

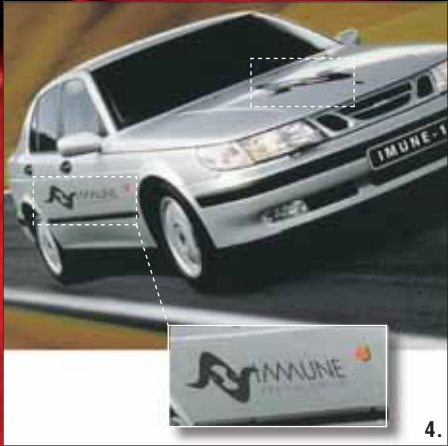
Corporate Identity / Brand Design & Development

Credentials

Corporate or brand identities represent the “signature” of a company. They encompass a **point of difference** between your product or service and that of your competitors. Good corporate signatures portray a **perception** of your company, its **values, attitudes** and represent a **seal of quality** and approval about your product or service. Your **uniqueness** is your **competitive advantage** in the marketplace.

Nelson Martins has been **involved** in the **creation and revival** of some of **Australia’s better known brands and identities**.

Something as **important** as your **signature** shouldn’t be left in the hands of just anyone. Nelson is a **surgeon** in this area.



1. KJM Garden Maintenance
2. Holland House Seafood
3. RPM Performance Clutch
4. Immune Medical Supplies
5. Coburg Aquarium
6. Margaret River Dairy - WA

7. Tamar Mills - Tasmania
8. M&A Knitware Australia
9. Gelatino Ice Creams
10. Insight Wellness
11. Wear Master - Tasmania
12. Simply Visual

Other **Brand Identities** and **Signature Designs** Nelson has has been involved with include:

- Ausfresh
- Cafe Brazil
- Colonial State Bank
- Colonial Stadium
- Cool Ridge
- Deakin Estate
- Deakin Select
- E-Leds
- Fritz
- Great Alpine Roads
- H2O Architects
- Holeproof
- Holland House Quality Seafood
- Kelso Atkinson
- Keystone Media
- Mama
- Map Coffee
- Mayne
- Margaret River
- Monash Aquatic Centre
- Parkview Estate
- Riddoch Coonawarra
- Royal Foods
- Royal Botanic Gardens Melbourne
- Royal Botanic Gardens Cranbourne
- Roost Homewares
- RPM Performance Clutch
- Taste of Thai
- Trident Foods
- Westfield Shopping Centres
- Wingara Wine Group
- I want your company added to this list

Selling your Signature or Scribble.

Your signature is **your identity** in the form of a scribble. You use it for writing cheques, verification of your license, your passport, and other forms of membership. Anyone with YOUR signature, can use your credit cards, make purchases or withdraw from your account.

If I wanted to buy your signature from you, how much would you charge? Hundreds? Thousands? **Would you sell it for \$200,000?**

The general consensus is that most people wouldn't easily part with their signature because it represents their identity and **signifies who they are**. A bit like **selling your soul**.

Apply the same analogy to your **business** entity or brand, **how much is it worth?** Unlike personal scribbles, company or brand signatures represent the **face of your business or products**. They are usually represent the first point of contact new consumers have with your business. They may communicate **perceptions about quality, safety, enjoyment**, etc. A well designed business identity, is like a tailor made suit, signifying **James Bond professionalism** rather than flee circus training.

On the web, **signatures represents the bricks and mortar** of products or services. Which should be worth more? Is it personal scribbles or companies signatures? A company signature has the **potential of duplication**.

Nelson Martins Design can help you leverage consumer perception by **improving** your professional image to **attract** more clients and **increase** revenue by **penetrating new markets**.

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