

Reinvigorating and sharpening a US education organisation's brand

Design capabilities coupled with a comprehensive and proven methodology, help ACT to clarify its brand personality and bring to market a differentiated and recognizable identity

"Mindyasa was a true partner in helping us clarify the core tenets of our brand as we differentiate and position our organization to meet market challenges and embrace customer opportunities. Our organization will continue to realize the benefits from our engagement with Mindyasa for years to come."

Charles Merritt
VP Brand and Portfolio Strategy, ACT




SOLUTIONS

- Brand personality framework and process
- Visual Identity design and development
- Tone of Voice design and development
- Brand architecture design
- Value proposition design

RESULTS

Increased clarity



Clarity across multiple brand tenets including: brand personality, brand architecture, visual identity, tone of voice guidelines and value proposition

Alignment



A brand kit bringing multiple brand strategy elements together. Vibrant digital media and social media assets that used the visual identity and tone of voice guidelines as a basis.

Flow



All employees able to build brand equity by using clear and easy to use tools that allow communications and experiences to be delivered in a consistent manner

Organisational health



High levels of employee engagement and demand for the new brand identity across functions

THE SITUATION

- Brand personality was not defined
- Existing visual identity was too simplistic, overly corporate and muted
- Lack of consistency in how the brand was represented across customer touch points

CHALLENGES

- Deliver an evolved visual identity in line with ACT's North Star
- Secure buy-in across multiple stakeholders with diverse opinions

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THE APPROACH

Our work began with defining the client's brand personality to establish a set of human characteristics associated with the brand that its stakeholders could relate to. Having a clear brand personality is a critical foundation for all brand related work as it sets the basis for development of brand strategy tenets such as tone of voice or visual identity, and provides a bedrock for strategic communications and campaigns. An organisation's brand personality needs to differentiate it within the market and be recognisable. With a set of design principles and personae, we ran multiple stakeholder interviews and workshops to score and rank brand personality attributes using proven brand personality frameworks. Using the outputs gathered, we built a brand personality that was clear, succinct and differentiated and provided a foundation to build out additional assets.

A comprehensive set of user friendly tone of voice guidelines were produced in partnership with the client. The guidelines covered goals and principles, how to communicate, grammar, punctuation, writing well for the web and email, tools and tips and a word bank. The guide was brought to life through before and after examples, and split out into chunks to enable easy and quick onboarding, along with more detail for those users who required it.

Mindyasa were tasked with the challenge to evolve the current visual ID which was overly corporate, subdued and limited. ACT were looking for an identity that was aligned to the organisation's North Star and brand personality, ownable and different.

To initiate the design work, Mindyasa led a competitor review workshop for which we produced design boards showing the visual identities of key competitors and other admired brands. Each board featured a comprehensive sweep of visual identity assets, summaries and discussion point prompts. This immersive workshop led to great conversations and ideas as to what the client liked, what resonated and what didn't.

Based on these conversations, four distinct design directions were produced, all grounded in the organisation's North star and brand personality. One of the themes, 'Journeys', was selected for further exploration and built out to an evolved visual identity framework which included a new simplified colour palette, photography guidelines, graphical design elements, iconography and an evolved use of typography and the existing logo mark.

The framework was developed to be used as a foundational tool for all design work, by both internal design teams and external agencies.

Other brand strategy assets produced included a new brand architecture and supporting governance documentation, and an enterprise value proposition.

FOR MORE INFORMATION

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