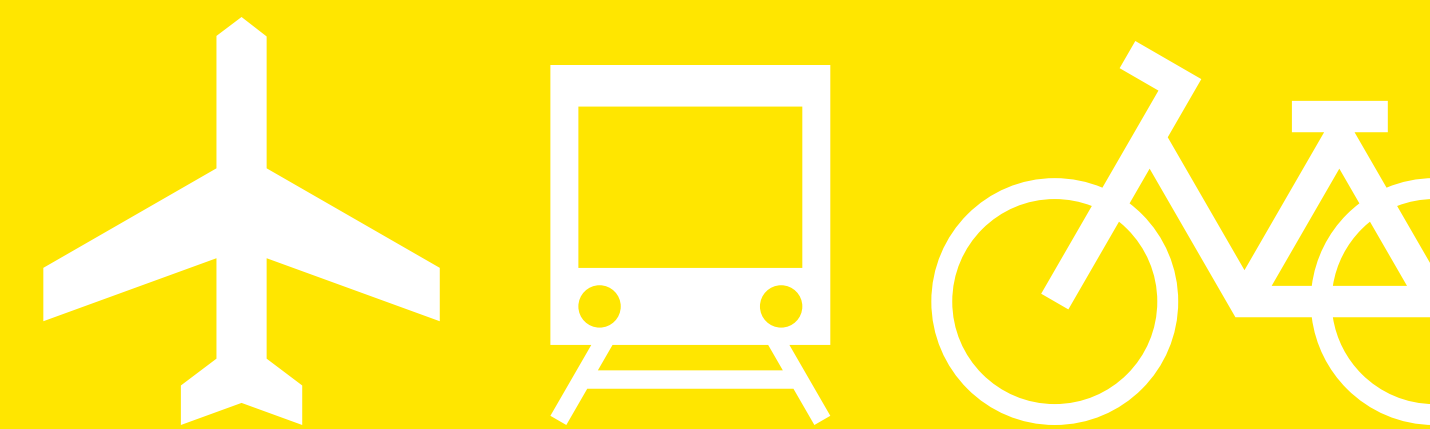


Behind the journey.



The Unknown Creative

NEWCASTLE // LONDON



Introduction

Services

- > Brand strategy
- > Brand creative
- > Brand campaign
- > Digital & motion

Projects

Contact

CONTENTS |

Hello.



Keeping your brand journey front and central is what we do.

In our fifteen year we're a multidisciplinary creative agency, helping organisations around the world to connect with their audiences.

From brand identity, campaign strategies and storytelling to immersive digital content and film, we create and craft big ideas to convey your messages at every value-creating touchpoint.

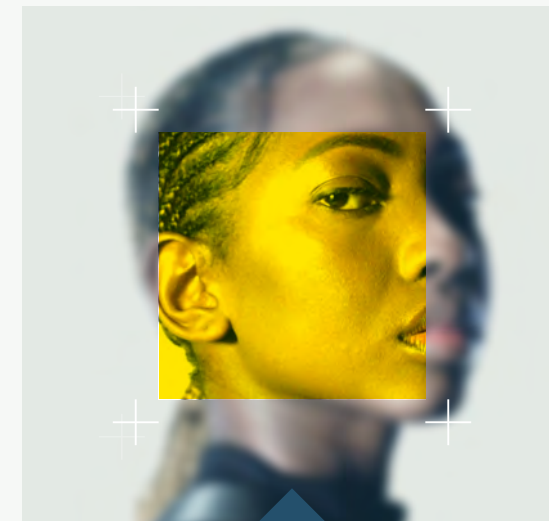
We provide

We're a recognised agency with the experience, expertise and vision to create complex brand identities. We offer a full range of services including: strategy, creative, naming, brand identity creation, storytelling, campaigns, brand architecture, event design and digital. A measure of our success is clients returning through the years.

Please see our full range of services

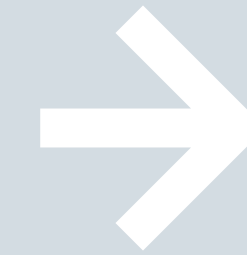


You
have
a goal.



**Brand
creative**

- > Brand identity
- > Concept
- > Architecture



**Digital
& motion**

- > Film
- > Animation
- > Digital

We've
got
you.

IMPACT

REACH

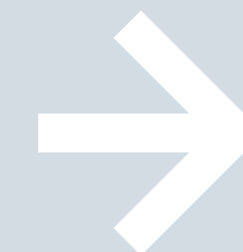


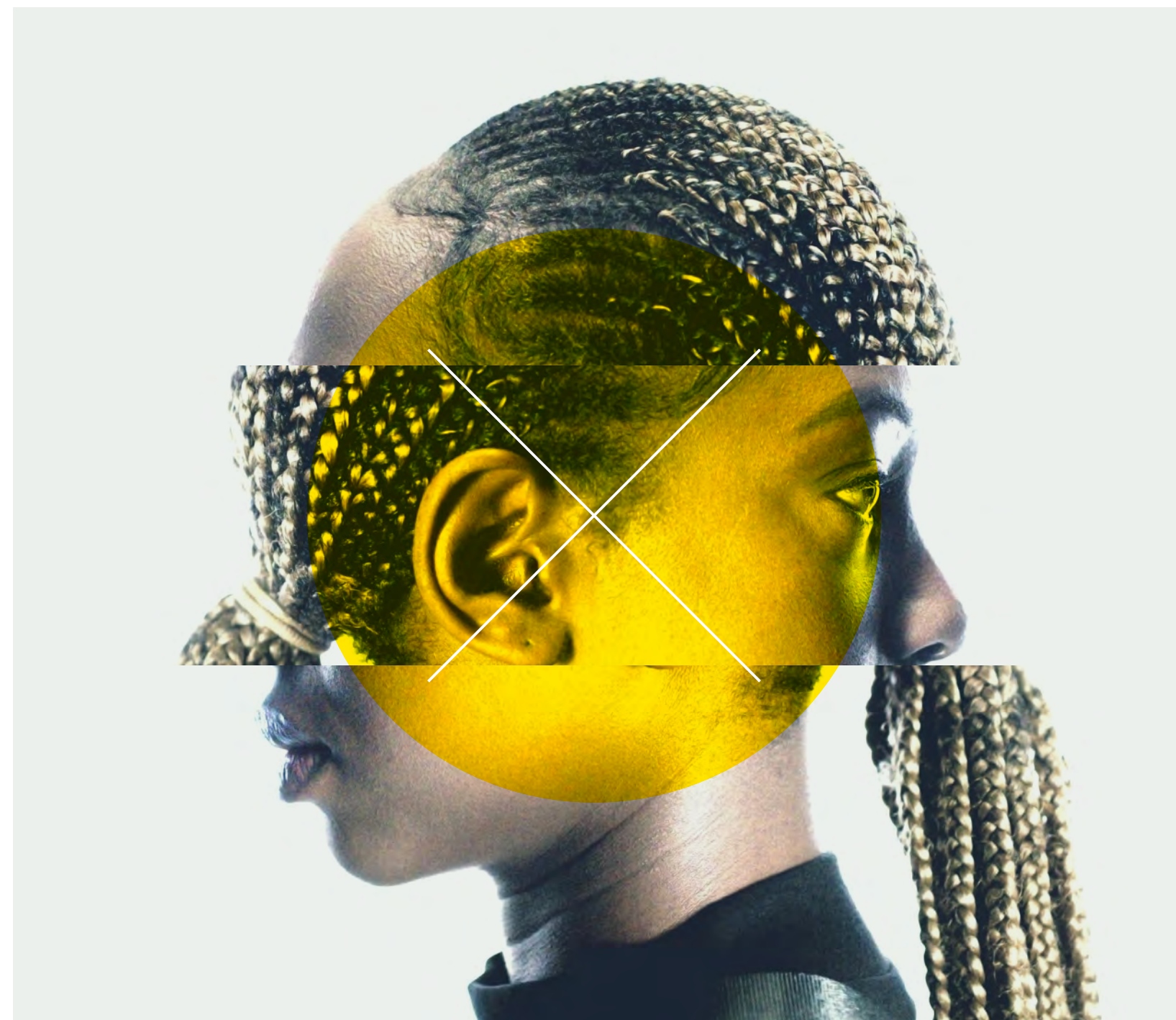
**Brand
strategy**

- > Strategy
- > Research
- > Workshops

**Brand
campaign**

- > Campaign
- > Copy
- > Content





Brand strategy

> Strategy

We don't just deal with the what of brand creation and activation – we connect deeply with your why. We have the skills and experience to author brand and marketing strategy with or for you, based on robust business inputs and stakeholder consultation and research as required.

> Research

Great ideas originate from a position of insight and empathy, so we'll always do the hard yards to really understand the brief and requirement. From research and customer or stakeholder listening, through market audits and message testing. We take the guesswork out of marketing strategy development.

> Workshops

Whether you want to engage your internal teams in ideation and strategy development, or need to engage your stakeholders and customers, we've got black belt credentials in workshop design and facilitation. From collaborative briefing sessions, proposition build and campaign planning through to customer journey mapping, just ask.



Brand creative

> Brand identity

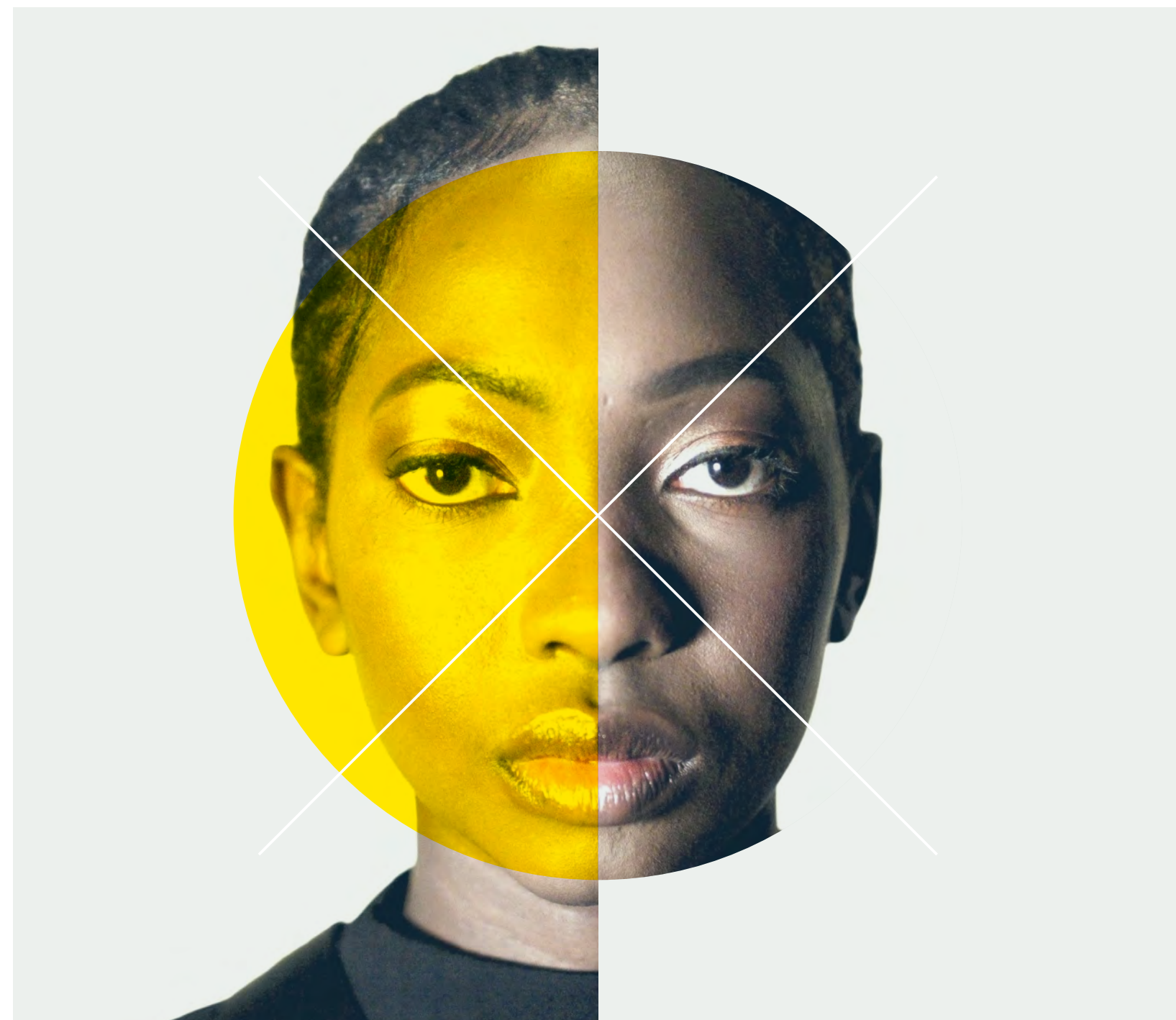
We take our role as brand guardians seriously, so whether it's brands we've conceived or established brands that we are privileged to work with, we're advocates of strong identities, conveyed through easy-to-use guidelines. Championing strong, consistent brand application and control as the container for outstanding ideas is our trusted route to value creation.

> Concept

When it comes to concepts – our team is prolific and always looking to challenge the status quo. But we are acutely aware that we will be judged on impact. Great words and pictures simply aren't enough – we strive for communication that engages and inspires audiences to act by combining powerful ideas with genuine craft in design.

> Architecture

Expert in the business of brand building we follow a rigorous process to bring brands to life. So whether its new brand creation, existing brand re-ignition and refresh or sub-brand and portfolio development we'll leverage deep customer empathy and push for ideas that challenge and disrupt – so you know you're always seeing our biggest and best.



Brand campaign

> Campaign

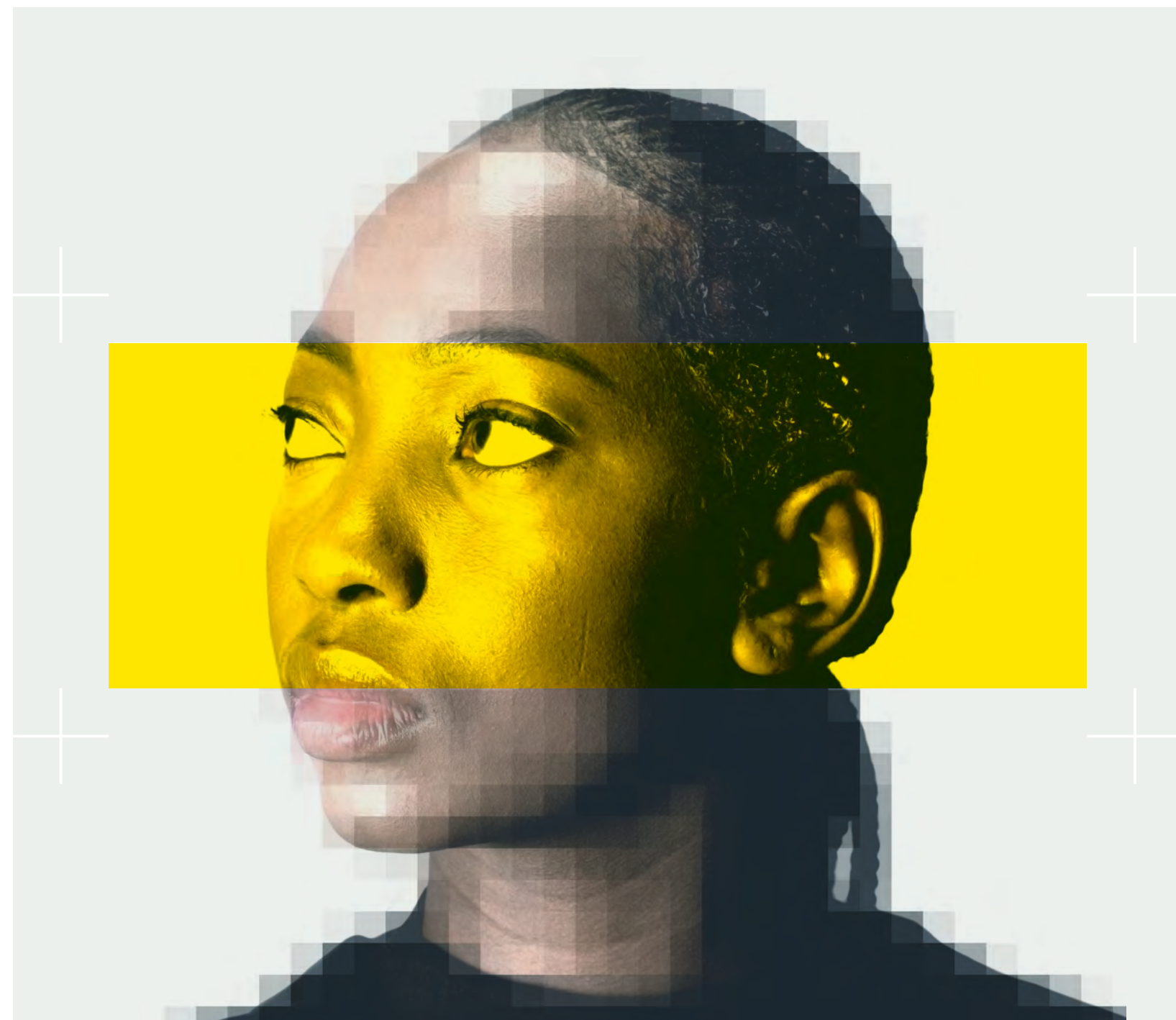
We are confident designers and deliverers of campaigns with well defined objectives and outcomes. Tell us what you want to achieve, the audiences you want to reach and the budget parameters you need to work within. We'll recommend a campaign approach to get the job done and implement through a test and refine sprint method for maximum impact.

> Copy

Copy is your brand's voice. It should be personality-rich, distinctive. Unmistakably 'you'. For us, writing flows directly from the brand, its strategy and identity. Developing tone of voice is one of the key components of the brand creation and projects we undertake, but we're equally adept at aligning to and producing in your established tone and style.

> Content

Content marketing can be a labour-intensive business. We look carefully at how content marketing contributes to campaign goals – our end-game is to create on-brand content that is fit-for-purpose – so whether that's short-form, high engagement for social media, or long-form thought-leadership – we'll deliver material that's totally on brief and on point.



Digital & motion

> Film

Whether you want to land a big idea to customers or internal stakeholders, build a better understanding of your service through a well-crafted explainer or simply tell your core story in a more dynamic way, we can help. Whatever your budget, we can turn heads – whether through originating brand one-offs, or using stock – rest assured attention will be grabbed.

> Animation

We have particular skills in animation, in-house. We aren't wedded to any particular style and so can harmonise with or extend your brand's style and execution capabilities in whatever direction your brief calls for. We also have sound designers on hand to create bespoke audio for the ultimate in distinctive, on-brand productions.

> Digital

We design and build websites that will work for you and your audiences. With home pages that 'pop' and well designed UX and content management systems, we'll meet and exceed your brief. On-point project management is key, so expect a single point of agency contact who is 100% accountable for delivering against a mature and pragmatic project plan.

→03// Projects

Make impact

Our approach is one of exceptional creativity and powerful storytelling delivered via high-impact, focused campaigns to maximise impact and ROI. We have a proven record of delivering projects in multiple sectors in the transport industry worldwide, including aviation, cold chain logistics, freight, road safety, public transport and urban mobility.

Please see a selection of our projects



Behind
the brand



Academic management

British Academy of Management. Fresh new brand mark.

The original logo served BAM very well, however after 20 years it was time for change for this forward-thinking organisation. Our brief was simple – to create a fresh new brand mark to take the organisation forward and to raise their profile internationally. We chose a clean, modern typeface (Din) and positioned the words on two lines at equal height; emphasising the keyword 'Academy' in brand red.

→ Brand identity / Brand guidelines / Brand collateral / Event graphics / 3D Visuals



→03// Projects

- Brand identity
- Brand guidelines
- Brand collateral
- 3D visuals
- Event graphics



Climate innovation

EIT Climate-KIC. Brand communications for Europe's largest public-private innovation partnership focused on climate innovation to mitigate and adapt to climate change.

As a beacon for best-practice in addressing issues of climate change, EIT Climate KIC needed an annual report that would speak to confirmed activists and engage more to the cause. Requiring sensitive story-telling, but pulling no punches, the final produced article fulfilled its role as a tool for shifting understanding and registering impact with key target groups.

→ Annual report / Presentations / Mini reports / Educational materials



Cold chain storage

Stirling Ultracold. Manufacturer of ultra-low temperature freezers.

Brand refresh and creative agency retainer Evolution not revolution here – reinforced with a supporting ‘Stirling Power’ tagline. A visual identity to better reflect Stirling Ultracold’s commitment to quality, innovation and performance. Supported with the design of marketing and corporate materials, and full brand guidelines. An informative, easy to navigate website, impactful visuals, icons and illustrations are included to convey their exceptional proposition.

→ Brand refresh / Brand guidelines / Website / Marketing collateral / Brand collateral / Video / Animation



→ 03// Projects

- Brand refresh
- Brand guidelines
- Website
- Marketing collateral
- Brand collateral
- Video
- Animation



Cold chain storage

evoDI. A product campaign project with our long-standing client Biolife Solutions.

3D Product render, animation and campaign for leading life science brand evoDI – an industry leading reusable shipper used to transport valuable biological products around the world.

→ Brand campaign / Marketing collateral / 3D product renders / Animation



Cold chain solutions

CSafe Global. Directional brand campaign.

Brand refresh, product campaign, guidelines and packaging for USA provider of temperature management solutions for the delivery of life-enhancing products. CSafe Global, located in Dayton Ohio, provides a range of climate-controlled containers to maintain temperature sensitive bio-pharmaceutical cargo at precise active and passive temperatures.

→ Brand refresh / Light touch guidelines / Packaging

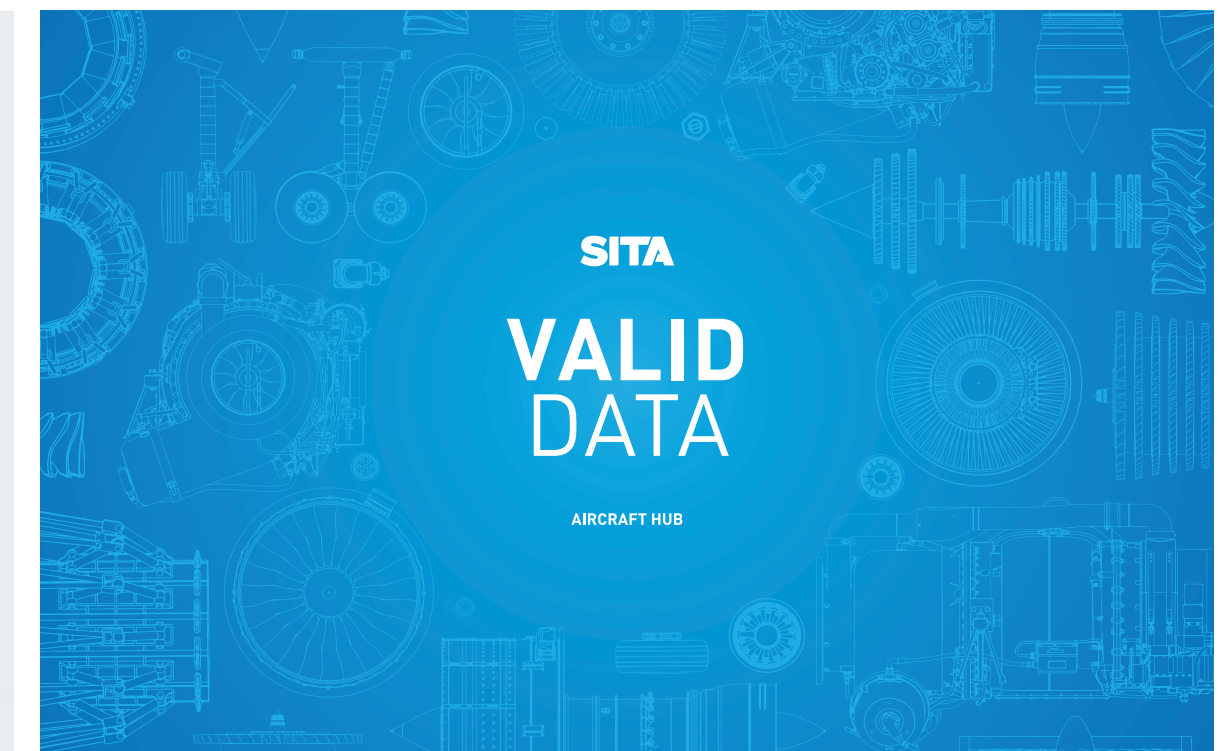
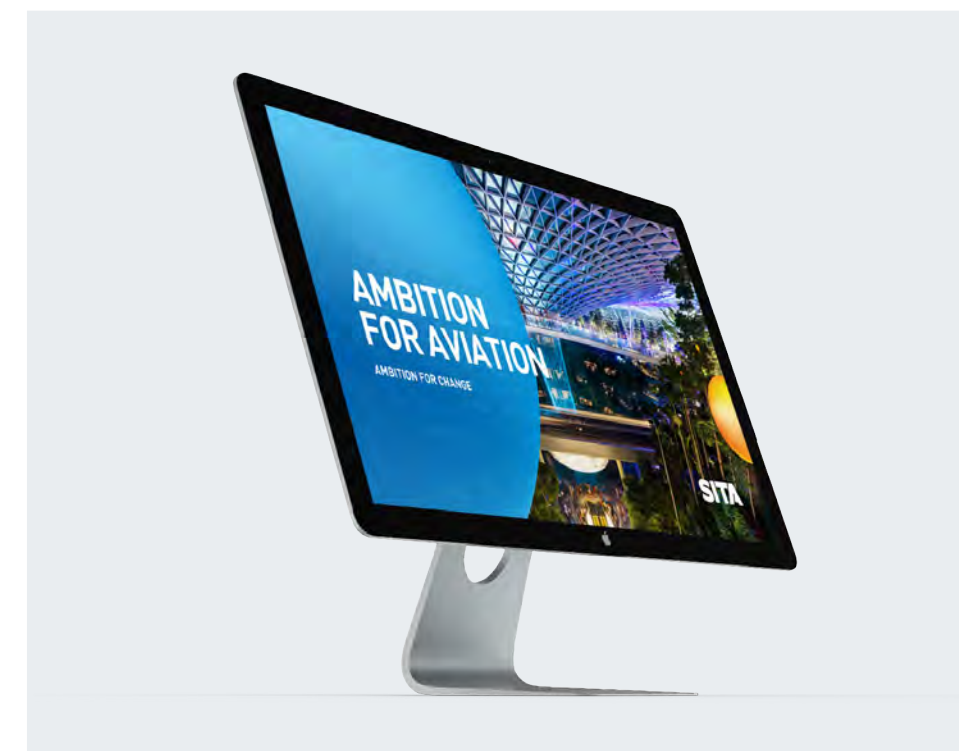


Communication & data exchange

Brand campaign naming and assets for international IT provider for the air transport industry.

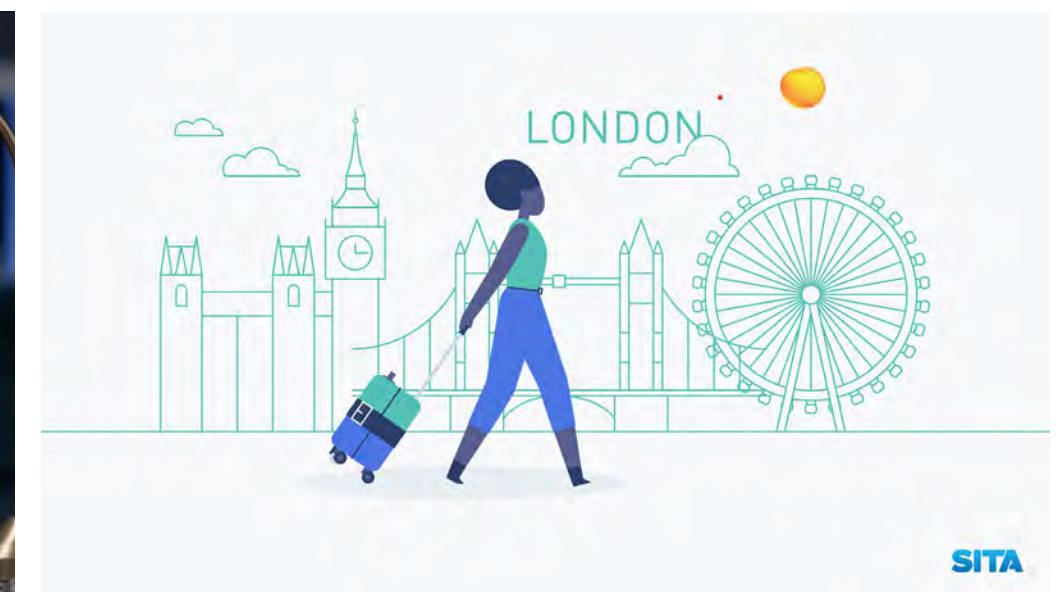
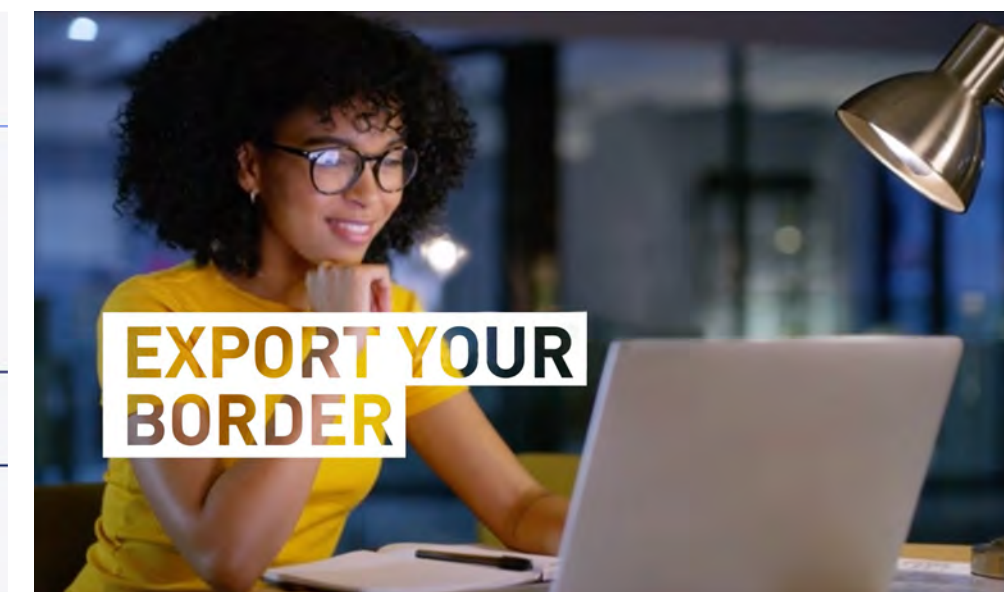
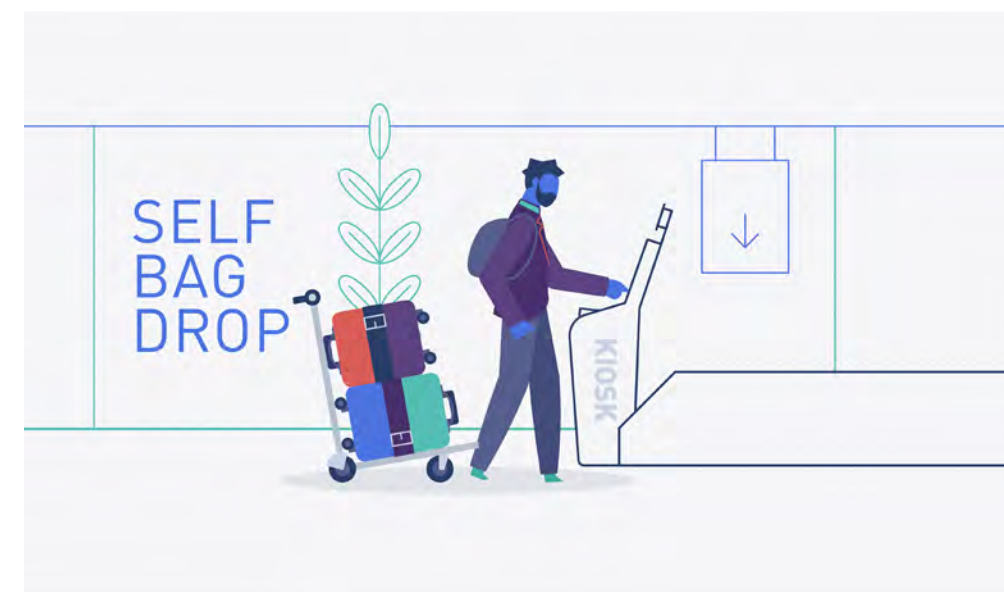
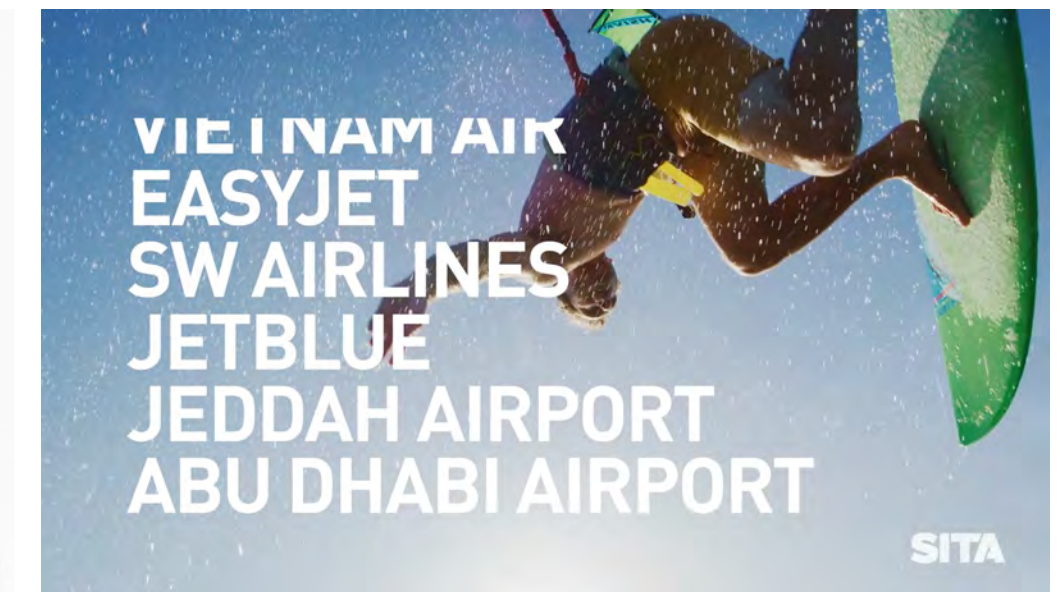
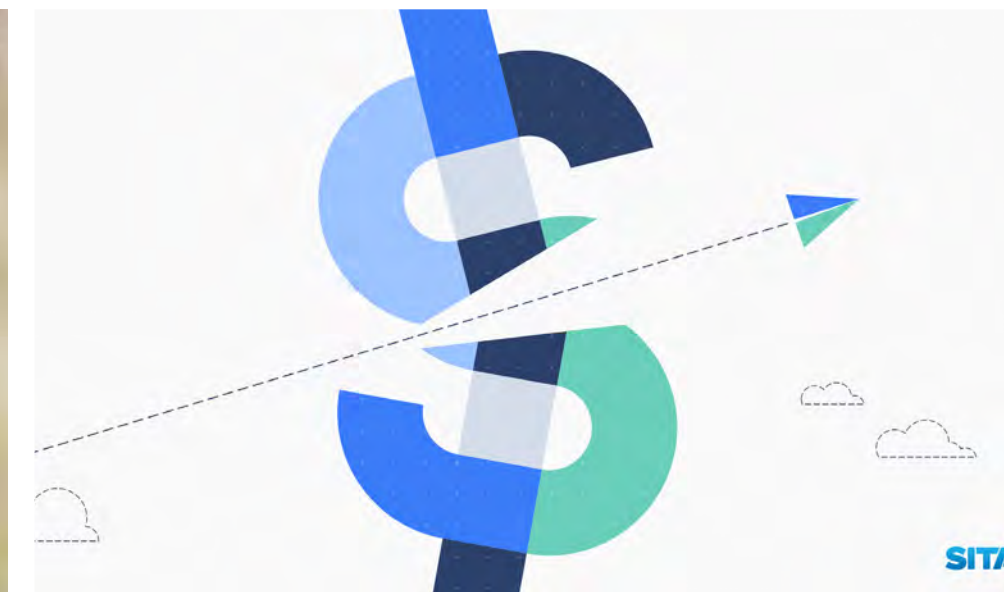
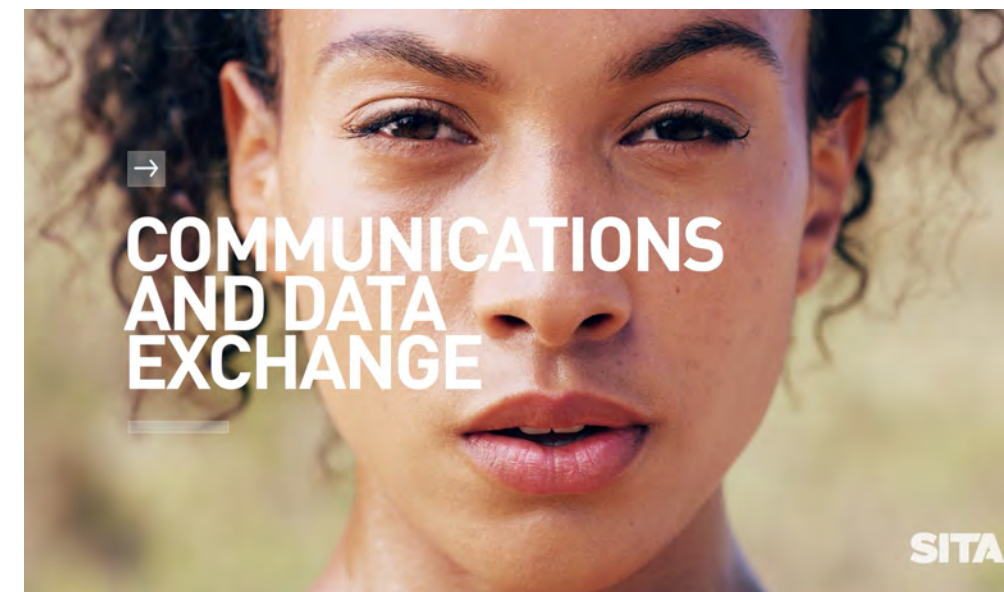
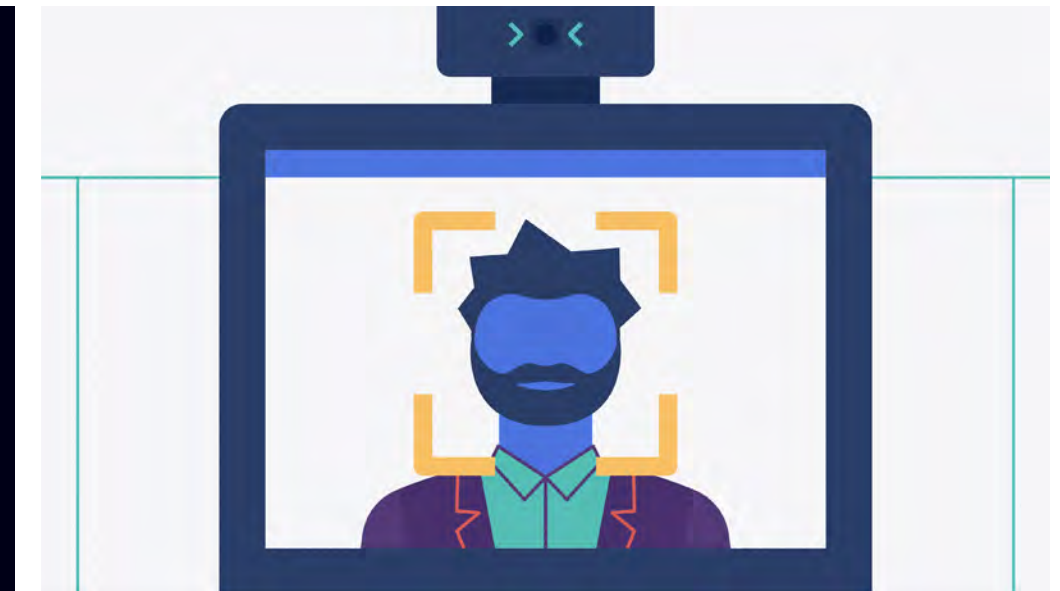
SITA delivers innovative IT solutions for airlines, airports, aircraft and governments globally. The aviation industry has been bold in its net zero commitments. As a trusted partner to many players in airports and aviation ecosystem, SITA needed to be clear and confident in communicating its own sustainability solutions. We supported the proposition and name development process and produced a brand campaign, key messaging framework, inspiring launch film and sales enablement deck that could be customised by stakeholder personas.

→ Brand identity / Brand narrative / Campaign / Naming / Film / Animation / Collateral / Pitch deck / Exhibition design / Interior graphics



→ 03// Projects

- Brand identity
- Brand narrative
- Campaign
- Naming
- Film
- Animation
- Collateral
- Pitch deck
- Exhibition design
- Interior graphics



Consumer goods

Consumer Goods Forum. A CEO-led organisation that helps the world's retailers and consumer goods manufacturers to collaborate to secure consumer trust and drive positive change.

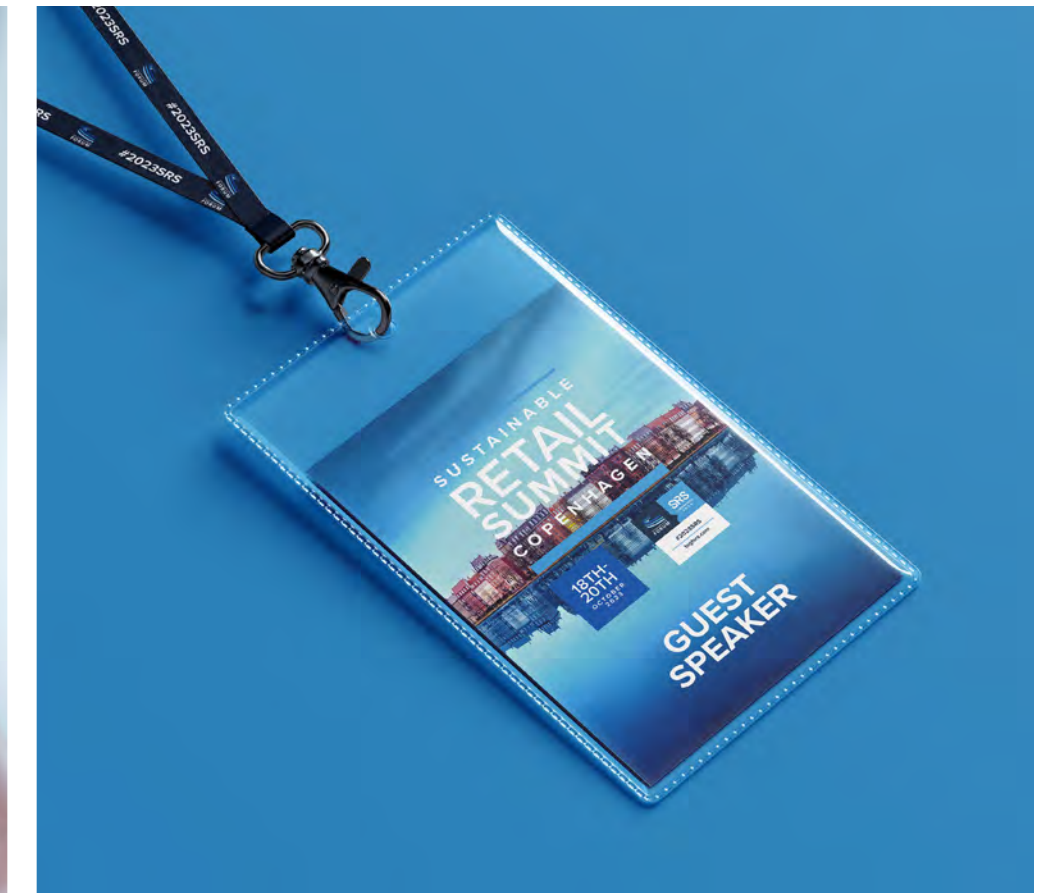
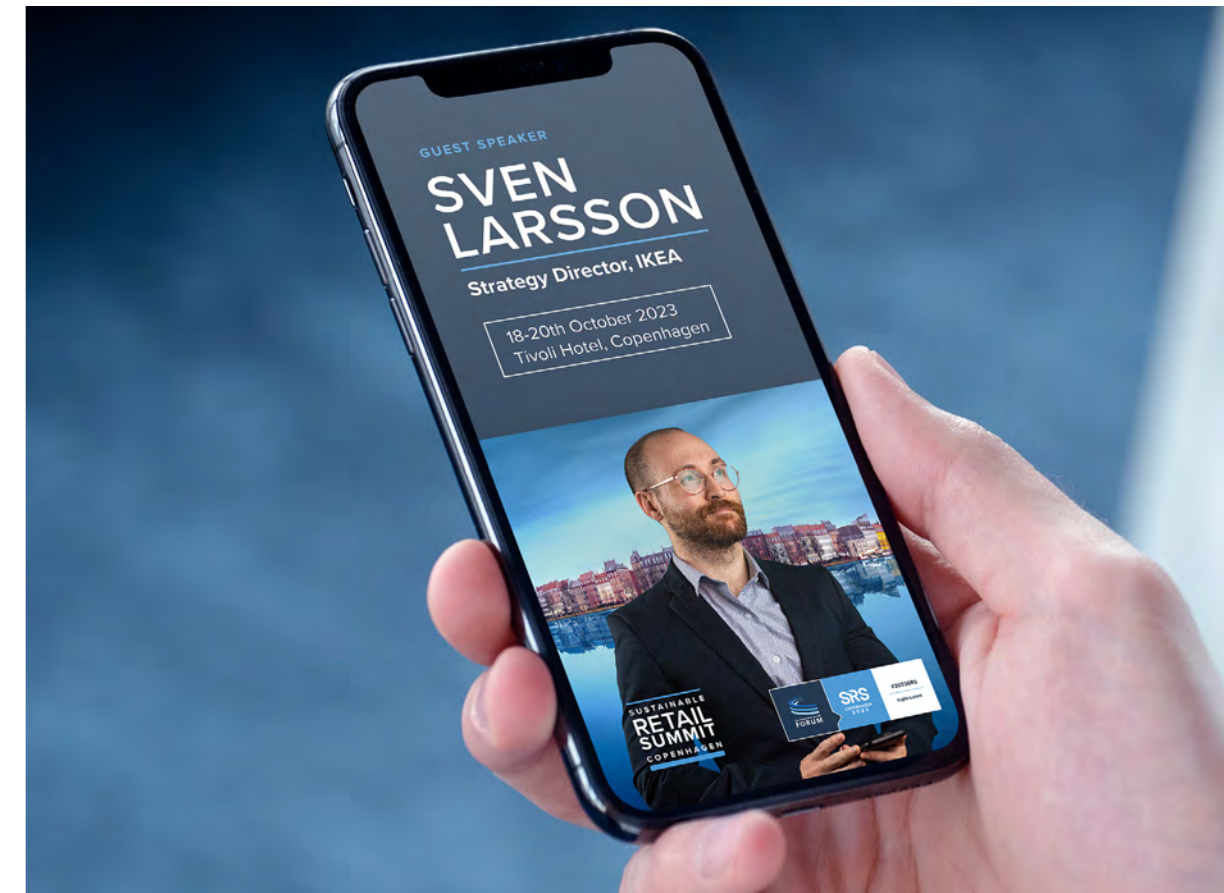
Ongoing brand communications for Consumer Goods Forum in Paris including the design of several corporate reports. In 2023, we worked on the branding for CGF's annual retail summit in Copenhagen, using striking imagery, clear layouts, bold typography to bring the event to life, whilst working closely with their internal brand guidelines.

→ Annual report / Event design / Branding / Event collateral / Presentations / Social media



→ 03// Projects

- Annual report
- Event design
- Branding
- Event collateral
- Presentations
- Social media



→ 03// Projects

Digital innovation

EIT Digital. European organisation investing in strategic areas to accelerate the market uptake and scaling of research-based digital technologies focusing on Europe's key societal challenges.

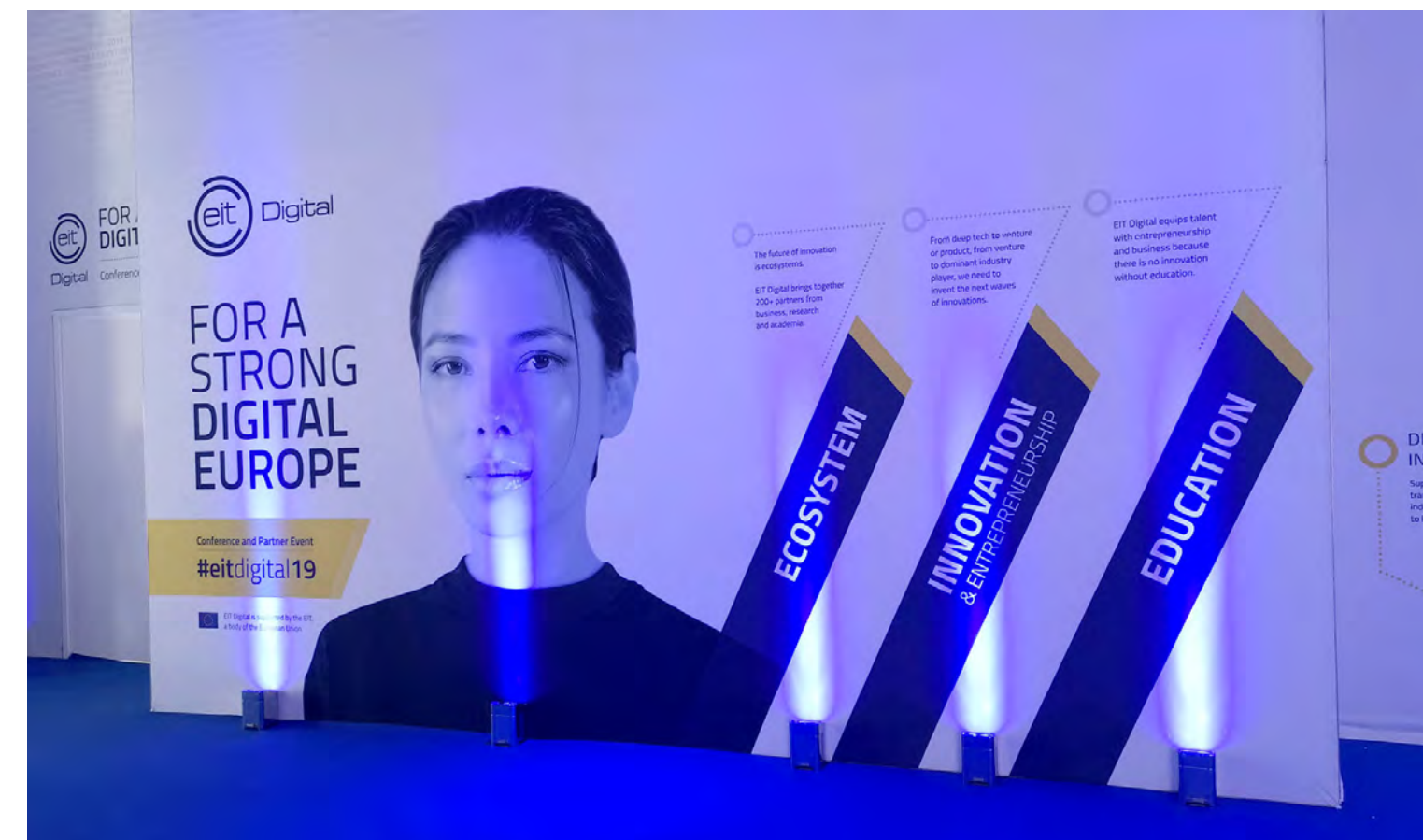
Four year brand agency retainer, also responsible for EIT Digital COPEGA conference – an annual event to celebrate the successes and achievements of all stakeholders within the EIT Digital eco-system. The project was a massive success and a truly rewarding experience for our design team.

→ Branding / Brand repositioning / Wayfinding / Digital campaign / Signage / Social media



→ 03// Projects

- Branding
- Brand repositioning
- Wayfinding
- Digital campaign
- Signage
- Social media



Electric bike hire

Electric Bike Network. Brand identity and brand guidelines design.

We pitched for and won the tender to design and produce the brand identity and guidelines for the Electric Bike Network. We loved working with the team at North Pennines AONB Partnership. It was a really exciting project for us with it being 'up north' and close to our roots. We'd like to think that we provided an informative and memorable mark for all to see as they find their way along the Electric Bike Network in the stunning landscape of the North Pennines.

→ Brand identity / Brand guidelines / Brand collateral



Executive search

Populus. Brand identity creation for boutique recruitment company based in the North East of England.

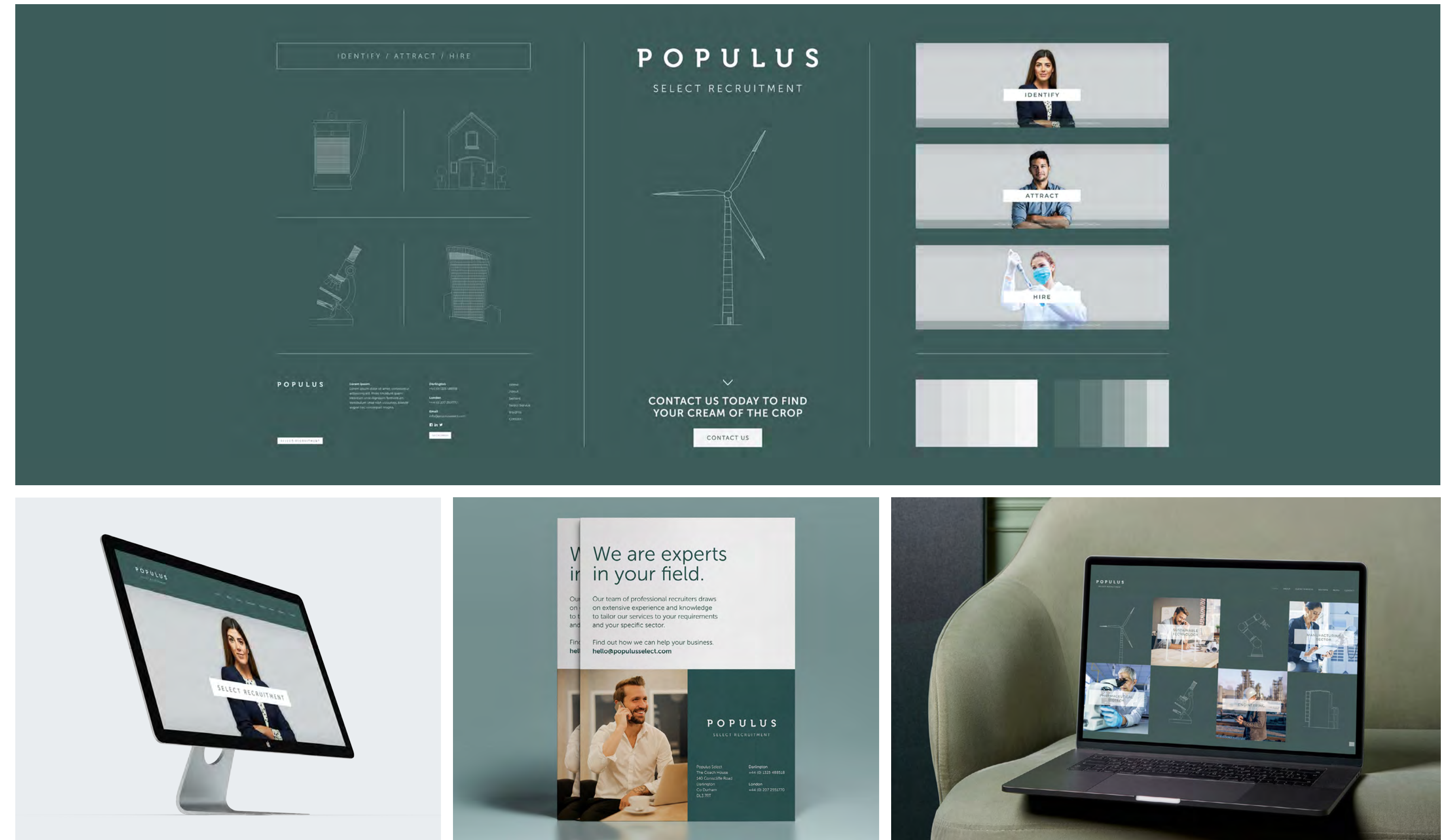
Populus Select focuses on the sustainable technology, manufacturing, engineering and life science sectors and the identity represents this with a range of core brand illustrations, an understated mono colour palette and contemporary half-slab style typeface marque.

→ Brand identity / Website / Marketing collateral / Digital campaigns / Slide deck



→ 03// Projects

- Brand identity
- Website
- Marketing collateral
- Digital campaigns
- Slide deck



Hair & beauty

Saks Hair & Beauty UK. Brand refresh and ongoing retainer for national salon franchise group.

Nominated agency since 2012, in 2018 we were tasked with modernising the much-loved brand logo. Annual retainer includes creation of extensive salon assets toolkit annually (salon posters, seasonal digital campaigns etc) plus content creation and films. In 2024 Saks celebrates 50 years with celebratory campaign strategies and execution by The Unknown Creative.

→ Brand refresh / Campaigns / Films / Marketing toolkits / Social media / Emails / Content creation / Copywriting



→ 03// Projects

- Brand refresh
- Campaigns
- Films
- Marketing toolkits
- Social media
- Emails
- Content creation
- Copywriting



Health & social care

Newlands Group. Together we are stronger.

Brand identity project for Newlands Group – a successful north-east England based holding company with a strong portfolio of established businesses in health and social care, recruitment and commercial and property. The symbol and contemporary typeface work together to form a strong corporate identity. The strength of the Newlands Group is relayed in the NG circle – always evolving and working together.

→ Brand identity / Brand guidelines / Website / Brand collateral / Animation



Life sciences

Biolife Solutions. Ongoing creative agency retainer.

The world of science is constantly evolving, supporting industries must keep up with the latest thinking and innovations. Our design driven, impactful campaigns across multiple digital platforms and materials communicate how partnering with BioLife Solutions can revolutionise how they harness biopreservation.

→ Animation / Marketing collateral / Film



→ 03// Projects

- Animation
- Marketing collateral
- Film



Life sciences

Biolife Solutions. Aiming for a sustainable future

The target for a more sustainable future is looming for all industries including the MedTech sector. The challenge is adapting to a low emission, carbon neutral business model. Our Sustainability Trends Campaign for BioLife Storage Solutions is presented the in the same clean, clinical design as the brand identity, conveying the trends impacting on labs during the transition.

→ Visual personality / Digital collateral / Brand collateral



→ 03// Projects

Life sciences

Biolife Solutions. Brand refresh for multi-platform provider of bioproduction tools and services to the cell and gene therapy and broader biopharma markets.

Reflecting the clean, clinical nature of the life-sciences sector, BioLife's brand identity is a tour-du-force of contemporary design. The muted colour palette, strong typography and bold iconography gets noticed and sets the brand apart from its competition.

→ Branding / Website / Campaigns & emails / Animation / New product launches / Collateral / Project management / Strategy



→ 03// Projects

- Branding
- Website
- Campaigns & emails
- Animation
- New product launches
- Collateral
- Project management
- Strategy



Manufacturing solutions

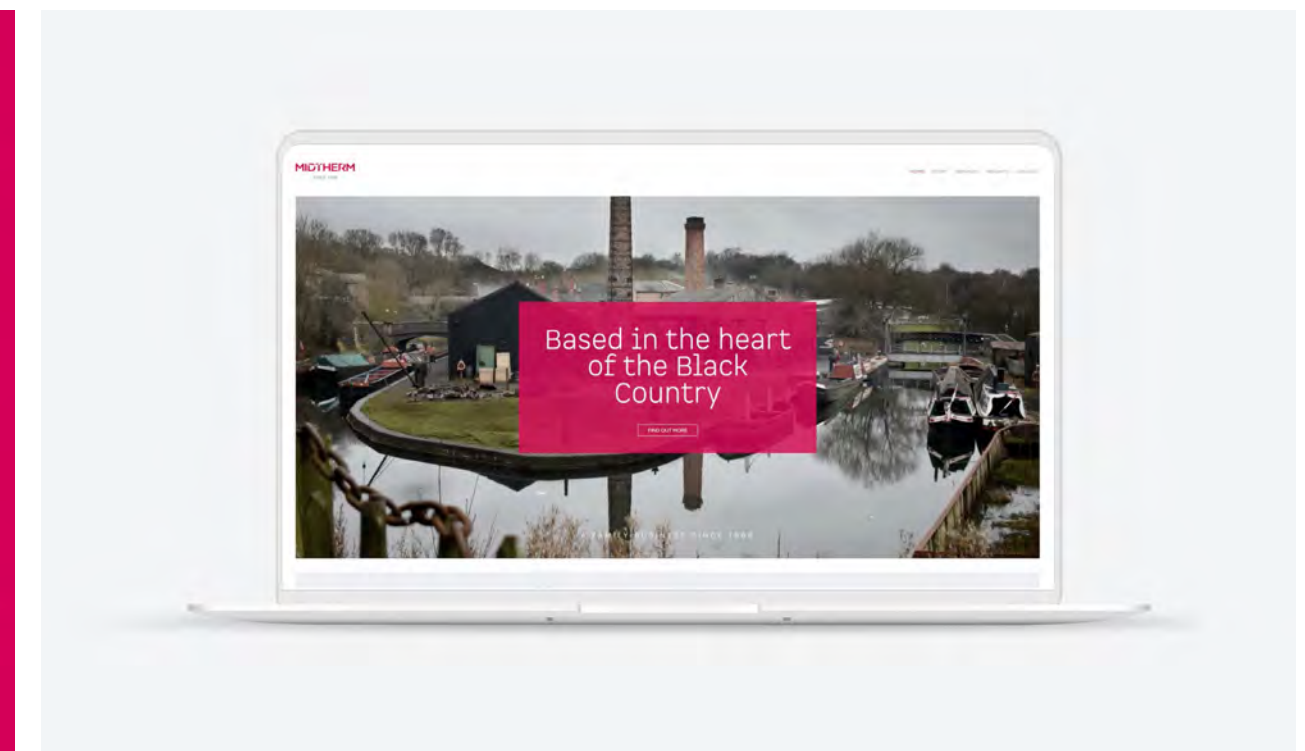
Midtherm. Brand project.

New brand identity for the Midtherm group; the longstanding manufacturing company located in the West Midlands in the UK with over 50 years' expertise in domestic and commercial flues and a broad range of associated products. Flue systems work with a constant flow of extraction, channelling the air out of a building. Our creative team referenced this by taking the circle shape used in flues and incorporating it subtly into the brand marque.

→ Brand / Website / Marketing collateral

MIDTHERM

SINCE 1968



Ocean & air freight

DSV. Brand agency for global freight forwarder.

With obligations to deliver transparent year-end sustainability reporting to customers and shareholders, DSV trusted us to deliver. Coming hot on the heels of a brand refresh and restyling, we took an anchored, reportage style approach to delivering sustainability and social responsibility messaging with on-point storytelling for international audiences.

→ Brand assets / Marketing collateral / Brand collateral



→ 03// Projects



- Brand assets
- Marketing collateral
- Brand collateral



Pharmaceuticals

Acino Pharmaceuticals. Contemporary company report.

Swiss pharmaceutical company Acino develops, manufactures and internationally markets well-proven and innovative pharmaceuticals in novel drug delivery forms. We were asked to provide concepts for the 2020 company report, relaying extensive information in an easy-to-edit PowerPoint presentation format. Working to the brand's extensive brand guidelines it was a pleasure to introduce headlines, photography and to explore working with Acino's striking 'orange to pink' colour palette to bring the report to life.

→ Branding / Campaigns & emails / Animation / Virtual event / Collateral / Project management / Social media rollout



→ 03// Projects

Property developer

Mandale Homes. We designed and launched a new identity for property developer Mandale Homes in 2005.

Following the impact and success of the branding project, we worked closely with the company over the years. During this time we produced a range of marketing materials for developments ranging from new site launch, marketing suite design, advertising campaigns and 3D renders from early 3D CAD technology to Adobe Substance 3D.

→ Brand identity / Marketing collateral / Campaigns / 3D renders / Website design



Public transport

Connect Tees Valley. Rebrand for regional transport network in the north east of England.

Appointed to rebrand Connect Tees Valley and provide a comprehensive set of brand guidelines for Connect Tees Valley, a North East regional transport initiative, along with five local authorities and transport networks. The vibrant, engaging colour scheme is augmented by the supportive, welcoming strapline: "Let's Journey Together." This encourages a sense of community, togetherness, and, ultimately, promotes the positivity in using public transport.

→ Stakeholder workshops / Branding / Guidelines / Marketing materials



Renewable energy

GeoPura. Brand refresh for renewable energy organisation brand refresh.

GeoPura has developed a zero-emission solution that enables companies to transform their energy use and eliminate diesel in the hardest to reach sectors. 2023 brand refresh required us to make change without making significant adjustments to the logo, and through our thoughtful and strategic approach we built out all aspects of the visual identity with supporting strapline, sector-specific campaigns, imagery and illustrations to execute a subtle but effective refresh.

→ Brand refresh / Brand guidelines / Brochure designs / Marketing collateral / Presentations



Road safety standard

CLOCS. Brand creation for CLOCS road safety standard.

The scope of this project was to create a visual identity for the high profile CLOCS (Construction Logistics and Community Safety) project – an industry-led response to improve road safety, commissioned by Transport for London. Pitched for and won the tender to create identity, guidelines, marketing and exhibition materials and website and app designs. CLOCS has since become an industry-leading, award-winning standard, inspiring safety in freight design and compliance in transport and delivery methods.

→ Brand identity / Guidelines / Animation / Marketing collateral / Website



Social housing

United Nations Development Programme. Multi-party, global collaboration to eradicate poverty and create equality.

Working with the Building Research Establishment and Caixa Bank, we conceived and produced a suite of communications for South American audiences to gain support and recognition for a project to rehouse 16m underprivileged families. Built with the aid of the UN Development Programme, the project was delivered in line with their 17 Sustainable Development Goals.

→ Video/animation / Marketing collateral

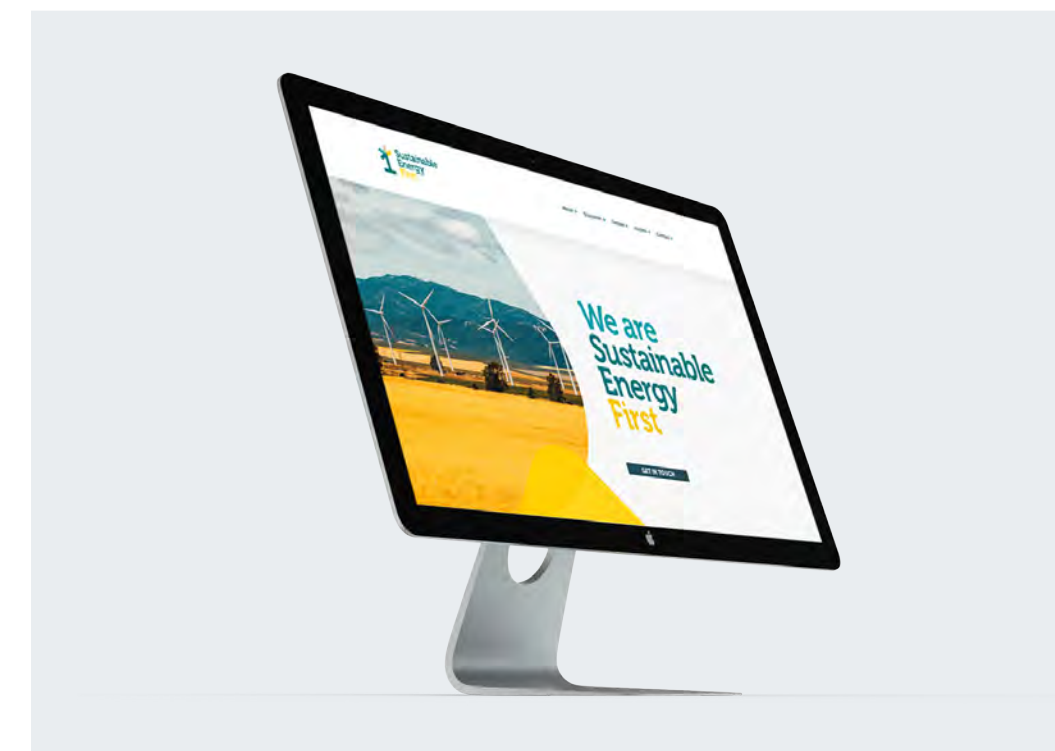


Sustainable energy

Sustainable Energy First. Sustainable energy opportunities for UK organisations.

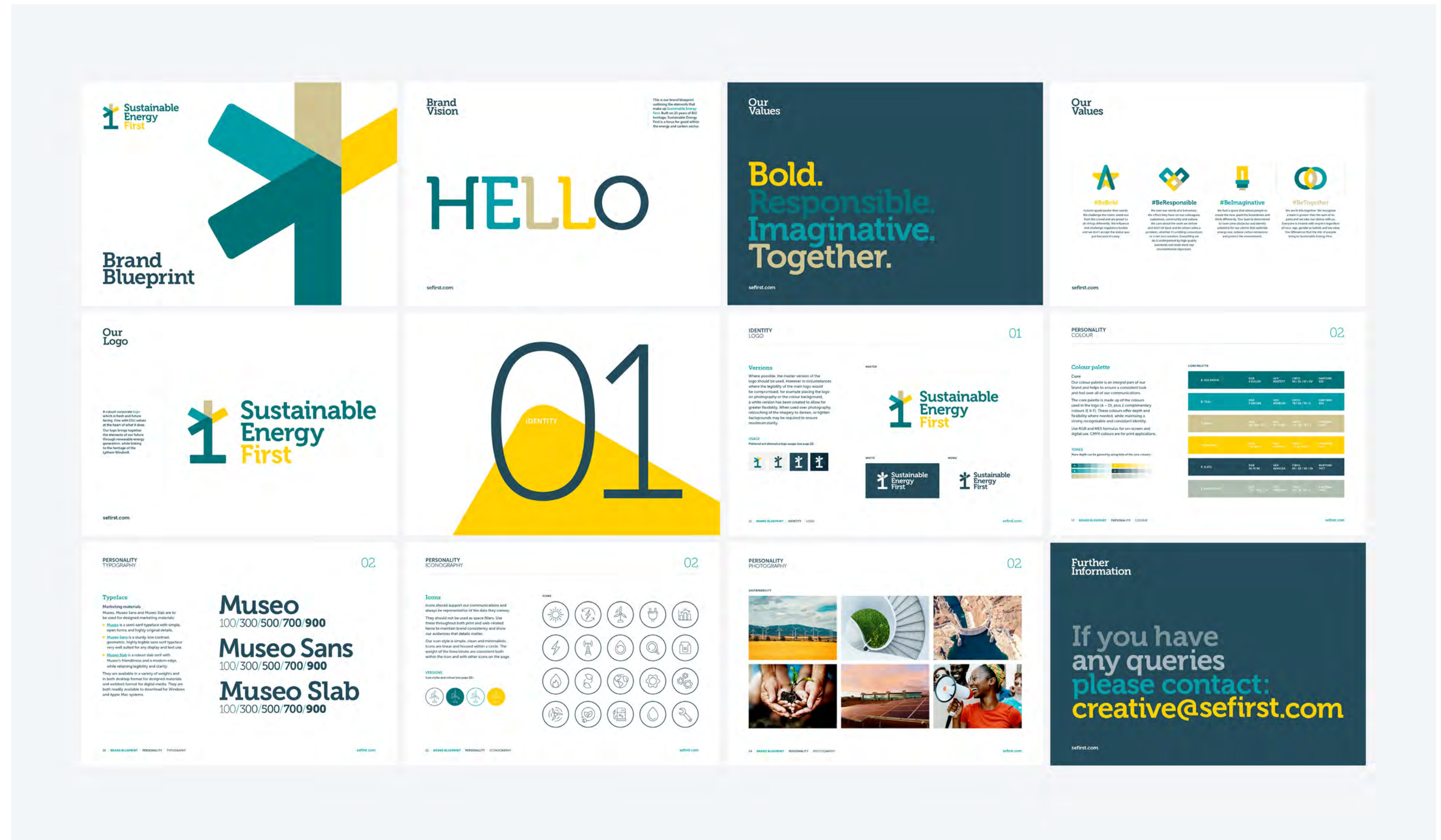
Working closely with leadership, we created a robust brand identity for the brand as it evolved from BIU, and repurposed their whole organisation. Also creation of a host of branded collateral and a strong digital presence. With an emphasis on thought-leadership and education, the identity has scope to convey facts and figures that appeal to the head; plus plenty of room for concepts, storytelling and dynamic visuals to prompt that all-important heartfelt response.

→ Brand identity / Brand guidelines / Website / UX design / Brand collateral



→ 03// Projects

- Brand identity
- Brand guidelines
- Website
- UX design
- Brand collateral



Sustainable insulation

Knauf Insulation. Creation of Urbanscape for green roof systems brand.

When Knauf Insulation in Brussels wanted a brand and identity guidelines for a ground-breaking, sustainable roofing system for use in urban areas, they came to us. Urbanscape was born and supported with comprehensive corporate guidelines. Since its launch in 2012 the product has become a proven pioneer in smart-city innovation requiring extensive work with marketing team across Europe and Asia to facilitate rollout.

→ Name creation / Brand identity / Video/animation / Brand collateral

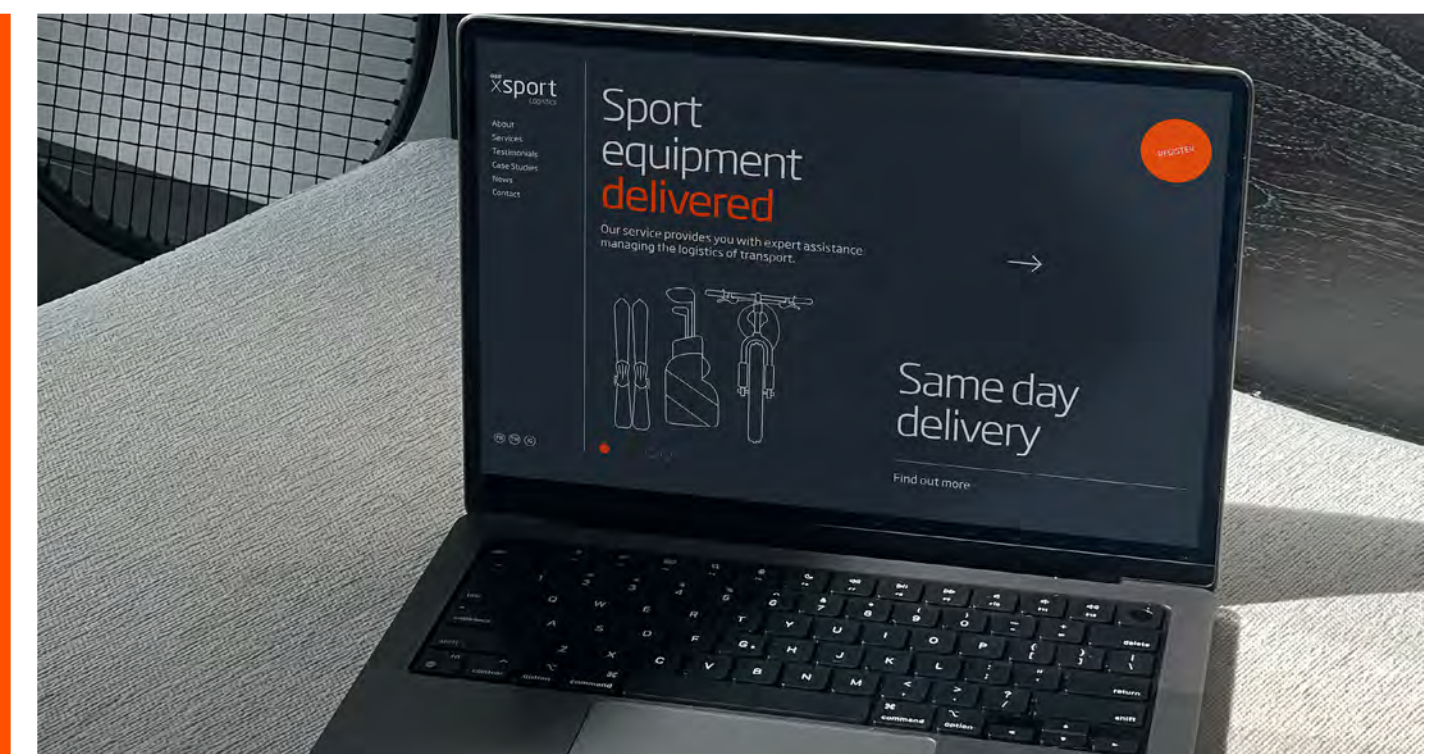


Transport & logistics

OSE. Brand creation for courier company.

OSE is a UK-based provider of expeditious courier and transport services. They provide bespoke, international import and export consignments including transport, express and warehouse services. For their exciting sub-brand OSE XSport Logistics, we created a vibrant, eye-catching brand to launch their enterprise to B2C markets.

→ Branding / Website / Livery / Brand collateral

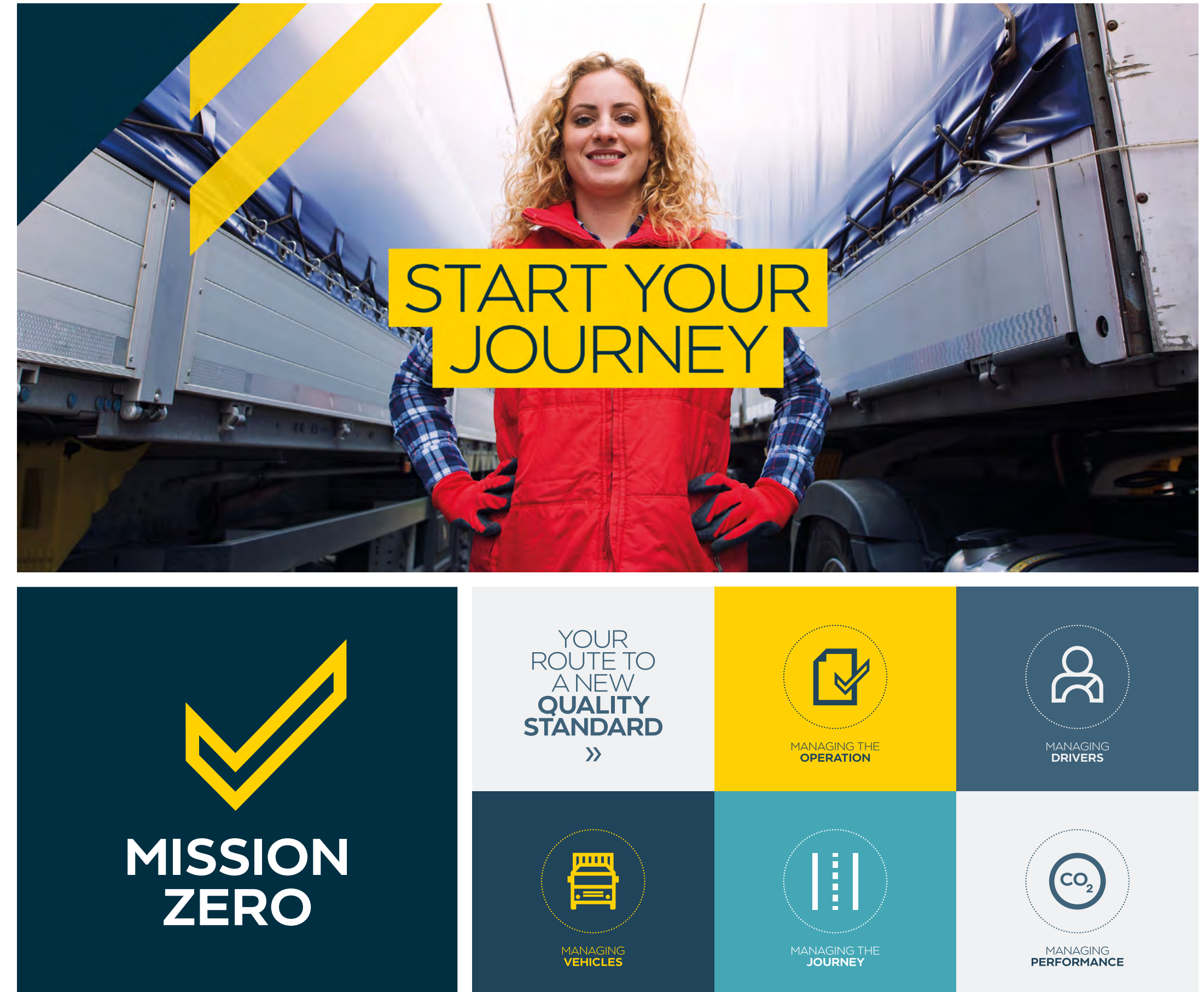


UK road fleet standard

Mission Zero. Brand creation for a national Quality Standard for the road fleet sector.

The scheme helps organisations adopt a roadmap towards zero collisions, emissions and prohibitions. We worked closely with the leadership team to find their name, develop the band and narrative and take the message to market. Our goal: to influence change in a fairly traditional sector, requiring super-clean, well-crafted communications with clear and compelling calls to actions.

→ Naming / Branding / Website / Collateral / Event support



UK transport network

Transport for London. Brand and collateral for Work Related Road Risk Compliance Toolkit.

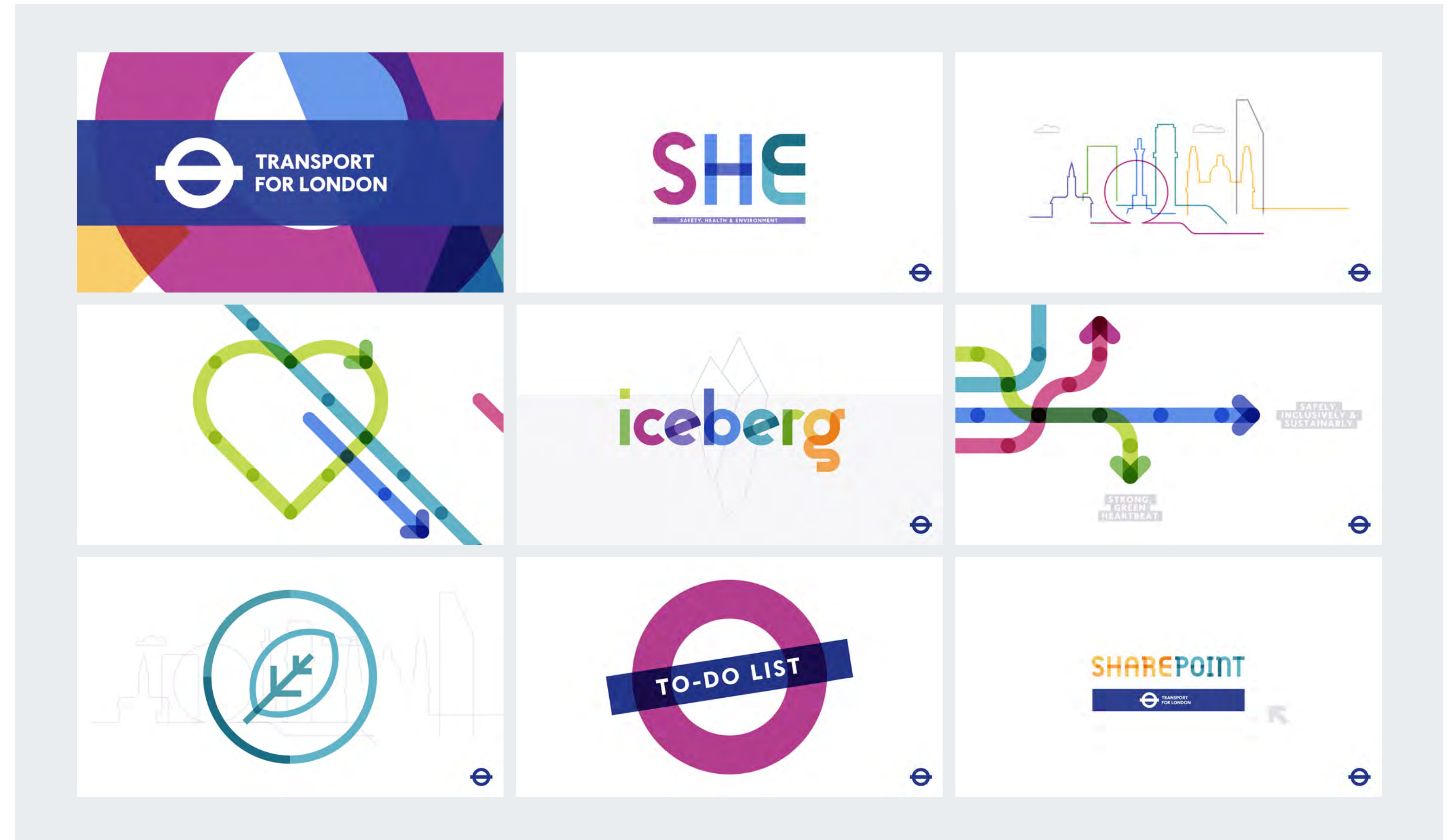
Design of marketing collateral for WRRR Compliance Toolkit. Rolled out by Transport for London to training organisations across the UK transport and logistics industry to manage work related road risk. WRRR is about saving lives and reducing public spending, leading to safer vehicles, safer driving and safer roads. One of several projects we have worked on for TFL and associated transport organisations over the years.

→ Strategy / Branding / Website / Campaigns & emails / Animation / Collateral



→ 03// Projects

- Strategy
- Branding
- Website
- Campaigns & emails
- Animation
- Collateral

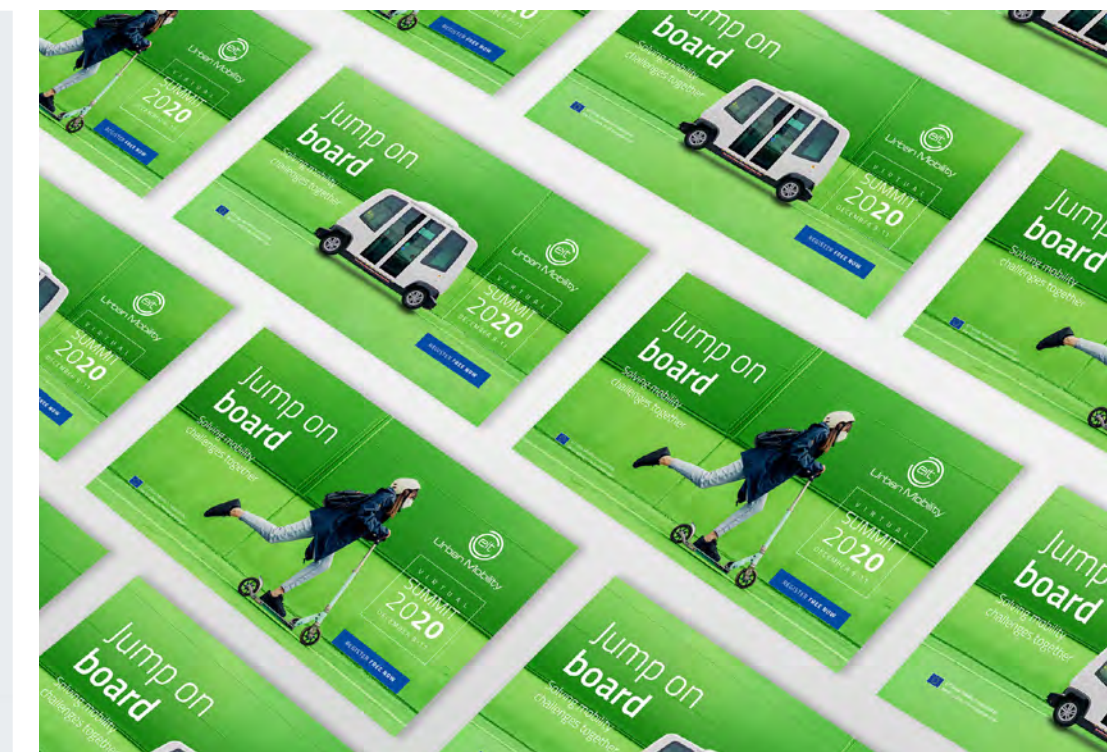
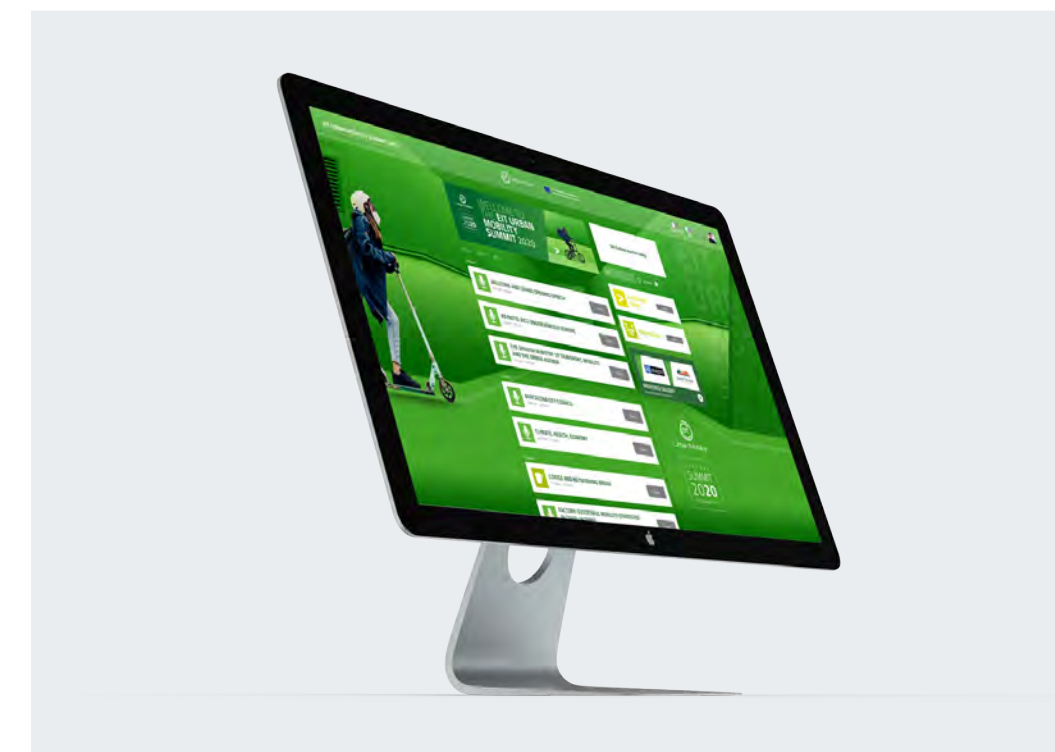


Urban mobility

EIT Urban Mobility. Event branding for the organisation's first three-day virtual summit.

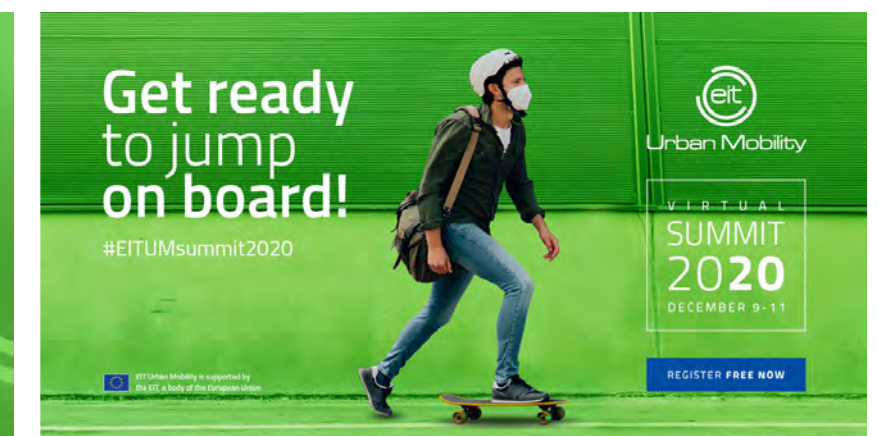
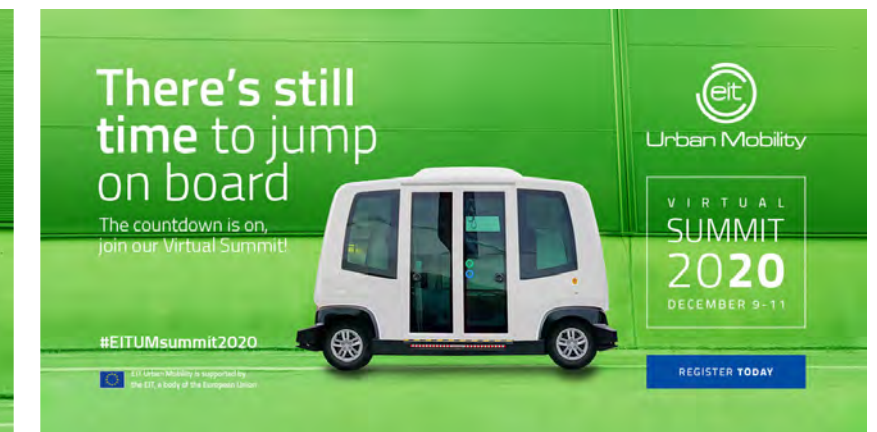
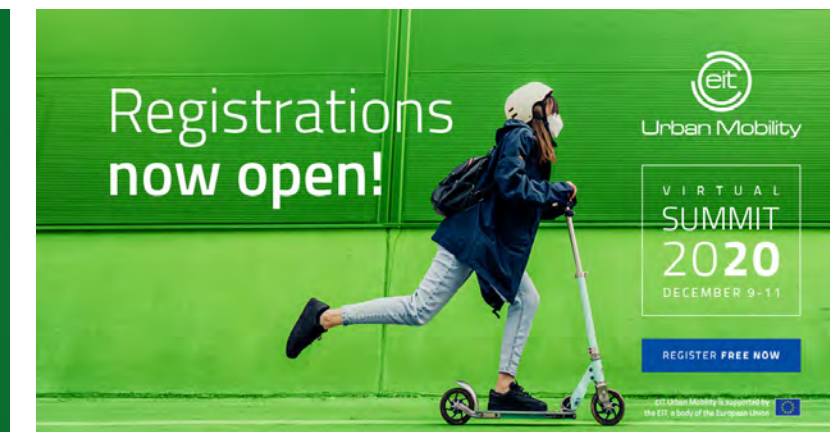
EIT Urban Mobility is a European initiative to create liveable urban spaces, engaging cities and citizens and putting new mobility solutions into practice. Their first annual summit took place at the height of lockdown. First crafting a brand identity and campaign to inspire greener movement in cities we also supported an important shift in sustainability by moving their whole event online.

→ Branding / Website / Campaigns & emails / Animation / Three day virtual event / Collateral / Project management / Social media rollout

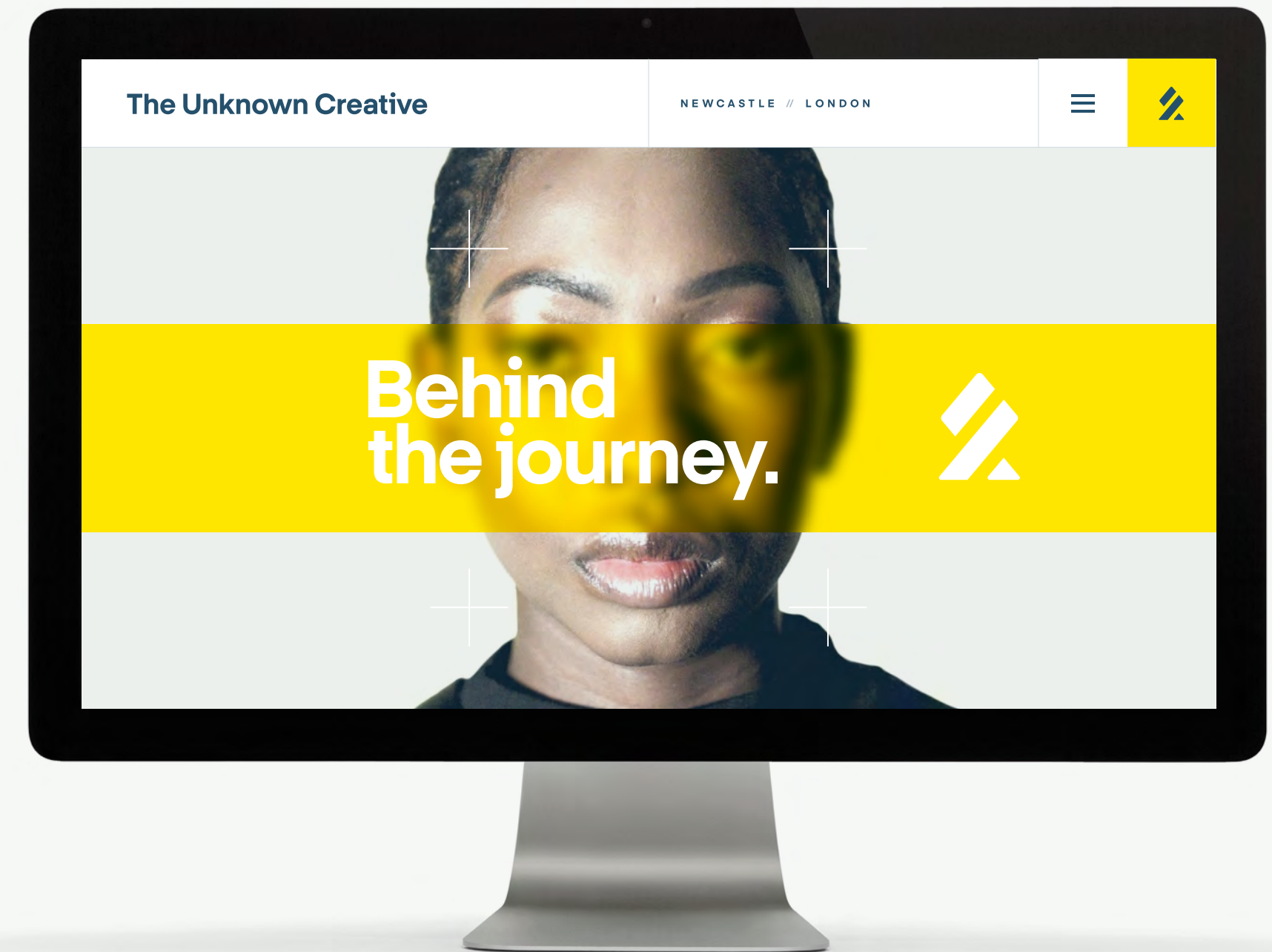


→ 03// Projects

- Branding
- Website
- Campaigns & emails
- Animation
- Three day virtual event
- Collateral
- Project management
- Social media



Kick-start your brand journey.



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LDN

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Behind the brand.

