



Branding & Identity

THINK BEYOND YOUR LOGO

Where are you going to position your product or service? Who is your target group? Who is your competition? And what is the vision for your business?

If you don't know the answers to these questions, we can help you find them.

Once we understand the personality and mission of your brand, we bring it to life visually. That's what excites us!

Your logo is like a passport photo for your business – individual, one of a kind and extremely good looking. We build identity from the ground up.

We don't settle for templates, stock images or cookie cutter design. Our crew of classically trained graphic designers are hell-bent on making your identity stand out from the crowd.

We also set the tone of voice for your brand and provide you with style guidelines to ensure your brand is implemented consistently so the world will recognise and remember you.

Then we go one step further and identify the right media channels to reach your customers before we develop a range of applications and material.

Brands are driven by visual relationships and first impressions last. Your identity says more about you than you may think.

If you want to be successful, you better start by looking like a successful business. And no business is too small or too big for this to be true.



Fluid Visual Communications
10 Memorial Street,
Queenstown, NZ
03 442 6739
ideas@fluid.co.nz
fluid.co.nz

Fluid identity examples

Costs vary depending on complexity so please get in touch to discuss pricing.

