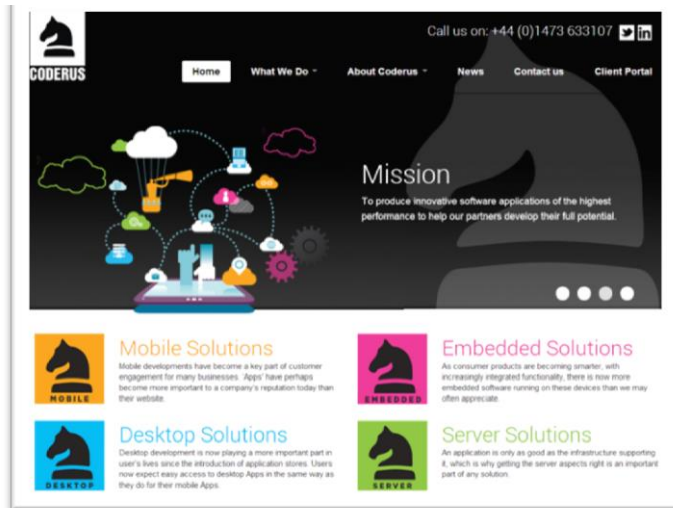


Case Study: Coderus

Corporate Rebranding

Coderus wanted to carry out its first corporate brand refresh since the company's formation in 1998. The process involved a review of Coderus' services, target customers, brand values and an inspection of competitor visual identities.

A range of new logos were prepared, reviewed and refined with the Coderus team. The website was completely redesigned to incorporate the new branding. A 15-page style guide was created, detailing logo usage, colour palettes, fonts, document templates and more. Since rebranding reported benefits include enhanced reputation, improved quality/consistency and cost savings.



About Coderus

Coderus is an established software design business that has grown steadily in size and capability since 1998. Customers, including a number of international 'blue chip' organisations, have helped reinforce the company's philosophy of delivering maintainable solutions of the highest quality, delivered on schedule and to agreed costs.

Coderus' breadth of experience and capability enables it to support a number of different application solutions to deliver an overall customer package. The company's technological awareness ensures that the best approach for each customer is adopted from the outset. By dealing with functional complexities in the underlying software, Coderus creates solutions which allows for its clients' growth and evolution, whilst keeping the final result as simple as possible.

Coderus' Requirement

As a growing company, Coderus recognised the importance of building its brand in the marketplace.

A new corporate visual identity, including logo, fonts, colour palette, customer communication templates and redesigned website was required to reflect the high-calibre, professional solutions on offer. The new visual identity needed to be innovative, dynamic, confident, exciting and bespoke to reflect Coderus' positive brand values and increase the recognition of the organisation and its services.

To complement the new corporate visual identity, a style guide was needed to explain how the Coderus brand components should be used to ensure consistency when communicating with clients and prospective clients.



Milner's Solution

A careful examination was undertaken of Coderus' original brand and visual identity to assess how it looked, how it was used and what feelings it provoked.

Milner worked closely with the Coderus management team in order to explore what the new visual identity should stand for, how it should make people feel and as a result what they should think about the company. In conjunction, a high-level review of Coderus' competitors' visual identity was undertaken. This helped the management team to define the company's brand image and decide whether the new brand should blend in with or stand out from its competition.

After the research phase was completed, a detailed brief outlining ideas for the visual identity was prepared. This resulted in three new logos being designed, from which Coderus chose one.

With this new logo in place the wider visual identity was created. This included business cards, signage and PowerPoint, Word and Excel templates. The website was redesigned in line with the new company identity which emphasised Coderus' brand values.

A brand style guide was designed and essential documents (including different logos, templates and fonts) were put into a shared location accessible to all company members. The style guide explained how to use the Coderus brand consistently and correctly for maximum impact.

Coderus is now using its new visual identity when communicating with clients, transmitting a professional image and increasing the organisation's brand recognition.



Coderus' Benefits

1. Strengthened reputation in the marketplace

Coderus' new visual identity helps it to build credibility when communicating with clients. As a result the brand has been strengthened in the marketplace and a stronger reputation amongst existing and target customers has been achieved.

2. Saved internal resources

By giving responsibility for the production of the new visual identity to Milner, Coderus staff were left free to focus on client projects.

3. Led to present and future cost savings

As a result of having a brand style guide and associated templates, Coderus employees no longer have to design or tweak individual presentation formats or company images; as these are all collected and stored in one place. This saves time and costs, both now and for the future.

4. Improved quality and consistency

Beyond merely saving time, the visual quality of Coderus' sales and promotional material has also improved significantly. The new logo, website and consistent use of fonts and colours coupled with new customer communication templates reflect that Coderus is a credible and professional organisation.

5. Supported Business Development

The revised corporate visual identity and the new website in particular have provided a new level of confidence about promoting the business and achieving growth.

6. Created a differentiated position

The brand style guide and new website enable Coderus to consistently position itself as an innovative, dynamic, confident and exciting organisation. This has helped the company to differentiate itself from competitors.

"We commissioned Milner to create a new logo and visual identity for us.

They worked with us in a very structured way, talking to us about what the Coderus brand should stand for, how we wanted customers and key stakeholders to perceive the brand and helping to explore possible solutions.

The brand style guide, logo, templates and website that were designed for us exactly met our requirements and we are now using these in all client communications.

In particular, the logo and website that Milner created for us are very visually striking and the new, easily recognisable, brand image has resonated well with our customers."

Mark Thomas

MD

Coderus