The Brand

The Brand

Brand

The Brand

The Brand

The Brand

The brand is the primary personality your business presents to its customers.

*The **brand strategy** is necessary to maintain a clear and consistent brand position across all communications.*

The brand is more than just a logo. In a business sense, it is the ongoing statement of who you are and what your business is about. It makes a declaration of your values and intentions to the outside world.

camerahouse

The brand is not simply restricted to how your business name appears in the Yellow Pages or in the local newspaper. It is in every contact you make with your customers, both actual and potential. It is in your store environment, your signage, your media collateral, even the conduct of your staff. Your customers come to know your business by its visibility in the market and come to expect certain things from your branding statement. It is critical, therefore, that with multiple members under one brand, the branding statement always remains the same.

This is called **brand strategy.**

Camera House conducted research and concluded that an updated brand strategy was warranted to keep the brand contemporary and relevant in a fast moving market. We have decided the primary message we want our customers to recognise is that we are **modern, friendly** and **informed.**

Accordingly, Camera House has committed itself to creating a new logo for the brand, designing new store environments that are fresh and exciting, and developing a formula of imagery, typefaces and layouts that will remain consistent across all Camera House communications, whether they be generic group marcoms or local area marketing pieces.

The Logo

The new logo has been designed very carefully with specific purposes in mind. Everything about the new design has been carefully considered to present the desired brand image.

camerahouse

The logo has been redeveloped to reflect our new brand strategy.

We want our customers to know we are **modern, friendly** *and* **informed.**

It replaces the old version that was considered a poor representation for a number of reasons. It was predominantly too dark with two of the three contributing colours being a dark blue and and heavy green. The typeface was old fashioned, overly formal and gave the feeling of being cold and aloof. The pictorial device added confusion and clutter and contributed to the inflexibility of the overall design. The store name attachment was untidy, illegible at distances and gave the impression of being a poorly designed afterthought.

COLOUR - The new logo retains the same dark blue but it now serves as a stabilising platform not only to anchor the brand name to the base of our communications, but also as an element for the yellow of the word 'camera' to bounce off. Dark blue also suggests strength, reliability and knowledge.
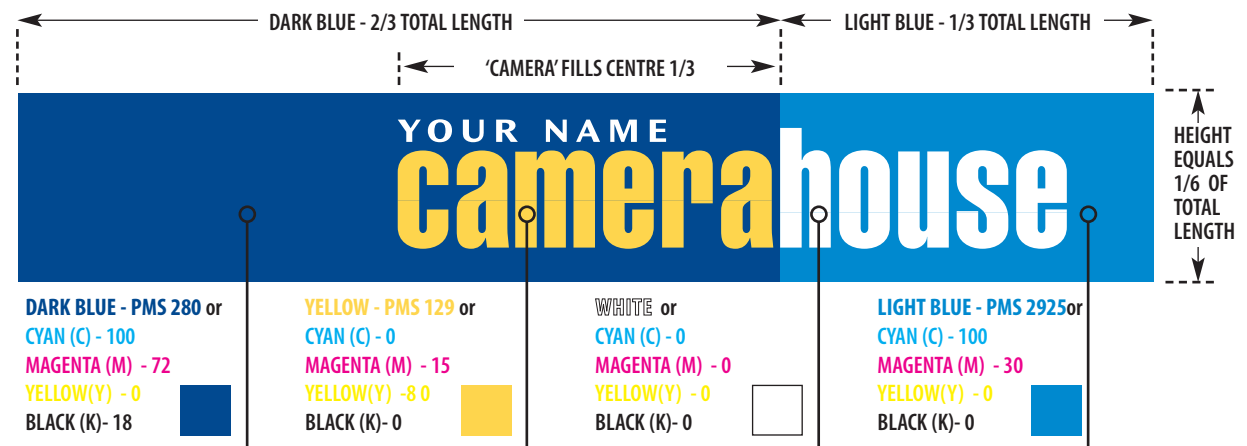
The word 'camera' is a light yellow, designed to contrast with both blues and is meant to attract most of the attention - after all, cameras are our specific area of expertise, they are what we do. The use of yellow makes the logo fun, relaxed and friendly.

The sky blue gives the logo a fresh, open feel - it is solid enough for the word 'house' to reverse out yet light enough to not weigh the whole design down. The final overall effect is contemporary, approachable, intelligent, 'summery' and significantly, very Australian.

The Logo

TYPEFACE - The brand name has been re-set in all lower case in a solid sans serif. Using lower case contributes to the informal approach of the brand. The boldness of the text makes it readable at considerable distances while conveying a positive mix of humanity and stability.

The logo has been developed with the specific purpose of incorporating a store name for signage and local area marketing, or to stand alone for generically branded marketing material. The store name sits above and to the left of the main brand in a elegant sans serif typeface entirely set in upper case characters. To enhance the visual balance, the letters have been spaced out marginally. The letter spacing may have to adjust depending on the length of the store name.

DARK BLUE - 2/3 TOTAL LENGTH   LIGHT BLUE - 1/3 TOTAL LENGTH

'CAMERA' FILLS CENTRE 1/3

YOUR NAME

camerahouse

HEIGHT EQUALS 1/6 OF TOTAL LENGTH

DARK BLUE - PMS 280 or
CYAN (C) - 100
MAGENTA (M) - 72
YELLOW(Y) - 0
BLACK (K)- 18

YELLOW - PMS 129 or
CYAN (C) - 0
MAGENTA (M) - 15
YELLOW(Y) -8 0
BLACK (K)- 0

WHITE or
CYAN (C) - 0
MAGENTA (M) - 0
YELLOW(Y) - 0
BLACK (K)- 0

LIGHT BLUE - PMS 2925 or
CYAN (C) - 100
MAGENTA (M) - 30
YELLOW(Y) - 0
BLACK (K)- 0

Above we show the logo in its ideal size to shape ratios. We recognise however that branding pieces take many shapes and sizes and we have endeavoured to create formulae to suit most spaces that will bear the brand. To maintain our consistent brand strategy, these formulae must be adhered to.

In any event, if you are unsure, consult the Camera House Brand Manager *before you proceed*.

The Logo

STORE TYPEFACE
'OCEANS SANS' 648 BOLD EXTENDED
WITH LETTER SPACING (MAX 122%)
MONOTYPE/ADOBE FONT LIBRARIES

NOTE: NAME ALIGNS TO LEFT EDGE OF
LETTER 'C'

YOUR NAME
camerahouse

BRAND TYPEFACE
HELVETICA EXTRA COMPRESSED
ALL LOWER CASE
LINOTYPE/ADOBE FONT LIBRARIES

NOTE: LEFT EDGE OF LETTER 'h' SITS ON
LEFT EDGE OF LIGHT BLUE PANEL

The Logo

SPATIAL RELATIONSHIPS - The logo's colour is divided quite deliberately. The colour panels are broken up into thirds, with the dark blue panel taking two thirds of the horizontal space and the light blue has one third. This neatly aligns with the photographer's rule of thirds providing reliable and attractive composition each time it is used. There are definite relationships between the height, width and type area within the brand base. The following pages indicate how different branding areas can be accommodated by the design.

BRAND INTEGRITY - The Dark Blue panel MUST NEVER BE SHORTER THAN 2/3rds OF THE TOTAL IMAGE. You may extend the Dark Blue panel out to the left of the brand so as to fill space or downsize the overall height. Only our Designated Processing Graphics (See under-awning signage) can be included in the extended Dark Blue image area and only after clearance from the Brand Manager. The Light Blue Panel can not be altered in any way, it can not be shortened or lengthened relative to the 'thirds' standard. The brand can be positioned and used horizontally or vertically.

In any event, if you are unsure, consult the Camera House Brand Manager *before you proceed.*
Camera House will fully protect the use of its Brand and will not hesitate issuing an order to remove or discontinue incorrect use of the brand. Please notify your suppliers and /or agencies that strict brand standards now apply.

camerahouse

YOUR NAME
camerahouse

YOUR NAME
camerahouse

Correct Applications

1 HOUR DIGITAL PHOTOS   YOUR NAME **camera**house

Correct Application- Under Awning Only

YOUR NAME **camera**house

YOUR NAME **camera**house

The Logo

BRAND INTEGRITY - All elements of the logo must be maintained and reinforced at every opportunity - the strength of our brand depends on it. Adhering to brand structure ensures that every member benefits from widespread recognition of a healthy brand. If your store environment, signage, uniforms and every message you send reflects what your customers see on the Television or in the press, then the benefit will be to you. Remember, customers like dependable and established retail brands - it makes them feel secure knowing they are purchasing from responsible retailers. If we all play our part, we will all see the rewards.

camerahouse
wrong typeface

Shop 45
Woden Plaza **camera**house
type in brand base

camerahouse
graphic in brand base

camerahouse
wrong colours

camerahouse
wrong size

camerahouse
wrong shape

camerahouse
wrong colour scheme

camerahouse
wrong colour application

camerahouse
wrong orientation

Incorrect Applications

**camera
house**
wrong format

CAMERAHOUSE
wrong setting - all caps

Exterior logo use examples

NOTE: All external Brand use and signage must be sighted and authorised by the Camera House CEO prior to installation.

With regard to exteriors, the brand strategy will be maintained with the prominent use of the corporate colour scheme in the two thirds/one third ratio. Camera House customers will come to know that 'two thirds dark blue, one third light blue' is unmistakably Camera House, and the stores will be painted accordingly. When driving or passing by our signage, distance or speed may mean the words get missed, but the colour scheme will ensure our brand is recognised.

The new Camera House logo can cover the full frontage of the store if space permits the correct brand relationships (see above).

The Camera House Brand can be positioned at the centre of the store when space does not permit the full frontage design. Shop front should be painted Dark Blue with the brand on a separate face set at least 10 cm out from the background. This treatment will ensure a defined 'shadow-line' behind the actual brand. (See above).

The new Camera House logo can be applied to a curved face as long as the complete Brand sits on the Dark Blue background (See right).

All SIGNS CAN BE PRODUCED AND INSTALLED AS REAR ILLUMINATED LIGHT BOXES OR AS FRONT ILLUMINATED SIGNS.
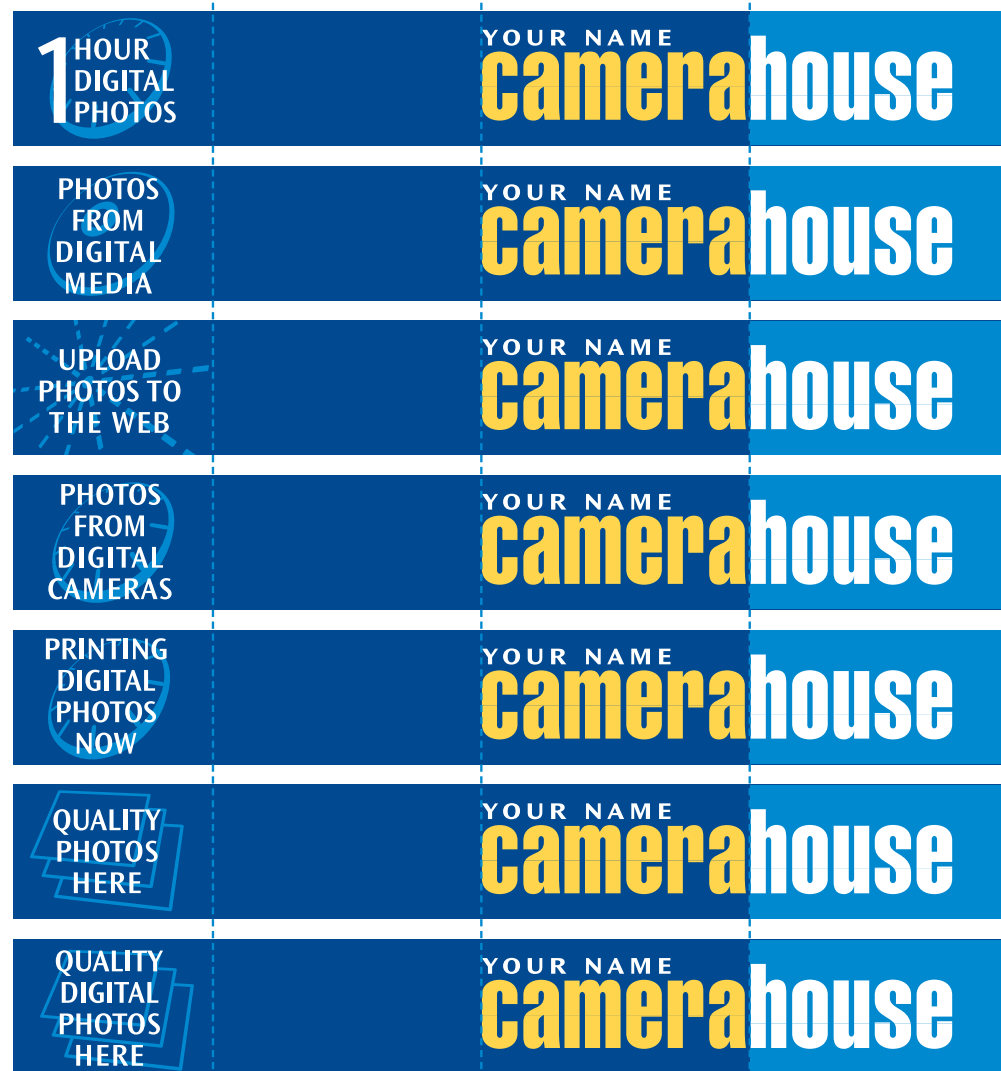
The Brand in use

SHOPFRONT
SIGNAGE

The Brand in use

SHOPFRONT SIGNAGE

Designs for underawning signs are available in a range of messages. The artwork for these elements is available in the art file on this disk.

1 HOUR DIGITAL PHOTOS	YOUR NAME **camerahouse**
PHOTOS FROM DIGITAL MEDIA	YOUR NAME **camerahouse**
UPLOAD PHOTOS TO THE WEB	YOUR NAME **camerahouse**
PHOTOS FROM DIGITAL CAMERAS	YOUR NAME **camerahouse**
PRINTING DIGITAL PHOTOS NOW	YOUR NAME **camerahouse**
QUALITY PHOTOS HERE	YOUR NAME **camerahouse**
QUALITY DIGITAL PHOTOS HERE	YOUR NAME **camerahouse**

NOTE: The 'thirds' specification for the logo remains the same. No image or type can encroach into the two thirds dark blue panel.

The dotted lines (left) indicate the thirds division.

The Brand in use

COMMUNICATIONS

Brand strategy is maintained through a consistent approach in all communications.

Colour, imagery, and typeface are all important elements in the reinforcement of brand strategy.

Why do people take photographs? Some, enthusiasts and professionals, treat photography as an art, and require a finely engineered instrument and specialised training with which to develop their skills. The results can be moving, powerful and unforgettable.

Many more 'casual users' take photos simply as *souvenirs of emotionally special moments*. Baby photos, childrens' birthdays, weddings, holidays… the list is long and varied, but all examples are fundamentally about capturing events in the real lives of everyday people. Therefore we can conclude that photography is driven by lifestyle and living, and the imagery we use to connect with our customers should reflect this.

In retail marketing often the the temptation is to put all the emphasis on the product itself; long lists of technological features, emphasis on the casing or finish of the product, or the amazing price at which it is being offered. This approach frequently glosses over or ignores altogether the actual operating benefit to the intended user. **What does it actually _do_ and what will it do for _me_?**

By the use of dominant, vivid colour images of people living life, having fun and connecting with each other we intend to appeal to customers with the **lifestyle** aspect of photography. The underlying message? 'With our help and with our products, your photos can look like these.'

Our marketing should reflect our commitment to matching people with products to suit their needs and by providing advice to help our customers get the most from their purchase. By branding ourselves as modern, friendly and informed, we make this promise… and we must remember to keep it.

The Brand in use

The 'Myriad' font family has been selected to be the 'house' typeface for Camera House.

Why choose one typeface? Globally, brand leaders acknowledge the advantage of choosing one type family to identify their communications. The typeface employed in written material can be regarded as the 'tone of voice' for the message you wish to convey.

The Myriad® type family (Adobe systems) has been chosen because it too reinforces the key values of modern, friendly and informed. It is an elegant sans serif type that feels fresh, open and contemporary, yet designed with discipline and precision, making it ideal for more meaningful statements. Its wide variety of weights, italics, condensations and extensions also increase the range and variety of possible uses.

NOTE : You may need to purchase this typeface to ensure that you do not breach Australian or International Copyright laws. At no time should you share typefaces or use any typefaces that you can not prove ownership. Penalties for breach of Copyright are very severe.

The **Myriad**® type *family*

The Brand in use

TYPEFACE

'Myriad' has many weights and styles providing flexibility for all your communications.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890
- Myriad 215 Light 300 Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890
- Myriad 215 Light 300 Condensed Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 1234567890
- Myriad 215 Light 600 Normal

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1234567890
- Myriad 215 Light 600 Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
- Myriad 215 Light 700 Semi Extended

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 1234567890
- Myriad 215 Light 700 Semi Extended Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890
- Myriad 400 Regular 300 Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890
- Myriad 400 Regular 300 Condensed Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 1234567890
- Myriad 400 Regular 600 Normal

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1234567890
- Myriad 400 Regular 600 Normal Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
- Myriad 400 Regular 700 Semi Extended

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1234567890
- Myriad 400 Regular 700 Semi Extended

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890
- Myriad 565 Semibold 300 Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890
- Myriad 565 Semibold 300 Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1234567890
- Myriad 565 Semibold 600 Normal

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 1234567890
- Myriad 565 Semibold 600 Normal Italic

The Brand in use

TYPEFACE

'Myriad' has many weights and styles providing flexibility for communications. Here are more.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
- Myriad 565 Semibold 700 Semi Extended

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
- Myriad 565 Semibold 700 Semi Extended Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
- Myriad 700 Bold 300 Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
- Myriad 700 Bold 300 Condensed Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
- Myriad 700 Bold 600 Normal

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
- Myriad 700 Bold 600 Normal Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
- Myriad 700 Bold 700 Semi Extended

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
- Myriad 700 Bold 700 Semi Extended Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
- Myriad 830 Black 300 Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
- Myriad 830 Black 300 Condensed Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
- Myriad 830 Black 600 Normal

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
- Myriad 830 Black 600 Normal Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
- Myriad 830 Black 700 Semi Extended

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
- Myriad 830 Black 700 Semi Extended Italic

The Brand in use

COLOUR PALETTES

The Camera House colour palettes are an important part of the Brand Strategy.
The more you use these colours, the greater the equity you build in your brand.

Primary Palette

DARK BLUE - PMS 280 or
CYAN (C) - 100
MAGENTA (M) - 72
YELLOW (Y) - 0
BLACK (K)- 18

WHITE
CYAN (C) - 0
MAGENTA (M) - 0
YELLOW (Y) - 0
BLACK (K)- 0

YELLOW - PMS 129 or
CYAN (C) - 0
MAGENTA (M) - 15
YELLOW (Y) - 8 0
BLACK (K)- 0

SOLID BLACK
CYAN (C) - 30
MAGENTA (M) - 0
YELLOW (Y) - 0
BLACK (K)- 100

LIGHT BLUE - PMS 2925 or
CYAN (C) - 100
MAGENTA (M) - 30
YELLOW (Y) - 0
BLACK (K)- 0

TYPE BLACK
CYAN (C) - 0
MAGENTA (M) - 0
YELLOW (Y) - 0
BLACK (K)- 100

Secondary Palette

FEATURE RED
CYAN (C) - 0
MAGENTA (M) - 100
YELLOW (Y) - 80
BLACK (K) - 5

BYRON BLUE
CYAN (C) - 30
MAGENTA (M) - 10
YELLOW (Y) - 0
BLACK (K) - 0

SHADOW BLUE
CYAN (C) - 100
MAGENTA (M) - 0
YELLOW(Y) - 0
BLACK (K) - 50

APPLE
CYAN (C) - 50
MAGENTA (M) - 0
YELLOW (Y) - 100
BLACK (K) - 0

DESERT
CYAN (C) - 0
MAGENTA (M) - 70
YELLOW (Y) - 90
BLACK (K) - 0

CANDY
CYAN (C) - 0
MAGENTA (M) - 75
YELLOW (Y) - 0
BLACK (K) - 0

The Brand in use

COLOUR PALETTES

The Camera House primary palette is an important part of the Brand Strategy. Dark Blue, Light Blue, Camera House Yellow, White and Black are your base colours for any use of the Camera House brand.

Using the Primary Palette

The Brand in use

COLOUR PALETTES

The Camera House Secondary Palette is an designed to add an even more recognisable impact to your advertising, store display and merchandising.
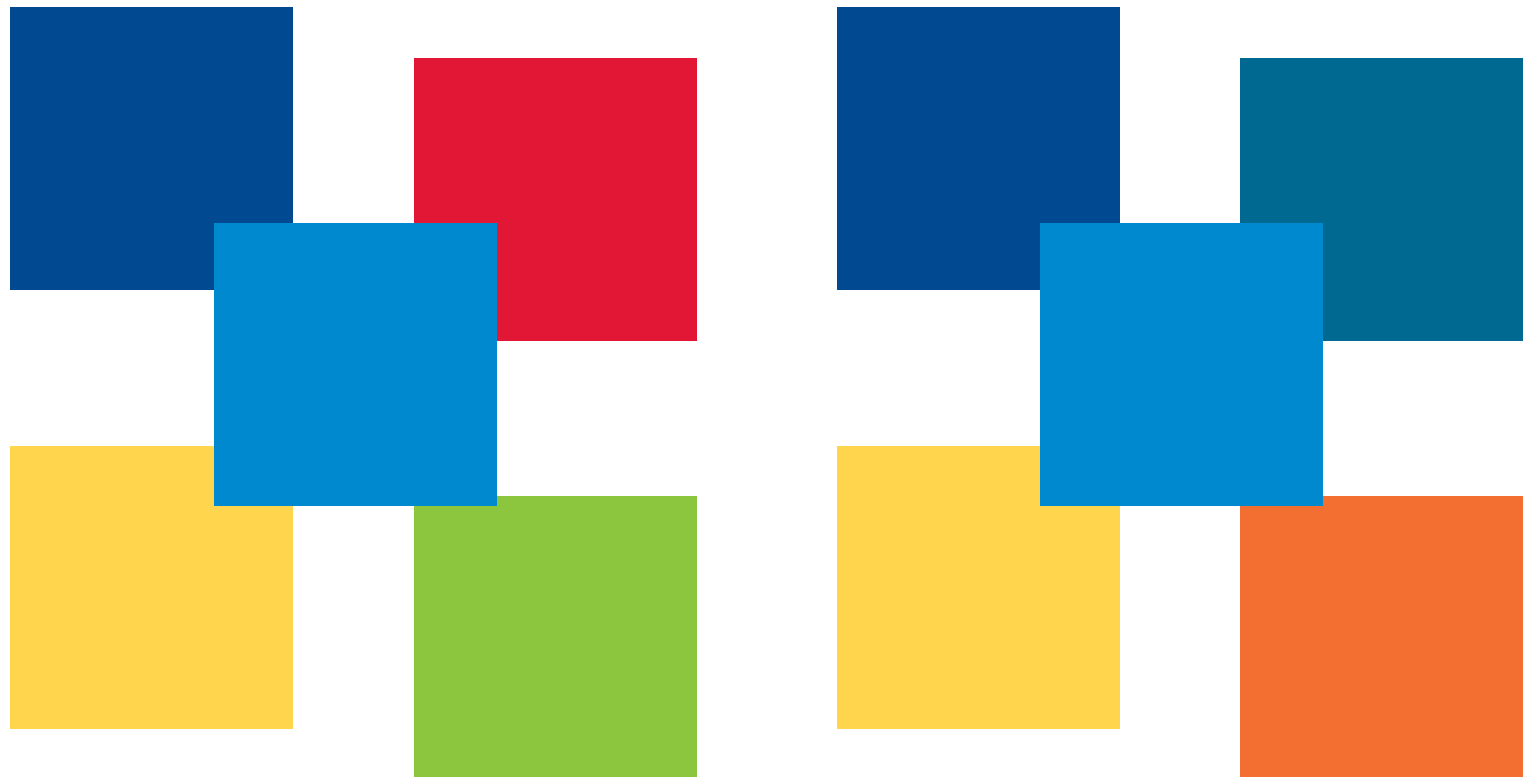
Using the Secondary Palette

The Brand in use

COLOUR PALETTES

The Camera House Brand Strategy calls for the use of co-ordinated, cohesive colours.

The more you use these colours, the greater the equity you build in your brand.

Using the Secondary Palette

The Brand in use

COLOUR PALETTES

Get to know the Camera House Brand colours. Learn to use these brand colours, always use them and make sure your suppliers and agencies adhere to correct use of your brand palettes.

Using the Secondary Palette

The Brand in use

ADVERTISEMENTS

The following pages provide you with some examples of Camera House Brand Advertising. Clean, clear graphics, Myriad typeface, good selection of colour images and correct use of the logo.

The Brand in use
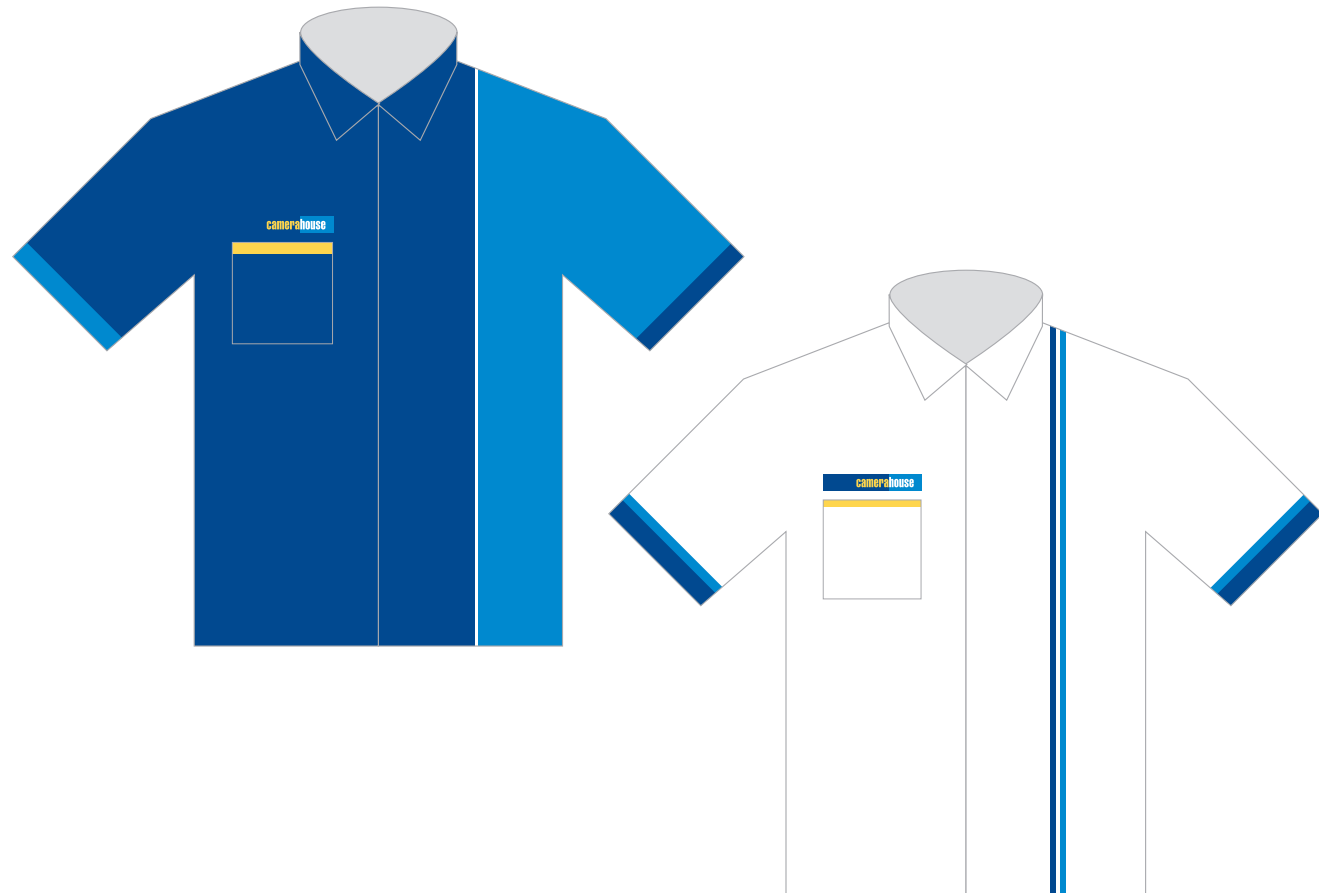
ADVERTISEMENTS
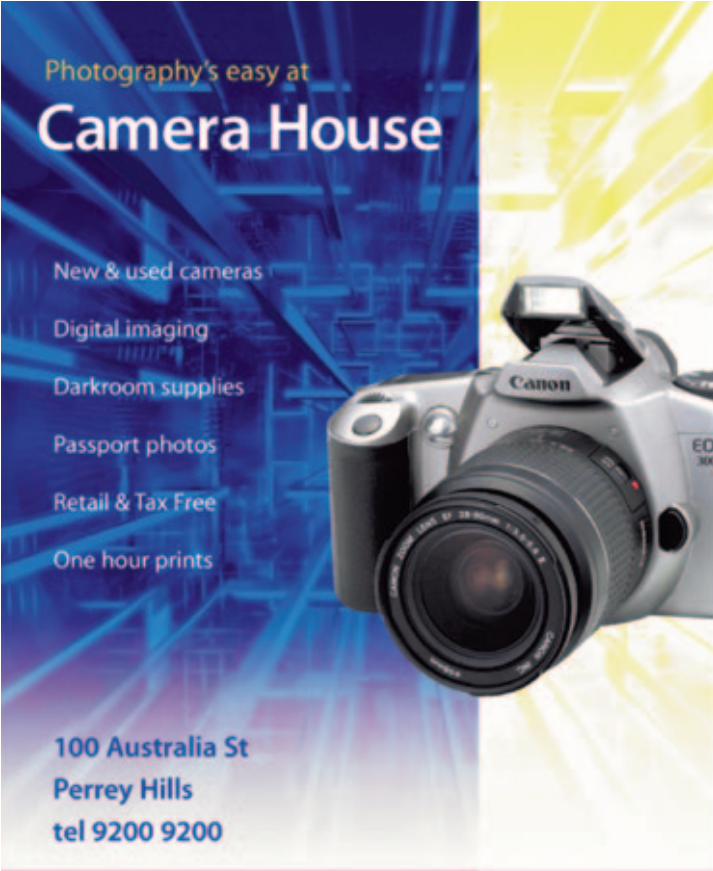
The Brand in use

UNIFORM

MEN'S

Uniform can be worn with black, dark blue or grey trousers.

The Brand in use
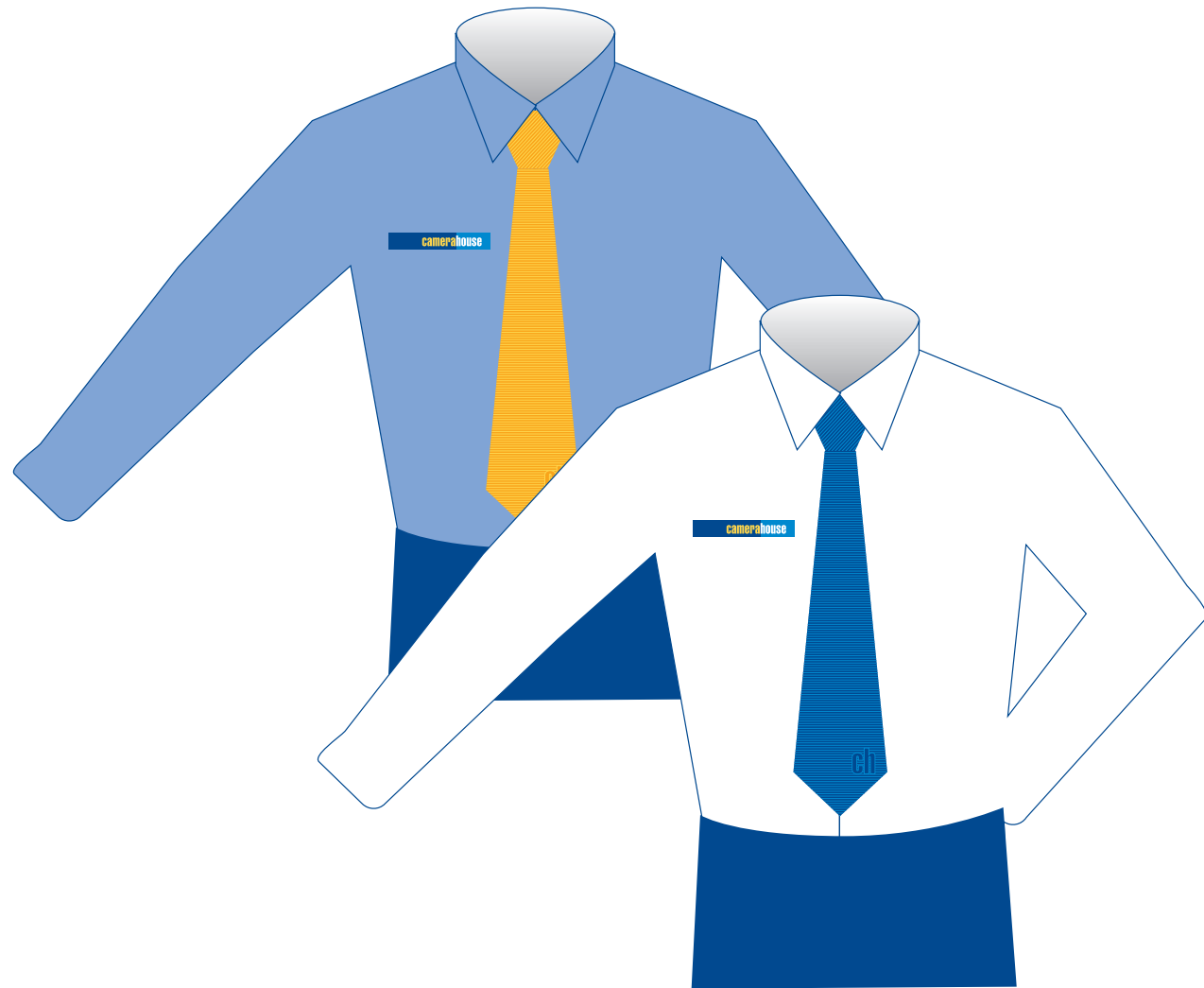
UNIFORM

WOMEN'S

Uniform can be worn with black, dark blue or grey skirt or trousers.

The Brand in use

UNIFORMS

As the new uniform design becomes available, stores will be able to source their requirements through Raleru.
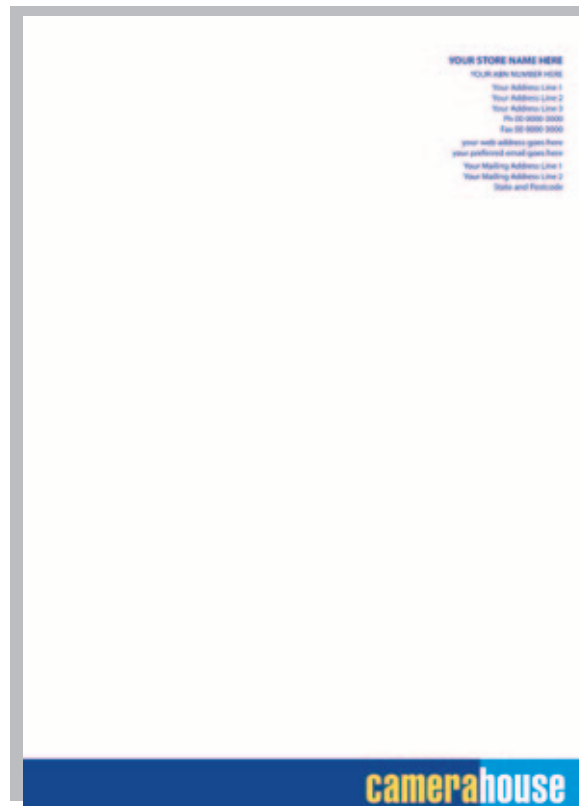
The Brand in use

STATIONERY

To be printed on a high quality, white matt or satin stock.
You can source this artwork in editable PDF format from the art folder on this disk. Brand strip and position must not be changed.

Letterhead

YOUR NAME HERE
Your Address Line 1
Your Address Line 2
Your Address Line 3
Ph 00 0000 0000
Fax 00 0000 0000

your web address goes here
your preferred email goes here

Your Mailing Address Line 1
Your Mailing Address Line 2
State and Postcode

camerahouse

With compliments

YOUR STORE NAME HERE
YOUR ABN NUMBER HERE
Your Address Line 1
Your Address Line 2
Your Address Line 3
Ph 00 0000 0000
Fax 00 0000 0000

your web address goes here
your preferred email goes here

Your Mailing Address Line 1
Your Mailing Address Line 2
State and Postcode

camerahouse

STORE NAME HERE   Your name
Your Address Line 1   *Your title etc*
Your Address Line 2
Your Address Line 3
Ph 00 0000 0000
Fax 00 0000 0000

your web address goes here
your preferred email goes here

camerahouse

Business card