

Brand Identity Service

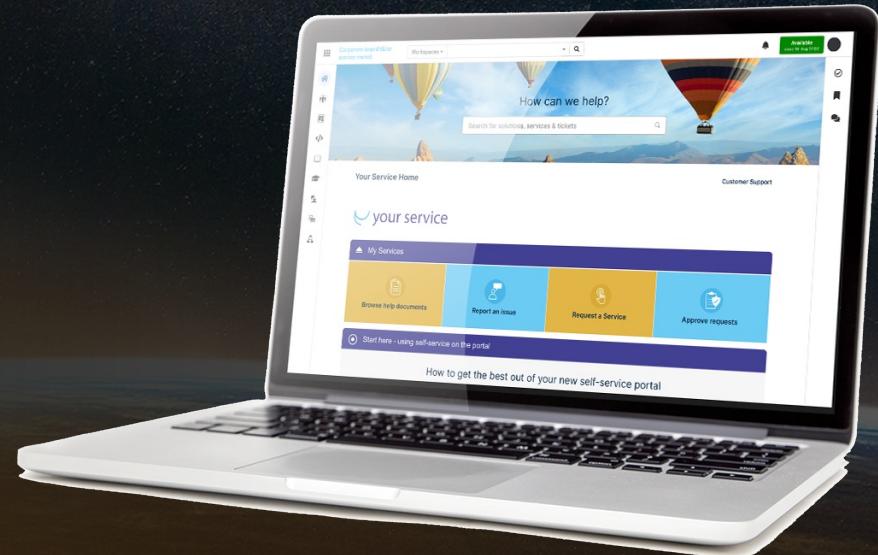
A vibrant brand identity is key to driving outstanding user adoption and accelerating the business impact gained from channel deflection.

Our creative consultants have more than 20 years experience in designing digital service environments and will deliver the visual assets to required to brand and showcase your service.

Expert Services: 6 Days

Consultancy Package to develop an identity for your new service offering:

- **Concept:** Naming & Brand Development
- **Portal:** Visual Theme & Guide
- **Showcase:** Promotional assets including a 30 second animation, imagery & slide template

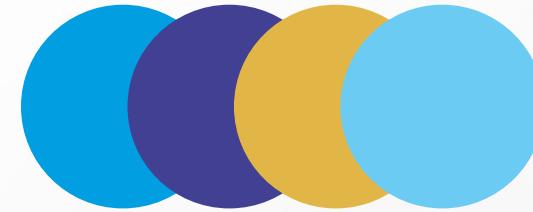


1. Concept, naming & branding

Service name concept plus identity derived from existing corporate brand, brand elements.

 your service

Optional emblem and/or service branding font



Colour palette



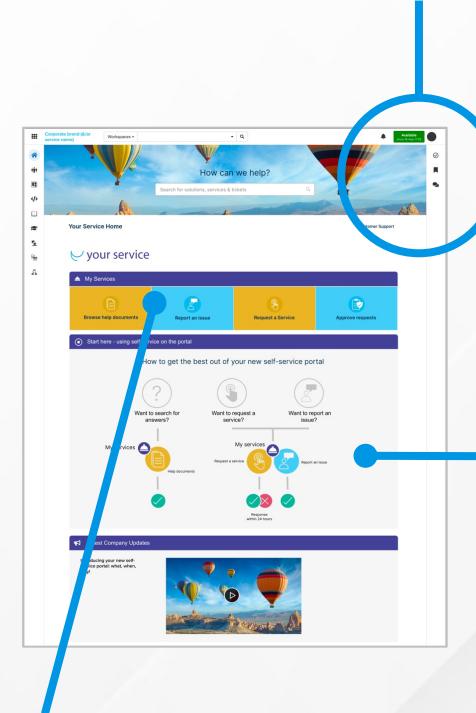
Stock imagery pack

2. Portal theme

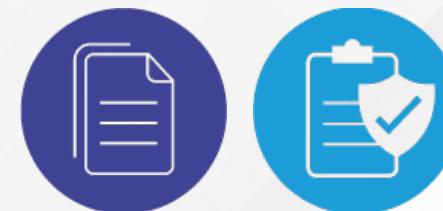
Branded, colour coded. Including necessary service icons and promotional header graphic.



Coordinated header graphic image



Start here section



A selection of Hornbill portal icons tailored specifically to your service catalog and purpose

3. Promotional assets

A 30 second internal promotion animation, graphical PDF or slide deck.



30 Second Animation



Start here graphic



Slide deck template



Creative package example

Client



Service name

CoachA, horizon, Gabriel, **ontrack**

Brand identity

ontrack.

Angel Trains service portal





Creative package example

Portal theme

Portal theme screenshot showing the HORNBILL employee portal interface with a teal header, sidebar, and main content area.

Colours



Icons & stock imagery



30 second animated video



PDF quick guide

