

Defining Every Detail

A global market leader in controlled force equipment and solutions had never before defined or documented their brand and all related expressions.

Challenge

Enerpac, a global leader in the manufacturing of hydraulically driven jacks, lifts and positioning equipment had never defined or documented their brand and all related expressions. They were experiencing inconsistent presentations of their brand logo and the related communication pieces diluting their brand in the marketplace. BrandDirections was asked to maintain the current logo design but evaluate all aspects Enerpac's current brand presentation, create visual consistency and document in a centralized brand standards manual to be distributed globally.

Think

Our strategy included following our 5-step BrandAlignment™ process of Discover, Determine, Define, Design, and Deliver. In the Discover phase, we conducted a brand benchmark study with key internal stakeholders and strategic partners. We also conducted an audit of all communication materials using the brand logo.

Create

This research provided the brand team the foundation to determine an overall brand strategy, define the brand position and architecture, design a consistent visual system and deliver all relevant guidelines in the form of a comprehensive 56 page manual distributed electronically via pdf.

Connect

Impact for brand documentation is difficult to measure other than the added clarity and efficiency in brand understanding and communications. Enerpac now has their brand defined and visual guidelines in place allowing both internal and external audiences to best understand its differentiated brand position in the marketplace and consistency in the visual presentation of that brand. Now all brand communications portray a global market leader.

SCOPE OF WORK

- Brand Benchmark Study
- Brand Communications Audit
- Brand Core Development
- Brand Architecture Development
- Brand Visual System Design
- Brand Standards Development

