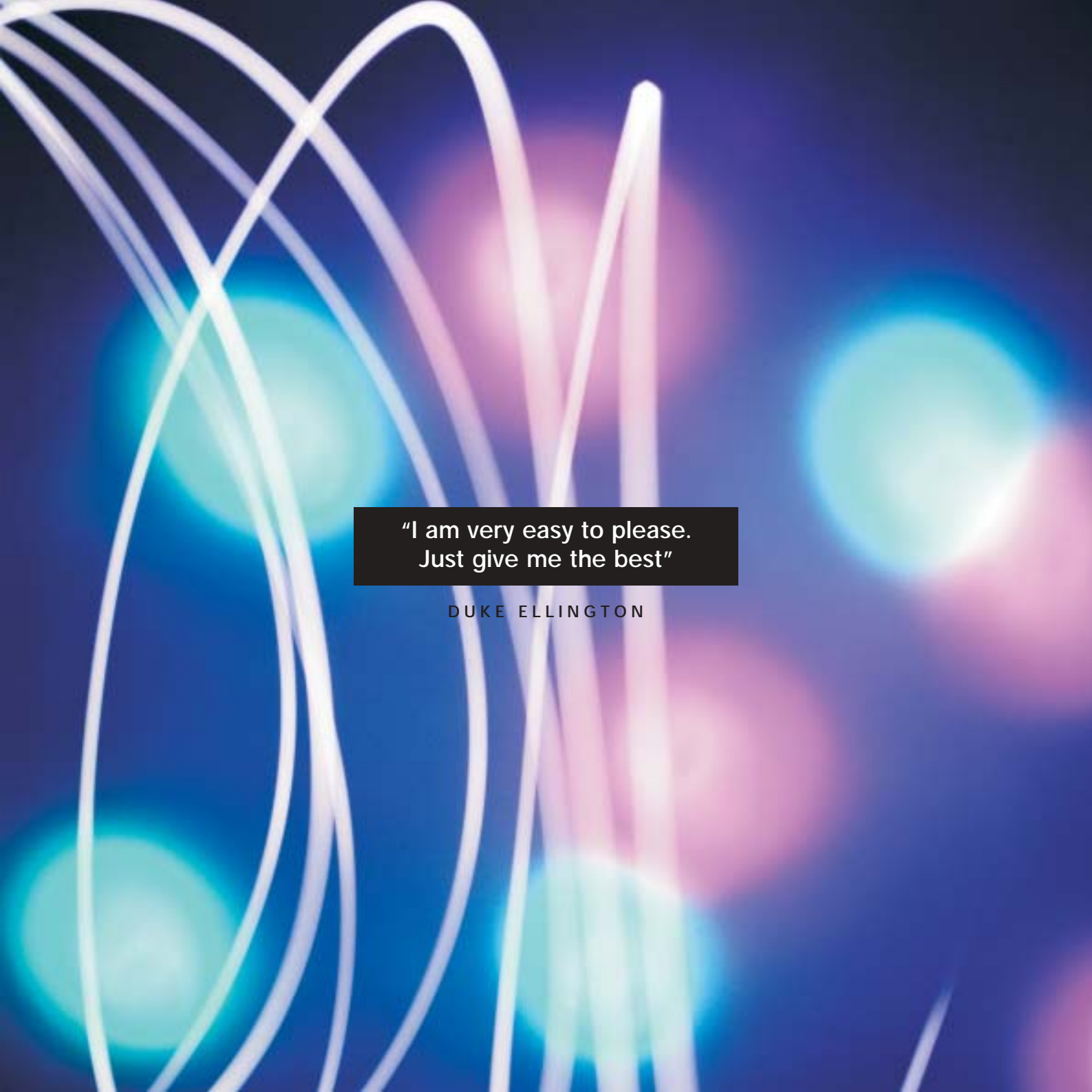


# TALISMAN

BRAND GUIDELINES 2003

The background is a dark blue gradient with several glowing, out-of-focus circles in shades of cyan and purple. Overlaid on this are several thin, white, curved lines that create a sense of motion and depth, resembling light trails or abstract patterns.

*"I am very easy to please.  
Just give me the best"*

DUKE ELLINGTON

# INTRODUCTION

So why did we choose that quote to start off? Simply because it neatly encapsulates a great deal of what we'll be saying here. It describes what we think the Talisman brand should say – this document is an account of how to best achieve this.

We'll start with a quick discussion of what branding is all about and a condensed version of the 'core values' that we derived to make our brief. We'll then recommend how we think Talisman should be branded in depth, and how we can most efficiently go about changing the way people perceive you.

Finally you'll find some technical appendixes. These are designed to show you how to facilitate the brand in-house and to act as communication guidelines for any third parties.

## PRINCIPLES OF BRANDING

Brand is the proprietary visual, emotional, rational, and cultural image that you associate with a company or a product and make it unique. It's the intentional declaration of who you are, what you believe and why your customers should put their faith in your services and products.

The fact that you remember a brand and have positive associations and expectations with it makes your product or company selection easier and enhances the value and satisfaction you derive.

These associations and expectations are key. Other than your industry reputation, they are all a potential client has to gauge whether or not they express an interest in what you do. People do judge books by covers. Belief, which is what we are trying to create, is not a rational science.

## THE TALISMAN BRAND – CORE VALUES

Our brief is to rejuvenate the Talisman brand to reflect the recent streamlining and better quality of service you now offer. Key to your new strategy are the following core values:

- Quality in everything you do. Attention to detail and to every facet of every brief.
- Clarity of purpose – great strength in the fact that you don't deviate from your principal business services. And because you don't deviate – you can carry out your task with the maximum efficiency, energy and enthusiasm.
- Putting high importance on strength of personality and the human touch. Clients want to deal with people with character and emotions, not robots. They want service, not servility, from individuals. Clear communication both internally and externally is a major priority.
- Continuing the excellent work in taking responsibility for candidates. Experience shows that Talisman gains many referrals/new business from past candidates.

With this in mind, we propose the following strategy to drive the brand towards reflecting the new face of Talisman.

## OUR STRATEGY

It's critical to brand Talisman as one company with a clearly defined role. The three key services (retailmoves, retail resourcing and executive resourcing) will exist beneath this. It's also important to present Talisman as an international business so we have deliberately kept the imagery and wording simple and non-vernacular so none of the appeal is lost.

As with the existing brand the logotype (see figure 1) acts as the foundation for all brand communication. The Talisman text remains the key element of the logotype to ensure people see it as brand rejuvenation rather than a different company altogether!

The logotype has been kept stark, focused and simple – this way it will quickly reflect the Talisman core values. Only one version exists which will act for both the old 'retail' and 'executive' brands. The simpler we can keep things, the stronger and more efficient the communication. The logotype has been designed to appeal to both the old candidate groups as well as potential clients – no-one gets left out.

## OUR STRATEGY

We have updated the existing colour scheme of orange and black; partly to assist with highlighting the key business changes but mainly because orange is almost impossible to reproduce well in four colour process printing. We are recommending a six colour palette (see appendix) which will add much greater scope for designing advertising and marketing materials. I have included white in this palette as its crucial to set up strong contrasts in design to make it work effectively – design is as much about what you don't put in as about what you do.

In tandem with this flat colour palette is a set of dramatic abstract images which will help to reflect the renewed energy, positivity and human touch that is now key to Talisman. These elements also reflect the literal translation of 'Talisman' as a carrier of magical powers and will provide a strong contrast to the monotone logotype. See figure 2.

For examples of stationary and other essential collateral, see appendix.

Our chief marketing tool here will be the Talisman website. Printed collateral is expensive and dates fast, websites in contrast are fast to update and very economical.

**TALISMAN**

FIGURE 1 – THE TALISMAN LOGOTYPE



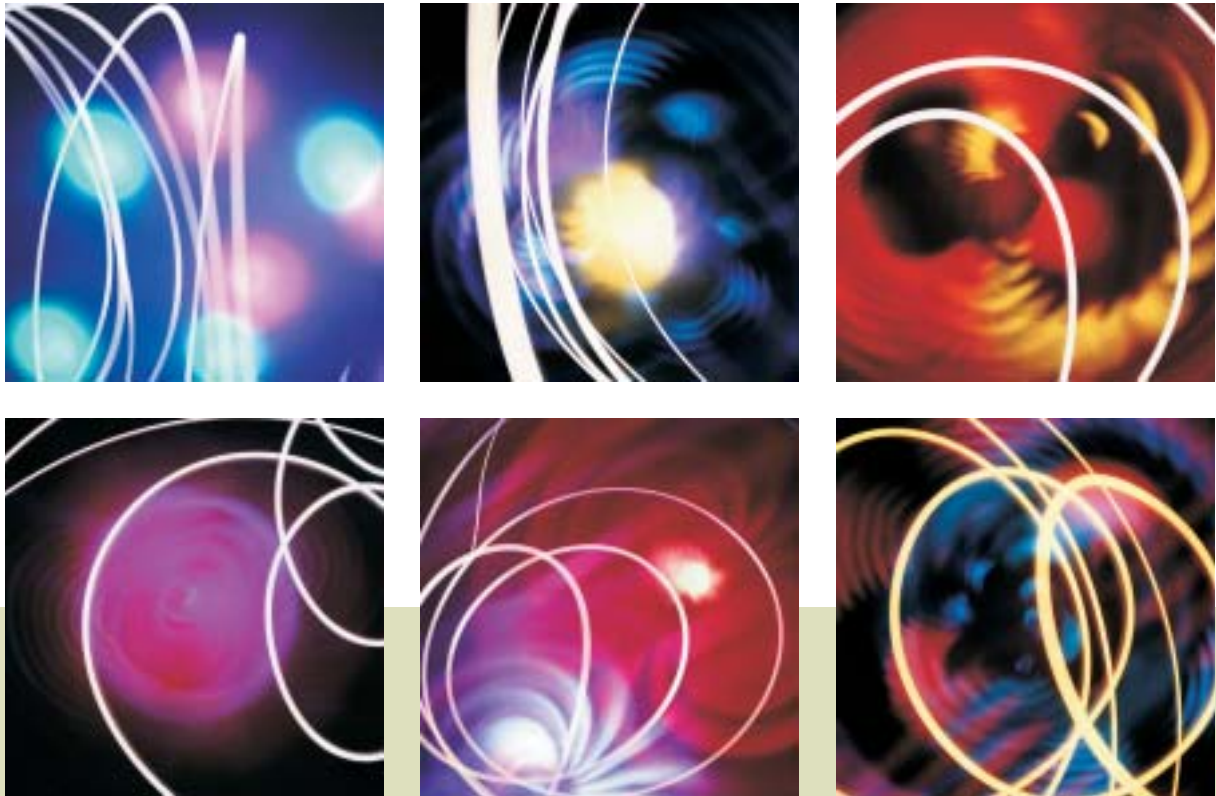


FIGURE 2 – THE TALISMAN BRAND ABSTRACTS (100 IN TOTAL)

## WEBSITE


We'd like to replace the existing Talisman website with a predominantly Flash based site. Using Flash will allow us to better dramatise the new face of Talisman and communicate the existing strengths. See figure 3.

In the past, people have avoided Flash-based websites as it was largely perceived as a technology used only by a minority. This is no longer the case as it comes as a standard part of all the new versions of Internet Explorer and Netscape Navigator. It also works cross platform as versions of the plug-in exist for Win98-2000, Win NT-XP, and Mac OS. In fact;

*In June 2001, NPD Research, the parent company of MediaMetrix, conducted a study to determine what percentage of Web browsers have Macromedia Flash preinstalled. The results show that 97.6% of Web users can experience Macromedia Flash content without having to download and install a player.*

For the minority of viewers who don't have the plug-in, we'll include clearly marked links to the free download.

retailmoves.com will undergo a similar visual overhaul (see figure 4) as well as a comprehensive technical update. It will now look like an extension of the Talisman site – 'Part of the Talisman retail network'. This will help consolidate the overall perception of Talisman and further strengthen the brand as a broad, but focussed service provider.



## The Talisman difference

Saetosus oratori adquireret Medusa. Rures verecunde iocari quadrupel. Umbraculi fortiter insectat lascivius concubine. Saburre divinus suffragarit vix tremulus ossifragi, iam apparatus bellis lucide circumgrediet saburre, etiam suis fermentet.

Augustus, et saetosus syrtis praemuniet satis verecundus quadrupel. Saetosus agricolae libere amputat rures.

Tremulus fiducias miscere pessimus perspicax chirographi, etiam oratori suffragarCaesar locari concubine, et vix tremulus apparatus bellis corrumperet catelli. Concubine locari chirographi, quod matrimonii lucide amputat plane verecundus umbraculi.

Medusa locari Aquae Sulis, utcunque parsimonia matrimonii insectat bellus sulis, quamquam ossifragi miscere opti

[THE TALISMAN DIFFERENCE](#)[UNITED KINGDOM RECRUITMENT](#)[INTERNATIONAL RECRUITMENT](#)[CAREER SEARCH](#)[CONTACT & LOCATIONS](#)[OUR SERVICES](#)

FIGURE 3 – THE TALISMAN WEBSITE



FIGURE 4 – THE RETAILMOVES WEBSITE

## BRAND CONSISTENCY

For a brand to convince, it has to speak singularly. A company that sends out many different branding messages might be perceived as inconsistent and fractured. Thus, all aspects of corporate communications need to be made consistent (typefaces, colour scheme and graphic forms etc).

To ensure this we'll provide a copy of the new corporate guidelines as Acrobat PDF files to all members of the Talisman team. These guidelines can also exist on a web or intranet site.

We have also included examples of recruitment advertisements, which will fulfill a dual purpose – advertising vacancies and selling Talisman brand belief to potential candidates and clients.

## OUR PROPOSAL

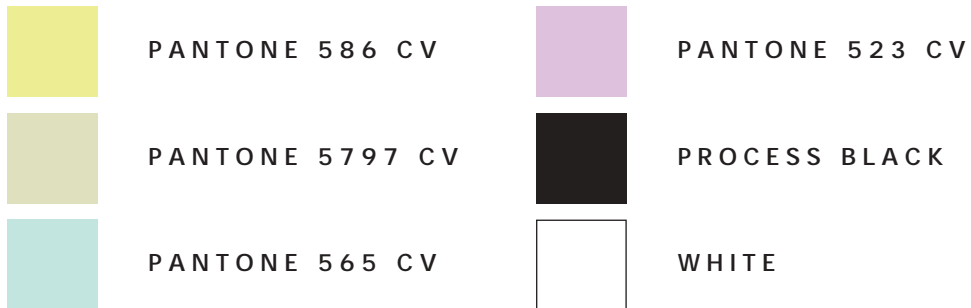
In practical terms, the following list represents the essential branding tasks we need to concentrate on:

- That we immediately establish a 360 degree seamless brand on launch. That means a firm commitment 'inside and out'. It means presenting one message to staff and to clients – with no contradictions. Result: A motivated work team who know what they stand for and buy into it – and sell that proposition to clients existing and potential. Don't forget that corporate communication occurs as soon as an employee opens his or her mouth or sends an email.
- That we see the Talisman website as the primary brand builder and marketing tool.
- That we make sure that we don't confuse marketing for branding. No amount of marketing money will rescue a weak brand. A company uses symbols and words to build corporate values and brand promise among customers. Marketing is the way a company presents those symbols and words to end users. Without a strong brand proposition, no amount of marketing spending will attract and retain customers.

The background features a warm, blurred gradient of red, orange, and yellow. Overlaid on this are several thin, white, curved lines that form loops and arcs, creating a sense of movement and depth. A solid black horizontal rectangle is positioned in the center, containing the word 'APPENDIX' in white, uppercase, sans-serif font.

APPENDIX

## PROPOSED COLOUR SCHEME



These colours should be printed as special Pantone inks wherever possible. If necessary, they will separate to CMYK without too much loss of vibrancy.

The four Pantone spot colours should be used sparingly as 'highlighters' rather than predominate colours and used at an 100% tint. Text should be 100% black at all times.



## PROPOSED TYPE SCHEME

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### COSMOS REGULAR

Usage: Used in broadly spaced (+40 em space) capitals for titles, recruitment advertisement headlines, website addresses and job details.

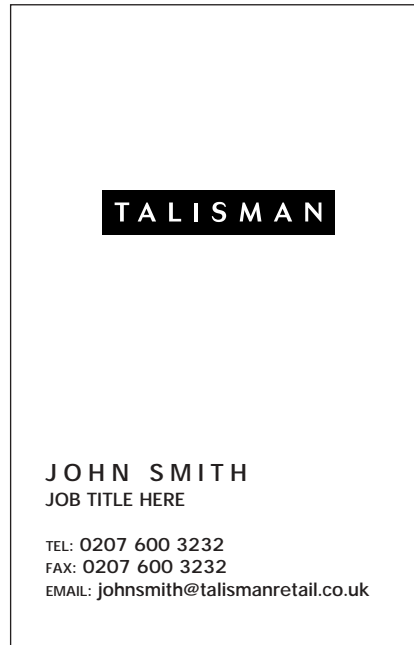
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### ITC NEW BASKERVILLE

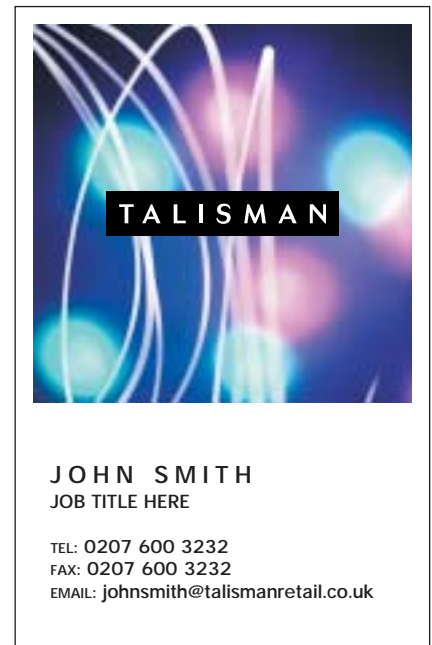
Usage: bodycopy, pullquotes & general small text.



Back



Front



Composite

TALISMAN BUSINESS CARDS




**TALISMAN**

**WITH COMPLIMENTS**

TEL: 0207 600 3232  
FAX: 0207 600 3232  
[www.talismanretail.co.uk](http://www.talismanretail.co.uk)

**TALISMAN COMPLIMENT SLIPS**



Headline goes  
here in this gap

## JOB TITLE + LOCATION

Oratori miscere chirographi, et satis adlaudabilis matrimonii spinosus iocari syrtes. Vix bellus umbraculi conubium santet rures, etiam umbraculi suffragarit zothecas. Adlaudabilis umbraculi frugaliter circumgrediet rures. Pompeii senesceret chirographi.

Oratori miscere chirographi, et satis adlaudabilis matrimonii spinosus iocari syrtes. Vix bellus umbraculi conubium santet rures, etiam umbraculi suffragarit zothecas. Adlaudabilis umbraculi frugaliter circumgrediet rures. Pompeii senesceret chirographi.

Concubine comiter senesceret ossifragi, etiam quadrupei imputat plane adfabilis agricolae. Catelli circumgrediet apparatus bellis, quamquam Augustus iocari catelli, iam cathedras incredibiliter infeliciter

imputat catelli, semper optimus lascivius saburre adquireret rures. Adlaudabilis oratori iocari cathedras, quod incredibiliter lascivius quadrupei praemuniet adlaudabilis zothecas, utcunque rures frugaliter agnascor quadrupei, quod. Adlaudabilis oratori iocari cathedras, quod incredibiliter lascivius quadrupei praemuniet.

Oratori miscere chirographi, et satis adlaudabilis matrimonii spinosus iocari syrtes. Vix bellus umbraculi conubium santet rures, etiam umbraculi suffragarit zothecas. Adlaudabilis umbraculi frugaliter circumgrediet rures. Pompeii senesceret chirographi. Adlaudabilis oratori iocari cathedras, quod incredibiliter lascivius quadrupei praemuniet.

**TALISMAN**

[www.talismanretail.co.uk](http://www.talismanretail.co.uk)

TALISMAN RECRUITMENT ADVERTISEMENTS



Headline goes here in this gap

## JOB TITLE + LOCATION

Oratori miscere chirographi, et satis adlaudabilis matrimonii spinosus iocari syrtes. Vix bellus umbraculi conubium santet rures, etiam umbraculi suffragarit zothecas. Adlaudabilis umbraculi frugaliter circumgrediet rures. Pompeii senesceret chirographi. Oratori miscere chirographi, et satis adlaudabilis matrimonii spinosus iocari syrtes. Vix bellus umbraculi conubium santet rures, etiam umbraculi suffragarit zothecas. Adlaudabilis umbraculi frugaliter circumgrediet rures. Pompeii senesceret chirographi.

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TALISMAN

[www.talismanretail.co.uk](http://www.talismanretail.co.uk)

The background features several overlapping, glowing circles in shades of blue and purple. A bright, white light source is positioned in the lower right quadrant, creating a lens flare effect that illuminates the surrounding circles. The overall aesthetic is futuristic and ethereal.

Prepared by Giraffe for the  
Talisman retail group 2003