

# Building a relevant brand iconography

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## What we do:

- Increase the equity of companies and brands via valuable brand symbols and content
- Make brand iconography that will be relevant to consumers
- Ensure our clients' brand imagery evokes desire, in line with the precedent set by the world's most desirable brand icons - this applies whether the company is selling FMCG, hardware or software.
- Provide branding which acts as a hedge against "predator" brands.
- A direct consequence of this is the growth and empowerment of local labour and a sense of pride in their contribution to local industry.
- Great brand iconography provides focus among stakeholders and workforces in a company vision or mission
- Great iconography creates Afro-optimism and favourable perceptions of our people and our region
- This iconic approach makes it easy for a company to create a culture and ethos and to express their unique brand via:
  1. Office décor and retail interiors
  2. Brand content, newsletters, newspapers, PR, magazines
  3. Vehicles and livery
  4. Corporate clothing

## We specialise in:

- Development of region-centric brand iconography
- Branded corporate interiors
- Packaging and display that enhances retail, in-store and after-sales user experiences
- Visual and written communication corporate guidelines
- PR, event coverage
- Content publishing and management

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