

11.11.15

MOODBOARD

WORKHORSE

IT ALL STARTS WITH
UNDERSTANDING THE PROBLEM AT HAND

It's important to convey both

what the brand is, and what it isn't.

DCAF IS	WITHOUT BEING
Secure	Calculating
Trusted	Stodgy
Clear	Blunt
Caring	Sentimental
Confident	Brash
Honest	Callous
Empathetic	Condescending
Progressive	Hasty
Unapologetic	Careless

BRAND THEMES

Helping “Asylum” Seekers

Steadfast Support

Authentic and Honest Guidance

Sparking Firebrands

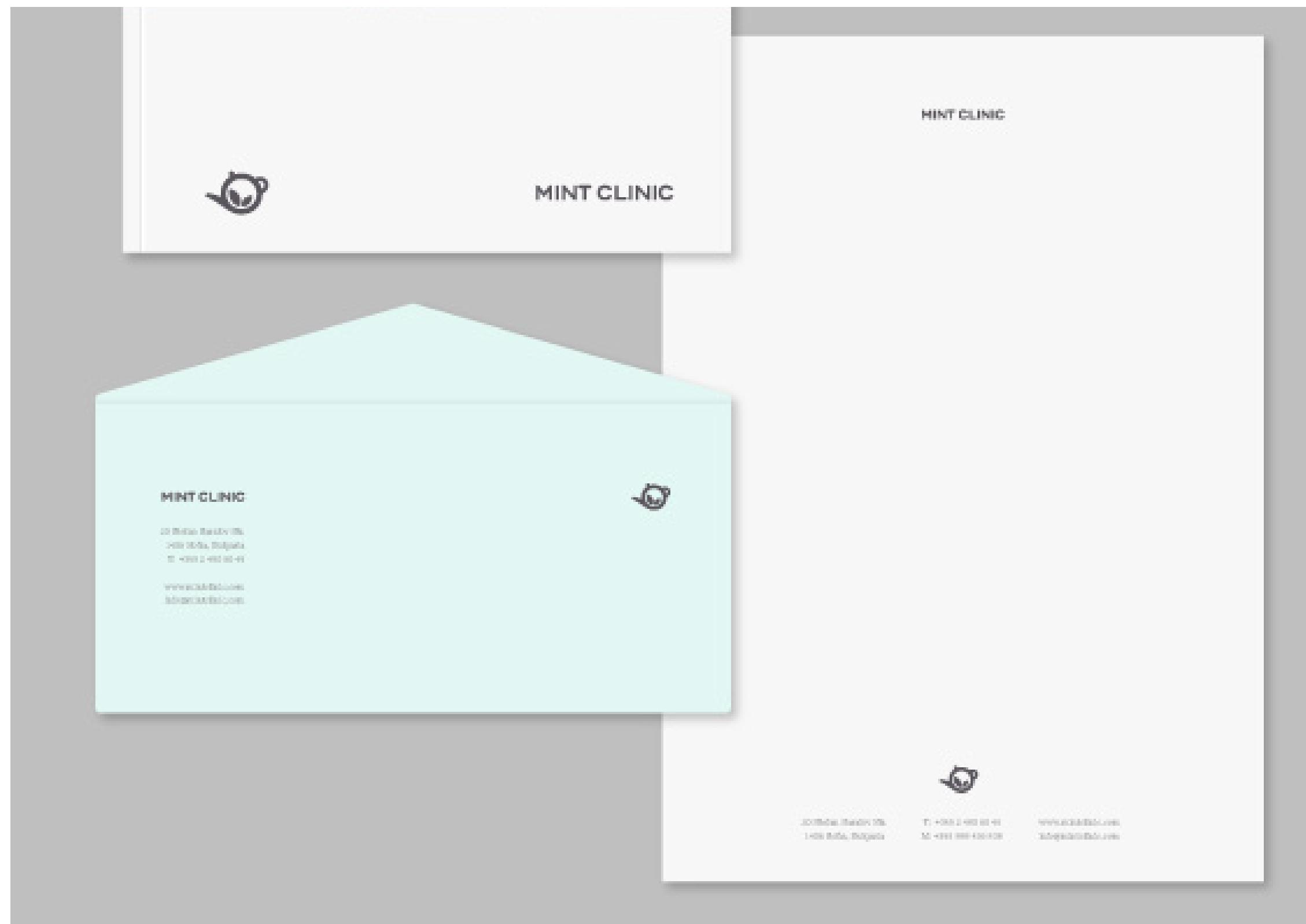
Helping “Asylum” Seekers

Properly conveying help and compassion for those who need it most



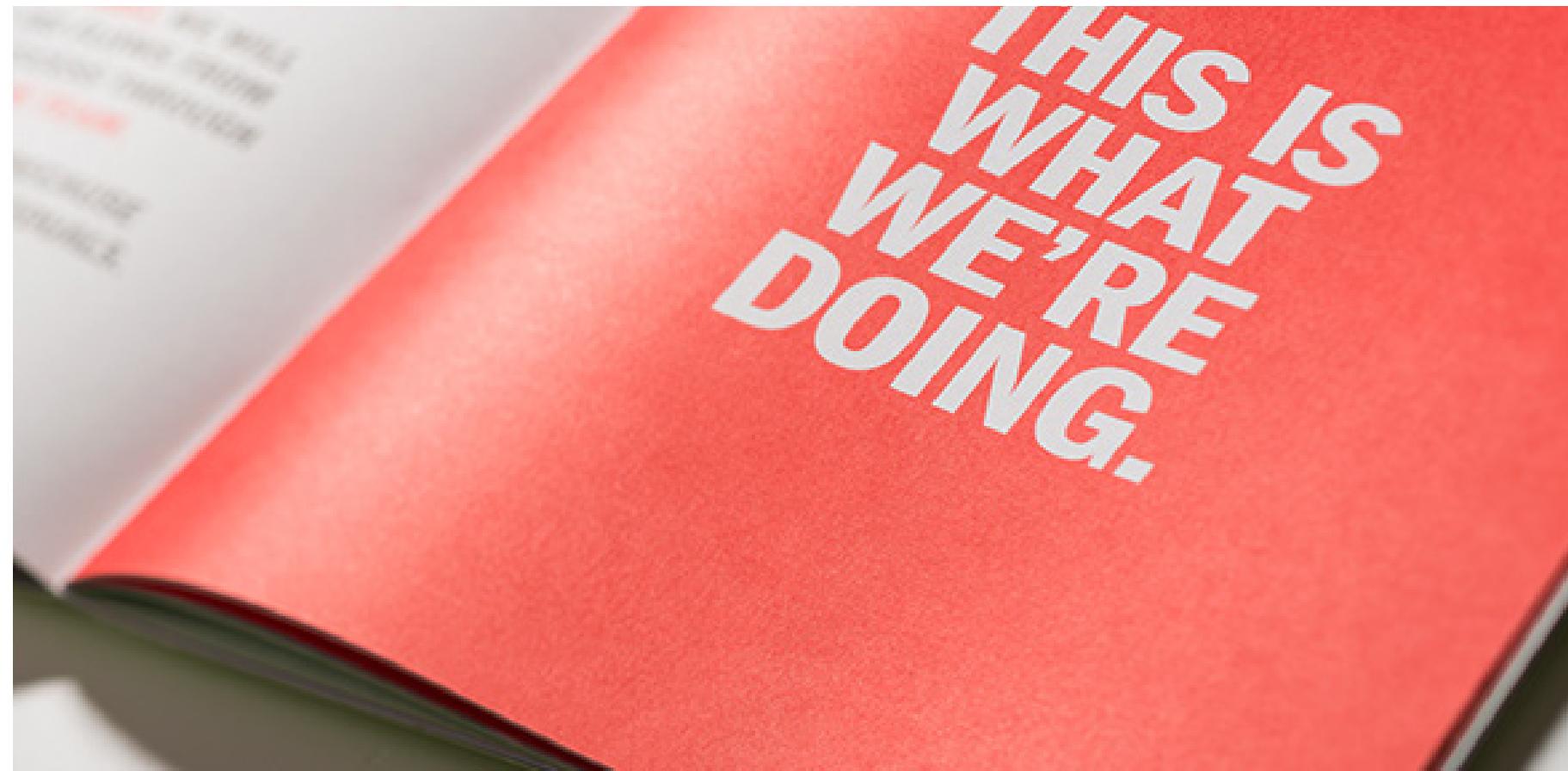
Steadfast Support

Showcasing a commitment to the client's case, privacy and security



Authentic and Honest Guidance

Active empathy



I WANT TO PARTNER WITH A COMPANY THAT UNDERSTANDS FAMILIES AND YOUNG PEOPLE.

WE HELPED RAISE OVER \$2.5 MILLION

WE'RE DOING WHAT WE CAN TO SUPPORT WORTHY CAUSES.

"I WANT NEW ZEALAND TO STAY CLEAN AND GREEN."

WE'RE DOING WHAT WE CAN TO HELP KEEP NEW ZEALAND CLEAN AND GREEN.

30% ON THE PREVIOUS YEAR'S CONSUMPTION



Sparking Firebrands

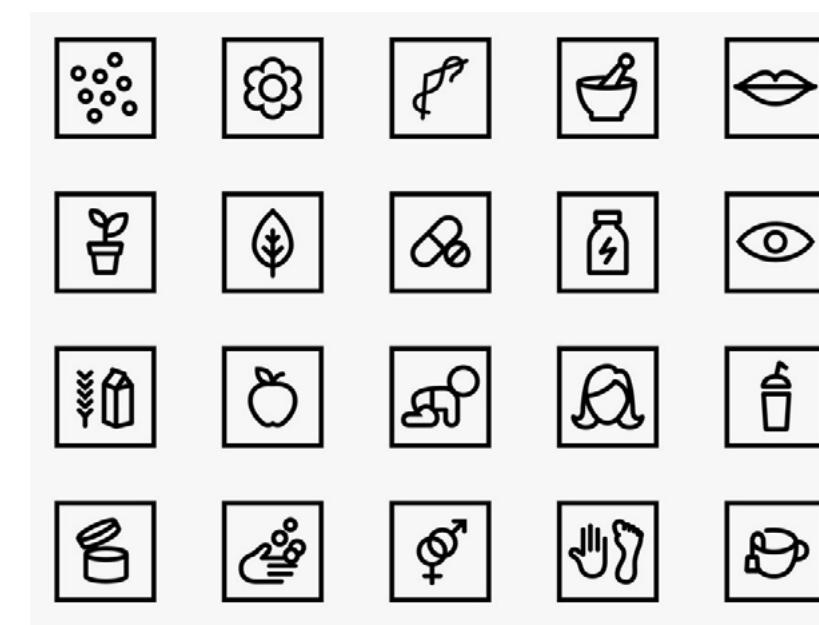
Inspiring and motivating agents of change

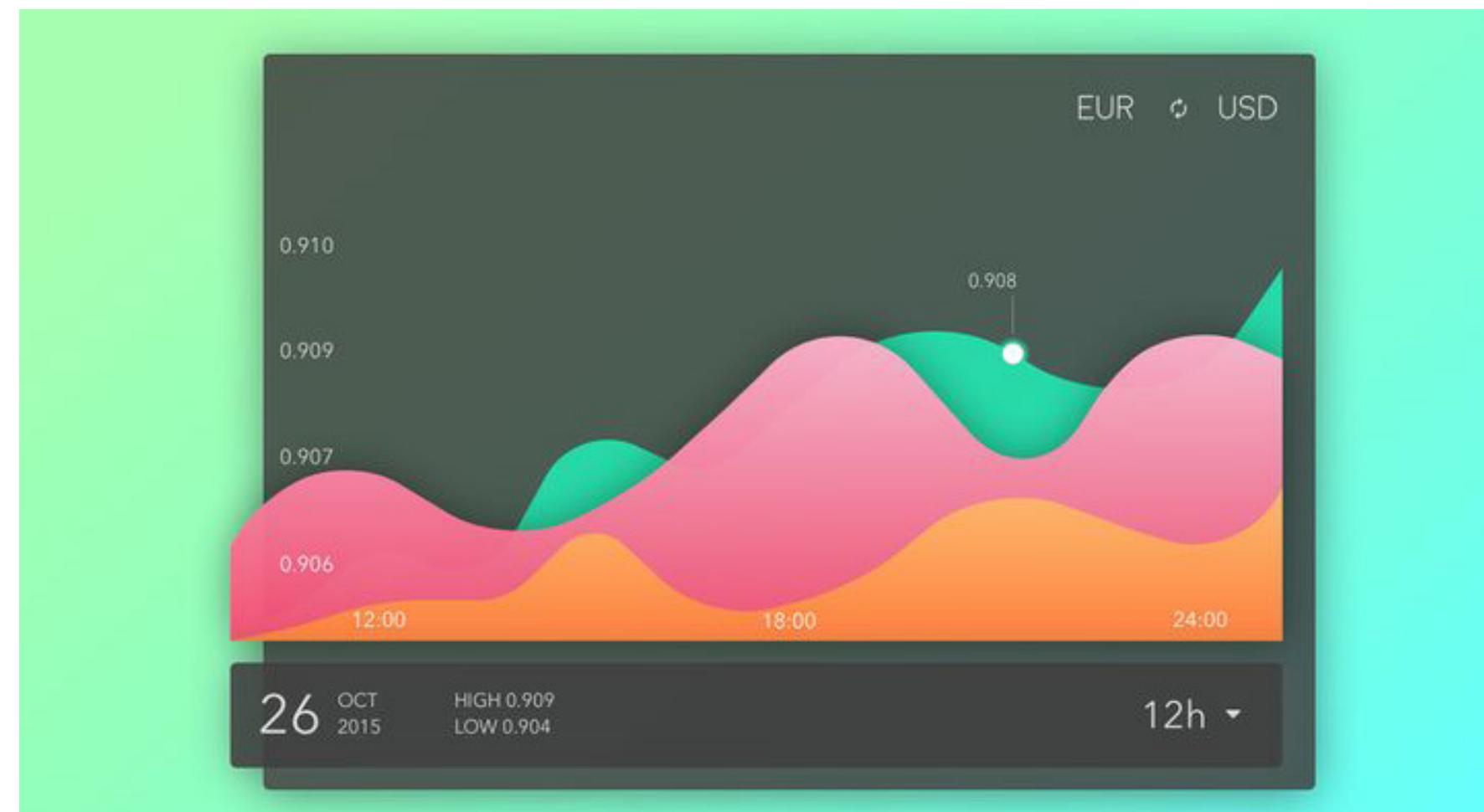
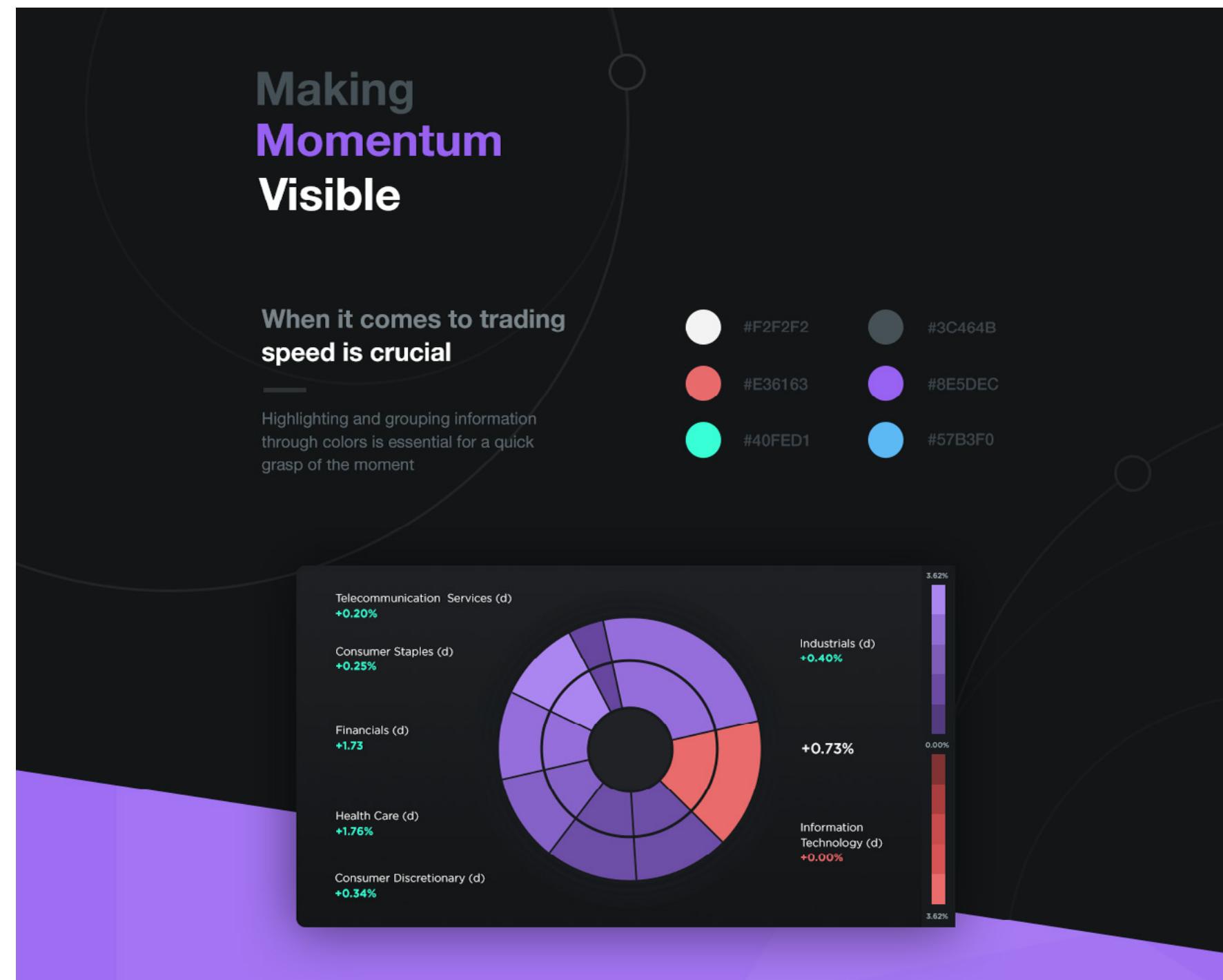


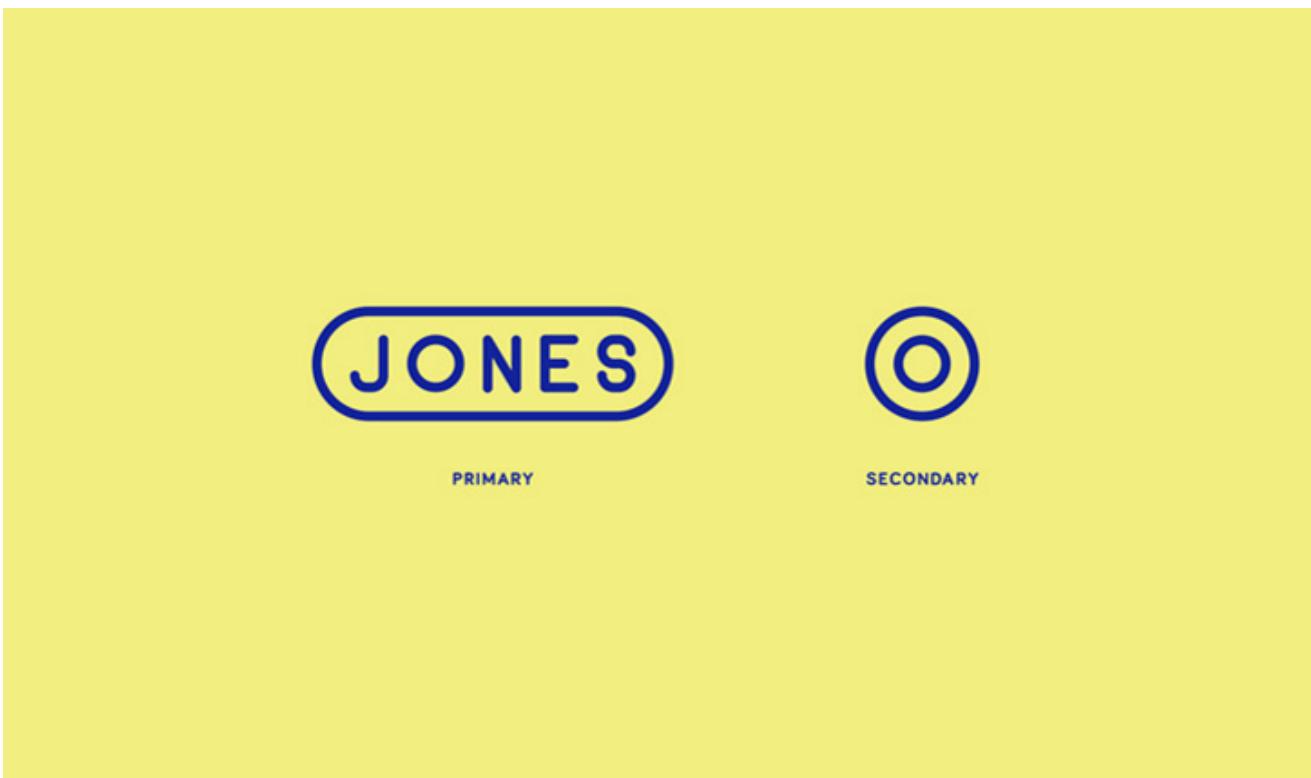
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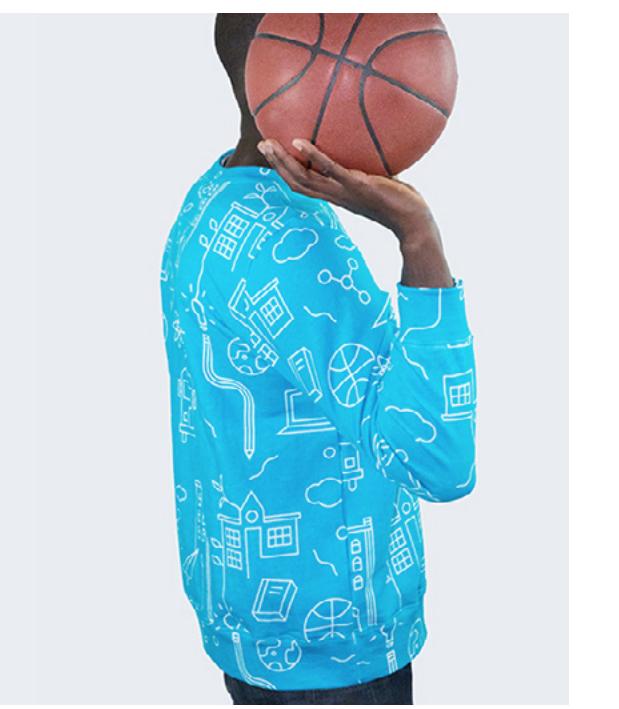
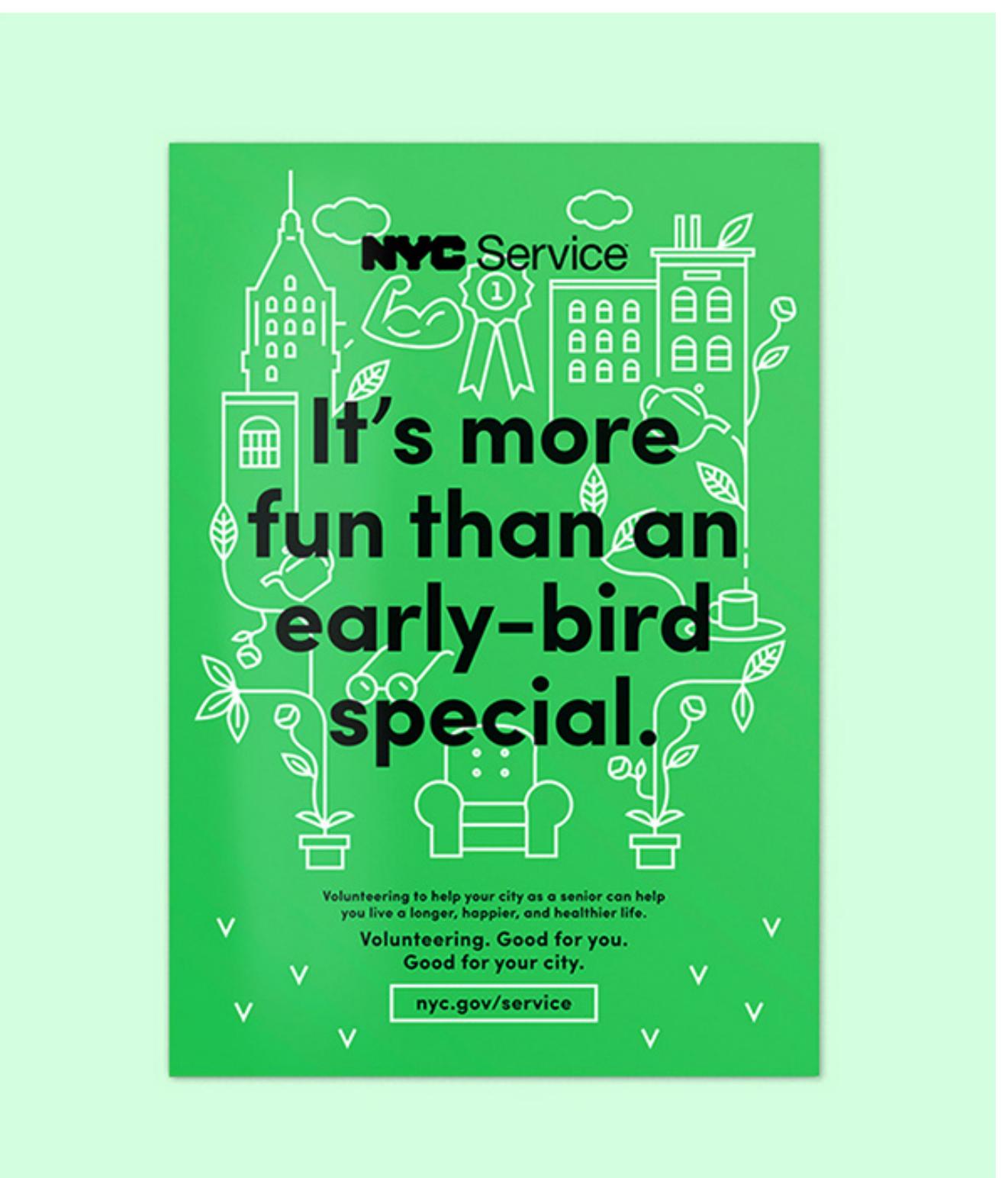
MOODBOARDS

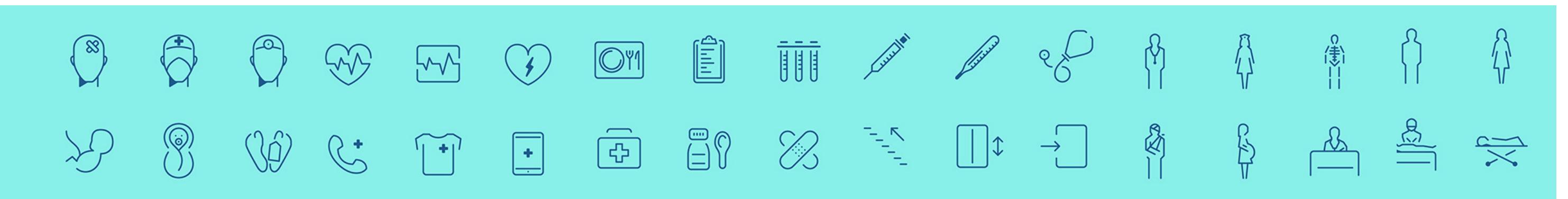
MOODBOARDS











SOME QUESTIONS TO CONSIDER

Does the Brand Language align with our mission?

Which definition is the most important?

Which definition is the least important?

Do the Brand Themes align with our mission?

Which Brand Theme is the most important?

Which Brand Theme is the least important?

Which visual examples are representative of the vision for our brand?

THANK YOU!