

Purpose Driven Brand Creativity

A curated selection of brand identity projects showcasing
over 25 years of innovation, impact and purposeful design

Bringing Purpose to Life Through Brand Identity

A powerful brand identity is more than just a logo or colour palette — it's a vital expression of a company's core purpose. It's how an organisation shows up in the world, connects with people, and builds lasting trust. At NG&A, we believe that brand identity should never be an afterthought. When rooted in a clear and compelling Single Organizing Idea (SOI), it becomes a strategic asset — helping to align internal culture and signal relevance and ambition to the outside world.

This showcase brings together selected brand identity work by Neil Gaught and Grant MacDonald of the Creative Department — a creative partnership built on decades of experience across global markets. Together, they bring a rare combination of strategic clarity and design excellence, using creativity not just to communicate purpose but to activate it. Each example reflects our shared belief: that when strategy and design are truly aligned, creativity becomes a force for business and societal impact.

Past and present clients

Below is a list of past and present clients from around the world — those highlighted in bold are featured in this showcase.

AA (UK) – Automobile Association
Aalborg Portland (Denmark) – Cement company
AACSB (USA) – Accreditation agency
ABET (USA) – Accreditation agency
AMI (NZ) – Insurance company
ABTA (UK) – Travel association
Alliance for Financial Inclusion (Malaysia) – Policy agency
Anglo American (UK) – Mining
Arria (NZ) – Natural Language Generative AI
Arrowes (Australia) – Industrial technology company
Athletics NZ (NZ) – National sporting body
BBC – Television broadcaster
Baobab Express (Benin) – Transport
Barclays Bank (UK) – Bank
BBC Technologies (UK) – Blueberry technology company
Best Western Hotels (UK) – Hotel group
BG Group (UK) – Energy provider
Blackcaps (NZ) – National sporting body
BP (UK) – Oil and gas company
British Tourist Authority (UK) – National tourist board
BT (UK) – Telecommunications company
BTC/CTB (Belgium) – International development agency
Business Link (UK) – National business advice network
ColorPak (NZ) – Premium coatings
Danone/Bledina (France) – Food corporation
DataTorque (NZ) – Technology Company
Debswana (Botswana) – Diamond mining company
CARE (USA) – INGO
Chester (NZ) – Engineering
Community Clothing (UK) – Clothing retailer

Danish Human Rights Institute (Denmark) – Human rights agency
DataTorque (NZ) – Technology business
ELF Oil (France) – Petroleum company
European Packaging Holdings (Netherlands) – Packaging
Euro Pool Group (Netherlands) – Logistics company
Explorer (NZ) – Boat builders
Financial Times (UK) – Newspaper publisher
First Security (NZ) – Security Company
GANHRI (Switzerland) – Global human rights network
Gates Foundation (USA) – Foundation
GiZ (Germany) – National aid agency
Global Communities (USA) – INGO
Grey Global Group (USA) – Advertising agency
Hawkins (NZ) – Construction company
Heidelberg (Germany) – Printing press manufacturer
ITENZ (NZ) – Tertiary education association
Kordia (NZ) – Technology company
Labcraft (UK) – Lighting manufacturer
Lacoste (France) – Clothing retailer
Landmark (UK) – Housing Association
Landcare Research (NZ) – Environmental research
Legacy Partners (NZ) – Boutique Real Estate
Lord Chancellor's Department (UK) – Government department
McElroys (NZ) – Law firm
Merrill Lynch Investment Managers (USA) – Investment bank
Mobas (UK) – Advertising agency
Ministry of Defence (UK) – Government ministry
NatWest (UK) – Bank
NCARB (USA) – Accreditation agency
New South Wales Government (Australia) – Government ministry

Nord Anglia (UK) – Education services company
NZTE (NZ) – Government ministry
NZ Human Rights Commission (NZ) – Human rights agency
OECD (France) – Intergovernmental agency
Orcon (NZ) – Broadband provider
Pacific Cartons (NZ) – Product packaging
Parity (UK) – Technology company
PellerMax (NZ) – Marine Coatings
Pitman (UK) – Training company
Racal Avionics (UK) – Defence company
RedCrow (NZ) – Passive Fire Safety
RedTree (NZ) – Environmental Restoration
Responda (NZ) – Manned Security Saas
Reebok (UK) – Footwear company
Scottish Power (UK) – Energy provider
Standard Chartered Bank (UK) – Bank
Tara Iti / Te Arai (NZ) – Exclusive Golf Clubs
Tātaki Auckland Unlimited (NZ) – Development agency
The Building Intelligence Group (NZ) – Project management
The World Bank (Multinational) – International financial institution
Tri NZ (NZ) – National sporting body
UNDP (Multinational) – Development aid agency
Unilever (UK) – FMCG company
UNHCR (Multinational) – Human rights agency
Virgin interactive (UK) – Video game publisher
Vitas (USA) – Financial inclusion INGO
Wagon (UK) – Automobile parts manufacturer
Wellcome Genome Campus (UK) – Scientific research facility
Which? (UK) – Consumers association
Zed (USA) – Events company

ABET

Founded in 1932, ABET is the world's largest accreditor of university STEM programs, serving over 930 institutions in 42 countries. Despite its success, the aftermath of the 2008 financial crisis challenged ABET to articulate its value and relevance in a more compelling and modern way.

Working with ABET's leadership, the Single Organizing Idea (SOI) methodology was used to engage a wide spectrum of global stakeholders —ranging from university deans to students — and to benchmark peer organisations, audit communications and assess brand perception.

The insights gathered enabled the definition of a unifying SOI that, for the first time in ABET's history, succinctly captured its core purpose as a force for good.

Guided by the SOI framework developed by NG&A, the award winning brand identity solution was executed by Ashton Design, a Baltimore-based design agency. The project set in motion broad organisational changes, including governance reform, innovation and engagement initiatives, new partnership opportunities and a clearer role for the 2,000+ volunteers who contribute to ABET's mission of advancing a safer, more sustainable and more efficient world through STEM education.

'The most transformative experience was identifying our SOI and core values, which we have systematically woven into every aspect of our operations to ensure we are in the best place as a business to help make the world a better place.'

Michael Milligan, CEO



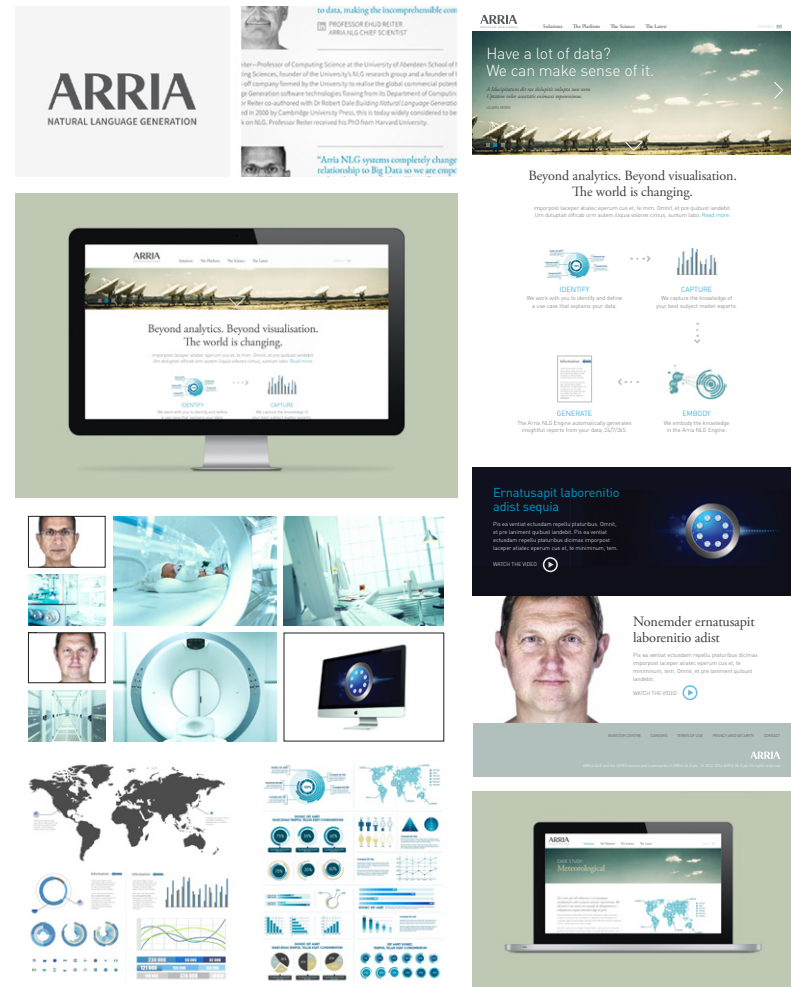
Arria

Arria is a global leader in natural language generation (NLG), enabling enterprises to transform complex data into clear, human-sounding narratives. With roots in academic research and a focus on enterprise-grade performance, the company has earned a strong position in sectors ranging from finance and healthcare to energy and government.

As the technology matured and applications broadened, Arria recognised the need to evolve its brand to reflect not just its technical leadership, but its clarity, confidence, and global relevance. The challenge was to create a brand identity that would match the sophistication of the product while signalling accessibility, trust, and innovation to a wide spectrum of decision-makers.

Working closely with the Arria team, a refreshed visual identity was developed—one that brought coherence across sub-brands and products while projecting a more contemporary and human-centred tone. The design language balanced technical precision with expressive simplicity, echoing the company's own ability to distill meaning from complexity.

The new brand was rolled out across key touchpoints, including product interfaces, marketing materials, investor communications and the corporate website—supporting Arria's continued growth as it expands its presence in a fast-evolving AI landscape.



Athletics New Zealand

As the national body for track and field, Athletics New Zealand needed a brand identity that better reflected the energy, professionalism, and breadth of the sport today. The organisation sought to modernise its visual language and bring greater consistency to how the brand showed up across platforms and events.

The brief called for a refreshed visual identity that would elevate the brand's appeal—both within the athletics community and to the wider public. The solution was a flexible and contemporary design system built around clearer hierarchy, confident use of colour and type, and strong visual cues that linked communications across channels.

Comprehensive brand guidelines were developed, along with design templates for stationery, newsletters, social media, and national events. The system brought unity to a diverse range of applications while leaving space for individual expression and event-level customisation.

The result is a more polished and professional brand presence—supporting Athletics New Zealand's ambition to grow the sport, engage new audiences, and reflect the dynamism at the heart of athletics.



Logo

The logo is available in two formats: the master format which is the preferred version and an alternative flexible format to which the wordmark is then proportionally reduced. This version is strictly for specific use where height is restricted and the name Athletics New Zealand must be very visible. For example on long thin horizontal advertising banners on sports facilities or on a road banner.

Each format has a positive and negative option.

A 'full' version is also available for which is especially useful in visually busy situations where a logo might be more likely to get lost such as on a programme cover 'top-on-the-page' or on a website banner.

Electronic file names are noted below and are available as .jpg, .ai (.eps) and .pdf.



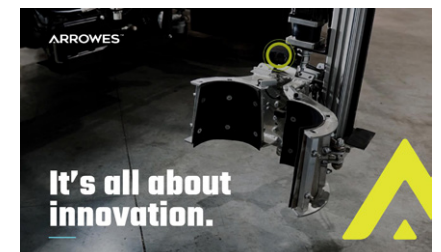
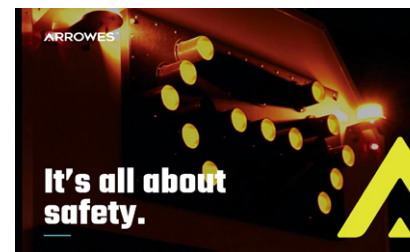
Arrowes

From a single-product manufacturer using analogue technology to a tier 1 industry-tech thought leader, Arrowes is a story of exceptional Australian innovation. With nearly 30 years of experience in roading safety equipment, the company has evolved into a provider of award-winning, smart automation solutions—utilising robotics, renewable energy, and intelligent systems to set new safety standards in one of the world’s most dangerous industries.

The rebrand from Arrow ES (Emergency Systems) to Arrowes marked a pivotal shift. The brief was to signal confidence, performance, and technological leadership—reflecting a business no longer defined by a single product, but by a growing portfolio of ground-breaking solutions that challenge the status quo.

The project spanned brand strategy, naming, visual identity, website, collateral, communications, and user interface design. Every element—from colour palette and typography to language and photography—was crafted to express clarity, boldness and pride. The resulting brand is modern, strong and proudly Australian—fitting for a family-owned company that continues to punch above its weight.

The impact was immediate. The new identity helped clarify Arrowes’ value proposition, elevated industry perception, and opened doors to new opportunities with government agencies and trans-Tasman infrastructure contractors—reinforcing its position as a leader in next-generation roading technology.

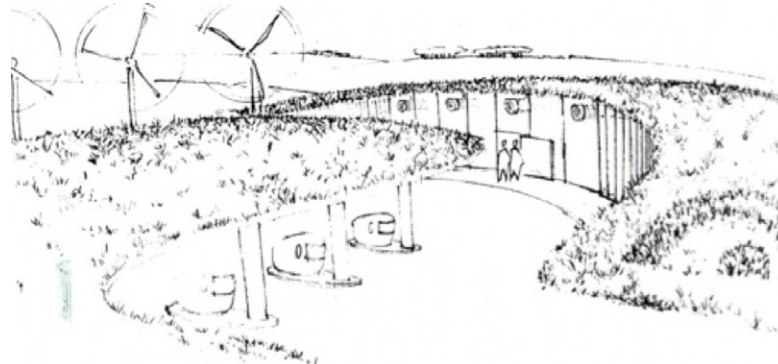
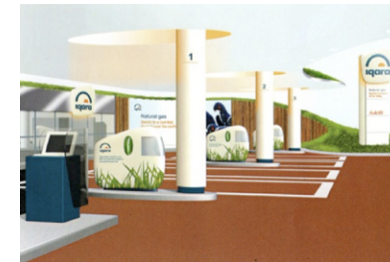


BG Group - Iqara

Iqara was launched as an exciting new venture within BG Group, created to identify and develop non-traditional business opportunities that could leverage the Group's assets and expertise. The project was undertaken by Neil Gaught while working with WPP's Enterprise IG, bringing together strategic thinking and brand innovation from the outset.

With activities spanning several BG operating countries, Iqara offered alternative fuel sources in Brazil and used the gas pipeline network to deliver high-speed broadband solutions in India. Built around a proposition that promised to harness power solutions "without costing the earth," the brand set out to challenge conventional thinking and promote alternative ideas.

Distinct from more traditional sector players, Iqara adopted a tone of care, directness, and curiosity, designed to provoke engagement and spark new conversations. A simple, community-driven visual identity supported the ambition, inspiring new approaches to products, environments, and communication practices—all united by the idea of creating a 'future perfect' through smarter use of precious resources.



Cancer Research UK

The formation of Cancer Research UK—through the merger of the Imperial Cancer Research Fund and the Cancer Research Campaign—created a single, unified organisation linking laboratory science with public fundraising.

With a clear mission and defined objectives, the identity needed to reflect this precision. The logo was designed to express clarity and directness, while the broader brand elements introduced a more human tone—balancing logic with emotion.

The visual language combines bold, factual typography with hand-drawn elements to reflect the intersection of science and humanity. This contrast helps the brand feel both authoritative and approachable.

In a sector where many brands lean into softness and sentiment, Cancer Research UK stands out with a bold, confident presence—making it instantly recognisable on the high street and beyond.



Chester

With over 30 years of expertise and a multidisciplinary team spanning Civil, Fire, Structural, Survey, Transportation and Planning, Chester is one of Auckland's most respected engineering firms. But while the calibre of their work was well known within the industry, their brand and communications didn't clearly reflect the scale, professionalism, or breadth of their offer.

The brief was to elevate and modernise the brand—bringing cohesion, clarity and credibility across all touchpoints. The project included brand identity refinement, website architecture and design, copywriting, and original photography—positioning Chester as a trusted partner for complex, high-stakes projects across residential, commercial, government and institutional sectors.

The new identity and digital experience present a confident, contemporary face to the business—making it easier for clients to understand the firm's capabilities, and for Chester's team to communicate the value they deliver across disciplines.



CIVIL



FIRE



STRUCTURAL



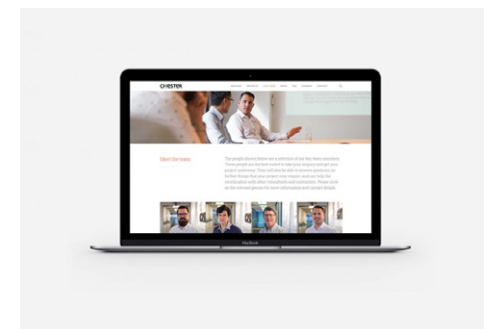
SURVEYING



TRANSPORT



PLANNING



Colorpak

Colorpak is a leading provider of premium paints primarily for the trade—but while the product was best in class, the brand lacked the clarity and confidence to reflect its market position.

The brief was to reposition the brand, modernise the identity, elevate on-shelf presence, and create a system that could clearly communicate the breadth of the range. The redesign focused on modernising the brand mark, establishing a strong visual identity, and building a product architecture that would bring consistency and logic to the many variants.

A bold new packaging system was developed, combining a distinctive colour-coded hierarchy with clear labelling and confident typography. The result is a suite of products that not only stands out on shelf but makes selection easy for experienced users who value performance and precision.

From the core identity to individual SKUs, the new brand presents Colorpak as a trusted, professional-grade solution—bringing coherence, confidence, and impact across the full product range.



Contact Energy

As one of New Zealand's largest listed companies, Contact Energy was known for its scale and commercial success. However, it lacked a clear sense of purpose—especially in the eyes of customers, who had grown wary of power companies' claims, particularly around sustainability.

Originally founded as a wholesaler, Contact's retail arm had been bolted on post-deregulation. A shift began when a new CEO and leadership team recognised the need to unite the business behind a common purpose and rethink how it was perceived.

A rigorous, inclusive research process revealed deep skepticism toward 'green' marketing—sustainability was expected, not a differentiator. This insight ended an internal debate and helped steer the brand away from a 'me too' position.

The resulting strategy is vibrant, optimistic, and grounded in authenticity. It reflects a business that understands its responsibilities and is committed to meeting new challenges with openness and innovation. Third-party specialists were engaged to embed the strategy internally and express it externally across culture, communications, and experience. The result is a brand that stands apart from its competitors—fresh, forward-looking, and genuinely purposeful.

"As a large company with a mixed public reputation which had been developing its own brand strategy internally, Neil applied his imagination and intellectual rigour to Contact's efforts which were profound in their impact on the company."

Patrick Smellie, Brand Manager



DataTorque

DataTorque is a small, privately owned New Zealand business making a big impact on the global stage. For over two decades, it has delivered consistent profitability while helping developing countries modernise their public revenue systems. Specialising in IT solutions for tax, customs, and transport authorities, DataTorque plays a vital role in ensuring governments can collect and manage essential revenues to fund their development goals.

Despite its long-standing success, the company lacked a unifying expression of what truly set it apart. While co-founder Bill Chatwin credited their results to “doing one thing and doing it really well,” that ‘one thing’—and how it translated into action—had never been clearly defined.

Using the Single Organizing Idea (SOI®) methodology, a structured programme of interviews, workshops, benchmarking and sector analysis was carried out over eight weeks. This process surfaced the essential ingredients of DataTorque’s culture and impact, culminating in the articulation of its SOI®: Collective Success.

The clarity and unity provided by this SOI® have proven transformative. It defines what the business does, why it does it, and how—and it resonates internally and externally. Referenced regularly to guide decisions, drive efficiency, and shape stakeholder relationships, the SOI® continues to anchor the firm as it evolves and grows.

“Our SOI® has proven to be a powerful and effective tool that helps us come to decisions quickly and easily time and again.”

Bill Chatwin, CEO



Debswana

Formed in 1969 as a 50/50 partnership between the Government of Botswana and De Beers, Debswana has become central to the nation's economic and social development. It contributes the majority of Botswana's export earnings and is the country's largest non-government employer—playing a vital role in public health and infrastructure.

In the early 2000s, the diamond industry faced global scrutiny over conflict diamonds. Although Debswana operated transparently, the reputational risks prompted a major review of its brand and communications.

Through audits and stakeholder research, a new proposition was developed—clarifying purpose, defining values, and engaging staff. The resulting identity reflected the unique nature of the partnership: two interlinked hexagons representing the molecular structure of diamonds and the joint venture itself, with a central diamond in Botswana's national blue, symbolising water (Pula) and wealth.

Rollout included implementation across Debswana's four mines, headquarters, airports, and communications—supported by a detailed brand system and training programme. A nationwide staff engagement campaign helped embed the new purpose and values across the organisation.



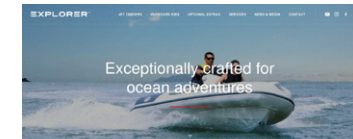
Explorer Marine

Explorer Marine has built a reputation as a trusted specialist in the design, construction, and servicing of high-performance RIBs and jet tenders. However, as the business evolved it became clear that the brand needed to better reflect its technical expertise and modern approach.

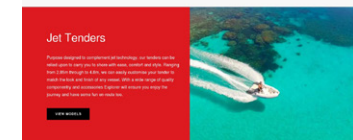
The brief was to reposition Explorer Marine as a leader in precision marine craftsmanship, while retaining the hands-on, Kiwi-made ethos that had earned the trust of both recreational and commercial clients. The solution was a refreshed brand identity that balanced heritage with innovation.

A new visual identity was developed, anchored by a clean, contemporary logo and a restrained colour palette that conveyed confidence and professionalism. This was supported by a suite of design assets and templates, including signage, uniforms, and digital touchpoints—ensuring consistency across every customer interaction.

The updated brand not only clarified Explorer Marine's expanded service offering but also reinforced its position as a forward-thinking, quality-driven marine partner—equally at home building new vessels or breathing new life into existing ones.



Whether you're looking for a new yacht tender, a safe and comfortable boat to take the family out on, or a craft designed for some serious watersport and fishing action—Explorer has something for everyone. Specialists in designing and building recreational RIBs and Jet Tenders, we are well known for our high standard of quality RIB craftsmanship.



FIRST Security

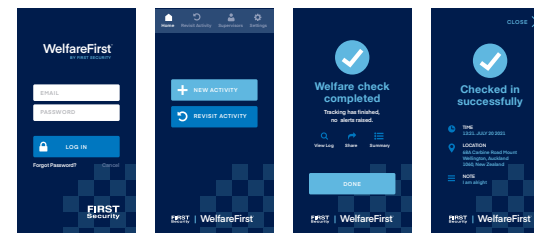
As one of the country's largest manned security providers, FIRST Security needed a brand that could better reflect its evolving offer—one that now extended well beyond traditional guarding into specialist services and technology-led solutions.

The competitive landscape was shifting, and so was the business. To maintain its leadership position and support growth across commercial, government and public-facing sectors, a refreshed visual identity was developed to project confidence, clarity and modern capability.

The new brand system included an updated design language, brand guidelines, and a suite of sub-brand identities to support emerging service lines. From vehicle livery and signage to recruitment advertising, digital collateral, and app design, the visual system brought greater cohesion and professionalism to every brand touchpoint.

The result is a future-facing brand that speaks directly to the expectations of today's clients and recruits—balancing trust and authority with adaptability and innovation.

FIRST Security



FIRST SECURITY BRAND GUIDELINES 2024 | Colour: Specifications

Our colours are very important to our identity – they make us immediately recognisable.

It is important when reproducing the FIRST Security brand that the appropriate colours or codes for digital or print versions are utilised. Shown right are the specifications you will need for most applications.

The secondary palette. This palette, as the name suggests, is not the main palette and must only be used very sparingly.

Tints. Tints of these colours may be used to enhance such as tables, graphs and diagrams where additional shades are required.

PRIMARY BRAND COLOURS

Colour	CMYK	RGB	HEX
Primary Blue	100 - 48 - 10 - 10	0 - 144 - 192	#0096D6
Black	100 - 100 - 100 - 100	0 - 0 - 0	#000000
White	0 - 0 - 0 - 0	255 - 255 - 255	#FFFFFF

SECONDARY BRAND COLOURS

Colour	CMYK	RGB	HEX
Light Blue	100 - 100 - 100 - 100	0 - 0 - 0	#000000
Red	100 - 100 - 100 - 100	0 - 0 - 0	#000000
Grey	100 - 100 - 100 - 100	0 - 0 - 0	#000000
Dark Grey	100 - 100 - 100 - 100	0 - 0 - 0	#000000

FIRST SECURITY BRAND GUIDELINES 2024 | Collateral



GANHRI

The Global Alliance of National Human Rights Institutions (GANHRI), formerly the International Coordinating Committee (ICC), is a global network of national human rights institutions (NHRIs). It is the only non-UN body whose internal accreditation system—based on the 1993 Paris Principles—grants access to UN committees.

The transition to GANHRI followed years of stalled reform. Key goals included strengthening the voice of NHRIs, improving organisational effectiveness, and reinforcing the partnership with the UN. Progress had been hindered by a lack of shared direction among members.

The SOI® approach provided the breakthrough. Through global engagement, research, and stakeholder interviews, a unifying SOI® Strategic Framework was developed—clarifying GANHRI's core purpose and the values needed to support it.

“Launching GANHRI is about bringing across our particular strength as a connected and collaborative alliance: The strength of our knowledge of the human rights situation on the ground and of the challenges to implement human rights domestically. And the strength of our independent and measured advice on how to create sustainable solutions to human rights problems”.

Chairperson, Beate Rudolf



Grey Global Group

In the midst of a major restructure, global advertising network Grey merged operations and appointed a new CEO—Steve Blamer—who recognised that cultural change was as critical as structural reform.

For decades, the agency had struggled to shake the label “Grey by name, grey by nature.” Previous attempts to reframe the narrative had fallen short. Blamer’s solution was bold: a unifying internal campaign built around the concept “Revolution not Evolution.”

The message was direct, time-bound, and impossible to ignore. It was expressed across every touch-point of the business—setting a clear challenge and signalling that change was not optional. The result was a rapid cultural shift that re-energised the agency and created lasting momentum.



Hawkins

Hawkins is one of New Zealand's most established construction companies, yet its legacy identity no longer matched the sophistication or societal impact of its work. A full, purpose-driven rebrand was commissioned to modernise the business, sharpen its competitive edge, and energise its people.

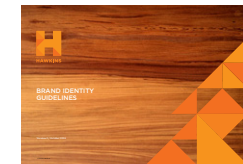
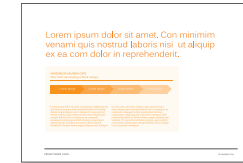
At the heart of the strategy was a unifying purpose: "Building Better Communities."

This single organising idea reframed Hawkins' role from contractor to community-builder, guiding decisions across tendering, project delivery, and internal culture. Workshops and engagement programmes aligned leadership, site teams, and support staff around the new purpose, ensuring it informed both day-to-day actions and long-term goals.

The visual identity translated that clarity into a bold, modern system—clean typography, confident colour, and purposeful photography capturing Hawkins' contribution to places where people live, work, and thrive. Updated signage, site hoardings, bid documents, and marketing collateral delivered a consistent message of trust, capability, and community impact.

'Outstanding success was achieved. The Core Playbook precisely describes the processes that Neil took me through with two companies. Quite simply — it works.'

Geoff Hunt, CEO

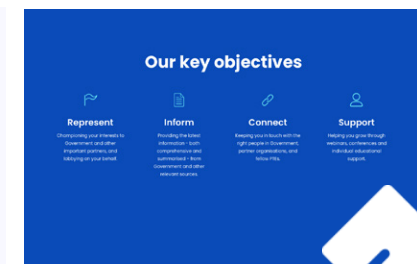


ITENZ

As the national voice of private tertiary education providers, ITENZ (Independent Tertiary Education New Zealand) needed a brand that reflected its leadership position and professional credibility within the sector. While the organisation was highly active and respected, its visual identity and digital presence no longer matched its influence or ambition.

The brief was to refresh the brand to better position ITENZ as the peak body for PTEs across Aotearoa—authoritative, modern, and connected. The work included a refined visual identity and a complete website redesign to support clearer communication, improved engagement, and better alignment across events, advocacy, and member services.

The result is a brand that feels more confident and contemporary—giving ITENZ a stronger platform to advocate, connect, and lead with impact. The new website has made it easier for members to access information and resources, while the updated visual language has helped unify communications across channels and events.



Kordia

Once a dull, state-owned entity operating under multiple brands, Kordia has transformed into a boutique player in broadcast, communications, and convergence. The rebrand, led by a new CEO, was a critical move for a 50-year-old organisation facing obsolescence as its traditional markets disappeared.

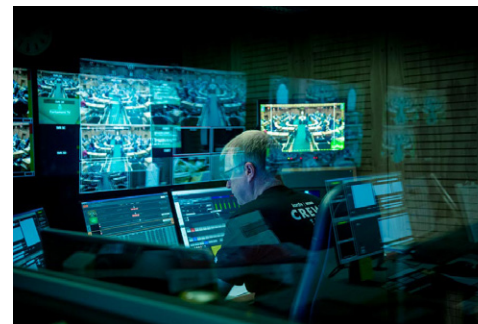
Thorough research into customer needs, competitor positioning, staff values, and future trends uncovered powerful insights—and, just as importantly, earned the buy-in of a geographically dispersed and diverse workforce.

A demand for clarity and a need to simplify a fragmented brand architecture drove the development of a bold, challenger strategy. Under a new name—Kordia, from the Latin for harmony—the company positioned itself as a connector of people and technology.

The new identity reflects a dynamic, forward-thinking business. Internally, the culture has shifted too, becoming more integrated, open, and aligned with the pace of change in a fast-moving sector.

“Our rebranding to Kordia has provided a catalyst for change and growth, which we are embracing with gusto.”

Geoff Hunt, CEO

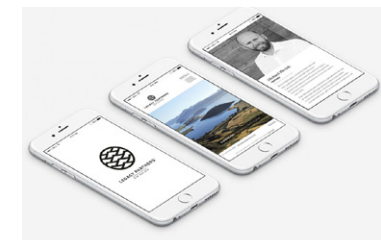
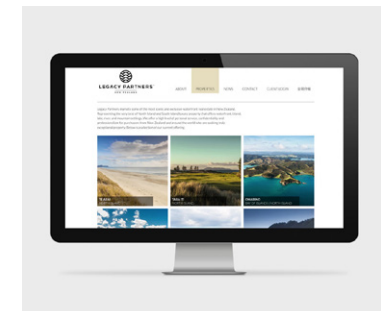
The Kordia logo features the word "kordia" in a lowercase, sans-serif font. The letter "o" is replaced by a stylized circular icon composed of four interlocking geometric shapes, creating a mesh-like pattern.The Kordia logo is displayed in white against a solid, vibrant blue rectangular background.

Legacy Partners

Legacy Partners delivers a bespoke, high-touch service in property investment and advisory—built on discretion, professionalism, and an unwavering attention to detail. With a world-class offer and a uniquely New Zealand perspective, the business needed a brand that could express both its international calibre and its local character.

Starting from the ground up, the project involved research, strategy, brand positioning and architecture, visual identity, website design, and communications. At the centre of the brand is a stylised Kauri cone—a symbol of longevity, value, and natural rarity—reflecting the kind of long-term investments Legacy Partners helps its clients secure.

Every aspect of the identity was crafted to feel precise, elegant, and enduring—just like the service it represents. The result is a refined and distinctive brand that signals trust and excellence at every touchpoint.



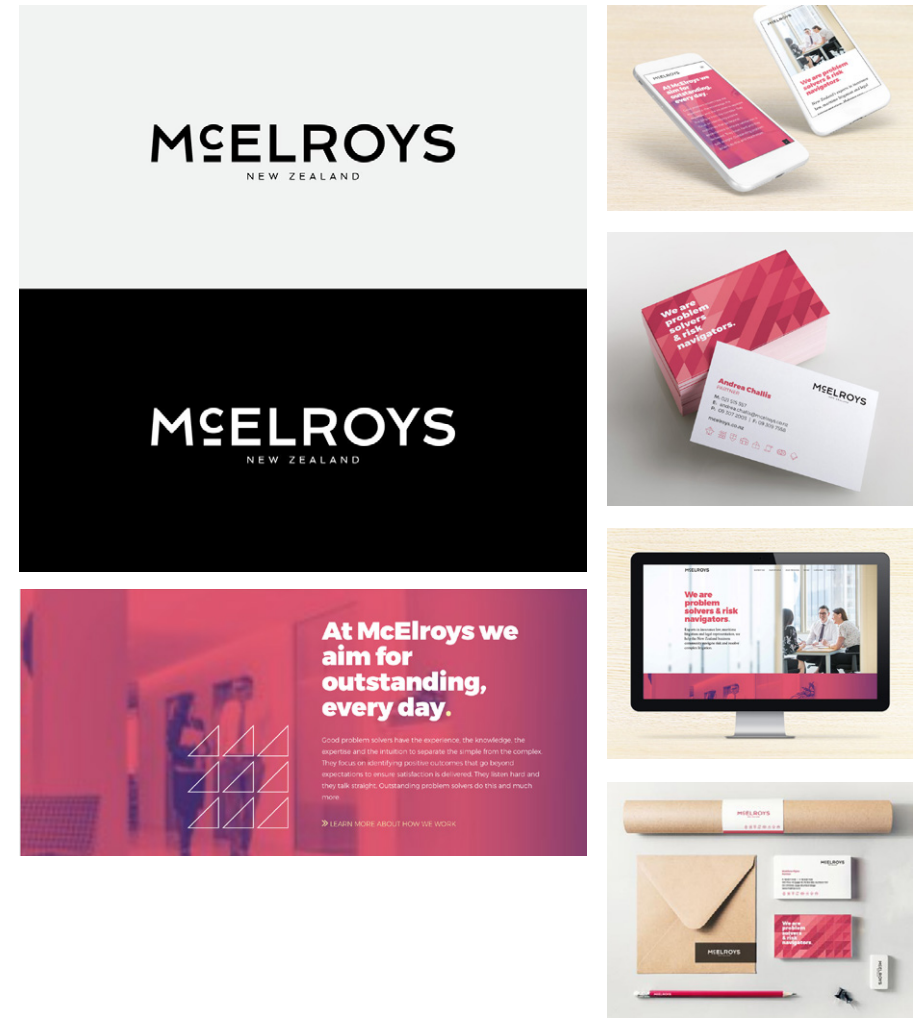
McElroys

As pressure from disruption and rapid change reshaped the legal sector, McElroys—specialists in insurance law, maritime litigation and legal representation—recognised the need to evolve. Rather than simply modernise at the surface, the firm took the opportunity to review and realign from the ground up.

The project began with strategic research and planning to define a clearer, future-focused business direction. From there, a new brand was developed to reflect that strategy—positioning McElroys as expert problem solvers and trusted risk navigators in complex, high-stakes environments.

The identity rollout touched every aspect of the business: from internal culture and engagement programs to website design, communications templates, and email marketing. Visual identity, tone of voice, copywriting, and photography direction were all aligned to ensure every touchpoint communicated clarity, confidence, and professionalism.

The result is a brand built not just to look modern—but to lead, connect, and endure.



Merrill Lynch Investment Managers

Following its 2001 acquisition of Mercury Asset Management, Merrill Lynch aimed to create the world's foremost asset management brand. A unifying positioning was developed to align the newly merged organisation under a shared set of values, with a creative brief to define a 'big idea' that would set the brand apart.

The strategy centred on the promise to Inspire Confidence. The Arts—through their expression, craft, and creativity—offered a compelling metaphor for the judgement, skill and imagination essential to successful investment management.

Creative teams in London, New York, and Hong Kong worked collaboratively to interpret and apply the idea across markets. A visually rich identity system, inspired by artistic expression, was applied across environments, marketing, sponsorship, and new media. Brand guidelines, architecture, and a unique literature system were developed in London and shared globally via intranet.

The result was a flexible, inspiring platform that could be executed locally while reinforcing a consistent global message—anchored in the powerful connection between investment excellence and the transformative value of the arts.



New Zealand Cricket

As the game of cricket evolved into a faster, more dynamic sport, New Zealand Cricket recognised the need to revitalise its national team brand—the Blackcaps—to ensure continued relevance and appeal for fans, athletes, sponsors, and media.

The challenge was to honour the brand’s legacy while repositioning it for a new era. Drawing on global benchmarks—including F1, the Raiders, and Manchester United—we conducted a thorough analysis of international cricket teams and future audience preferences. Workshops, interviews, and visual audits informed a strategy rooted in national pride and forward momentum.

A cleaner, more confident identity was created—distinctive from competitors and highly adaptable across media and sponsorship contexts. It reflects the spirit of a nation and a team poised to lead in modern cricket formats.

Comprehensive identity guidelines covered application across print, digital, and apparel, with detailed direction provided to third parties. The result was a bold new brand with the clarity and flexibility to support cricket’s future in New Zealand.

“The work Neil and his team carried out in modernising the brand marque for the Blackcaps was first class. They not only created a new look for the brand, but also identified a logical, stimulating and sustainable positioning strategy.”

Peter Dwan, Commercial Director



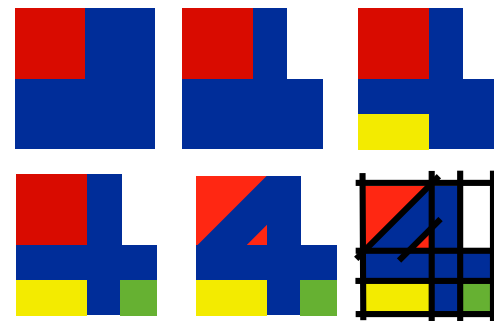
OECD (DCD/DAC)

The Development Co-operation Directorate (DCD) serves as the Secretariat of the OECD's Development Assistance Committee (DAC), a key forum shaping aid policies among member countries. While DCD's outputs were valued and influential, a strategic review revealed challenges around user navigation and a general lack of clarity regarding the organisation's structure and accessibility of its content.

Through interviews and workshops in Paris, we worked to understand both the practical needs and broader strategic goals of the DAC—particularly who it aimed to influence and how. From this foundation, we proposed a revised information architecture, clearer navigation, and a messaging framework tailored to audience needs rather than internal structures.

The resulting website retained DCD's rich content but introduced intuitive entry points and improved clarity, increasing the likelihood that key data would be accessed and acted upon. A complementary visual identity was developed but ultimately set aside when a broader OECD website upgrade offered an opportunity for alignment with the parent organisation's design system.

As a result of this engagement, Gaught Conlon was later invited to advise on the communications plan and brand identity for the 4th High Level Forum on Aid Effectiveness, held in Busan in 2011.



Orcon

Orcon's rapid growth through acquisition brought scale but left the brand without a clear sense of identity. An entrepreneurial challenger in the New Zealand telco sector, it had lost relevance with its core 'gamer' audience and drifted into a race-to-the-bottom price strategy—one that was proving unsustainable both internally and externally.

A wide-ranging research phase engaged stakeholders across the business and uncovered not just current challenges, but untapped opportunities. In an industry notorious for poor service and generic marketing, Orcon's past stood out for its technical expertise, innovation-first culture, and irreverent attitude. The strategic response was to rediscover and elevate these truths through a distinctive new positioning that celebrated "cool geeks" and brought the brand's spirit back to life.

The resulting programme went far beyond aesthetics. A new internal culture began to take shape: staff now contribute directly to the "Digital Life" platform, sharing tips, tools, and tech trends; premium customers enjoy concierge-style service that includes site visits; and the workplace itself was transformed with inflatable tunnels, gaming stations, and a publicly accessible café. Staff contact details and photos were published online, reinforcing a culture of openness and accountability.

Shifting from price-led competition to a premium, values-led positioning delivered results. Orcon regained its edge, won industry awards, improved staff retention, and grew its customer base during challenging market conditions.



Oxford Policy Management

Oxford Policy Management (OPM) is a leading international consultancy working to reduce social and economic disadvantage in developing countries. Despite its strong reputation, the organisation recognised a growing risk: in a shifting ‘aidscape’, it could be perceived as a Western, academic—and costly—operator, disconnected from local realities.

With competition intensifying and donor expectations evolving, OPM needed to reposition itself to highlight its practical impact and commitment to building local capacity. A comprehensive discovery process included interviews with a wide range of stakeholders, competitive benchmarking, and sector trend analysis. This work revealed four distinctive strengths, with the core differentiator being OPM’s blend of rigorous analysis and real-world experience.

The result was a strategic repositioning supported by a refreshed identity and a clearly defined tone of voice. The new messaging framework empowered OPM to take ownership of its brand communications, from high-profile white papers to everyday proposals. Internally and externally, the organisation now presents a more coherent and confident narrative—one that strengthens credibility, relevance, and connection in a dynamic development landscape.

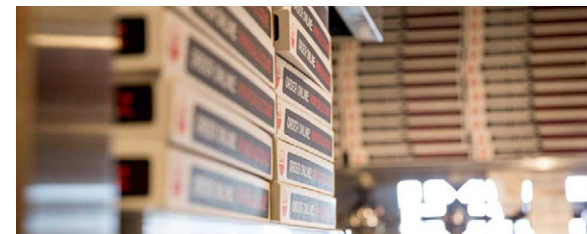
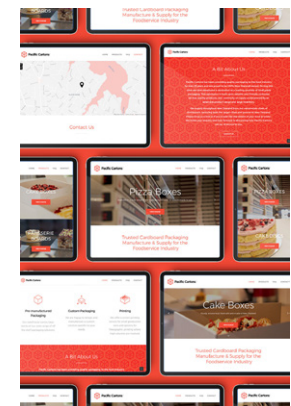
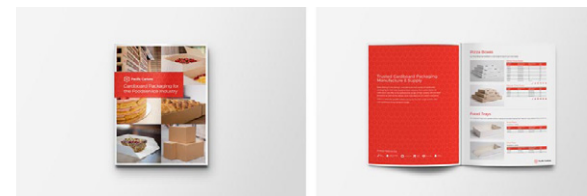
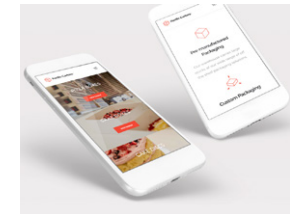


Pacific Cartons

Pacific Cartons specialises in the design, manufacture and supply of cardboard packaging for the New Zealand food industry. With a strong reputation for quality and service, the business had a clear market—but its brand lacked the professionalism to fully reflect its offering or support future growth.

The brief was to lift the company's visual identity and communications to the level of its product. A new brand identity, photography, website, and suite of marketing materials were developed to bring clarity, confidence and credibility to every touchpoint.

The transformation was immediate. With a sharper, more professional presence, Pacific Cartons saw a significant uplift in sales and client engagement—proof that better branding can deliver tangible business results.



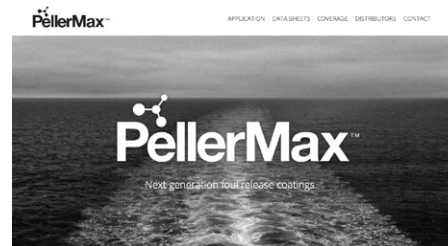
PellerMax

Launched as a high-performance entrant in the global marine coatings category, PellerMax set out to do more than just compete—it aimed to lead. Backed by deep technical expertise and New Zealand's international reputation in marine innovation, the brief was to create a brand from the ground up that would feel both credible and disruptive.

A full identity system was developed, covering brand strategy, naming, logo, product architecture, packaging, website, and supporting collateral. The positioning focused on scientific authority and premium performance—expressed through a refined, leading edge chemistry based design system that stood apart from the industry's typically bland utilitarian aesthetic.

The result was an elegant, science-led brand that immediately cut through the noise. From the launch of the product range to the website and physical packaging, the brand created strong early impact and helped establish PellerMax as a serious new player in a conservative, technically demanding category.


PellerMax™

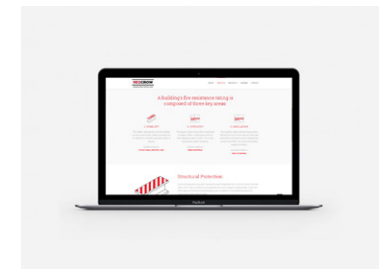
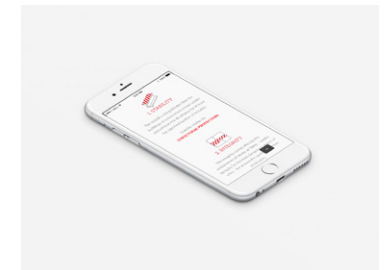


RedCrow

As a pioneer in New Zealand's emerging passive fire protection industry, RedCrow entered the market with nearly two decades of international experience and a clear ambition: to set the standard for safety and professionalism in a high-stakes, highly technical field.

The brief was to create a brand that would signal authority, clarity and market leadership. The project included brand positioning, identity development, website design, copywriting, and photography—resulting in a cohesive visual and verbal system that reflected RedCrow's expertise and focus.

The identity balances technical precision with a sense of calm confidence—communicating trust at every level, from site teams to specifiers. With the new brand in place, RedCrow is firmly positioned as a leading voice in passive fire protection, helping lift the standards and expectations of the industry as a whole.



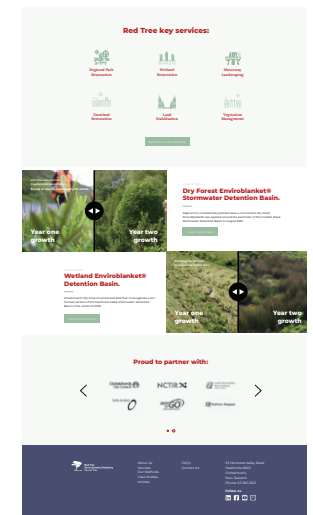
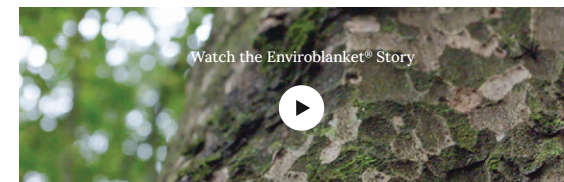
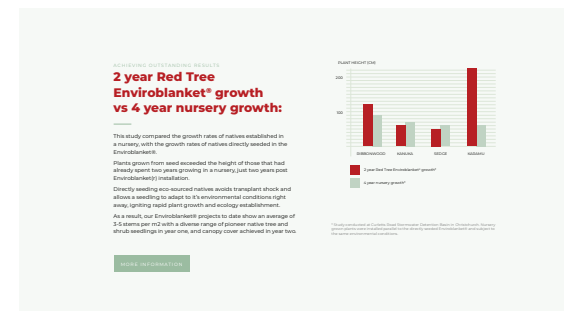
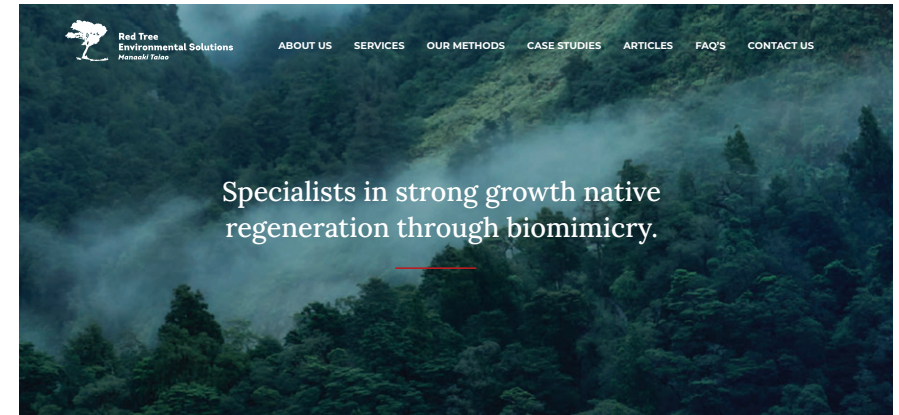
Redtree Environmental Solutions

Redtree provides innovative ecological restoration solutions across some of the country's most environmentally sensitive and technically challenging landscapes. As their client base expanded throughout the country, Redtree needed a brand that projected national authority, expertise, and trust.

The brief was to elevate the brand's scalable services without losing its connection to the land and its practical, hands-on roots. A new visual identity was created to strike this balance—clear, confident, and understated—with a visual tone that reflected the company's deep field experience and leading-edge innovation.

The website was completely redesigned to align with this new identity, showcasing Redtree's work, expertise, and credentials in a way that would resonate with procurement officers, policy-makers, and operational teams alike.

The result is a brand that communicates confidence and credibility—positioning Redtree as a preferred supplier to government and a respected leader in environmental services.



Responda

Responda is an on-demand security service that brings professional protection directly to individuals and small businesses through a simple, web-based app. Developed by First Security, it was a bold move into direct-to-consumer services, offering rapid response for homeowners, property managers, and business owners at the tap of a button.

As a completely new product, Responda required a full brand identity from the ground up—something that would feel trustworthy, innovative, and accessible to a broad audience. The identity needed to balance the seriousness of professional security with the simplicity and convenience of a modern tech solution.

The project included logo and visual identity design, brand guidelines, website design, and the full app interface. The result is a clean, intuitive system that reinforces confidence and ease of use at every touchpoint—from first impression to in-app experience.

With its distinctive brand and user-centred design, Responda carved out a fresh space in a traditionally B2B sector—offering a smarter, more flexible way for everyday users to feel secure.



Rapid security response at your fingertips.

Responda is the easy-to-use mobile app that allows property owners to book a rapid response patrol to check on your home, hatch or business with just a few clicks.

A Responda Security Officer will check the exterior of your property and report back to you via the app. If your property requires securing, one of our experienced monitoring centre operators will call you to discuss a plan of action.

With no contracts or monthly fees, Responda, is an on-demand call-out service priced at \$90 + gst per call-out, with further options to secure your property at an additional charge.

[HOME](#) | [BACH](#) | [BUSINESS](#)



TIMELY
With NZ's largest response fleet of trained and certified mobile security officers, we can be there FIRST.



DETER CRIME
Our on-call patrols can help deter and disrupt criminal activity at your property.



SECURE
Temporary securing of premises and short term static guarding (Subject to additional fees).



SIMPLE TO USE
Request a security officer with just a few clicks in the Responda app.



REPORT
Activity report on the status of your property with photographic evidence to aid with insurance claims.



NO CONTRACTS
Request a Responda security officer anytime and pay only per response.



ScottishPower

As owner of several major US energy companies, including PacificCorp, ScottishPower planned to unify its international operations under a single brand identity. Research confirmed the existing UK marque had strong recognition and loyalty, and could translate effectively to the US market.

However, the original identity appeared dated, underperformed in digital environments, and relied on colours seen as culturally specific to Scotland. A refreshed design was created—retaining the recognisable shapes but simplifying the form to create an optical illusion of energy and light. A modernised colour palette and updated typography completed the revitalised ‘Powermark’ identity.

Comprehensive audits and testing were conducted across both markets, with full applications developed for vehicles, uniforms, signage, and literature. Despite the preparation, economic shifts paused the rollout, and the rebrand was ultimately shelved.

A new identity, developed by D8 and launched in 2005, reflected a different strategic direction in a changed landscape.



Standard Chartered Bank

An increasingly affluent middle class, particularly in India and China, was reshaping expectations of financial service providers and prompting Standard Chartered to review its brand positioning for the future.

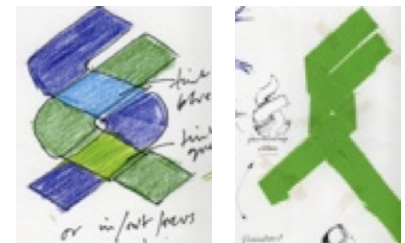
Research revealed that while traditional values such as trust and security remained important, customers were also seeking greater creativity, attentiveness, and choice. These insights guided the development of a refreshed identity—one that would signal modernisation while retaining the equity built over decades.

Although entirely new concepts were explored, the decision was made to evolve rather than replace the original identity. The existing mark—originally designed to symbolise the merger of The Chartered Bank of India and the Standard Bank of British South Africa—was reimagined. The harsh, angular 'S' and 'C' forms were softened into fluid, more open shapes, while the corporate palette of green and blue was made more vibrant. A full suite of identity guidelines was created to ensure consistency across global applications.

With over 1,700 branches in 70 countries, implementation required collaboration with trusted third-party specialists to deliver signage, vehicle livery, and environmental design across retail and office spaces.

“The new Standard Chartered is an exciting and dynamic organisation, built on our heritage, anchored in our values and positioned for the future.”

Karen Ngui, Global Head, Group Brand Management



Tara Iti & Te Arai

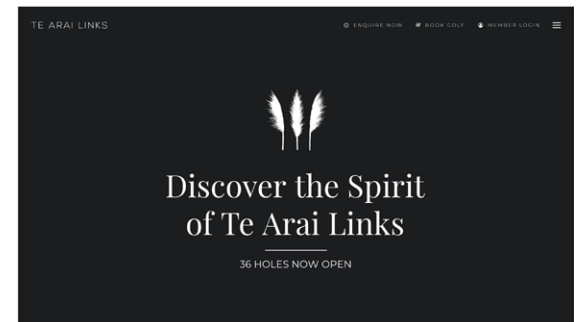
Set along a pristine stretch of New Zealand's east coast, Tara Iti and Te Arai represent two of the most exclusive golf destinations in the Southern Hemisphere. With Tara Iti ranked the number one golf course in the country and Te Arai quickly gaining international attention, both clubs needed brand experiences that matched their world-class ambition.

The brief was to develop the look and feel of each brand and design elegant, intuitive websites as the primary point of interaction for a global audience of discerning golf travellers. Te Arai's logo was designed to capture the natural beauty and quiet luxury of the coastal landscape.

The design approach across both brands was restrained and refined—allowing the landscapes, architecture, and sense of place to speak. Typography, colour, and layout were carefully considered to support a tone of exclusivity, simplicity, and ease.

Photography was also commissioned as part of the project, capturing the atmosphere and visual richness through a considered, artful lens.

The result is a seamless digital and brand experience that positions Tara Iti and Te Arai among the world's most desirable destinations for golf, leisure, and escape.



The Building Intelligence Group (TBIG)

Originally operating as Promanco Kenman, the business had built a solid reputation—but its name and identity no longer reflected the scale, ambition, or calibre of its work. The opportunity was to reposition the firm for a new era, with a name and brand that would communicate leadership, intelligence, and professionalism in a competitive and evolving industry.

The project began with a complete brand strategy and naming exercise, resulting in the launch of The Building Intelligence Group—a name that clearly signalled the firm's value as a strategic partner, not just a project manager. A refined visual identity followed, along with a new website, brand guidelines, and communication tools designed to express clarity, confidence, and thought leadership.

The rebrand became a turning point for the business, helping drive significant growth and establishing TBIG as one of New Zealand's most reputable and design-forward firms in the built environment. The new brand system aligned internal culture, sharpened external messaging, and positioned the company for long-term success.



Triathlon New Zealand

In 2008, Triathlon New Zealand undertook an intensive review of its business model and strategic direction. This led to a comprehensive research programme to uncover the essence of Tri NZ's identity, assess its positioning, and determine how best to serve its stakeholders and members into the future.

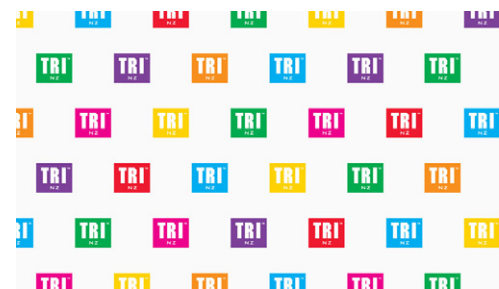
With a clear focus on breaking down outdated perceptions and making the sport more accessible, the team systematically re-evaluated every aspect of Tri NZ's offer and aligned it to a new positioning strategy.

The results have been dramatic: participation levels are at record highs, and triathlon is now New Zealand's fastest-growing sport. Tri NZ events are often oversubscribed many times over. The momentum has inspired the development of new formats like the 3:9:3, attracted fresh commercial partnerships and sponsors, and fostered collaboration with event organisers previously seen as competitors.

Today, Tri NZ is seen as a leader — driving success through partnerships to create wellbeing and reinvestable value for both the nation and the elite athletes who represent it on the world stage.

“Neil’s insightful strategy delivered a dramatic shift in how Tri NZ is perceived. We’ve gained internal clarity and external alignment, enabling us to meet the opportunities and challenges of a fast-changing environment.”

Dave Beeche, CEO



World Rowing Championships 2010

When hosting global events, the challenge is to reflect international diversity—without defaulting to national identity alone. Early research into Karapiro 2010 revealed a risk of the event being too focused on New Zealand, potentially alienating the global rowing community.

Rather than see this as a limitation, it became the foundation for a more inclusive approach. Through workshops, interviews, and benchmarking against other major sporting events, a strategy emerged that positioned the championships as a truly global celebration—one that welcomed all nations equally.

The resulting identity moved away from New Zealand's traditional black and embraced a vibrant, multi-coloured system symbolising spring, unity, and participation. Stylised oars doubled as windmills for the event's travelling roadshow—referencing both movement and wind, a key factor in rowing.

The bold, accessible positioning resonated across sectors—from sport and government to tourism and retail—inviting contribution and collaboration at every level.

“The brand and positioning work has received an incredible amount of applause from the international body FISA and all of our stakeholders.”

Thomas Mayo, CEO



World Rowing Championships

Karapiro 2010[®]

Come share the spirit

