

## Comment8

### Brand identity

# Comment<sup>8</sup>



#### Have you noticed how one thing very often leads to another?

Here's a good example. The "one thing" was a big rebranding project we did a couple of years ago for a company called Lane4, founded by Olympic gold medallist Adrian Moorhouse, and a leader in the field of human performance.

And the "another"? Well, Lane4 were impressed by our performance – so when they saw an opportunity to turn their expertise in internal communications into a separate business, they very kindly called on us to create the new brand identity, which needed to be dynamic and distinctive in its own right, but clearly related to the Lane4 parent brand.

The client's chosen name Comment8 gave us a nice numerical link, and from there, it was only a hop, step and jump to come up with a rather neat graphic device – using speech bubbles within the 8 to reflect the new company's offer to help clients shape more productive internal conversations.

And that, in turn, led us on to develop a whole visual language for the new brand, which we applied to a range of launch communications, including a new corporate brochure, stationery, and various other bits and bobs...

#### Kind words...

*"A brilliant job. It has real synergies with the Lane4 brand, but is also a strong and creative brand identity in its own right, we're really excited to get going with it all."*

**NATALIE BENJAMIN**  
Product Director  
Comment8

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The grid consists of eight images arranged in four rows and two columns. Each image is a white card with a different graphic or text on it, representing a different aspect of the brand identity.

- Row 1, Left:** A white card with a large pink speech bubble containing a black 'K' and a small heart. Above the bubble, blue text reads "internal comm8" and pink text reads "Love it or hate it".
- Row 1, Right:** Two white cards side-by-side. The left card features a white cat with a red collar and a small speech bubble. The right card features a blue bird. Both cards have blue text above them: "internal comm8" and "social networking".
- Row 2, Left:** A white card with a graphic of four overlapping speech bubbles in blue, yellow, green, and orange. To the right of the graphic is a block of text: "Imagine an organization where people really talked to each other. Imagine an organization where people could communicate freely, from top to bottom and, importantly, back up with ease and simplicity. Imagine a team that can connect and help people to understand the role they play." Below this is a list of services: "internal communication strategy", "internal communication campaign", "Employee engagement strategy", "Employee engagement campaign", and "internal communication".
- Row 2, Right:** Two white cards side-by-side. The left card features a pair of pliers. The right card features a cluster of red speech bubbles. Both cards have blue text above them: "internal communication strategy", "internal communication campaign", "Employee engagement strategy", "Employee engagement campaign", and "internal communication".
- Row 3, Left:** A white card with a large green number '1' with a root system at the bottom. To the left of the '1' is a small box of text: "One fundamental goal: We'll partner with you to make sure that your communication drives employee engagement and the business and helps to achieve its vision."
- Row 3, Right:** A hand holding a tablet displaying a digital interface for Comment8. The interface includes sections for "COMMENT8 BUSINESS", "COMMENT8 RETAIL", "SOCIAL NETWORK FROM TWITTER", and "LATEST NEWS FROM RETAIL".
- Row 4, Left:** A white card with text: "Internal communications that get st8 to the point".
- Row 4, Right:** A white card with text: "Communications that motiv8! What are you w8ing for?"

### PROJECT SUMMARY

Brand identity  
Visual language  
Literature  
Exhibitions  
Stationery & forms  
Digital templates  
PowerPoint templates