

Quite Early One Morning Naming & brand identity

QUITE EARLY ONE MORNING... I HAD AN IDEA

Rather late one evening... we came up with a highly distinctive identity.

There's not much Tom Banks doesn't know about creating and building strong, distinctive brands. Over the years, working for major consultancies including Wolff Olins, he had helped all kinds of businesses to stand out from their competitors. Now, with a bit of help from Neon, it was time to do it on his own account, as he planned the launch of his new brand consultancy.

Burning the midnight oil in search of a great idea, it came to us: a truly distinctive brand name, shamelessly borrowed as you may know – from the title of collection of writings by the great Dylan Thomas.

It's a name to stop you in your tracks, and make you think... particularly when it's followed by a endlessly inexhaustible series of pay-off lines. These, we quickly realised, could be serious, thought-provoking, or even a tad frivolous; with the cumulative effect of bringing alive that "eureka moment" without which brand positioning remains a science rather than an art.

Were we tempted to add a few nice little images, or graphic embellishments? Not for a moment. A boldly characterful typeface was all that we needed to make the most of a really powerful words-based idea.

Kind words...

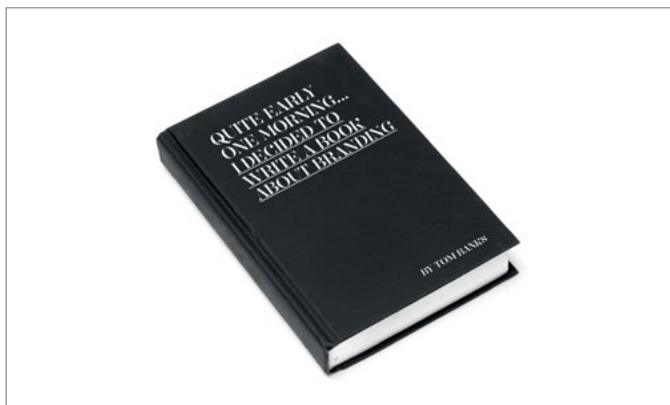
"I have worked with Dana and Neon on many occasions and always they have been exceptional experiences. So it was only natural that I would turn to Dana again to help me establish my new brand consultancy. am a firm believer that great ideas – with well-told and beautifully crafted stories that bring ideas to life – are the cornerstones of strong brands..."

TOM BANKS

Founder

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PROJECT SUMMARY

Naming
Brand identity
Promotional literature
Stationery
Digital templates
PowerPoint templates
Website

