Apple Repairs and customer service were then dotted around the shop via posters and wall

graphics adding colour and interest throughout the whole store. Throughout the whole process we needed to ensure that we adhered to Apple's strict brand guidelines whilst encompassing the independent nature of the services which GrafX offer.

Finally we redesigned their old product central website (grafx.co.uk) to one which compliments the new brand in terms of both look and feel and messaging. As their target market comes from a non-technical background we worked closely with their copywriter throughout the whole process in order to ensure the content was easy to understand across the entire brand.



▲ frontage pre-branding



▲ frontage post-branding



▲ instore store pre-branding



▲ instore post-branding