

Original branding & creativity

From Firedog Creative

About Firedog

ABOUT FIREDOG

**INSIGHTFUL CREATIVITY;
HAND CRAFTED, THOUGHTFULLY
ENGINEERED AND BUILT FOR THE
MINDS OF TOMORROW.**

THE AGENCY

Firedog has been running in the UK for over 19 years. The agency is well known for marrying the academic world of brand development with a vibrant and exuberant visually expressive style.

The agency portfolio is built on the bedrock of brand and visual identity creation. Our knack for creating visual narratives and storytelling has also been applied to the world of digital brand development through user experience and front end design.

The agency changed tack in late 2015, with a change away from a larger technology remit, back to the core of brand and visual identity creation. Whilst Firedog still maintains a London operation and works with many UK clients, the core creative team has returned to Cape Town, setting up shop in the shadow of Table Mountain.

IN NUMBERS

STARTED IN SOHO IN 2003

**64 BRANDING PROJECTS
COMPLETED**

**CAMPAIGN - MORE THAN 80
INTEGRATED COMMS PROJECTS**

**20+ YEARS OF BRAND
DEVELOPMENT EXPERIENCE**

**PERSONAL TESTIMONIALS FROM
45 CLIENTS INCLUDING THE
BBC, IMPERIAL COLLEGE AND
DEUTSCHE BANK**

THE CREATIVE / MANAGING DIRECTOR



CLIFFORD BOOBYER

Clifford is the original founding partner and owner of Firedog. As a nipper (in 1994), he completed his Bachelor's degree in Graphic Design securing distinctions. He subsequently developed his skill-set under a formal design apprenticeship with German typographer, Gerhard Schwendiek.

Clifford enjoys spanning all aspects of the agency remit, both working with clients and also leading the studio's creative efforts. With a design career spanning 23 years, Cliff has been responsible for re-branding multinationals and just about everything else that can possibly be placed under the creative umbrella.

Cliff set up Firedog with two partners in Soho, London in May of 2003. He went on to run the business for 13 years until deciding to return to Cape Town to set up a second studio in late 2015.

His core skill is in merging a strategic mind-set with beautifully rendered design and creativity. Clients enjoy the results of being challenged, albeit with an experienced set of hands.

Our approach

STRATEGIC OUTLOOK

APPLIED THINKING

Firedog is best known for working together with clients on establishing the core proposition and purpose of your business, and then using creative storytelling to articulate this clearly to your target audiences.

This is our process:

RESEARCH & DISCOVERY

- > Initial road map discussion
- > Stakeholder workshops
- > One to one surveys / face to face and via phone
- > Digital staff surveys

ARTICULATION

- > Establishing purpose, values and mission
- > Thematic exploration of “brand truths”, leading to:
- > Unique positioning / “the hook”
- > Proposition development
- > Audience / competitor definition
- > Establish “pillars of reason”
- > Final deliverable = strategic framework document

CREATIVE & DELIVERY

- > Messaging
- > Visual identity system
- > Application to communications, digital
- > Spirit, tone and brand guidelines document

COMMUNICATIONS

UP-FRONT COLLABORATION

Firedog believes in inspired designed led by strategy.

This typically involves, at the most fundamental level, a stakeholder workshop of between 3-4 hours. This workshop is an opportunity for management and key staff to get together with the view to challenging the existing brand message with the outcome of laying the groundwork of a new positioning.

The workshop is hosted by Cliff and is both enlightening and at some point healthily fractious, with a healthy dose of passionate debate. The session is recorded, noted and forms the backbone of the written output : the strategic framework document.

Other forms of qualitative research, such as one to one interviews can take place via phone call. Finally, quantitative staff digital surveys can be conducted separately and as an initial discover phase, and used to inform the workshops.

PRESENTING STRATEGY / CONCEPTUAL THINKING

We would suggest the formality of collaborating on core findings and design recommendations through a face to face meeting. These would entail an agenda based presentation where Cliff takes the opportunity to talk you through decisions that have been made. This is your opportunity to feedback directly, where the onus is on Firedog to ensure your points are accurately recorded and actioned.

PROJECT COLLABORATION

DAY TO DAY PROJECT MANAGEMENT

Cliff will take direct responsibility ensuring that you as the Client are fully up to speed with project progress. Whilst a tight team, Firedog continues to use the support of project management and scheduling software. The person you meet at the beginning of the project is the person you continue to deal with throughout the duration of the project.

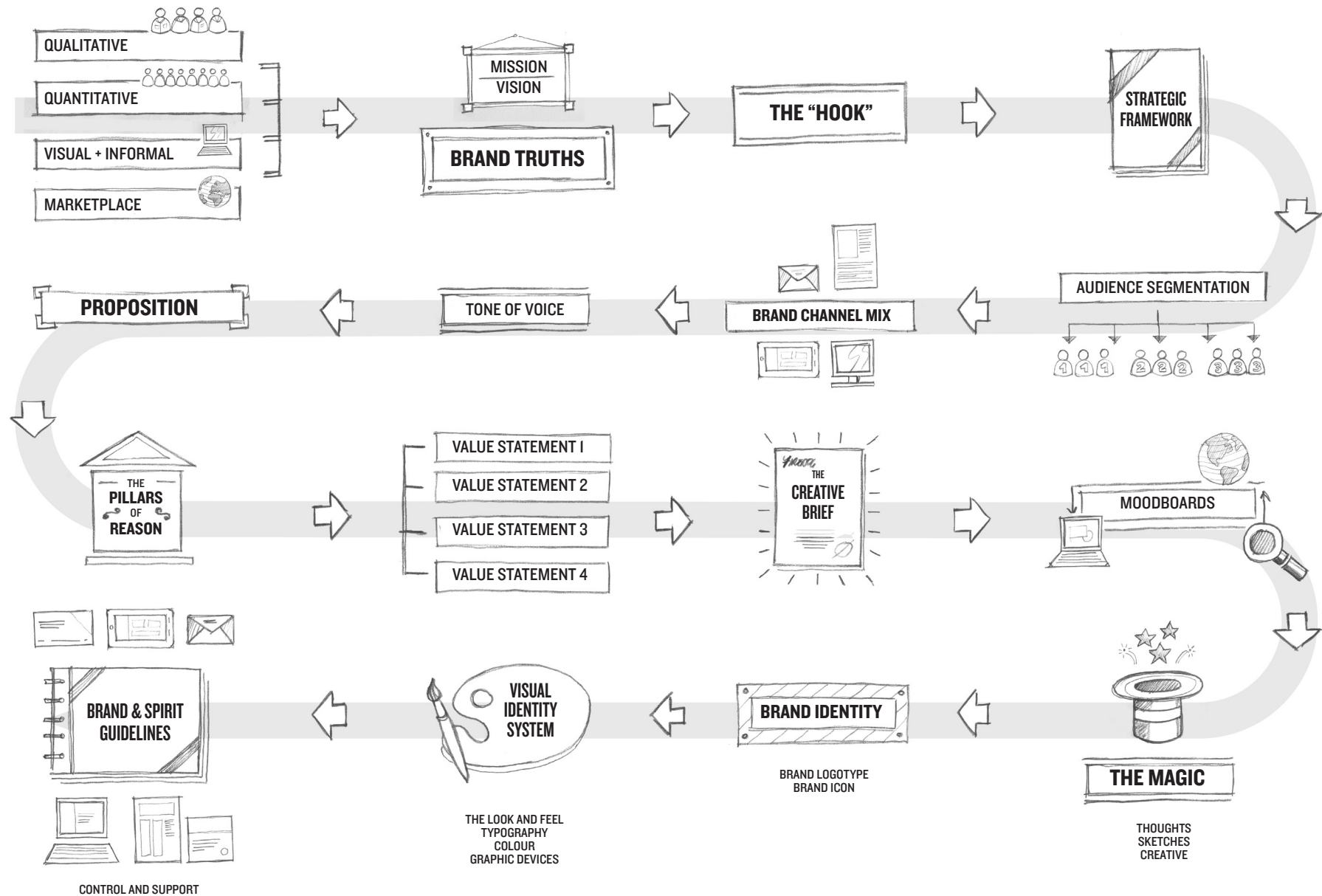
WORKING WITH OTHER PARTNERS

Firedog has had many years of experience of working together with partners put forward by the client. Our experience with the BBC roster has placed us in partnerships with up to four creative businesses at one time, working on a singular deliverable. The core requirements expected of us: A mature, collaborative, non-egotistical partner who adds value at every interaction.

As a business, we often are paired with existing technology providers on projects. Whilst we are comfortable in providing development services inhouse; we are equally comfortable in collaborating alongside your engineering teams.

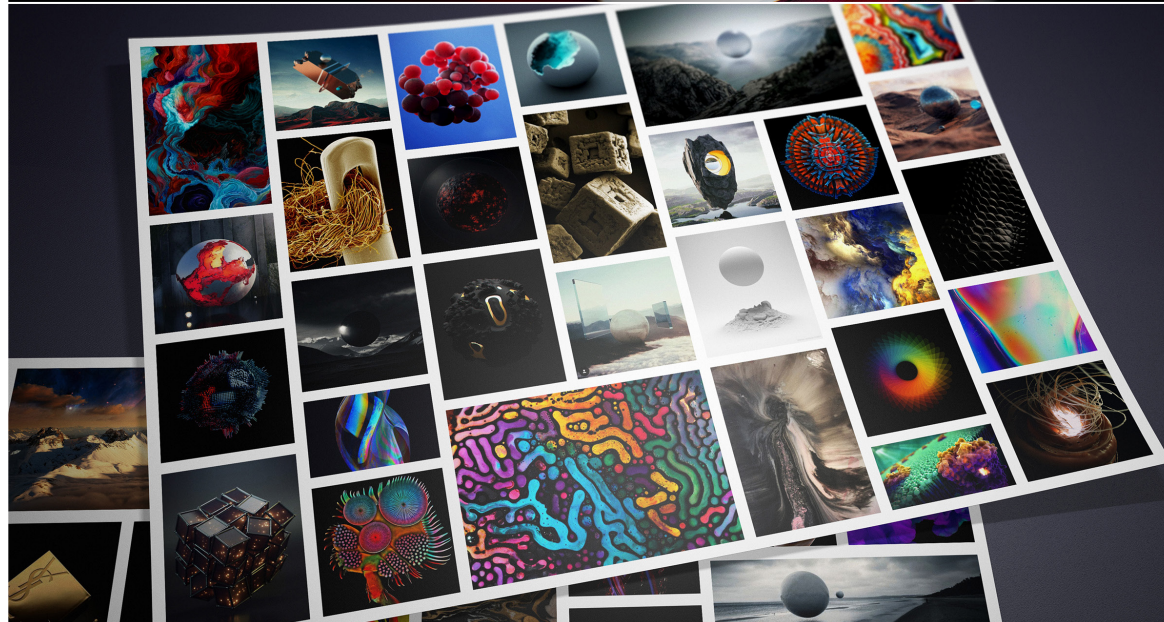
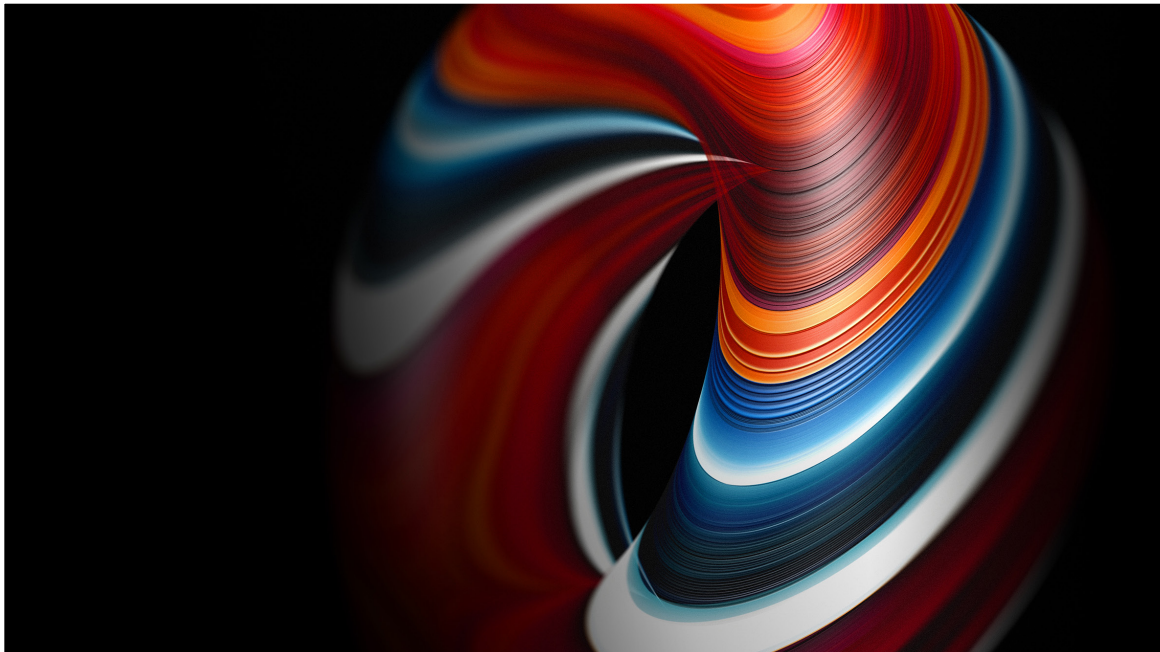
We have great partnerships with video production and animation creatives who have worked with us on a number of projects - Again with the BBC, and on our behalf for other clients such as Imperial College.

How we work - our creative process in detail



A selection of our choicest cuts

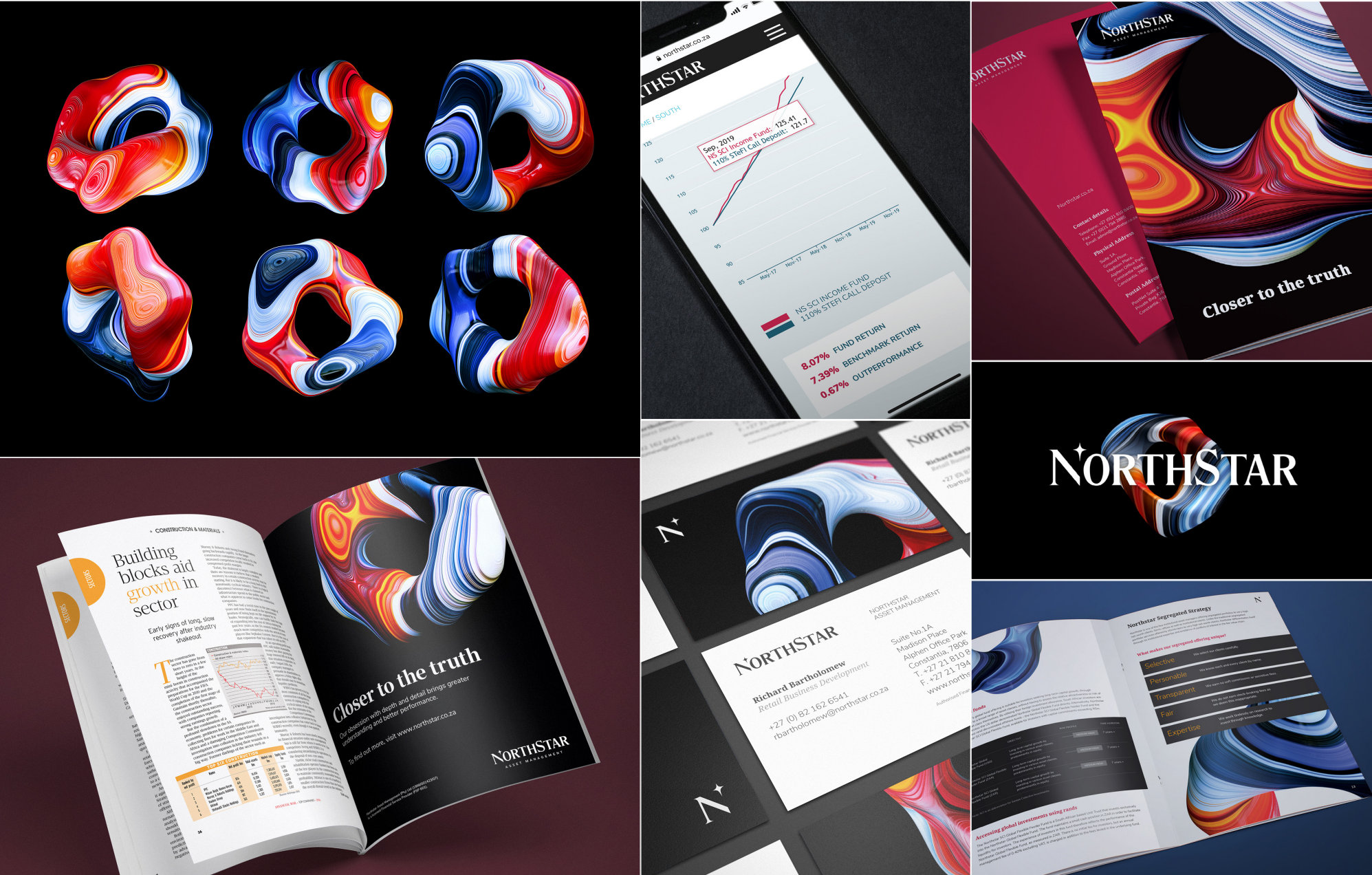
We are in the business of creative masterfully unique visual identities.
This is a sample of our most recent work.



A CONTEMPORARY BRAND IDENTITY FORMED BY AN ABSTRACTED AND ORGANIC MINERAL LIKE STRUCTURE.

Northstar is a Cape Town based asset manager which provides specialist solutions for discerning investors. Their investment process is built upon an obsession for research applied to a limited number of meticulously managed portfolios. We assisted the business in the creation of a strategic framework, brand positioning, brand and visual identity, advertising and the build of a comprehensive fund orientated website. Northstar offers a narrow focus through a limited number of tactical funds, yet each of their funds is far more meticulously researched and managed. This combination of less is more, coupled with the nature of the deep dive led us to seize upon the positioning of "Closer to the truth." The truth being factors which become unearthed after careful interrogation and relentless study. The deeper study of minerals and cross section of precious stones and natural materials observed at far greater levels of magnification allowed for more fluidity and abstraction. In branding, it's often advantageous to have a more variable system so that the elements can be used in more interesting ways. The resulting brand and website represents a marked differentiation from the sector competition and cements the research proposition into the minds of the core audience.

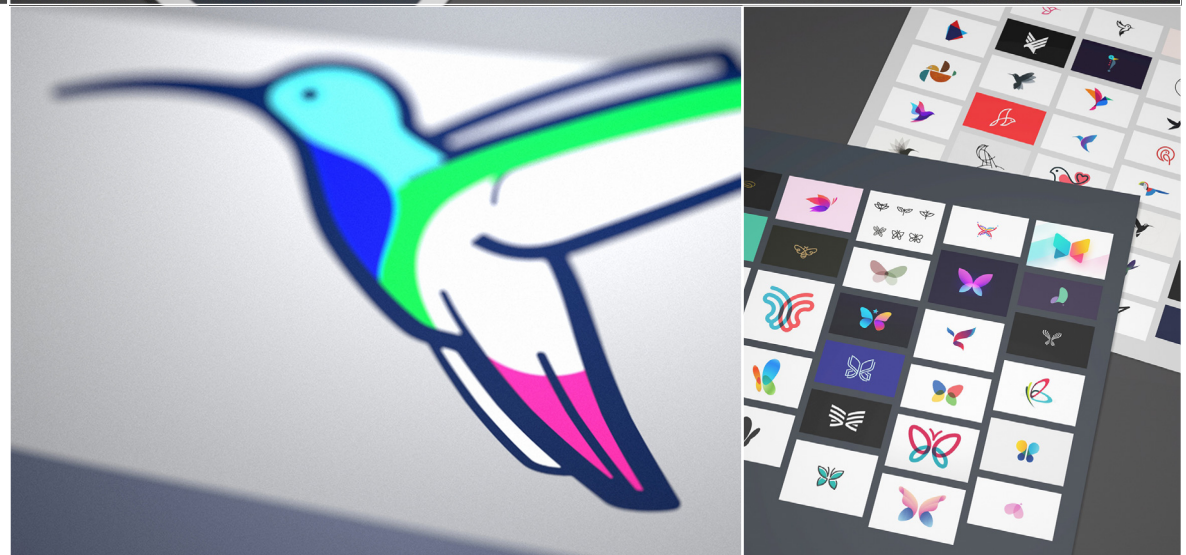
Our work - NorthStar Asset Management





A BRIGHT SUSTAINABLE ENERGY BRAND IDENTITY FOR A UK NATIONWIDE EV CHARGING NETWORK

Zest is a public EV charging network which is naturally synchronised with people's lives. The business provides funded end-to-end charge point solutions for a range of sectors. The idea is to put an EV charging point in a public space where a user is most likely to be visiting for a number of hours. Such as gyms, shopping centres and anything beyond the traditional fuel stop forecourt. Firedog has been involved in the start up phase providing a simple bootstrapped solution of brand positioning, brand identity creation, visual look and feel as well as an initial set of brand / spirit guidelines. We looked at animals which used energy in interesting ways. The shortlisted creatures became the firefly and the hummingbird. The hummingbird is interesting because it harnesses its own energy in such an efficient and awe inspiring sense. The sustainable energy brand has secured an initial £30 Million investment from specialist sustainable economy private equity business, Zouk Capital. Furthermore, this investment is supported by the UK Government's Charging Infrastructure Investment Fund (CIIF).



Our work - Zest EV Charging

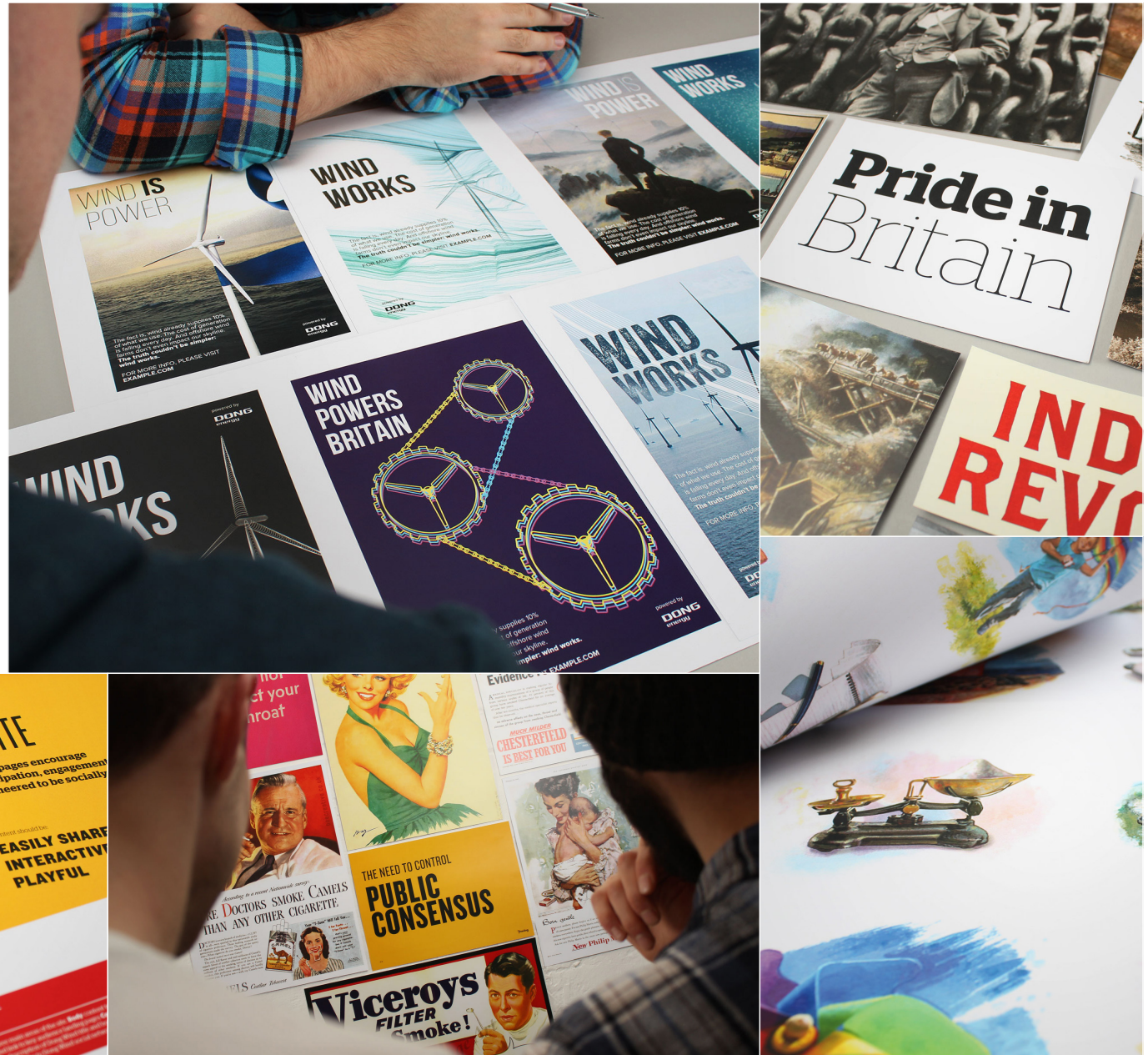


Our work - Ørsted Energy Wind Energy brand and campaign

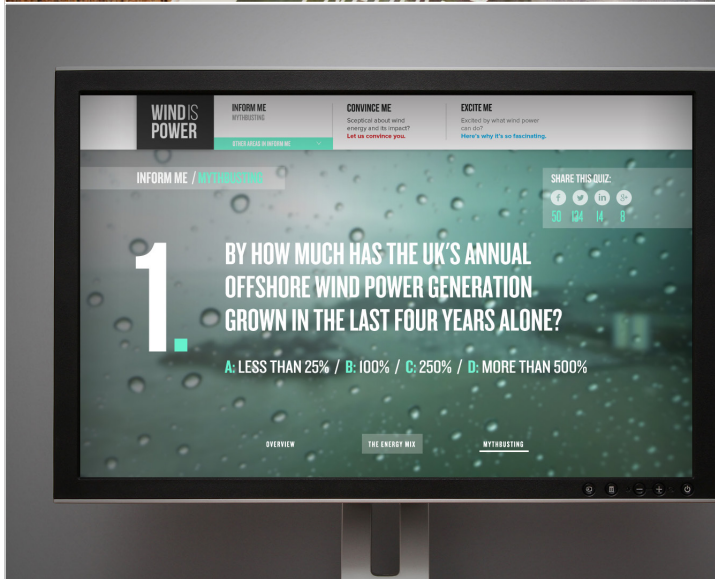
[View full case study online](#)

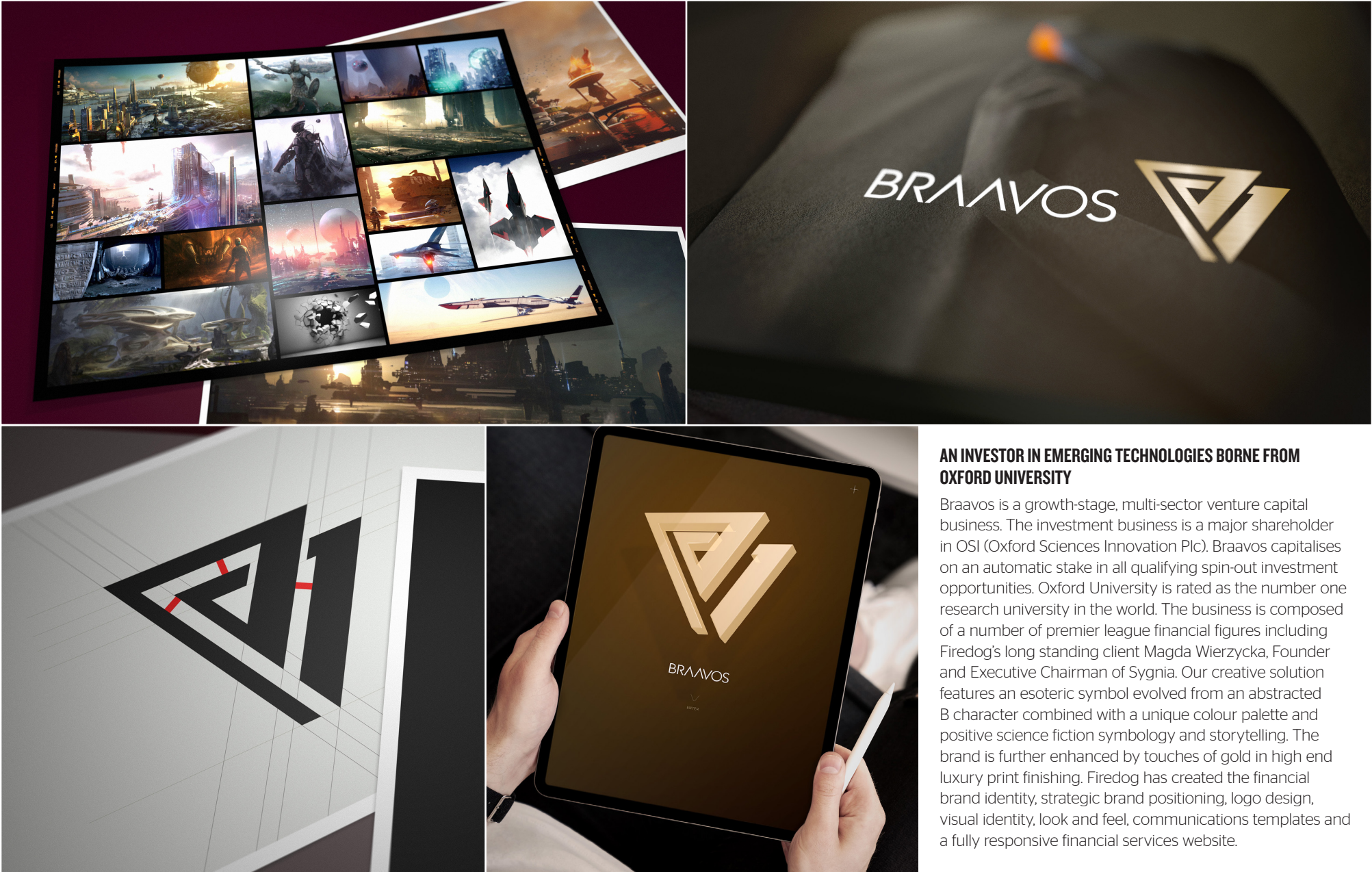
POSITIONING FOR PUBLIC APPEAL

Offshore wind is often shrouded in myths. Ørsted (ex DONG Energy UK) commissioned Firedog to create a nationwide campaign that would inform public opinion and promote offshore wind. Through extensive internal and external research, we extracted those that would most effectively target the British public. As an outcome of the research process, we decided that the campaign should capitalise on a sense of British pride and awe. It would combine our rich pioneering heritage with our engineering excellence. We adapted Caspar David Friedrich's key Romantic painting, "*Wanderer above the Sea of Fog*," and created a seascape dotted with wind turbines. Presenting the turbines as integral to the natural landscape aims to combat an aversion to change. As Friedrich's painting epitomises the Romantic fascination with feelings of awe, our print campaign presents the turbines as objects of wonder. The copy strategically aligns with this sense of power and innovation. We designed and built a microsite to work alongside the campaign. It addresses each theme in greater depth and targets a wide audience through a range of interactive and informative content. The campaign appeared on 250 sites in the tube and as full page insertions in over 20 national newspapers.



Our work - Ørsted Energy Wind Energy brand and campaign





AN INVESTOR IN EMERGING TECHNOLOGIES BORNE FROM OXFORD UNIVERSITY

Braavos is a growth-stage, multi-sector venture capital business. The investment business is a major shareholder in OSI (Oxford Sciences Innovation Plc). Braavos capitalises on an automatic stake in all qualifying spin-out investment opportunities. Oxford University is rated as the number one research university in the world. The business is composed of a number of premier league financial figures including Firedog's long standing client Magda Wierzycka, Founder and Executive Chairman of Sygnia. Our creative solution features an esoteric symbol evolved from an abstracted B character combined with a unique colour palette and positive science fiction symbology and storytelling. The brand is further enhanced by touches of gold in high end luxury print finishing. Firedog has created the financial brand identity, strategic brand positioning, logo design, visual identity, look and feel, communications templates and a fully responsive financial services website.

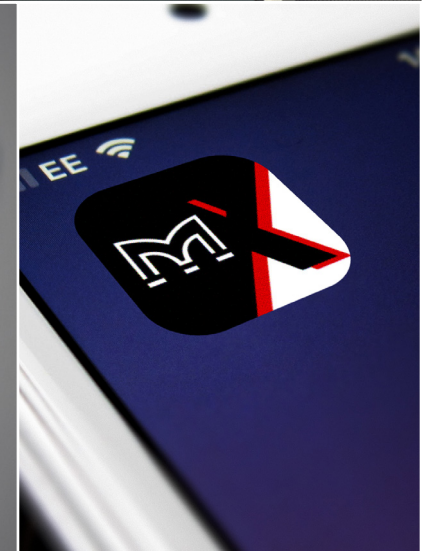
Our work - Braavos Venture Capital





ASSISTING UK'S LEADING PRO-LEVEL LOUDSPEAKER MAKER IN DIGITISING THEIR ENGINEERING TECHNOLOGY.

Martin Audio manufacture professional loudspeaker systems across the spectrum of live sound and installation applications. It is recognised as the global leader in optimised line array technology. Founded in 1971 by David Martin, the business is known for producing world class touring systems for the super groups of the day, including Pink Floyd, The Who and Supertramp. In more recent times, the brand is also known for providing and installing the sound system for Ministry of Sound's nightclub in South London. The brief was to create the UX and app design for a recently launched product range : the BlacklineX Powered Series . We delivered the overall user experience, structure and software interface design.



Our work - Martin Audio - UK's leading pro-level loudspeaker maker



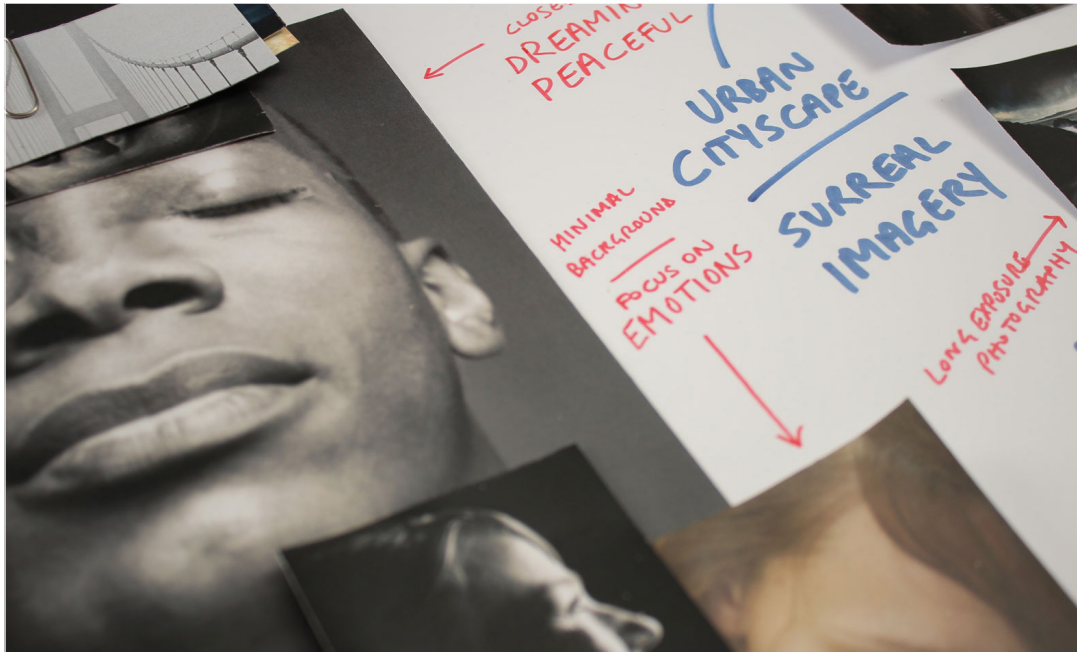


AUTOMOTIVE RENEWABLES BRAND IDENTITY FOR THE EMERGING EV AND SUSTAINABLE AUTOMOTIVE ENERGY SECTOR.

Everenergi is a UK based start-up which is driven by a mission to make the driving of Electric Vehicles (EV's) more affordable, sustainable, and simple to understand. We were appointed to assist with the overall strategic positioning of the business and initiated the project with a series of one to one interviews to solidify the brand positioning. We followed through with a comprehensive strategic framework which incorporated the mission, the vision, USP and various recommendations. Our core goal was to ensure that the positioning spoke primarily to the automotive industry and drivers yet also conveyed much of the positive spirit associated with renewable energy adoption. Our renewables brand identity concept used several automotive and renewable energy triggers. We used symbology such as car wheels, the sun as life force, turbines, and other spherical influences. We were also intrigued from the adoption of electric motor technology which is a far more efficient solution than the idea of the combustion engine. All these influences help create the resulting cyclical brand identity. The adopted brand identity utilises a dynamic series of rotational segments around a central sphere. Much like an electric motor or our solar system, these graphic devices can orbit in rotation to create various compositions used in imagery and the overall visual identity. The resulting Everenergi brand is both recognisable and bold.







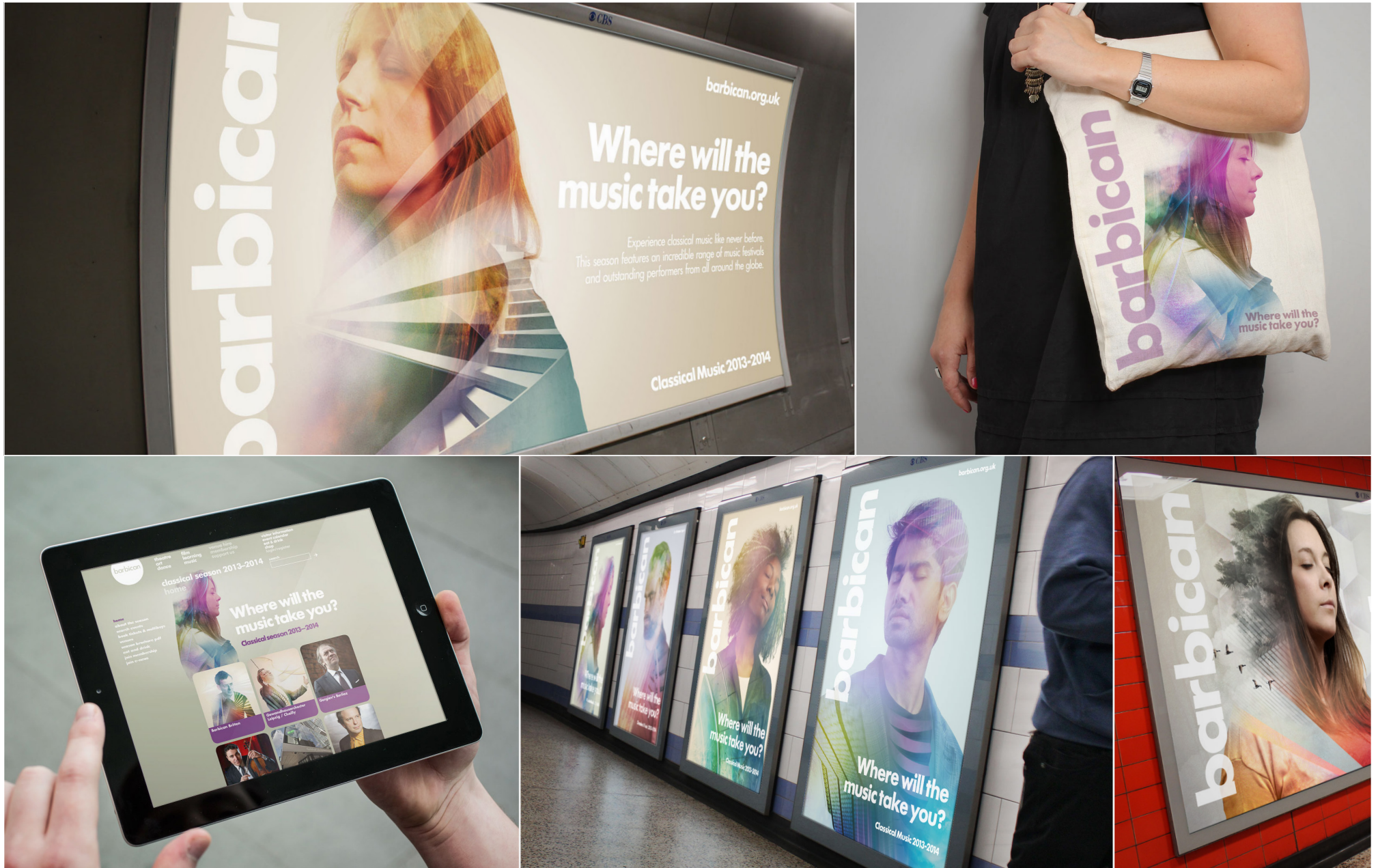
A DREAMSCAPE OF SENSORY EMOTION

Firedog has worked together with the Barbican to produce a series of above the line campaigns designed to communicate the Barbican's classical music offering. We were required to express classical music in a new, exciting way that conveys the emotional experience of attending a concert. Experiencing this genre of music in all its three dimensional and multi-instrumental form, is very thought provoking. Firedog's solution was the "Dreamscape", a series of landscapes reflecting the intensely diverse imaginative and emotive reactions upon listening to classical music. To signify this breadth, we juxtaposed images of jarring, urban structures with softer, natural landscapes. While the images retain soft hues of brown, lilac and light blue, each reveals the use of dense materials such as concrete or steel to offset this contrast. We achieved the Dreamscape through using multiple-exposure techniques to create a series of surreal images, illustrating an ethereal place that has been created in the mind of the audience. Using "real people" we shot, designed, illustrated, and post-produced everything within the Firedog studios. 255 posters have been displayed in 129 tube stations across the London underground. Firedog has worked with the Barbican over a period of four years, producing the key seasonal campaign imagery as well as a raft of tactical performance based campaigns. Firedog was nominated as a finalist in the Drum Creative Out of Home Awards for 2013 for this memorable campaign.





Our work - The Barbican



Our work - CashZone ATM brand

[**View full case study online**](#)



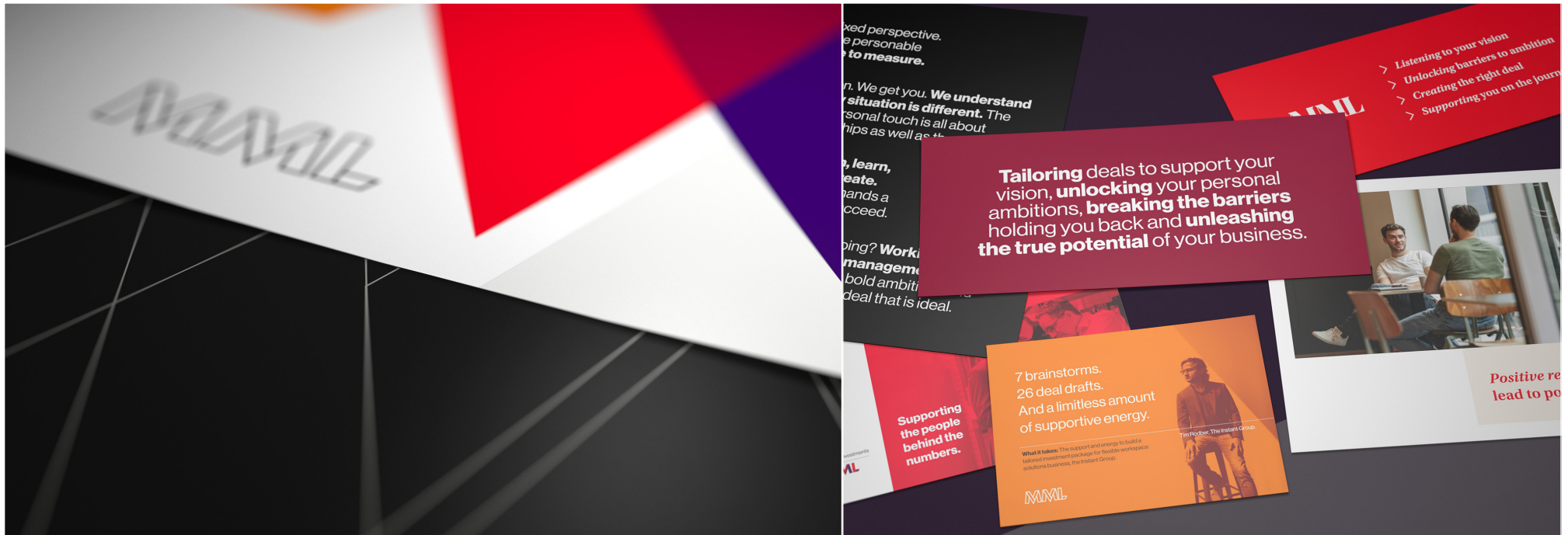
A SLICK EUROPEAN FINANCIAL RETAIL BRAND

CashZone is part of Cardtronics which is the largest ATM deployer in the world with more than 230,000 ATMs across 10 countries. We began our journey prior to sale, when CashZone was still owned by UK's Cardpoint Services. The motive behind the rebrand was to maximise value before sale. The previous brand applications were very generic with no ownable visual look and feel. To create a prominent high street brand CashZone needed a powerful and memorable aesthetic. We looked toward the emergency services and their high impact livery. We quickly realized upon the common usage of a striking repeat graphic pattern – a gestalt. With Cashzone, we adopted a flexible and unique chevron graphic device which could be applied to all materials. This ensured a memorable brand with high consumer recall. The ATM livery language was tested with ATM users to ensure stand out from direct competitors and the main high street banks. The chevron device was used across all collateral from machine liveries to corporate literature, stationery and print advertising. The new branding itself out on the street has been met with great success with a series of large signed business to business contracts. The machines which have been re-branded have seen between a 10 – 20% increase in transactions. And of course, the business was sold to Cardtronics for £107.5m.



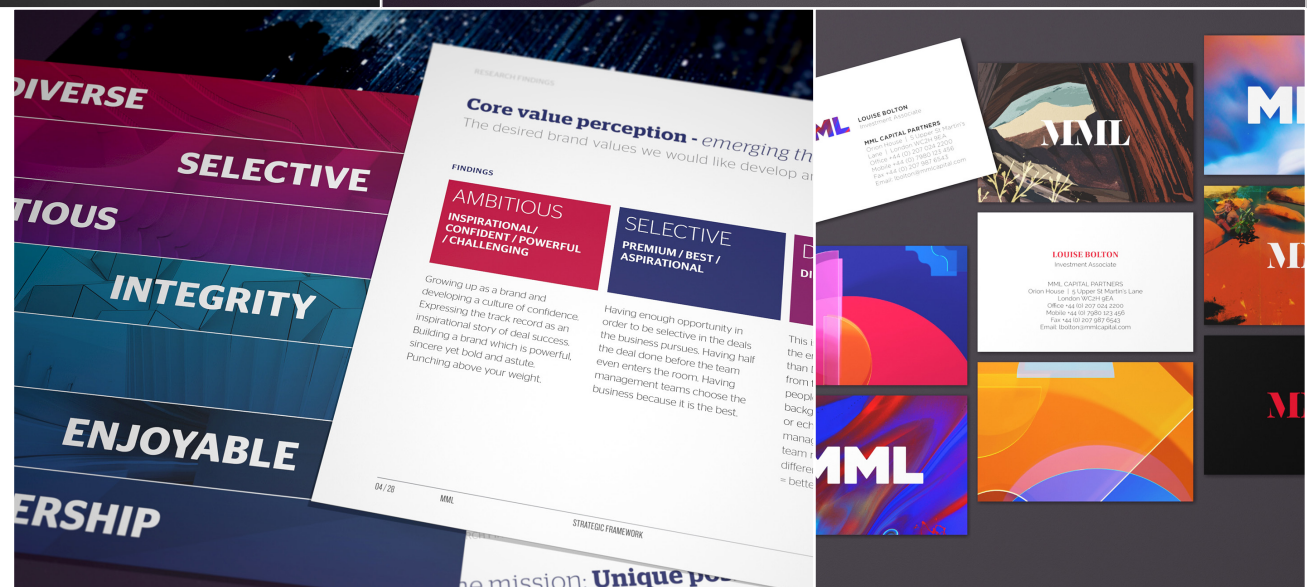
Our work - CashZone ATM brand

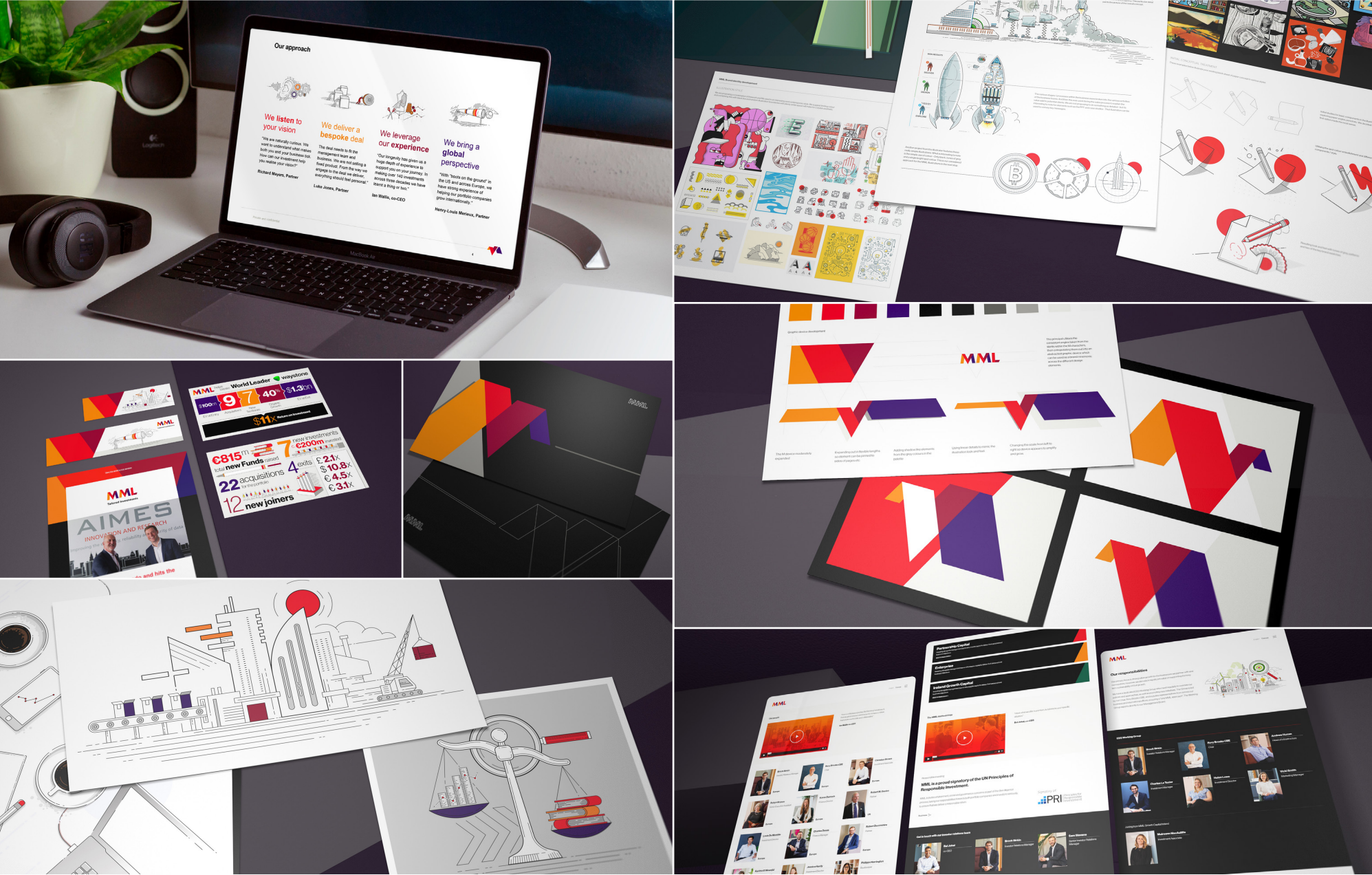


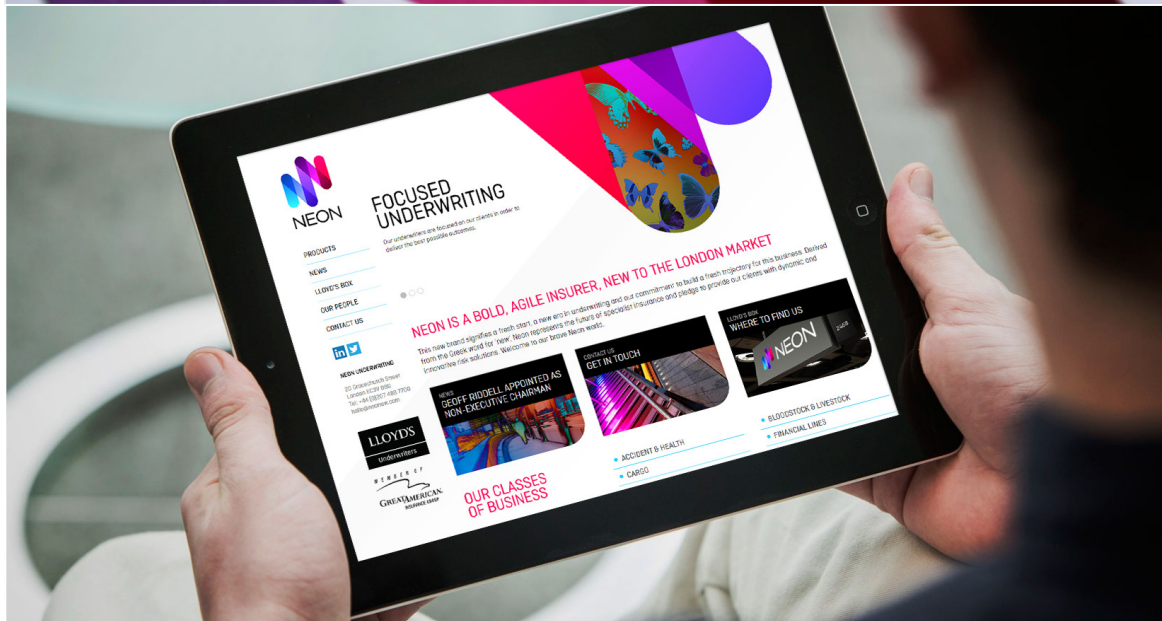


CREATING A PARTNERSHIP FOCUSED BRAND FOR AN INTERNATIONAL PRIVATE EQUITY BUSINESS.

MML is an international mid-market private equity firm investing in partnership with management teams with an objective to assist in growth and to deliver bold expansion plans. MML has an engaged people centric approach bringing personable character and support to management teams across the United Kingdom, Europe and the USA. We assisted in taking key stakeholders on a journey of discovery providing a rebrand for an established and well respected private equity business. Firedog worked hard to conceptualise a visual identity language that accurately expressed the cultural ambitions. We created a logo which uses a combination of brightly coloured segments meshed together to create a solid MML symbol. The brand uses a pared back visual identity utilising powerful messaging, great portraiture imagery and a suite of illustrations which add flavour to what is a minimal brand aesthetic. The deliverables included an extensive corporate website and literature suite.



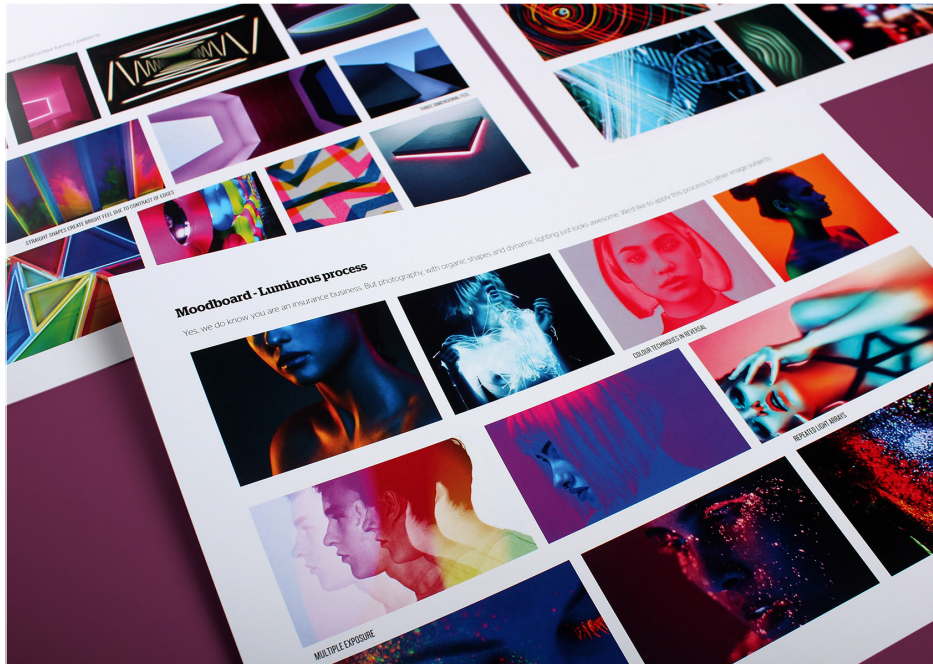




A PHOENIX RISING

Inspired by the Greek word for 'new', Neon represents the future of specialist insurance underwriting. Neon is a managing agent at Lloyd's of London, and whilst the brand is new, the incumbent business has been in operation since 1989. Neon is a member of the Great American Insurance Group, which operates out of Ohio, and is an American listed business with over 4 billion dollars in equity. Firedog in London was tasked with undertaking a complete rebrand of previous underwriting brand, Marketform. We worked together with Fable&Co, a branding agency based in Brighton, who became the client facing partner for our primarily Cape Town operation. With Martin Reith joining as CEO in 2016, rebranding and revitalising the going concern became a key strategic pillar in uplifting the business into a new era. We were to create a completely different, fresh identity - Purposely setting the brand apart from its competition within the Lloyd's trading environment. The core brand strategy was simply built around absolute stand-out and uniqueness in the crowded marketplace. The Neon name was deliberately chosen so that the visual identity could follow with a bright, bold and striking visual aesthetic. We were instrumental in the creation of a strategic framework, undertaking various levels of qualitative research, brand identity, messaging and both offline and online communications for offices in both central London and Bermuda.

Our work - Neon Underwriting



Budget guidelines

A breakdown of the stages and guideline costs for a branding project undertaken with Firedog.

Budget guidelines

The information below provides the name of the key stage, a description of the activity therein, an indicative budget allowance and a substantiation for how this budget is subjective according to scale / format.

Workshops, research and strategic framework creation	£4-6K	Messaging and brand copy	£2-6K
<p>Our branding process works best when anchored in a strategic framework. This entails conducting qualitative research at the commencement of a project. At the most basic, we recommend a half day workshop of around 4 hours where we nail the overall brand positioning. This workshop comprises a number of questions, creative exercises and practices engineered to get the mind going. The session is audio recorded and the findings as well as our recommendations are all culminated into a strategic framework. This roughly 20 page document provides the lodestar of the brand and sets up the market position for a 5-10 year period. An example of this document is provided in the links on the following page.</p>	<p>Budget subjective to the extent of the workshop size and duration as well as the extent of the Strategic Framework document.</p>	<p>We can provide a spectrum of messaging requirements for the brand. Messaging is essentially brand building copywriting used at a very high level. This would incorporate brand mission, the brand proposition, a series of value statements and a tagline if required. We can also create an internally facing vision statement (For C Suite stakeholders) if required.</p>	<p>Budget subjective to the scope of messaging required. It's a bit of a wide range due to ability of clients to supplement copy as required.</p>
Additional qualitative and quantitative research	£1-3K	Brand and visual identity incorporating delivery of brand guidelines	£16-24K
<p>With larger and wider remits we often feed additional research stimuli into the strategic framework. This involves a series of one to one interviews with key stakeholders. A good example: There is an offshore Chief of Technology that cannot be in the workshop, or there is an important personality who would perhaps not find their voice in a workshop format. Or, for privacy reasons a call with the MD / CEO may be required. In addition, we also at times run quantitative digital surveys with staff in order to measure perceptions within a larger context. For example, our client LOC has 50+ offices around the world with a total of only 400 staff. An emailed survey helped measure common global perceptions. This exercise is also used as employee stakeholder engagement in order to encourage ownership of the branding process - a simple technique in motivating internal forces for positive change.</p>	<p>Budget subjective to the number of parties interviewed and whether the quantitative digital survey is undertaken.</p>	<p>The main event. Our remit is to provide the creation of brand logo concepts for initial presentation. These are not single marks but rather creative avenues which leverage different weightings across key findings of the strategic framework. Typically we look to deliver 5-8 different concepts. These are then shortlisted to 1-2 different avenues which are fleshed out a little. One soon becomes the evident winner which is then again further refined. Once the brand mark is signed off we create the visual identity. This covers the overall brand look and feel outside of the logo itself. This is the colour palette, typographic styling, graphic devices, iconography, symbology, layout and form as well as art direction on imagery as well as any unique imagery post production effects in creating a unique and memorable identity. The latter stage of this process tends to work in conjunction with the start of the web design / brand applications so we can keep it all tight and functional. The final part of this stage incorporates the creation of a min 20 page brand guideline kit which is used for both strategic / spirit positioning as well as the nuts and bolts of brand application themselves.</p>	<p>Budget subjective to the scope of conceptual creativity required. In our experience, the more established brands look to interrogate the brand development process via including more creative concepts and thus studio time.</p>

Budget guidelines

A continuation of the preceding page

Custom imagery

£2-4K

In ye good old lush days, brands used to commission bespoke imagery in order to build a brand library of image assets. But the most common approach these days is the usage of good quality stock imagery. Our remit is the overall art direction, search and selection, treatment and post production of stock. The raw stock is purchased by the client under our recommendation. (so the image rights fall under the brand and client's business entity). The imagery is then handed to Firedog for treatment and processing and is then provided back as a library of branded imagery. Saying all that, we still create bespoke imagery via artists, photoshoots and 3D art renderings - But we always communicate budget weights at the very early stage of visual identity above so the client can choose a budget according to their appetite.

Budget subjective to the amount of imagery required and the complexity of the post production required.

Website design and online digital branding

£9-14K

99% of the time, Firedog is commissioned to create the website and digital expression of the brand. This makes sense as its really our core offer and hence our agency positioning - *The lovechild of brand meets digital*. We use full blown Adobe XD (Experience Design) online design and prototyping tools to create navigable design experiences so that clients can really get a tight visual representation before any developers are involved. We also provide full social media design recommendations for branded / campaign content. We also support the client's engineering teams with app, platform, software and UX design in collaboration and partnership with required development structures and processes.

Budget subjective to the scope of digital applications required. At most basic - a sales based corporate website. This cost escalates with other elements such as software platform design, social media skins etc.

Website build

£8-11K

For the corporate website application (at the least) we develop web technologies using high end Wordpress platforms and code. We work together with a subcontracted build partner. We tend to work with the same teams for stability and consistency and hence why we tend not to be code agnostic.

Budget subjective to the scope of digital applications required. This figure herewith is the build of a typical corporate website.

Brand applications

£2-20K

This is somewhat harder to scope as the client's type of business mostly dictates requirements. Most common is the creation of business literature and Microsoft templates: Business card, headed paper, word templates, PPT templates. Then supporting this is the more agency led creative applications such as brochure, fact sheets, literature templates, advertising, signage etc.

Very wide range of budget due to the various probable deliverables.

HELPFUL LINKS ON FIREDOG DELIVERABLES

Chat to us about our Strategic Framework and Brand Guideline documents. These provide a clear view of what is involved in a typical project that we deliver for our clients.

Budget guidelines

Indicative scenarios utilising the above stages. These are single figures roughly derived from pulling certain stages in or out.

Lightweight	£20K
<hr/>	
Very simple research audit, no strategic framework, light to moderate amount of brand creation, no messaging and limited brand applications but including website design (no build though)	
Middleweight	£34K
<hr/>	
Standard workshop, inclusion of strategic framework, moderate amount of brand creation, minimal messaging and limited brand applications but including website design and build and brand guidelines.	
Heavyweight	£85K
<hr/>	
The big brand job; Standard workshop as well as supporting research, large amount of brand development, full messaging remit and most brand applications also including website design and build.	

Our simplified ratecard which is how we calculate scope according to the amount of studio hours required to create a brand and visual identity.

Concept and strategy	£120
<hr/>	
Senior agency resource doing the heavy lifting. Covers the strategic inputs as well as any original conceptual creative thought - typically brand concept stages. Involves either the Creative / Strategic director.	
Design development for branding and digital, copywriting	£95
<hr/>	
Mid agency resource - typically a Masters degree designer with at least ten years experience and considerable talent. This resource works with the creative director in applying the brand DNA to design across all the branded applications.	
Design layout, roll out, support and tertiary brand applications	£80
<hr/>	
More value orientated agency resource - standard designer with around five years experience.	
Artwork and roll-out work subjective to agreement	£60
<hr/>	
The same resource as above yet this work tends to be quicker, less challenging and somewhat automated. Thus more time efficient.	

Voilà.
Sounding interesting?

Get in touch: hello@firedog.co.uk

Revisit:
firedog.co.uk