



## Branding and Design

# Anderson Baillie are appointed by ICEM to create and roll out their global corporate re-brand.

ICEM, formerly ICEM Technologies, a leading engineering and design software company underwent a Management Buy Out during 2002. The newly appointed Global Marketing Director, Kate Mills approached Anderson Baillie with the brief to develop, refresh and roll out a new corporate identity across their global regions.

The brand development and re-fresh began with an in-depth situation analysis and brand workshop with the ICEM Board members and through a carefully led process the new ICEM brand was created.



Anderson Baillie developed the corporate identity, their main product logo (ICEM Surf) and a Partner logo plus full corporate brand guidelines. Being a Global organisation, part of ICEM's brief was for a clear set of guidelines to ensure that a strict level of brand policing remained consistent.

Corporate brand guidelines included the use of corporate and product colour, proposed imagery and typography.

As part of the brand roll out Anderson Baillie designed and produced the ICEM corporate brochure, in multiple languages, stationery, launch website design, exhibition designs, training documentation, CD launch pack, global corporate office signage together with brand awareness giveaways.

## Branding and Design.

Anderson Baillie guided ICEM through their brand development workshop to arrive at a creative solution that positioned them at the forefront of their industry.

For a full overview of our Branding and Design services visit [www.andersonbaillie.com/design](http://www.andersonbaillie.com/design)

“Developing the ICEM corporate brand has been a great opportunity for Anderson Baillie. Each director at ICEM had very differing views of how they wished the new brand to be positioned. It was important that we took all of these factors into consideration as well as maintaining a strong relationship to the original brand”.

*Jason McDonald, Senior Designer, Anderson Baillie.*

Anderson Baillie continue to work with ICEM in promoting their website, creating and delivering their electronic newsletter, development of lead generation campaigns and media programmes.

## ICEM branding



## ICEM Promotional



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