



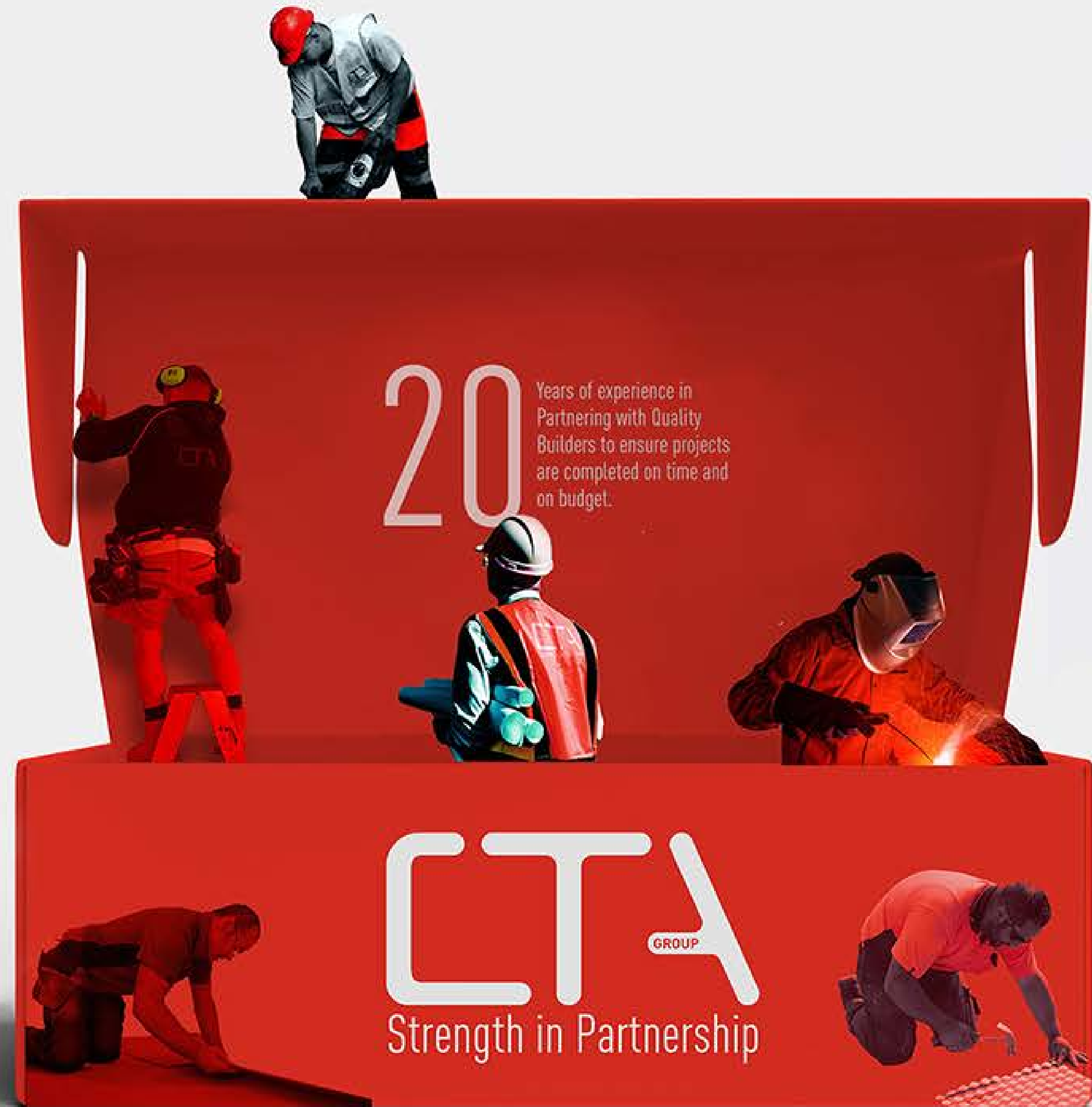
# VISUAL IDENTITY STRATEGY CASE STUDY



Indexs

## CTA Group's

- Inroduction
- Project overview
- Brand Architecture
- Brand Elements
- Logo
- Color
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- Applications
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CTA Group fills a unique segment of the building and construction market by providing specialized building products for the orientation of people with vision impairment, as well as more traditional products such as floor coverings, metal works and joinery, together known as finishing products.

CTA Group inspires clients to work collaboratively by improving the built environment with the specification of products that meet high sustainability standards. CTA Group's mantra is that there is greater **"Strength in Partnership"**.



# CTA GROUP Strength in Partnership

## CTA Group's Product Range

### Wayfinding

**Tactiles & Stair Nosings**

COMPLIANCE TO AS1428 - ACCESS TO THE BUILT ENVIRONMENT FOR CLASS 1 - 9 BUILDINGS



### Wayfinding

**Railway Infrastructure**

THE LEADING PRODUCT INNOVATOR TO THE RAIL INDUSTRY WITH OUR PROVEN AUSTACT PRODUCT RANGE. WARRANTED TO PERFORM IN THE MOST EXTREME ENVIRONMENT FOR 10 YEARS



### Metal Works

COMMERCIAL FENCING, INCLUDING: CHAIN LINK AND TUBULAR FENCING; PROPRIETARY HOARDING SYSTEMS, STORAGE CAGES; STANDARD SWING AND AUTOMATED GATES; SPECIALTY SPORTS ENCLOSURES INCLUDING BASEBALL, CRICKET AND THE LIKE; AS WELL AS OTHER METAL WORKS PRODUCTS ALL MANUFACTURED IN-HOUSE.



### Commercial Flooring

SUPPLY AND INSTALLATION OF COMMERCIAL FLOORING PRODUCTS, INCLUDING: ENGINEERED TIMBER; BROADLOOM CARPET; VINYL AND RUGS.



### Commercial Joinery

DESIGN, MANUFACTURE AND INSTALLATION OF CUSTOM JOINERY INCLUDING: KITCHENS; ENSUITES; WARDROBES; FIT-OUT OF SCHOOL AND LIBRARY FACILITIES; FRONT OF HOUSE RECEPTION AND BESPOKE CUPBOARDS, DESKS, SHELVING AND WALL PANELING.





# Project Overview

## The Project

Elevate the essence of CTA Company with a transformative rebrand, meticulously establishing a brand architecture that strategically positions the BT brand within the minds of its audience. Infusing elements from our comprehensive strategy into every design detail and messaging nuance, we aim to craft an emotional connection that distinctly stands out. Our focus is to showcase the unparalleled CTA services, seamlessly blending bespoke design fit-outs and cutting-edge sustainable technology, creating an identity that resonates deeply with our clients

## The Specs

**New Logo:** The old logo was replaced with a modern, minimalist design that better reflected the company's values and mission.

**New Branding Guidelines:** Developed a comprehensive set of branding guidelines to ensure consistency across all marketing materials and communications.

**Design Concept Development:** Collaborating with the team to brainstorm and develop innovative design concepts that align with the brand identity and marketing objectives.

## Brand Messaging and Tone of Voice

The messaging and tone of voice you use to communicate with your audience should align with your brand identity and help to build a strong emotional connection with your customers.

## The Problem

Overall, managing subbrands within the context of a larger brand is a complex and multifaceted challenge that requires a strategic approach, clear communication, and a deep understanding of both the brand and the market. With the right approach, however, it is possible to balance autonomy and coherence and build a strong, resilient brand that resonates with consumers across multiple segments and markets

## The Solution

One of the key challenges is ensuring that CTA subbrands maintain the same overall values, tone, and personality as the CTA Parent brand. This requires a clear and consistent brand strategy that is communicated effectively to all subbrands, along with guidelines and standards that provide clear parameters for brand identity, messaging, and visual elements through services and products and CTA Knowledge of the Civil Landscape layout in Domestic and Commercial Building

# Project Overview

## The Project

**Market Research:** Understanding your market, competitors, and target audience.

**Brand Strategy:** Defining your brand's purpose, vision, mission, values, and positioning.

**Brand Identity:** Creating your brand's visual and verbal identity.

**Brand Messaging:** Defining the key messages that your brand will communicate to your audience.

**Brand Launch:** Introducing your brand to your first target market and audience.

**Brand Promotion:** Promoting your brand through various marketing channels.

**Brand Management:** Monitoring and managing your brand's performance and reputation.

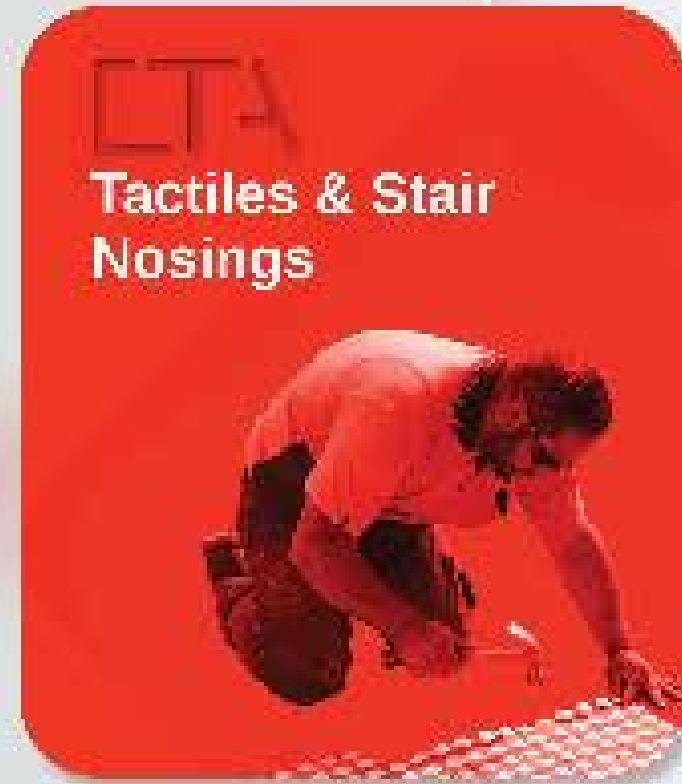
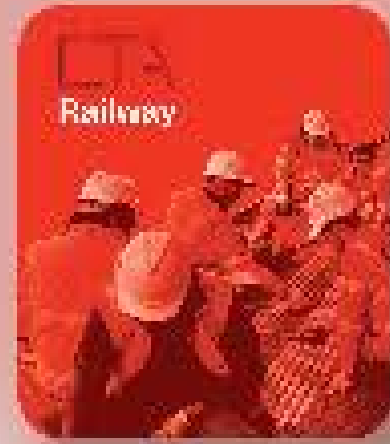
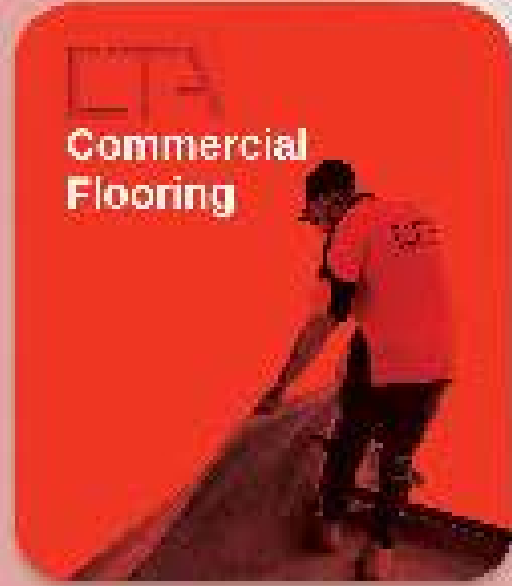
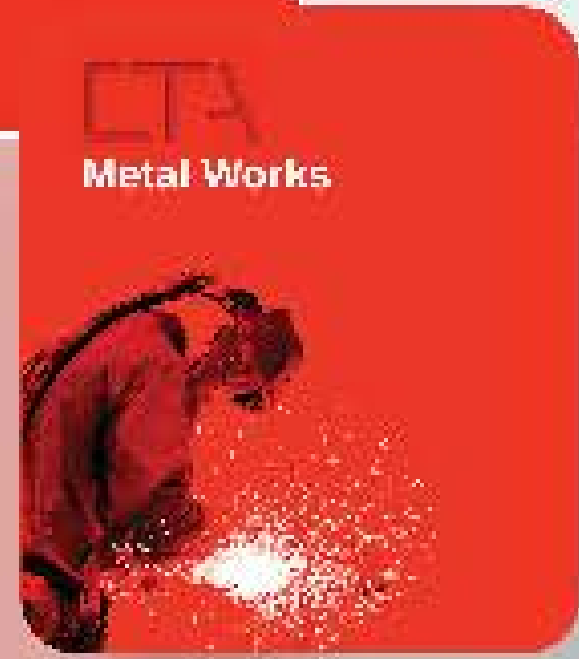
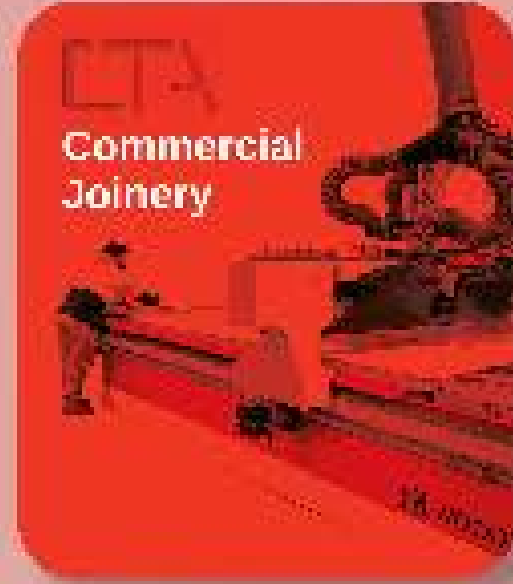
## PROMITTO BRAND COMMUNICATION DELIVERABLE TOUCH POINTS: B2B, B2C & STORE DIGITAL / SIGNAGE PRODUCTS / APPLICATIONS

- Brand Decks
- Social Media Profiles
- Websites
- Environmental
- Point-Of-Sale
- Advertising
- Content Marketing
- Videos
- Email Marketing
- Signage and Storefront:
- Industry Events
- Printed Material
- Packaging

ETA

ETA

STRENGTH IN PARTNERSHIP



# The Importance of Brand Identity

## **Establishes Brand Recognition**

A unique and consistent brand identity can help customers remember and recognise your brand, making it easier to stand out in a crowded market.

## **Builds Brand Loyalty**

A good brand identity should be adaptable for different applications, such as black and white versions, or different placements in print or digital media.

## **Differentiates from Competitors**

A strong and distinctive brand identity sets your business apart from competitors and helps to communicate your unique selling point to your audience.

# Best Practices for Brand Identity Design

## **Increased Brand Loyalty**

A strong brand identity can create an emotional connection with your customers, leading to increased loyalty and repeat business.

## **Better Brand Differentiation**

A good brand identity should be adaptable for different applications, such as black and white versions, or different placements in print or digital media.

## **Consistency Across All Platforms**

A consistent brand identity helps to create a sense of cohesiveness across all platforms, and ensures that customers receive a consistent message from your brand. A consistent brand identity helps to create a sense of trust and professionalism across all platforms, including social media, website, packaging, and advertising.

## **Flexibility for Different Applications**

A good brand identity should be adaptable for different applications, such as black and white versions, or different placements in print or digital media.



# Elements of Brand Identity Design

**New Logo:** The old logo was replaced with a modern, minimalist design that better reflected the company's values and mission.

Old Logo



New Logo



## New Logo:

### The tagline “Strength in Partnership”

for a commercial construction company succinctly communicates the core values of collaboration and reliability, reinforcing trust with clients and stakeholders. It signifies a commitment to teamwork, a crucial aspect in the construction industry, and differentiates the brand by highlighting its emphasis on building strong and lasting relationships. This tagline captures the essence of the brand, making it a valuable asset in establishing a unique and trustworthy brand identity.

# “Strength in Partnership”



**GO TO MARKET**

## Brand Messaging and Tone of Voice

The messaging and tone of voice you use to communicate with your audience should align with your brand identity and help to build a strong emotional connection with your customers.

**WE HELP** > [AUDIENCE] Architects, Builders,

**WHO** > [CHALLENGE / PAIN-POINT] Struggle with Creating Truly Inclusive Spaces for People with Vision Impairment fit- outs

**TO ACHIEVE/EXPERIENCE** > [KEY BENEFIT] Seamlessly Blending Visionary Accessibility with Timeless Elegance

**UNLIKE** > [COMPETITIVE ALTERNATIVE] Traditional Construction Materials and Accessibility Solutions

**OUR SOLUTION** > [UNIQUE POINT OF DIFFERENCE] Pioneering Inclusive Construction with Specialized Building Products, Merging Visionary Innovation with Classic Finishes\*\*

# Market Mapping Framework Brainstorm: Specialized Building Products for Inclusive Construction

## Market Segmentation:

**Primary Segment:** Individuals with vision impairment requiring specialized building products for enhanced accessibility.

**Secondary Segment:** General construction market, targeting builders, architects, and contractors seeking traditional finishing products such as floor coverings, metal works, and joinery. market.

## Unique Value Proposition (UVP):

**Pioneering Inclusive Construction:** Specialized Pioneering Inclusive Construction: Specialized building products designed to cater to the unique needs of individuals with vision impairment, setting us apart as leaders in inclusive construction.

**Comprehensive Finishing Solutions:** Offering a holistic range of finishing products, including floor coverings, metal works, and joinery, providing a one-stop solution for construction projects.

**Positioning Statement:** “Innovative Inclusion, Timeless Craftsmanship. Your Partner in Every Finish.” STRENGTH IN PARTNERSHIP

**Emphasis on Expertise:** Positioning ourselves as experts in both specialized inclusive products and traditional finishing elements, showcasing a comprehensive understanding of the construction market

## Competitor Analysis:

**Identify Competitors:** Analyze competitors providing inclusive building products and traditional finishing products separately.

**Differentiation Strategy:** Differentiate by being a holistic solution provider, offering both specialized and traditional products under one umbrella.

**Better Brand Differentiation:**

## Target Audience:

**Primary Audience:** Architects, builders, and contractors with a commitment to inclusive construction.

**Secondary Audience:** Individuals and organizations seeking traditional finishing products for construction projects.

## Messaging Strategy:

**Inclusive Excellence:** Emphasize the excellence of our specialized products, highlighting their contribution to creating universally accessible spaces.

**Craftsmanship and Quality:** Convey the quality and craftsmanship inherent in our traditional finishing products, ensuring durability and aesthetic appeal.

## Marketing Campaigns:

**Inclusive Construction Webinars:** Host webinars to educate the construction community about the importance of inclusive design and our specialized products.

**Visual Storytelling:** Showcase successful projects that have seamlessly integrated both specialized and traditional finishing products.

## Feedback Mechanism:

**Customer Surveys:** Regularly collect feedback from both professionals and end-users to refine product offerings and enhance customer satisfaction.

**Engage with Accessibility Advocates:** Collaborate with advocates for accessibility to ensure our specialized products meet the evolving needs of the community.

## Continuous Innovation:

Invest in ongoing research and development to stay at the forefront of inclusive construction solutions.

**Channels:** These serve as the diverse platforms where your brand manifests, ranging from social media platforms like Facebook and Instagram to digital landscapes like Google and physical spaces such as shopping centers. Every potential interaction point between your business and prospective buyers constitutes a channel.

### **Effective Brand Awareness:**

**Strategic Digital Presence:** Leveraging digital platforms such as social media, website, and online advertising ensures that our brand is consistently visible to our target audience, promoting awareness and engagement.

**Environmental Design Impact:** Utilizing branded environmental design in physical spaces, such as offices and construction sites, reinforces our presence and leaves a lasting impression on clients and stakeholders

**Event Sponsorship and Participation:** Involvement in industry events and sponsorships enhances brand visibility, positioning our commercial fit-out construction company as actively engaged and committed within the sector.

**Content:** This encompasses all non-product or service outputs of your business, spanning newsletters, emails, videos, website assets, social media posts, blog articles, and podcasts, among others. The strategic distribution of content across varied channels is paramount for comprehensive brand visibility.

**Content Marketing:** Utilizing blog articles, videos, and other content on digital platforms establishes us as industry thought leaders, fostering brand awareness by providing valuable information and insights.

**Buyers:** The individuals poised to engage with your product or service. When these potential buyers encounter your compelling content on any given channel, they're presented with the option to seamlessly enter your marketing ecosystem by providing essential information through website forms. Once integrated into the system, the marketing machine is designed to navigate the subsequent stages, assuming optimal functionality.

**Client Testimonials and Case Studies:** Showcasing successful projects and client testimonials on both digital and physical platforms builds credibility and fosters positive word-of-mouth, contributing to brand awareness.

**Community Engagement:** Engaging with the local community through events, partnerships, or social responsibility initiatives creates a positive brand image, enhancing awareness and establishing our company as a **community-oriented player in the industry.**

- Choose channels aligning with your business's objectives.
- Craft resonant content tailored to your audience and deploy it strategically across chosen channels.
- Implement website forms to seamlessly draw buyers into your orchestrated system.
- Engage and nurture your audience through strategic email retargeting, as exemplified in this correspondence..

Logo Mark



Logo Variation



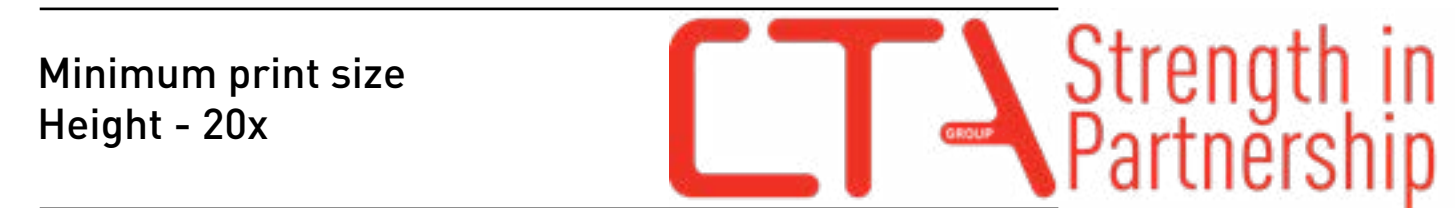


## Logo Mark

The CTA Logo Word Mark, is a type of logo that primarily consists of the company's name written in a distinct and stylized font. In the context of the construction industry, a Logo Word Mark can have several advantages:

**Professionalism and Legibility:** Construction companies often need to convey a sense of professionalism and reliability. A well-designed Logo Word Mark with a clear and legible font can instantly communicate these qualities, making it a suitable choice for a business that wants to appear trustworthy and competent.

**Brand Recognition:** In the construction industry, brand recognition is crucial. A Logo Word Mark,



**COLOR**

**CTA**  
Strength in Partnership

ALTERNATIVE LOGOS  
FOR OTHER INDUSTRIES

DOLOR PALETTE  
Specialized Color Palette

FONTS IN USE

**DIN OT BOLD**  
DIN OT BOLD, DIN OT REGULAR & DIN OT REGULAR SUB-HEADING

**DIN OT REGULAR**  
DIN OT REGULAR, DIN OT REGULAR & DIN OT REGULAR SUB-HEADING

FONT GUIDE

**DIN OT BOLD**  
SUB-HEADING

CTA Group has been a leader in the industry for over 20 years. We are proud to have a reputation for excellence in the construction industry. Our commitment to quality and safety is what sets us apart from the rest.

VISUAL ELEMENT APPLICATIONS  
Specialized Visual Elements

**CTA**  
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VISUAL ELEMENT APPLICATIONS  
Specialized Visual Elements

## Primary color

#ED3324

H 4%  
S 84%  
B 92%

R 237 G 51 B 36  
C 1% M 94% Y 99% K 0%

#E9EEF0

H 201%  
S 55%  
B 16%

R 19 G 34 B 33  
C 85% M 70% Y 58% K 68%

#E9EEF0

H 196%  
S 2%  
B 94%

R 233 G 238  
C 7% M 3%

## Color usage

● 18.24 AAA AAA  
○ 1.15

**red-50**  
#fdebe9  
rgb(253, 235, 233)

● 13.29 AAA AAA  
○ 1.58

**red-100**  
#f9c0bb  
rgb(249, 192, 187)

● 10.52 AAA AAA  
○ 2.00

**red-200**  
#f7a19a  
rgb(247, 161, 154)

● 7.82 AAA AAA  
○ 2.76

**red-300**  
#f3766c  
rgb(243, 118, 108)

● 6.39 AAA AA  
○ 3.29 AA

**red-400**  
#f15c50  
rgb(241, 92, 80)

● 5.10 AAA AA  
○ 4.12 AA

**red-500**  
#ed3324  
rgb(237, 51, 36)

● 4.33 AA  
○ 4.85 AAA AA

**red-600**  
#d82e21  
rgb(216, 46, 33)

● 2.93  
○ 7.16 AAA AAA

**red-700**  
#a8241a  
rgb(168, 36, 26)

● 2.13  
○ 9.88 AAA AAA

**red-800**  
#821c14  
rgb(130, 28, 20)

● 1.88  
○ 12.88 AAA AAA

**red-900**  
#64150f  
rgb(100, 21, 15)

● 17.24 AAA AAA  
○ 1.22

**blue-50**  
#e7e9ea  
rgb(231, 233, 234)

● 10.75 AAA AAA  
○ 1.95

**blue-100**  
#b6babd  
rgb(182, 186, 189)

● 7.27 AAA AAA  
○ 2.89

**blue-200**  
#92999d  
rgb(146, 153, 157)

● 3.85 AA  
○ 5.45 AAA AA

**blue-300**  
#616b71  
rgb(97, 107, 113)

● 2.45  
○ 8.56 AAA AAA

**blue-400**  
#424e55  
rgb(66, 78, 85)

● 1.29  
○ 16.26 AAA AAA

**blue-500**  
#13222b  
rgb(19, 34, 43)

● 1.25  
○ 16.81 AAA AAA

**blue-600**  
#111f27  
rgb(17, 31, 39)

● 1.17  
○ 17.99 AAA AAA

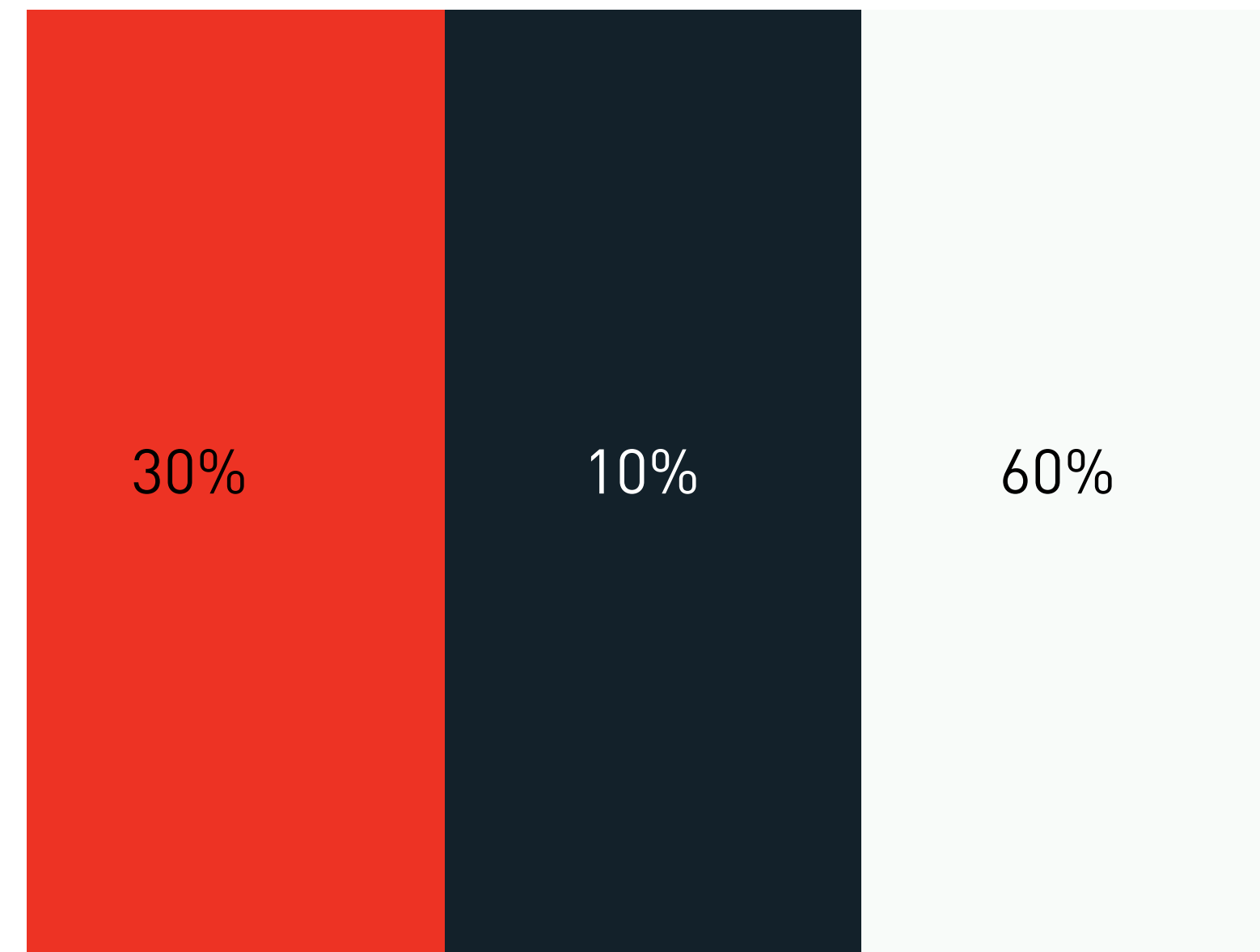
**blue-700**  
#0d181f  
rgb(13, 24, 31)

● 1.12  
○ 18.76 AAA AAA

**blue-800**  
#0a1318  
rgb(10, 19, 24)

● 1.08  
○ 19.41 AAA AAA

**blue-900**  
#080e12  
rgb(8, 14, 18)



**Bold**  
Regular



**PANTONE**

CMYK 25% - 56% - 41% - 10%  
RGB 219 - 123 - 43  
HEX #b23469



**PANTONE**

CMYK 25% - 56% - 41% - 10%  
RGB 219 - 123 - 43  
HEX #b23469

Shapes



Strength in Partnership



**TYPOGRAPHY**

**GROUP**

## Type Hierarchy

# DIN NOT Regular & Bold

### Brand Typeface

The importance of choosing the right typeface, or font, for a brand. The choice of brand typeface is a crucial decision that significantly impacts a company's image and messaging. Here are the key reasons why brand typeface is important:

1. Consistency and Recognition:
2. Brand Personality:
3. Differentiation:
4. Clarity and Readability:
5. Cultural Sensitivity:
6. Versatility:
7. Storytelling:
8. Legality and Trademarking:
9. Flexibility:

▶ P-04-71

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOSTUVWXYZ  
0123456789  
?!+(.,)@\$()~!

**Learn more** →

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOSTUVWXYZ  
0123456789  
?!+(.,)@\$()~!

**GET STARTED**



X	Optical	x	■	X	Optical	x
---	---------	---	---	---	---------	---

Aa Aa

Light

Regular

Medium

Semibold

**Bold**

# Mobile

Smallest:	12px
Deetails:	14px
Body Text:	18 - 20px
Title:	24 - 28px
Header:	32 - 38px



# Header

Smallest:	16px
Deetails:	16 - 18px
Body Text:	20 - 22px
Title:	34 - 38px
Header:	40 - 48px



**Aa**

Heading

**abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNopqrstuvwxyz  
0123456789  
?!+(.,)@\$( )~!**

Aa

Body

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNopqrstuvwxyz  
0123456789  
?!+(.,)@\$( )~!

# ASSETS



CTA  
Strength in  
Partnership



CTA  
GROUP  
Strength in Partnership

SKILLED & EXPERIENCED TEAM

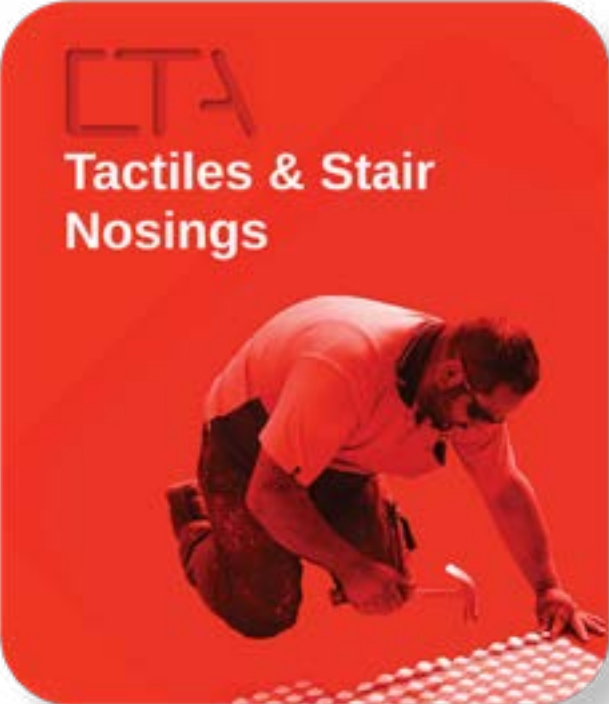
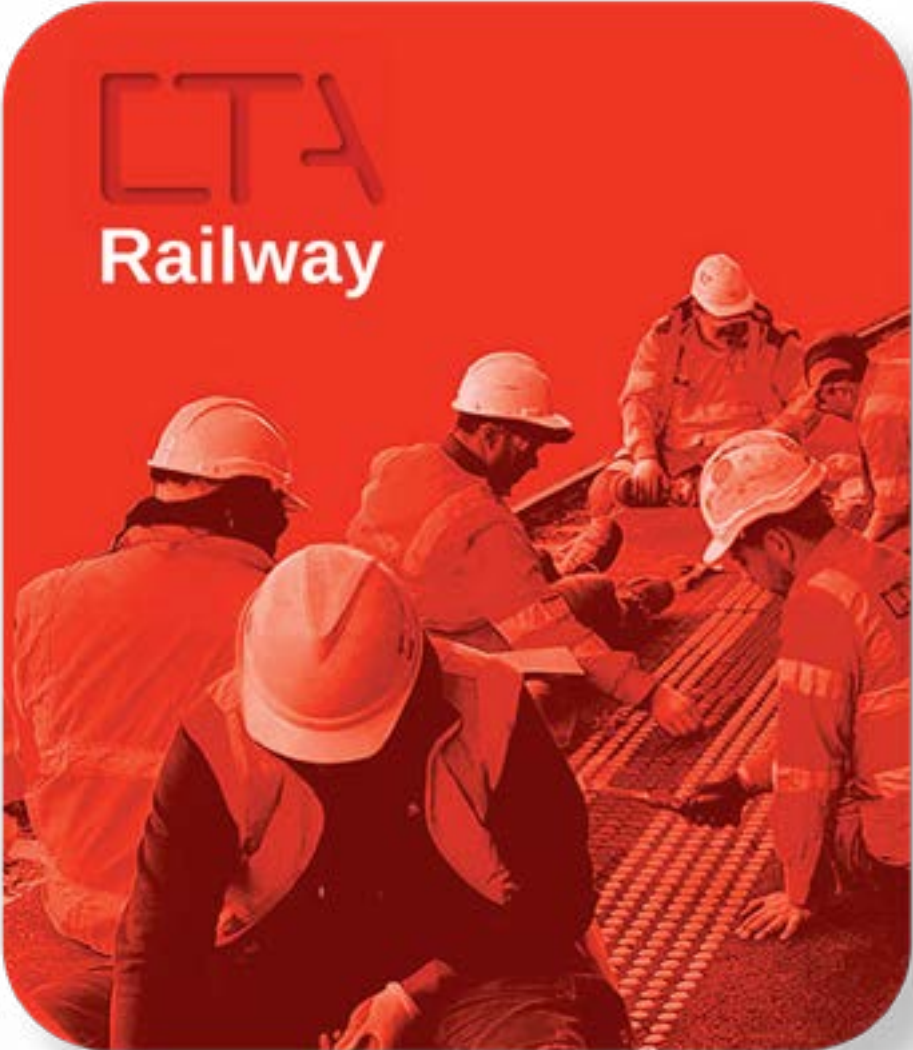
EACH OF OUR EXPERIENCED TEAM MEMBERS TAKE GREAT PRIDE IN PROVIDING YOU WITH AN IMPECCABLE SERVICE EXPERIENCE, ENSURING THAT EVERY INTERACTION WITH CTA IS A POSITIVE ONE.

20  
YEARS OF  
OPERATION

ent

# Image Direction

Image direction is critical in branding as it shapes the visual identity of a brand, influencing consumer perceptions and driving engagement. Consistent and well-defined image direction establishes brand recognition, builds trust, and differentiates the brand in the market, ultimately contributing to long-term success.



# Application

Consistent branding across touchpoints ensures a unified brand identity, enhances recognition, builds trust, and reinforces brand values, ultimately fostering customer loyalty and driving business growth.





**Consistent Profile Picture and Cover Photo**

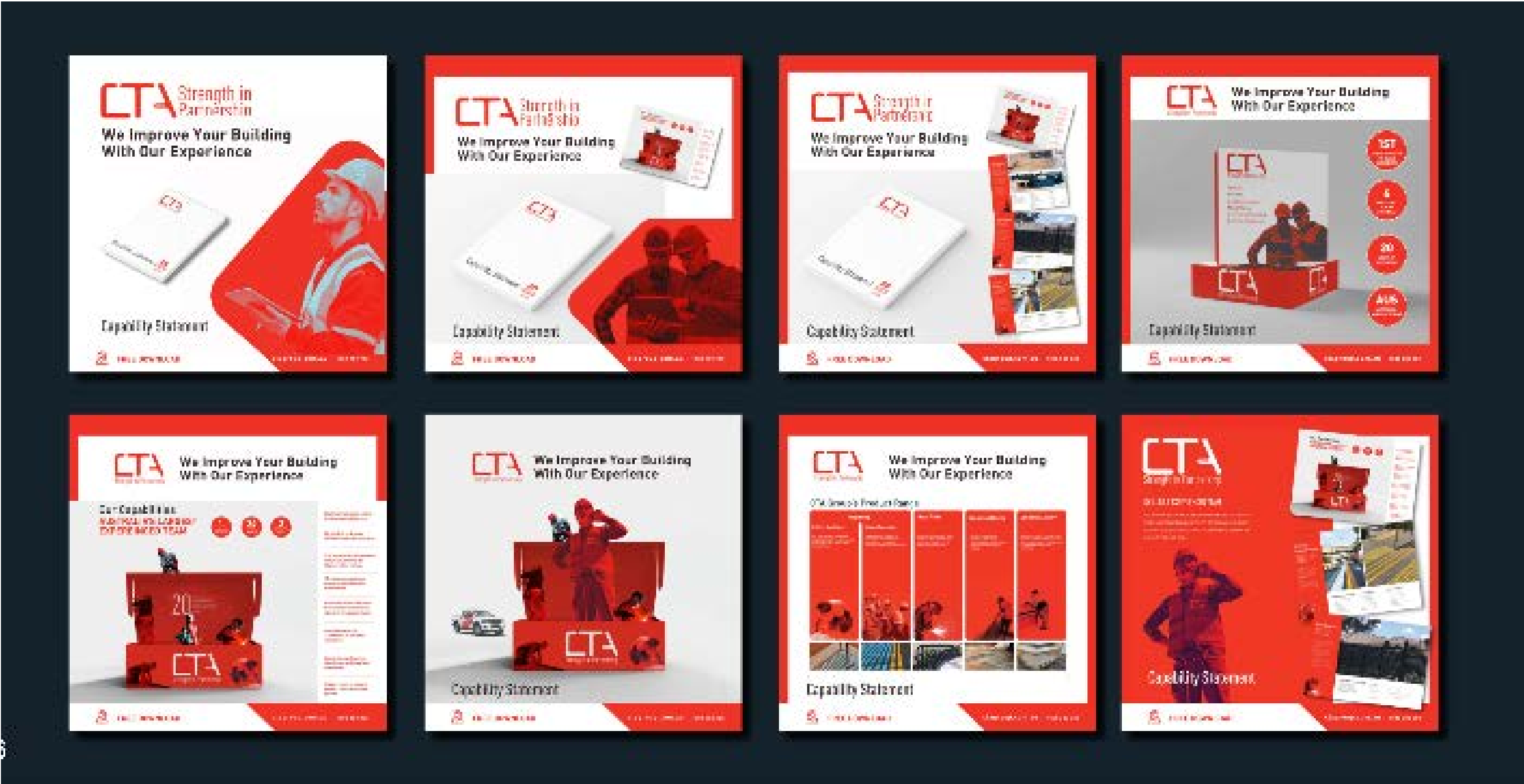
Using a consistent profile picture and cover photo on social media networks can strengthen brand recognition and make the page more professional.

**Colour Scheme and Filters**

Using the same filters and colour schemes on posts can help to create a cohesive and recognisable brand identity, even on a platform as visual as Instagram.

**Tone of Voice and Messaging**

Adapting the messaging and tone of voice to fit with the audience and the platform can help to create a deeper connection with customers, and make your brand more relatable.

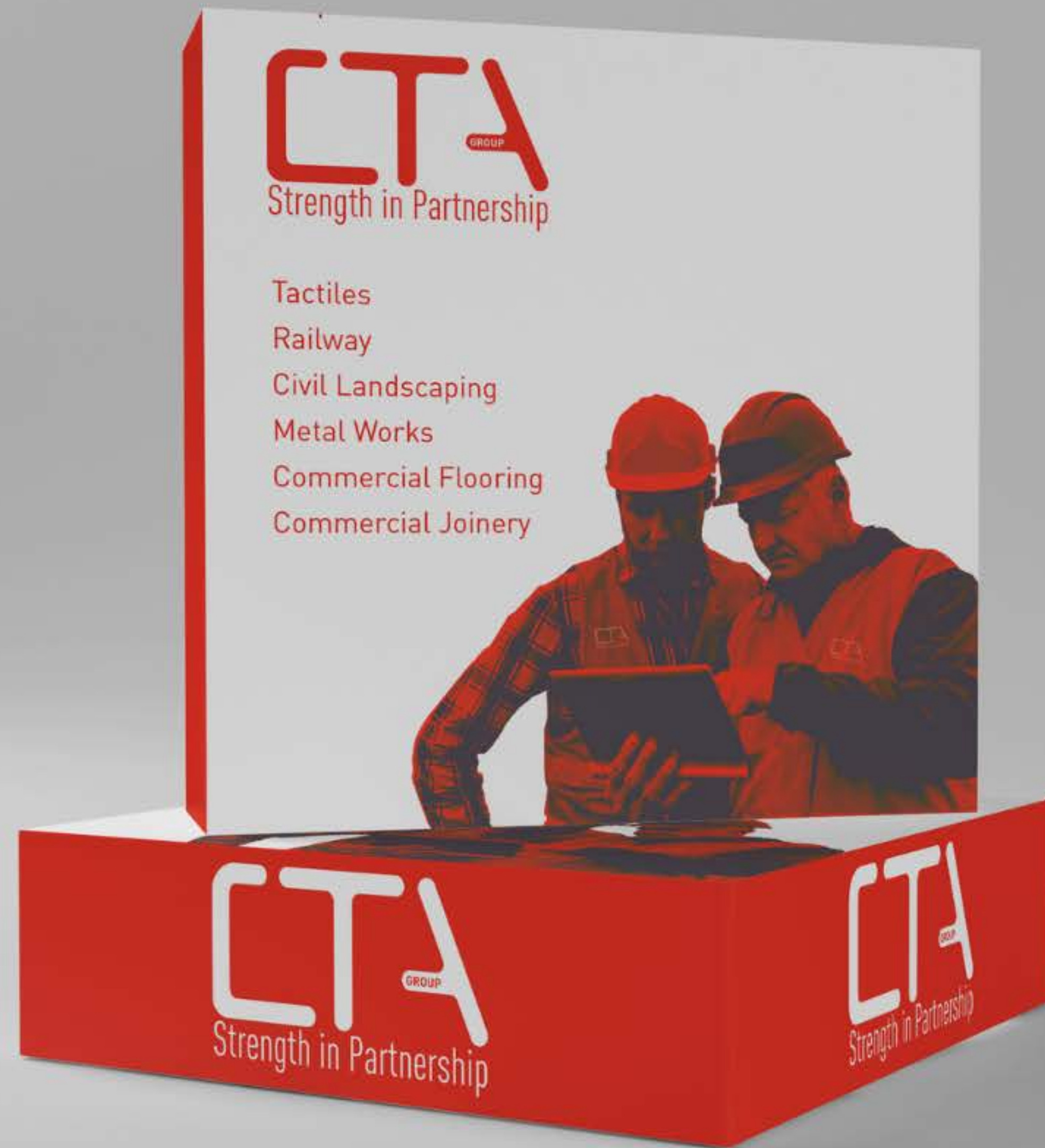






## SKILLED & EXPERIENCED TEAM

EACH OF OUR EXPERIENCED TEAM MEMBERS TAKE GREAT PRIDE IN PROVIDING YOU WITH AN IMPECCABLE SERVICE EXPERIENCE, ENSURING THAT EVERY INTERACTION WITH CTA IS A POSITIVE ONE.



# THANKS

