



Building Brand Momentum through:

PREPARATION

Strategy: key messages

DEVELOPMENT

Branding: logo, imagery, graphics, typography

DELIVERY

Online: electronic mail

Print: sales literature, newsletter, press advertising, print management

About the client

Founded in 1997, Goodwille provide a complete outsourcing solution including accounting, HR and company secretarial services, tailor-made to Nordic companies entering the UK market.

IC Design have worked with Goodwille since 2004, when the agency was brought in to deliver a rebrand and communications package as the business diversified.

Branding objectives

In 2004, Goodwille decided to re-brand. The company wanted to grow and expand their business and network. The existing logo was not really liked and hard to read. The company also needed to increase buy-in from staff.

Branding solution

The new brand was evolutionary - building on brand equity that already existed, but creating a much stronger marque. The red was retained from the previous corporate colours, with a dark grey to replace the black and soften the brand.

The previous logo used a diagonal line, which was adapted to a curve in the new identity - symbolising the human element of the business, and the partnership between Goodwille and their clients.

The identity was then rolled out onto all collateral - stationery, brochures, newsletter, event branding and advertising.

Results

Since the re-brand, Goodwille has seen steady growth and expansion into new markets including additional UK offices and an imminent launch in Germany. Staff engagement has also improved and there is now a real sense of pride within the Goodwille team.

The success of the re-brand led to a re-design of the company newsletter thought-piece 'Goodwille News' in 2009. The corporate brand was adapted to have a slightly different, softer feel for the newsletter to make it engaging and clear that this was informative, rather than a direct sales piece. The Chairman now regards this newsletter as THE most important piece of brand communication.

IC Design attend the editorial meetings for Goodwille News and contribute to the theme planning and key messages for each issue.

"We like IC Design's sharp and refreshing design and style as well as their ability to assess the underlying tone of our company."

Chairman, Goodwille