

# ARTIBRAND

**CREATIVE DESIGN, PASSION, ENGAGEMENT,  
VISION, TEAM PLAYER, LOCAL TO GLOBAL**

**BRANDING YOUR BUSINESS**

"There are three responses  
to a piece of design –  
**yes, no, and WOW!**

**Wow** is the one to aim for."

MILTON GLASER

Designer of I ♥ NY





Branding is not simply a refresh of your logo.

It's looking at your whole image and business, working out which parts need to be re-aligned to match your aims and objectives, targets and company vision - so you, your staff and your customers completely understand your offering and unique selling point (USP).



# TIPS ON HOW TO START BRANDING

## Research

- what is your USP and niche?
- what current collateral do you have to promote?
- where do you sit / want to sit in the marketplace?
- who is your current / intended target audience?
- what messages / story do you want to convey?
- what formats will best reach your audience online and offline?

## Your Story

- Do you have a vision / mission statement / taglines?
- what are your core values?
- what is your brand personality / tone of voice?

## Assets

- Do you have existing quality images / videos?



# TIPS ON HOW TO START BRANDING

## Moodboards

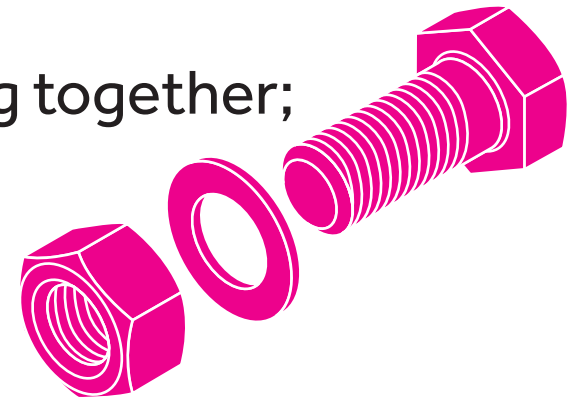
- what brands / competitor brands do you like?
- what do you like about those brands?
- do you have any restrictions - eg. colours, fonts, images etc?
- what style of photos / illustrations / videos do you think would work to convey your business?
- is your business complex and need to be represented with sub-brands?
- what icons do you think represents your business?
- does your company name reflect what you do or does it need to be described?
- how do you answer the telephone?
- do you have a business plan
- do you have a marketing strategy / campaign?



# WHEN DOES THE **MAGIC** HAPPEN?

Working with Artibrand we take you through the various steps in the previous pages to gain an understanding of your business - what you like, what you don't like, how you tick. This is invaluable knowledge, saving you time and money, on exploring creative approaches that we know will be relevant, desirable and provide you with results.

**The magic happens** via several elements coming together; research, moodboards, aims and objectives, experience, an open mind, written vision and visual conceptualisation.



Over the years we have devised a step by step methodology, working closely with you, to collaborate on a creative journey from a blank canvas to an exciting and dynamic solution.

# BRANDING CASE STUDY

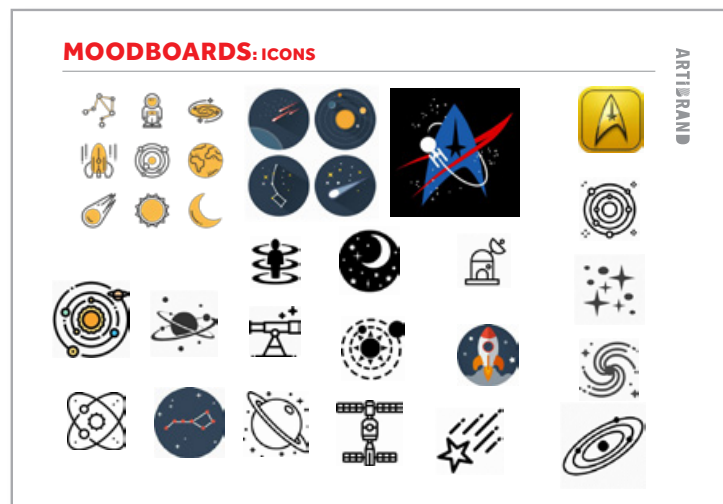
**Kircudbright Development Trust** commissioned **Artibrand** to design a brand identity and fully functioning e-commerce website with booking system for their proposed **Dark Sky** theme experience.

Part of the brief was to create a name for the experience.

Moodboards were presented, showing optional routes and existing brands, so comparisons could be made to establish where the experience would sit along with other Dark Sky themed destinations.

Through collaboration with the KDT team we devised the vision, core values, brand personality and audience personas.

In creating a brand it's important to understand the 'nuts and bolts' of a company, it's USP and vision.



## OUR STORY / VISION

The Galloway Forest Park was officially designated a **Dark Sky Park**, one of only four designations in the world. The Dark Sky Park has already brought many thousands of visitors to the area and given the region of Dumfries and Galloway international recognition as a must-visit destination for star gazers and environment and nature enthusiasts. The Dark Space Planetarium will provide a new and interactive experience for visitors to the region, enhancing and building upon the existing Dark Sky tourism offerings.

The Trust has been working in partnership with the Glasgow Science Centre to create a unique educational experience which will be fun for the entire family. The Dark Space Centre is now coming to life and this next stage in its formation is the development of a strong and memorable brand identity.

**Kircudbright will be home to a state-of-the-art visitor attraction which celebrates the majesty and infinity of space, the wonders of science, the thrill of space exploration, and the magic of the Dark Skies right here in Dumfries and Galloway.**

This brand and the guidelines have been developed to reflect the Kircudbright Development Trust's vision, aspirations, and core beliefs as well as create a new and unique identity for the **Dark Space Planetarium**.



Brand Guidelines - Dark Space Planetarium

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## OUR STORY / CORE VALUES

**What are Core Brand Values and why do they matter?**

Core brand values are the beliefs that the Trust as an organisation stands for and which in turn should be reflected by the Dark Space Planetarium. The core brand values serve as a compass which guide the brand story, setting a clear path for future actions and behaviours in all aspects of the attraction's management and running. The values also positively influence the decision-making process in all aspects of communication and development of the attraction. A strong set of core values strengthens the brand, makes it much easier to use the brand, and makes the results of the brand's use more effective.

The Core Brand Values must be intrinsically linked with the core values of the Trust. The Dark Space Planetarium is the latest example of the Trust's dedication, hard work, imagination, professionalism, commitment, and passion which has been demonstrated in all its work for the community and town of Kircudbright.



Memorable	Educational	Professional	Unique
Enjoyable	Informative	Quality	Inclusivity
Engaging	Interesting	Value	Integrity
Friendly	Well-defined	Timeless	Respect
Exciting	Accurate	Contemporary	Engaging

Brand Guidelines - Dark Space Planetarium

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# BRANDING - CREATION OF KIRKCUDBRIGHT DARK SKY PLANETARIUM

As the vision of the business developed (values, story, audience etc) the brief became much more focussed. Visualisation of ideas can work towards tying-in with the company values and USP.

Via the moodboards and discussions we established there would be two generic approaches to the image presented.

The first was using simplified **graphic icons** (appealing to children and families - the main target audience). The second was **photographic images of space** (appealing to a more adult and academic audience).

A variety of names were proposed. **Kirkcudbright Dark Space Planetarium** was preferred for its simplicity in describing the offering. The tagline “**Where Science and Fun Collide**” was the preferred tagline, which further describes the brand as scientific, with a fun, kinetic tone.

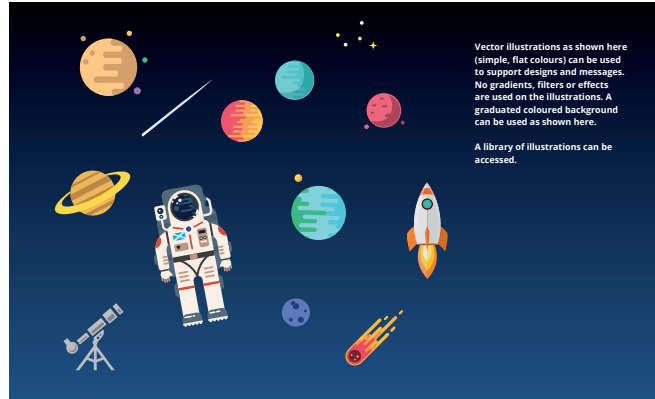




# BRANDING - CREATION OF KIRKCUDBRIGHT DARK SKY PLANETARIUM

Having established the brand identity and the associated images (photographic and icons), we could put together detailed **brand guidelines** which would underpin all aspects of the brand (fonts, colours, associated text and images), so this could feed into online marketing campaigns, signage, merchandise and website.

## BRANDED IMAGERY / ILLUSTRATION



Brand Guidelines - Dark Space Planetarium

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## BRANDED IMAGERY / PHOTOGRAPHY

2. Star night images with a land foreground - eg. forest outline, or silhouette of the Johnston Centre building, to emphasise the Dumfries and Galloway Dark Skies area.



Brand Guidelines - Dark Space Planetarium

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## T-SHIRTS / EXAMPLES

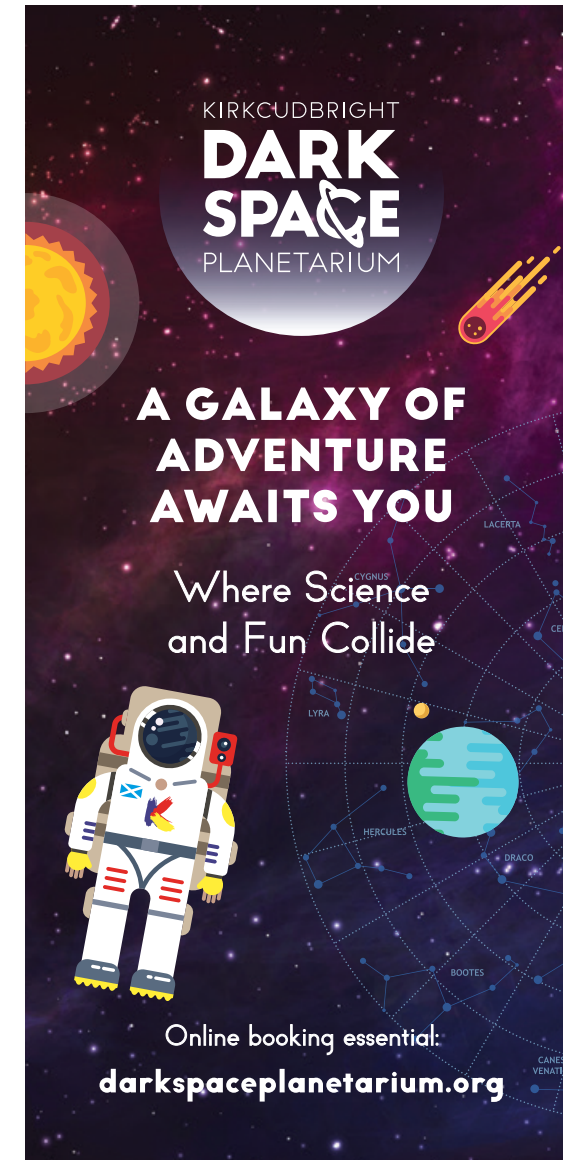


Brand Guidelines - Dark Space Planetarium

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# BRANDING - CREATION OF KIRKCUDBRIGHT DARK SKY PLANETARIUM

Leading up to the opening of the visitor attraction, Artibrand created a suite of merchandise (mug, fridge magnets, circular pin badges, enamel badges, flask, water bottle), stationery, postcards, staff t-shirts, flyers, pop-up banners, feather banners, indoor and outdoor signage.

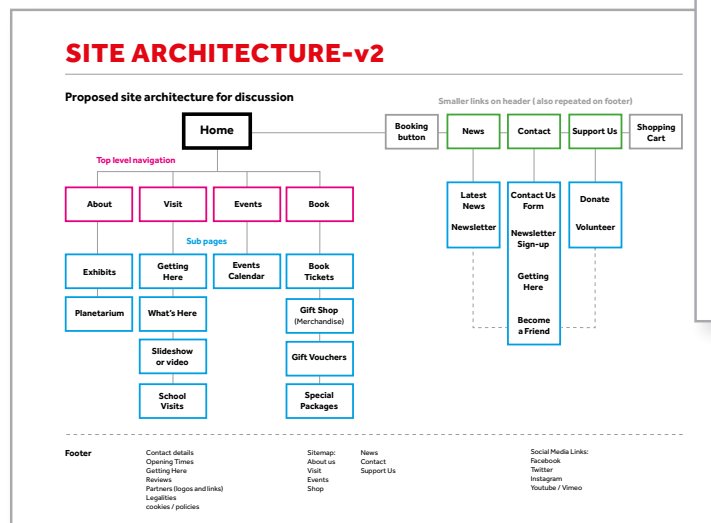


# BRANDING - CREATION OF KIRKCUDBRIGHT DARK SKY PLANETARIUM

For the website development, we went through the same process of creating **moodboards**, looking at related websites by subject, functionality or look and feel.

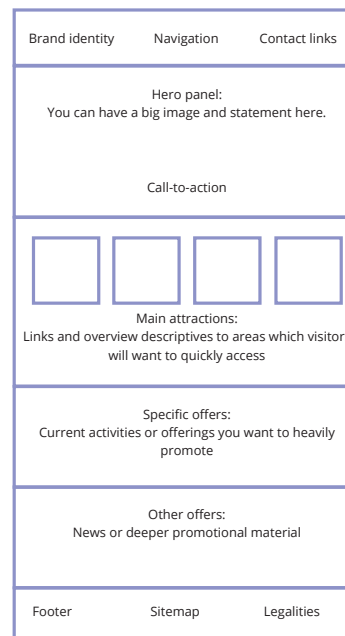
A site architecture outlined what content was going to be on the website and how the user could navigate to each area of interest.

From the site architecture, simple wireframe layouts were devised to discuss in more detail the content, layout and engagement and call-to-action items on each web page.



## WEB / PLANNING

Web wireframe (desktop / tablet)



Area to show brand identity, main navigation, contact links: email / shopping cart / social media

Bold image, big statement and entices visitor further into website. This can be a single image, slideshow or video clip.

Main promotional areas, eg: Planetarium booking, buy a season ticket, what's on, how to get here...

What is currently showing / a special event you want to promote

Other promotions, feedback area, testimonials, news items

Full contact information, sitemap, social media links, legalities, awards etc...

When creating a website, or online campaign, it's important to initially work with a web wireframe, so you can work out what you are going to say, how it will appear, any technical considerations, call-to-action terms, visitor engagement, participation and buy-in.

There is no specific formula for building a website, however the essential ingredients are to make the information easy to understand, easy to navigate and the content is engaging:

### Attract > Engage > Convert

The wireframe also enables you to work out with your web developer how the content will be displayed across a variety of platforms (phone/tablet/desktop).

Call-to-action items can be: a button (eg. find out more / buy / contact / submit etc.), or it can be a question posed to create a reaction / response - eg. Come and visit / Explore your imagination here.

The first stage is to work out a site architecture: top level and sub level pages. Work out what content will be on each page and how it will engage your audience into participating and brand loyalty.

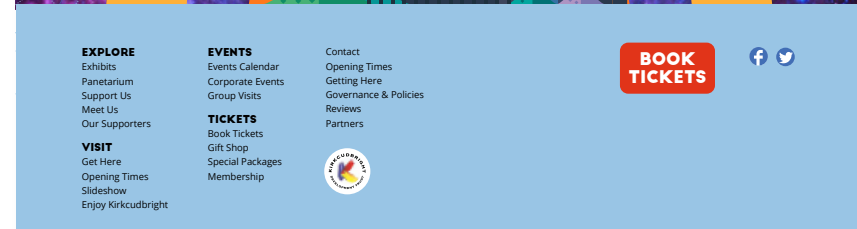
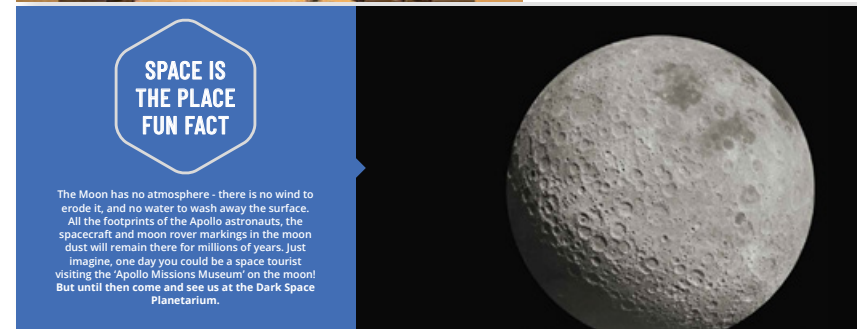
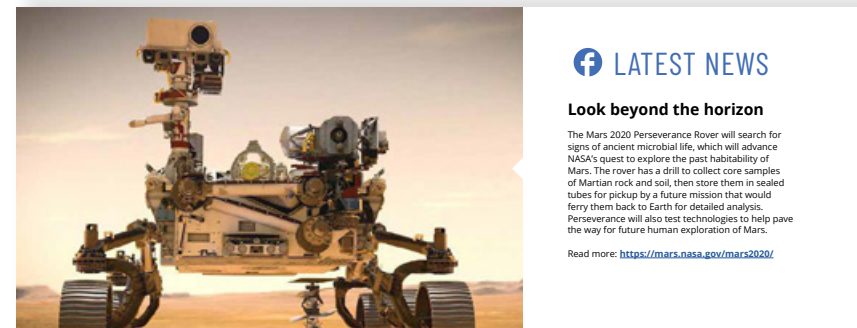
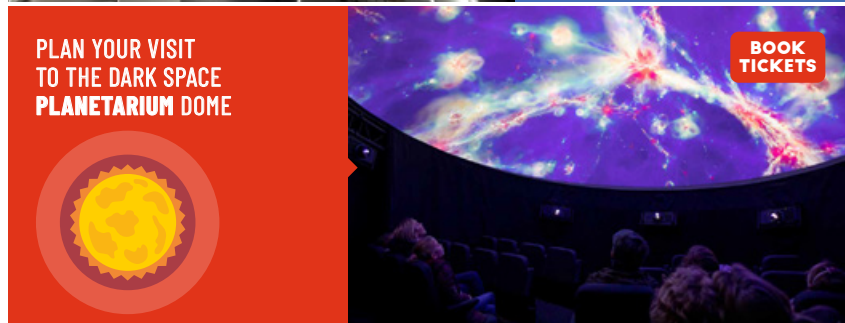
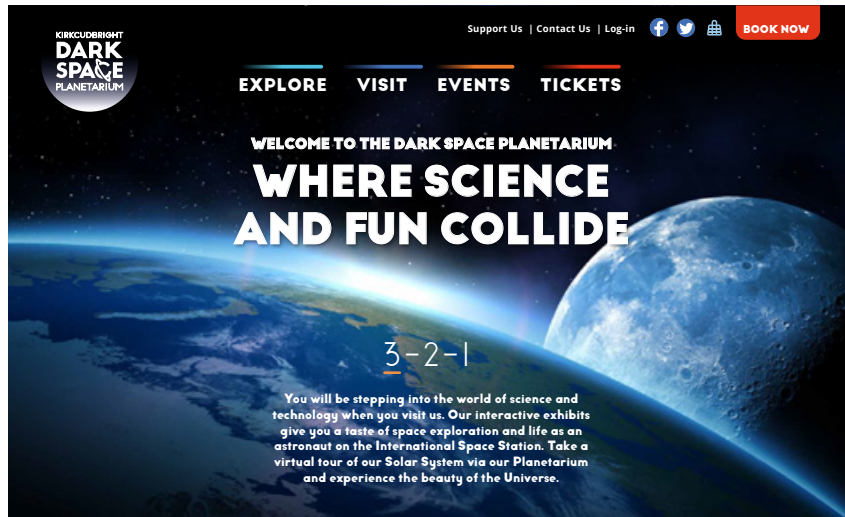
Your website should be the starting place to work out an online and offline campaign that feeds into all media channels - eg. marketing campaign, social media posts, booking system and ticket sales.

Brand Guidelines - Dark Space Planetarium



# BRANDING - CREATION OF KIRKCUDBRIGHT DARK SKY PLANETARIUM

Below: homepage of the e-commerce website. The site is highly visual, built in blocks which can be moved around the page, making admin easy for the client. There's subtle animated graphics, videos, call-to-action items, a booking / payment system and events calendar. <https://www.darkspaceplanetarium.org>



# BRANDING - CREATION OF KIRKCUDBRIGHT DARK SKY PLANETARIUM

Three short videos were created to provide a flavour of the visitor attraction - an overview video, interactive play zone and the Planetarium. The videos are used on the Kirkcudbright Dark Space Planetarium website and also on social media platforms to promote the experience. Original footage was captured by one of our partners, Mike Bolam Photography with Artibrand storyboarding and editing the videos, combined with branded graphics, music and original space archive clips via Nasa. <https://www.darkspaceplanetarium.org>



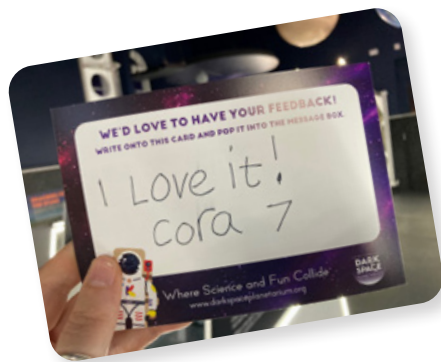


# BRANDING - CREATION OF KIRKCUDBRIGHT DARK SKY PLANETARIUM

Artibrand also established the templates for the company's **social media channels** (Facebook, Twitter and Instagram).

We designed 'countdown' teaser posts, along with a competition to name the two 'mascot' astronauts, which generated interest and ownership to the Kirkcudbright Dark Space Planetarium.

Feedback cards were also designed along with a feedback box on-site, so the staff could gain immediate feedback from visitors.





# CLIENT FEEDBACK

We are really pleased with the service provided by Artibrand. The brand identity they developed reflected the core values of Kirkcudbright Dark Space Planetarium completely. Additionally, Artibrand designed our merchandise which has been very well received by our visitors. Throughout the whole process we have been listened to, guided, and supported - we could not have asked for better service.

**Frances Coombey**

Kirkcudbright Dark Space Planetarium

Here at the Kirkcudbright Development Trust we have really enjoyed working with Artibrand. The design for our new website was delivered on time and to our specification. We were listened to, but also shown things we hadn't considered. The website itself is really easy to navigate, allowing people who don't usually use websites to get around quickly and easily and encourages them to explore and learn. As well as being visually attractive with lots of images and videos, the content is really punchy, with lots of variation and really gets our message across.

**Helen Henderson**

Kirkcudbright Development Trust

# ARTIBRAND SERVICES



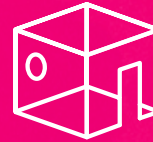
## Branding

Brand identity  
Brand Guidelines



## Graphic Design

Corporate identity  
Stationery  
Leaflets  
Posters  
Brochures  
Annual Report  
Packaging



## Interpretation

Interpretive Masterplan  
Interpretive Visualisation  
3d interactive tools  
Digital solutions  
Bespoke environments



## Illustration

Bespoke illustration in  
several styles  
Digital illustration  
Traditional illustration



## Web

Web design  
Web build  
Content creation



## Animation

Animated brand  
Animated graphics  
Animated presentation



## Video

Video trailers  
Pop Vox Videos



## Photography

Landscape Photography  
Commercial Photography



# HOW WE WORK WITH YOU



## Liaison

At the outset we will collaborate with you to understand your aims and objectives, expected outputs, restrictions, timescale, budget, partners and responsibilities, contacts, what existing collateral you have (text, images, brand guidelines) and identify any new required resources.

We can liaise face to face in your business environment, or work remotely.



## Research

Research is critical in determining your competition, where you currently sit in the marketplace and where you want to be. Once we have discussed your project, we will develop moodboard documents, where we can find out what you like / dislike, ensuring any ideas do not look like any existing solutions.

We will create a written VISION to agree a general direction pre design. This ensures valuable time is not spent executing undesirable designs.



## Design

Design is usually done in at least 2 phases, pending size of project. The first phase would consist of optional design variances. The second phase would be a development of the chosen route.

All designs created by Artibrand are copyright to each client.



## Production

On approval of the final designs, artwork can be supplied in a variety of formats for offline and online solutions.

We will partner specialists where the production or ongoing solution requires niche services, such as the physical build of an interpretation space.



# WHAT MAKES US DIFFERENT

**It's not a single reason, but a collective of ideologies that have formed over years, and are creatively interpreted to match the requirement of each individual client.**



## **Experience**

It can be subtleties, such as knowing what font will work to have the right tone. Knowing what height to place text at an exhibition, so it can be easily read, or considering tone of voice to engage different age groups and abilities.



## **Partnerships**

Working with the right partners to deliver niche supportive services, such as social media experts, bespoke exhibition contractors, or 3d interactive developers.



## **Flexibility**

Being open and honest about what is possible, how it can be delivered, how much it will cost and how long it will take. Where possible we will go the extra mile to ensure projects are running as smooth as possible.



## **WOW Factor**

We always aim to exceed a clients expectations. Planning your project we will develop a dynamic solution, which also has a clear common sense approach. We aim to deliver results.

# WHO IS ARTIBRAND?

Artibrand was founded in 2016 by creative designer **Stephen Kirkpatrick**. The company specialises in branding, graphic design, illustration, interpretation and digital solutions, catering for public and private clients.

Steve's approach is to oversee all creative projects through Artibrand, partnering with other creative specialists when required, sharing ideas and knowledge to form a talented, experienced and focussed team.

**The company is very much about people, building relationships with clients and providing a personal service that is open, friendly, reliable, professional, rewarding and fun!**

## **Core skills:**

- branding / interpretation / graphic design / illustration / photography
- carefully listening to a client's needs and providing a successful solution
- looking at the 'big picture' and provide a holistic view of a project
- provide an inclusive, transparent and common sense methodology
- provide solutions that can be measured and evaluated



# WHAT CLIENTS SAY

"I love working with Stephen because I know he always delivers a creative solution, whatever the brief. Working on my organisation's new Impact Report was a challenge because it was a long process and it was also the first test of new branding elements that Stephen had created for me. As always, he came through with a fab design that was bang on target, which completely won over my colleagues and senior management team."

**Joanie Koh**

Berkshire Community Foundation

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The Whithorn Trust has worked for five years with Artibrand and we keep coming back. The solutions to our graphic design projects have been imaginative and innovative, and left plenty of time for us to consider alternatives before picking the final design. Highly recommended.

**Julia Muir Watt**

The Whithorn Trust

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**Helen Henderson**

Kirkcudbright Development Trust

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Stephen has worked with us since we started our company, Funbox, helping us to realise our brand identity, web design and ongoing promotional material. It's essential for us we work with someone who understands our market. Stephen is always quick to respond to our needs and captures our themed tours perfectly every time.

**Gary Coupland MBE**

Funbox

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Steve was brilliant to work with. He took time to understand my needs and brought lots of ideas with a creative flair. I was really happy with his work and would definitely recommend him.

**Jane Davies**

Jane Davies & Associates



## HOW CAN WE HELP YOU?

We would love to provide you with a free overview consultation to help develop your business.



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