

BRAND DEVELOPMENT GUIDE

This startup is a Data & Information Design, Analysis, and Display consultancy.

It was conceived some years ago by a professional analyst who wanted to manage her own work and time, and be able to use their creativity and ideas more freely than when bound by the constraints of employment. She created the concept, named, and started to market their company. However, she struggled to convey to potential customers the products she was offering (being analytical products they are difficult to describe). She also struggled to convey to her customers how her products could help them, mostly because she couldn't easily show them

pictures of very sophisticated concepts.

Some years later, the internet had 'exploded'. This means that skills, methods, and knowledge that had only been accessible to her via expensive software packages in her office were now freely available to her through her home office. Most importantly, she is now able to, because of the increase and dramatic improvement and availability of computing power, memory, and software, able to not only display her skills herself, using her own computer, but is able to locate, store, clean, manipulate, analyse, and present insights, knowledge, and wisdom from large volumes of real-world and constructed (e.g. company-based) data.



Statistics - Visualisation - Patterns - Principles - Insights - Knowledge - Truth - Diagnosis - Aggregate

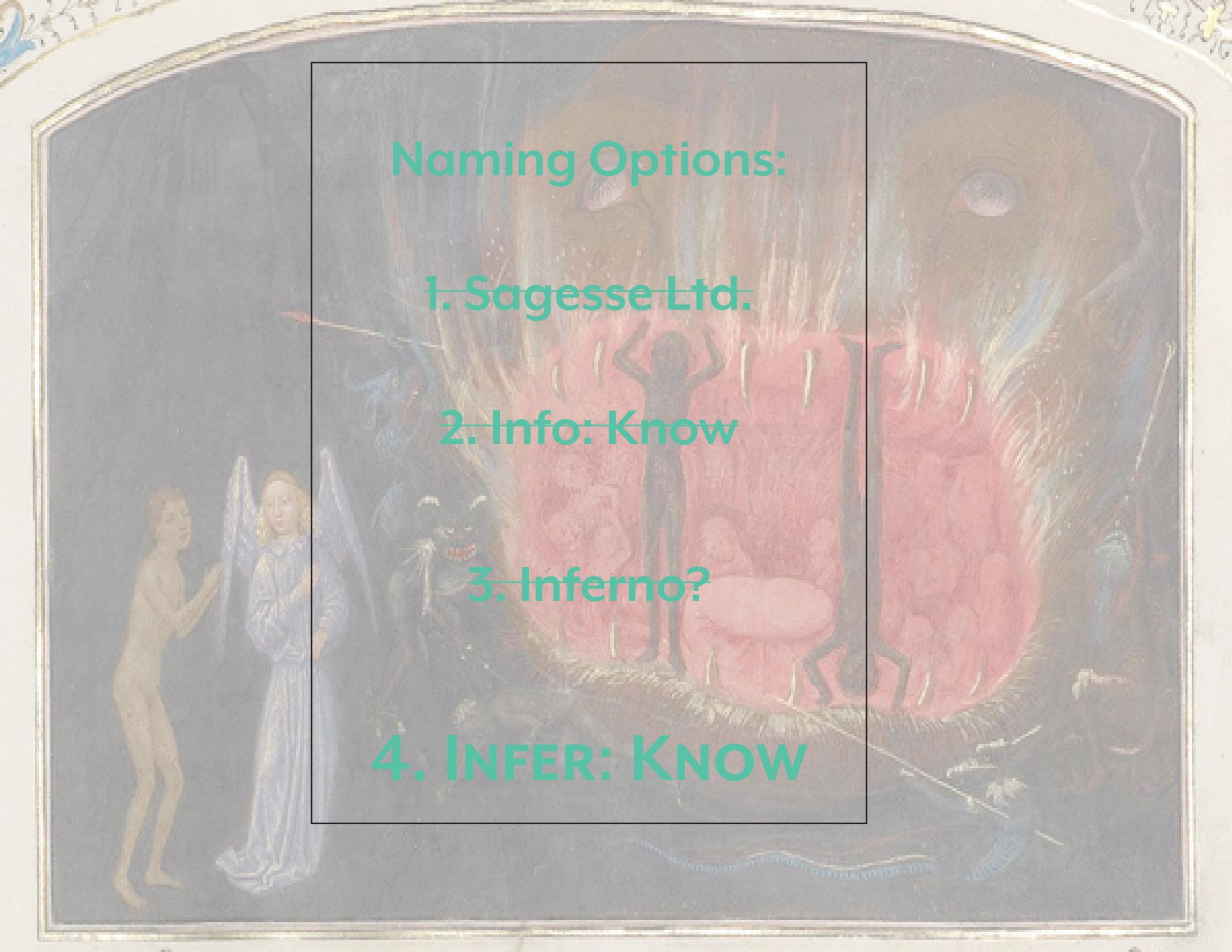
Meaning - Context - Causality - Principles - Insight - Science - Information - Clean - Collect - Data

Numbers - Words - Pictures - Graphs - Charts - Design - Summary - Detail - Intelligence - Artificial Intelligence - Data

Beauty - Truth - Data - Decisions - Numbers - Words - Pictures - Graphs - Charts - Design - Summary - Detail - Intelligence - Artificial Intelligence - Data

Information - Science - Insight - Principles - Causality - Meaning - Context - Aggregate

Collect - Clean - Store - Analyse - Data - Analysis - Artificial Intelligence - Data

A dark, medieval-style illustration of a scene from Dante's Inferno. In the center, a figure in red robes stands with arms raised. To the left, a naked man stands with hands clasped. In the background, a large, multi-headed dog (Cerberus) guards a circular pit of fire where other figures are visible. The overall atmosphere is one of torment and hellfire.

Naming Options:

1. Sagesse Ltd.

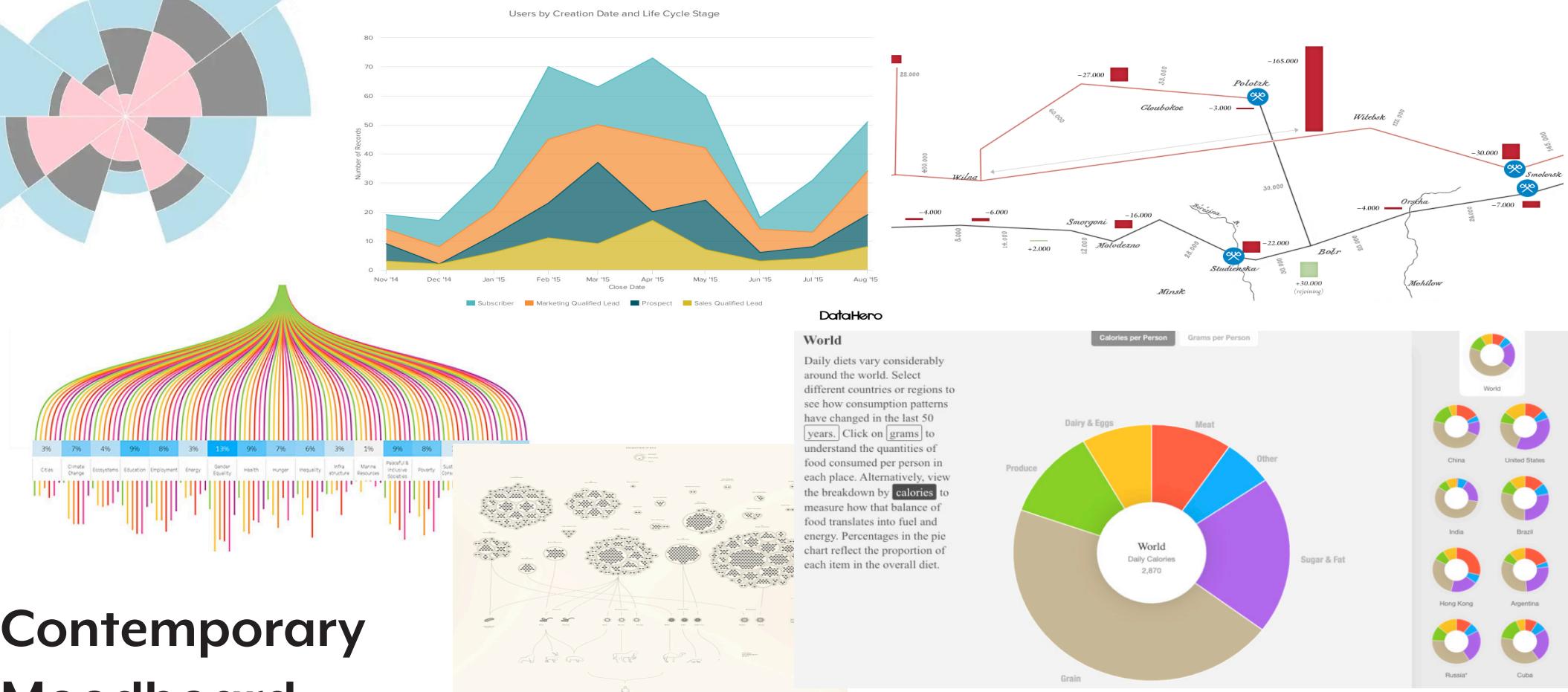
2. Info: Know

3. Inferno?

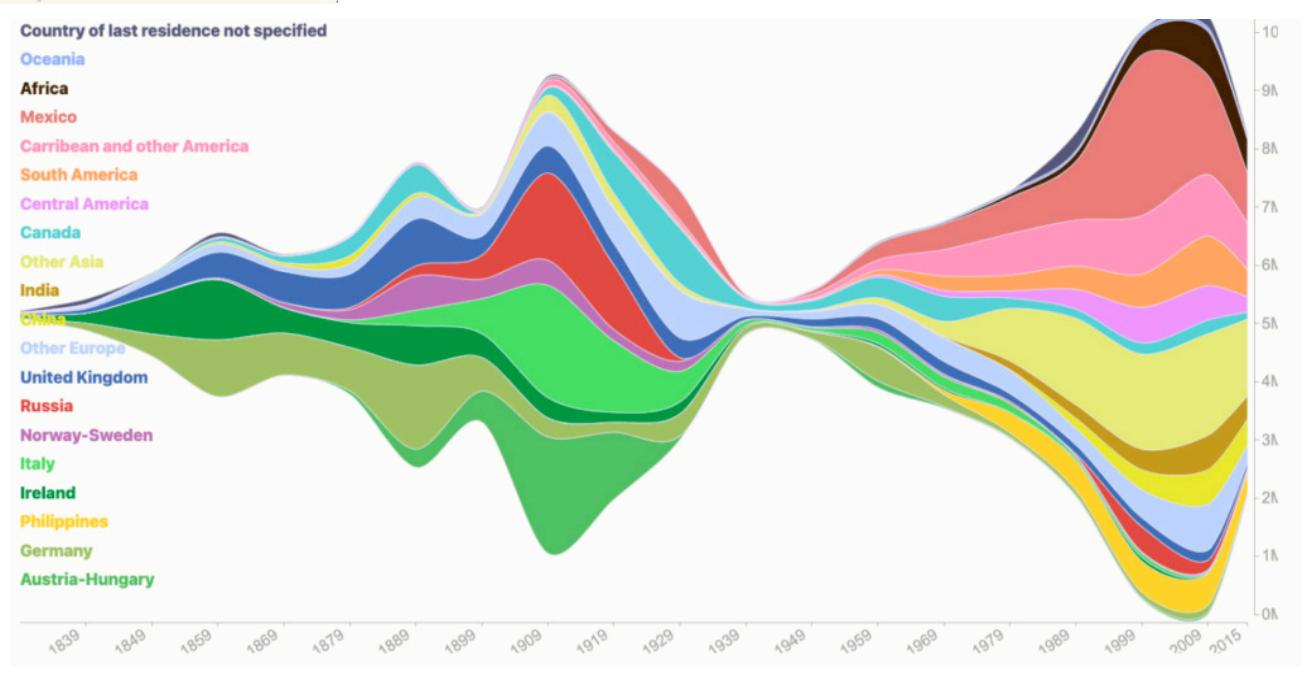
4. INFER: KNOW

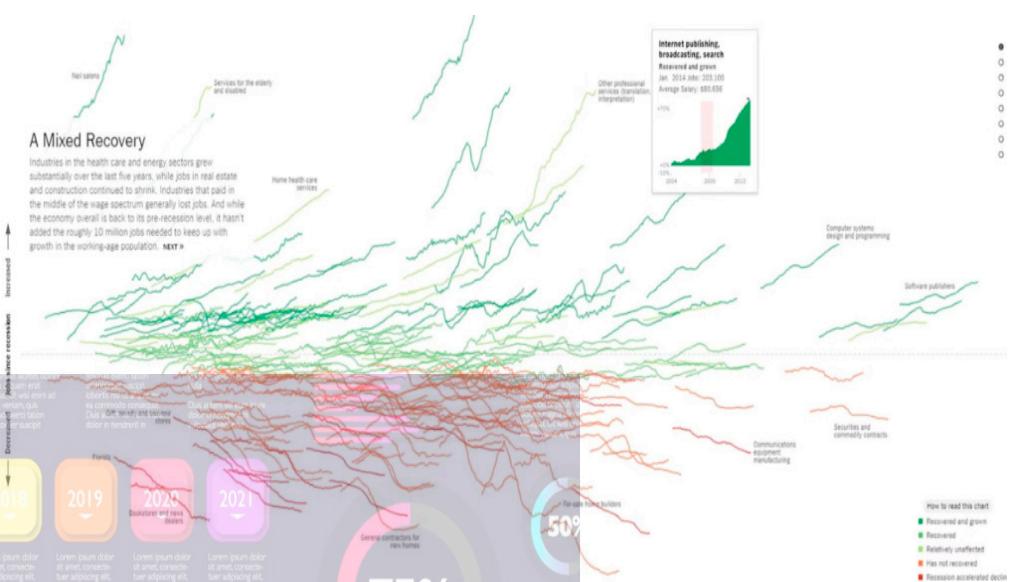
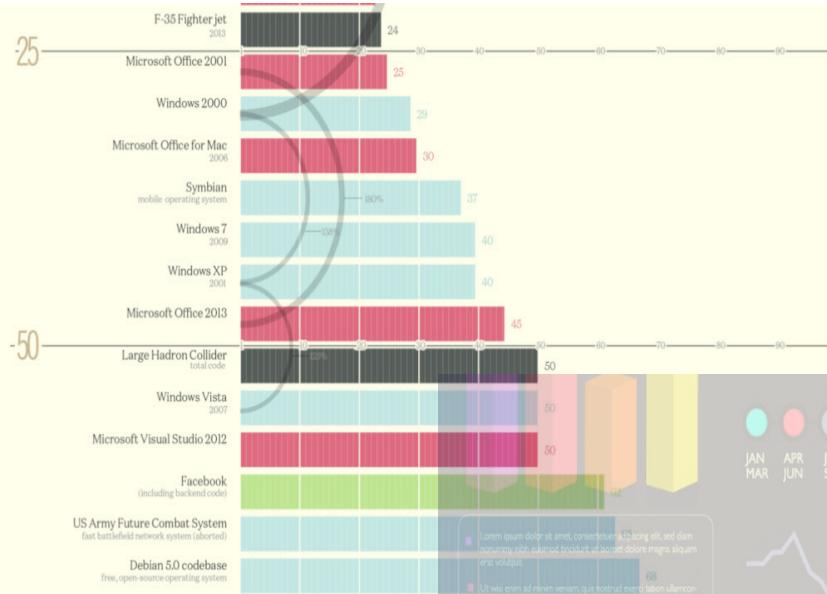
Three adjectives which describe the start-up's key qualities:

**TRUE
BEAUTIFUL
WISE**



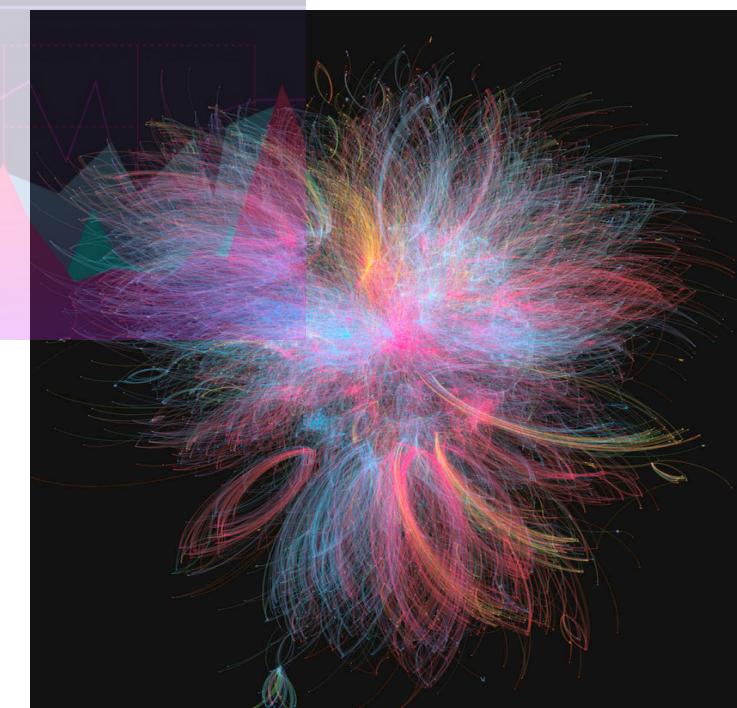
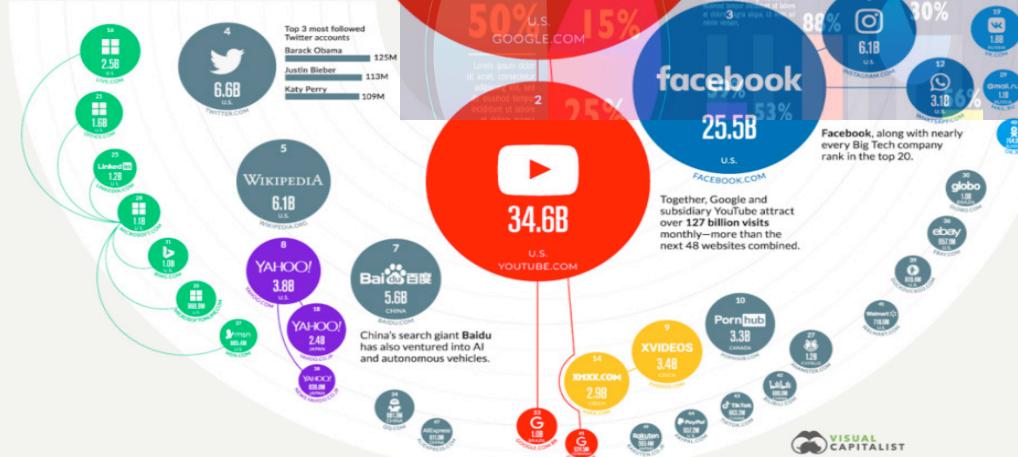
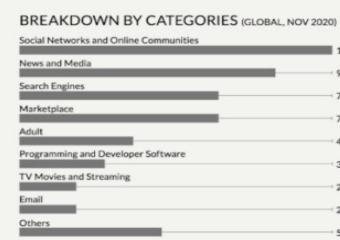
Contemporary Moodboard

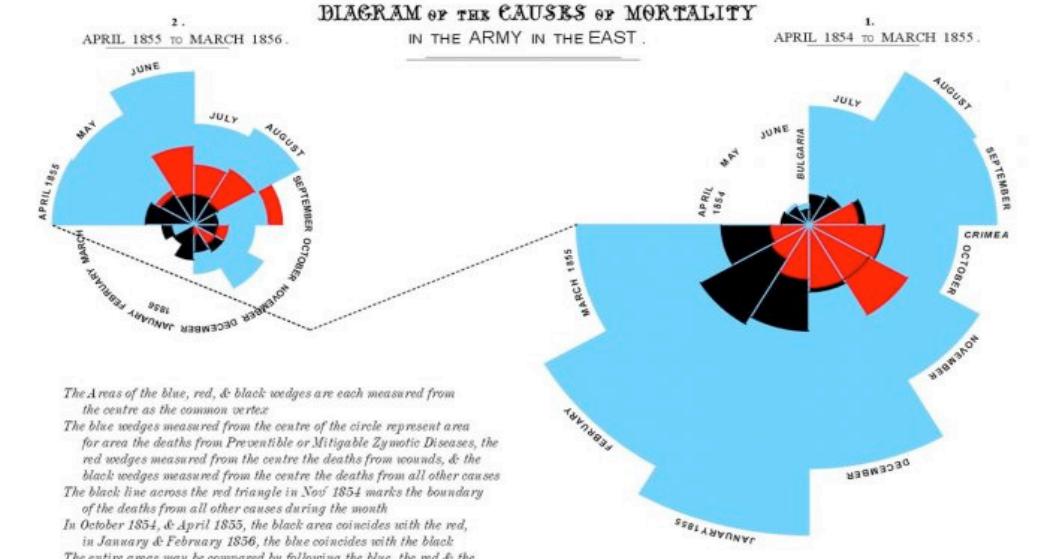




THE WORLD'S Top 50 Websites

Below, we show the key players—from Google to Twitter—that currently dominate the Internet.





The Areas of the blue, red, & black wedges are each measured from the centre as the common vertex

The blue wedges measured from the centre of the circle represent a area for area the deaths from Preventible or Mitigable Zymotic Diseases, the red wedges measured from the centre the deaths from wounds, & the black wedges measured from the centre the deaths from all other causes The black line across the red triangle in Nov 1854 marks the boundary of the deaths from all other causes during the month

In October 1854, & April 1855, the black area coincides with the red, in January & February 1856, the blue coincides with the black.

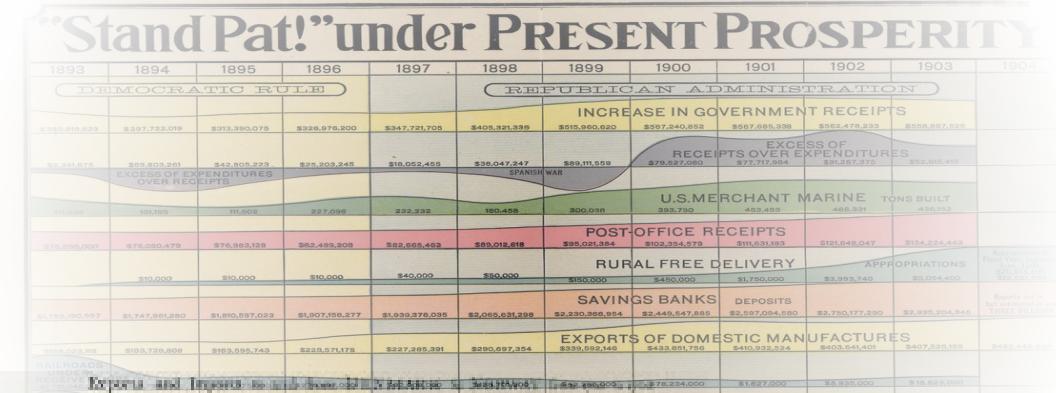
In January & February 1850, the vine coincides with the black
The entire areas may be compared by following the blue, the red & the
black lines enclosing them

**DIAGRAM OF THE CAUSES OF MORTALITY
IN THE ARMY IN THE EAST.**

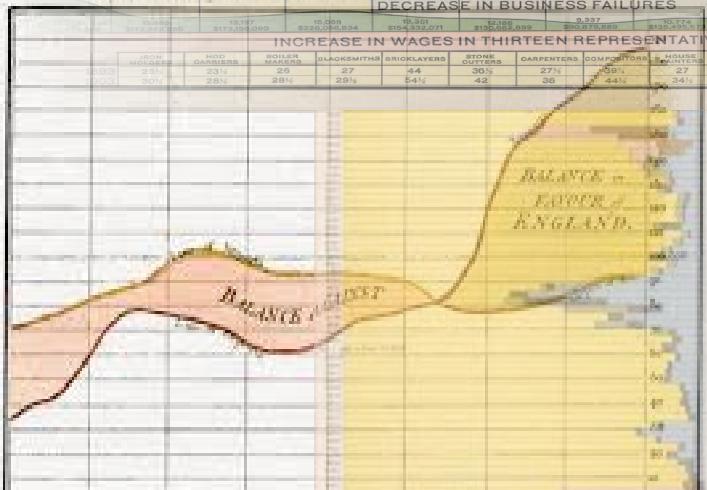
APRIL 1855 TO MARCH 1856.

IN THE ARMY IN THE EAST.

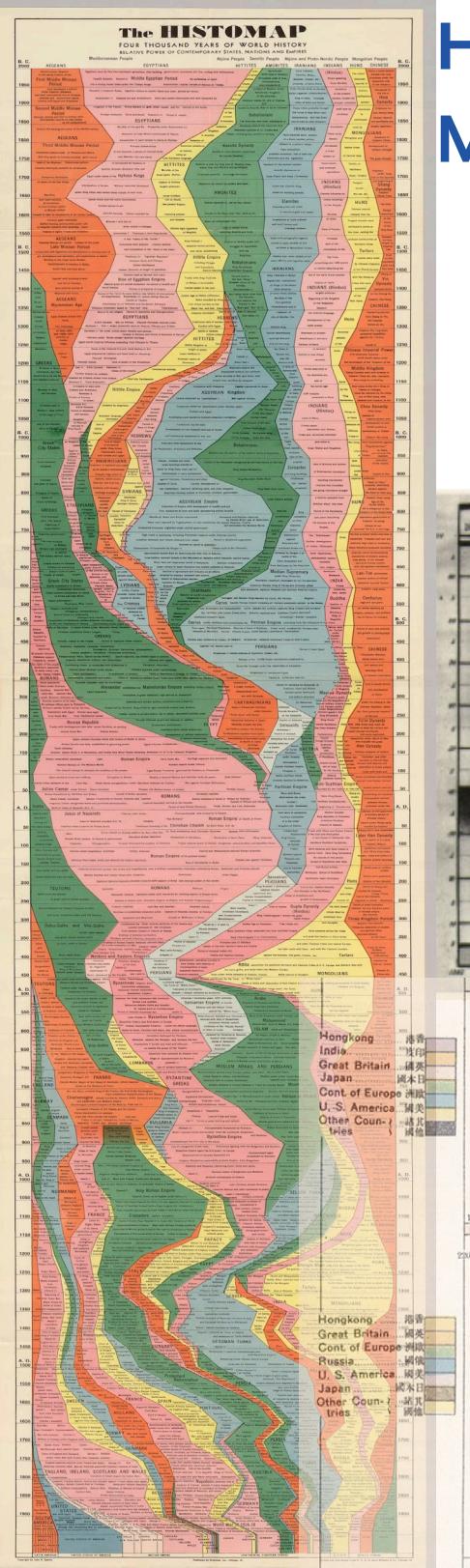
APRIL 1854 TO MARCH 1855.



Exposure and Recovery 175,000,000 1,000,000 1,000,000 388,750,000 288,000



The bottom line is divided into three segments: Right-hand line, left-hand line, and center line.



Historical Moodboard

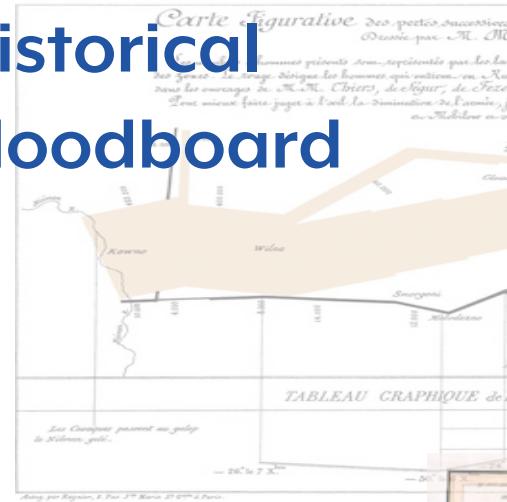
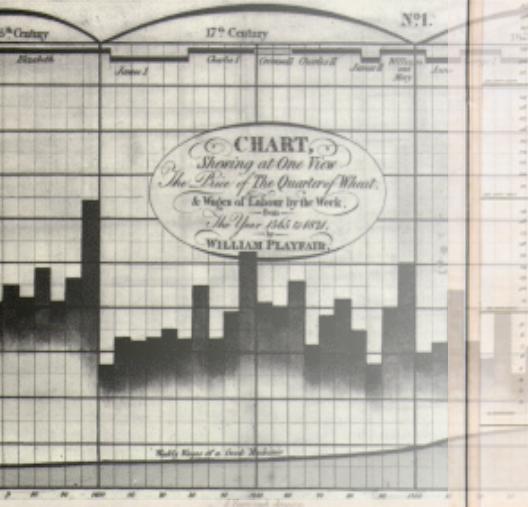
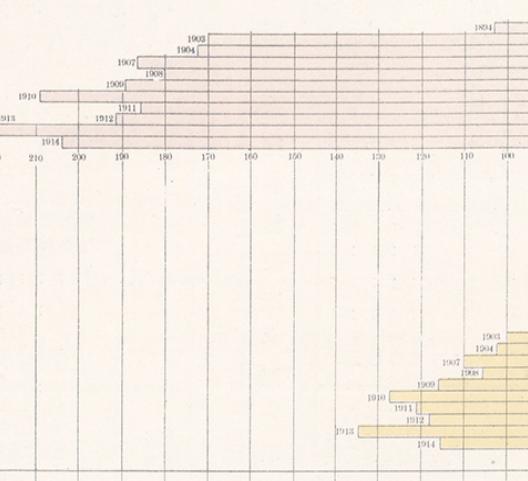
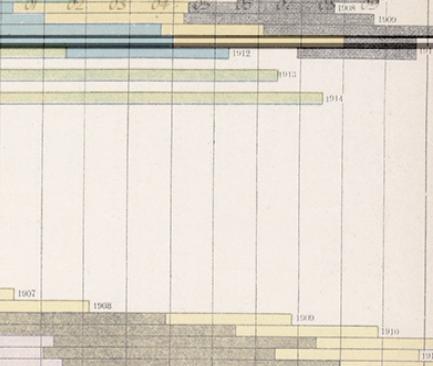
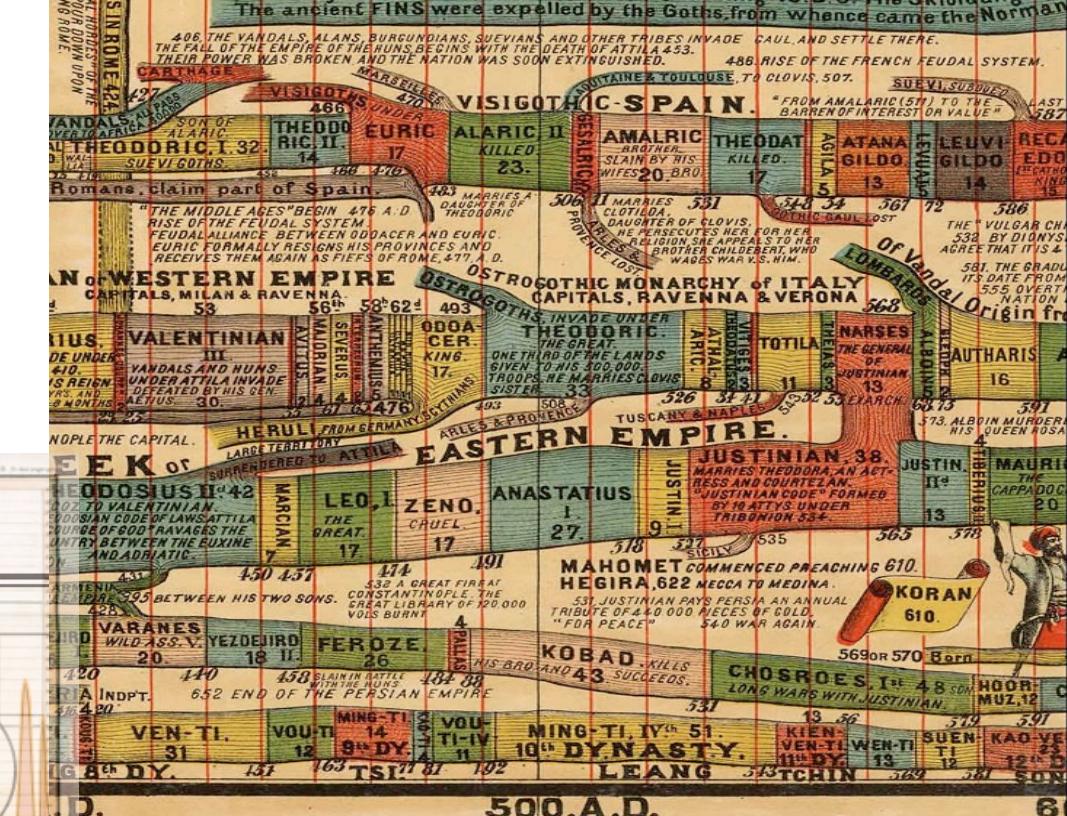
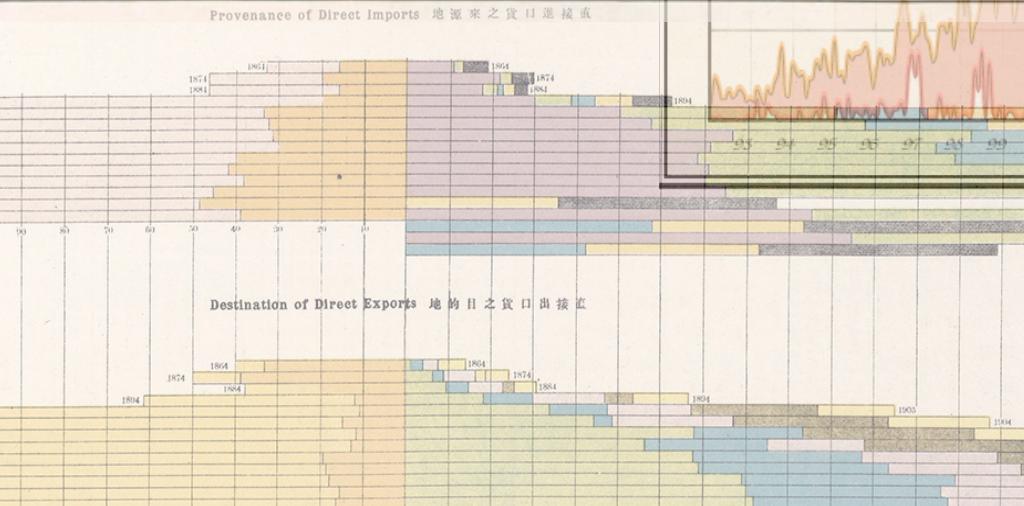
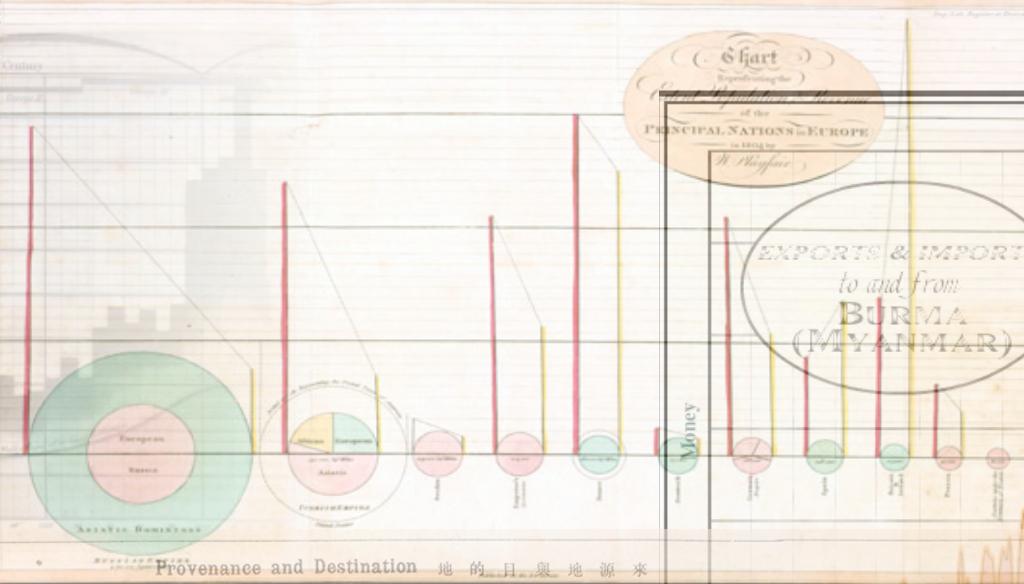
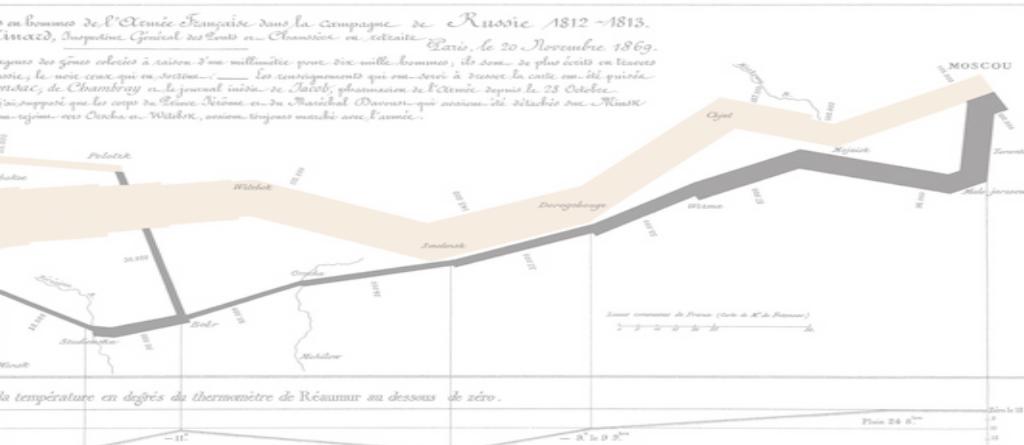


TABLEAU GRAPHIQUE de



CHART,
Showing at One View
The Price of The Quarters of Wheat,
& Wages of Labour by the Week,
from
The Year 1803 to 1821.
 WILLIAM PLAYFAIR.





SKELETON:

Here are the five variations of the skeleton typeface:

- Courier New Small Caps
- Courier New Small Caps Rotation 01
- Courier New Small Caps Rotation 02
- Courier Regular Small Caps
- American Typewriter Regular Small Caps



INFER: KNOW

AMERICAN TYPEWRITER REGULAR SMALL CAPS

INFER: KNOW

INFER: KNOW

COURIER REGULAR SMALL CAPS

*INFER:
KNOW*

Source Serif Variable Lig.

INFER: KNOW

TYPEFACES:

INFER •

KNOW

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COURIER REGULAR SMALL CAPS

INFER:

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INFER:

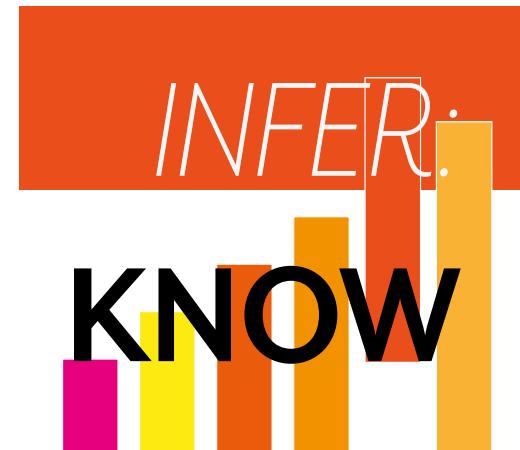
KNOW

INFER:

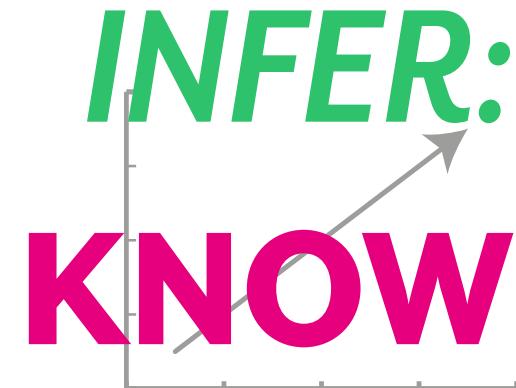
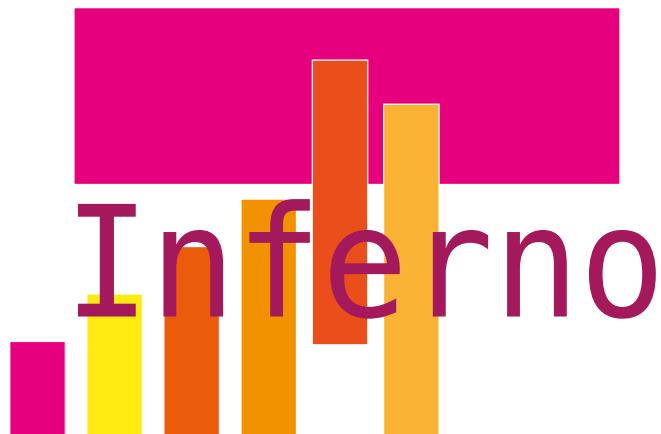
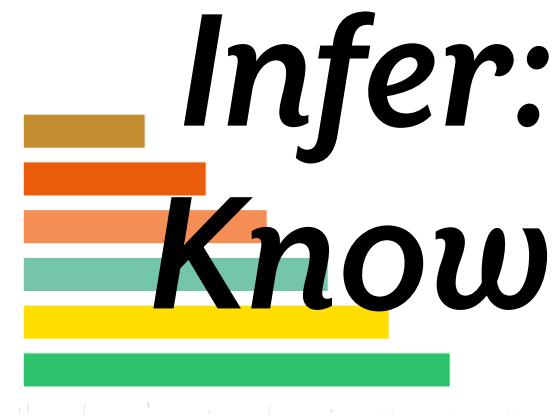
INFER: KNOW

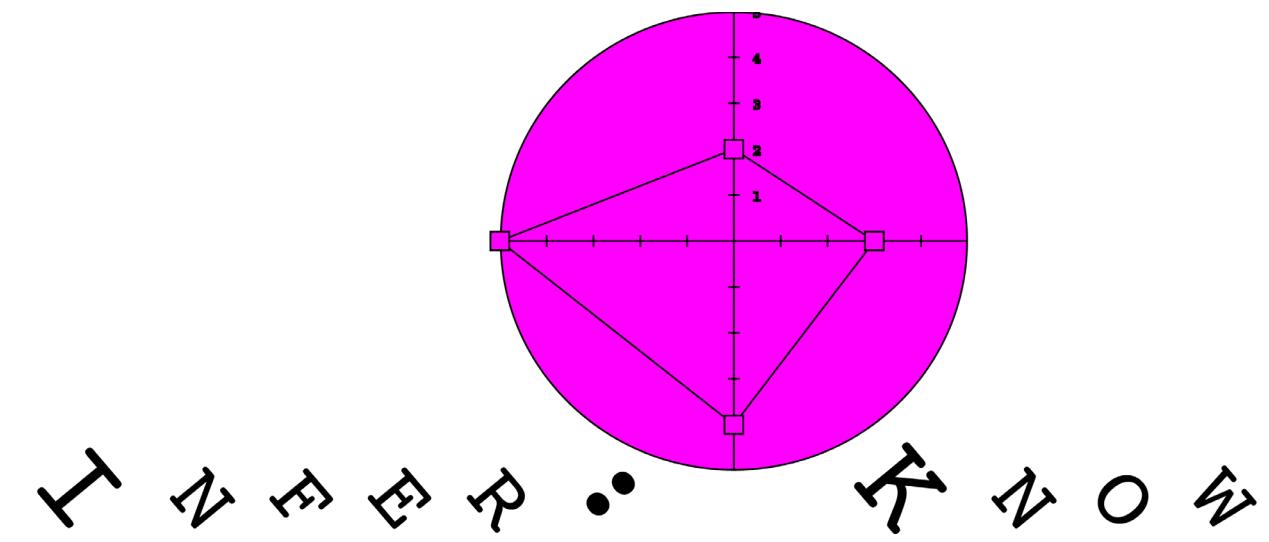
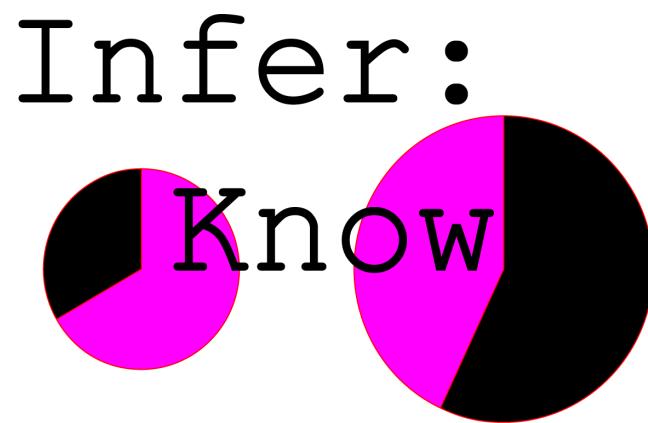
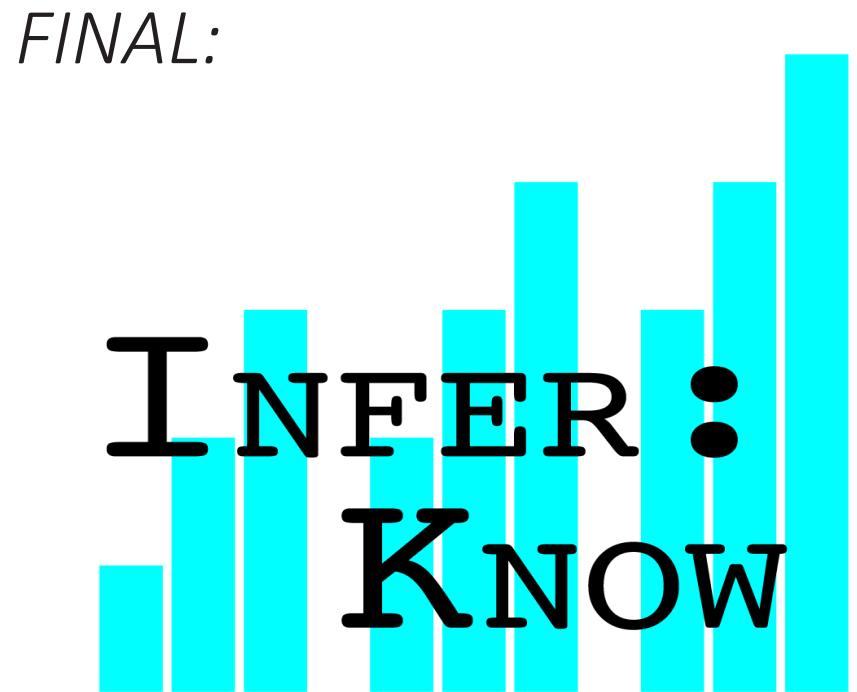
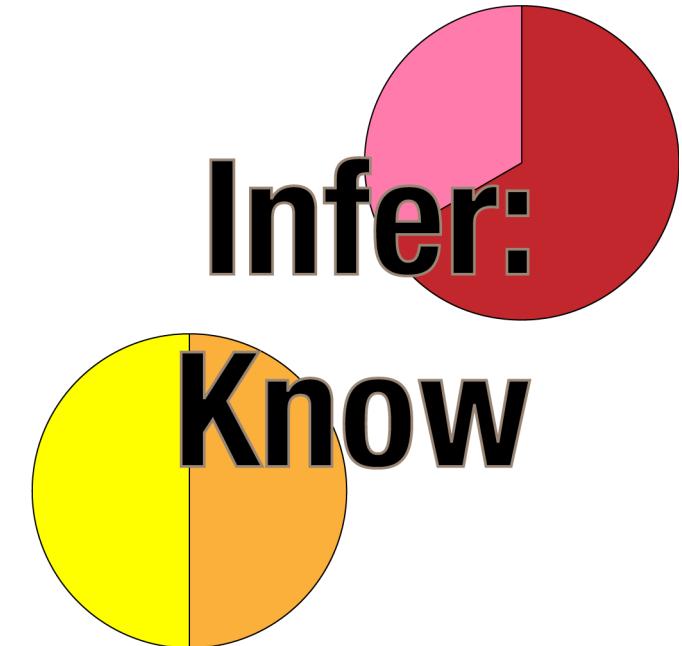
LOGOTYPES:

INFERNO



INFO:KNOW



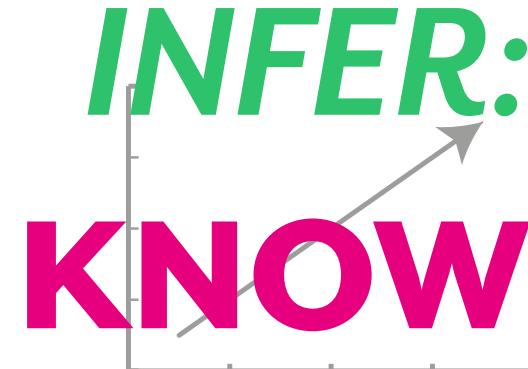
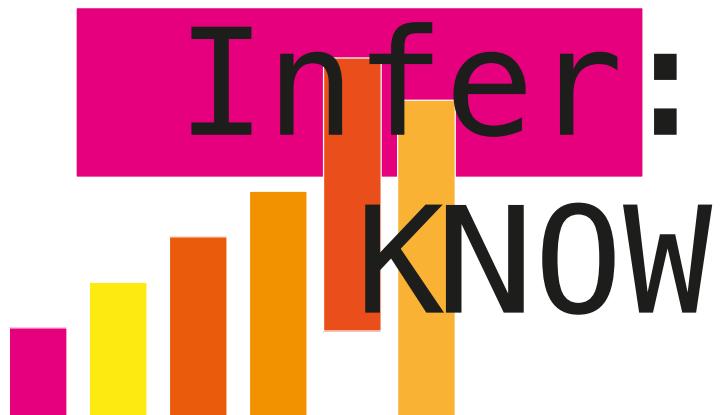
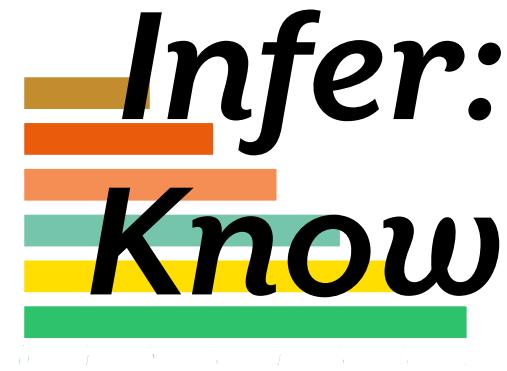
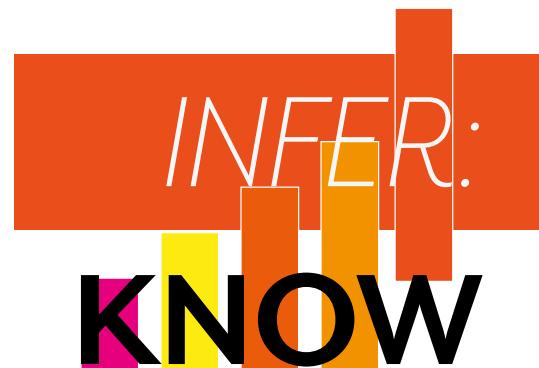


COLOUR PALETTES (Colour Vision Deficiency-friendly)



CUSTOM MARKS/ICONS:

INFER:
KNOW



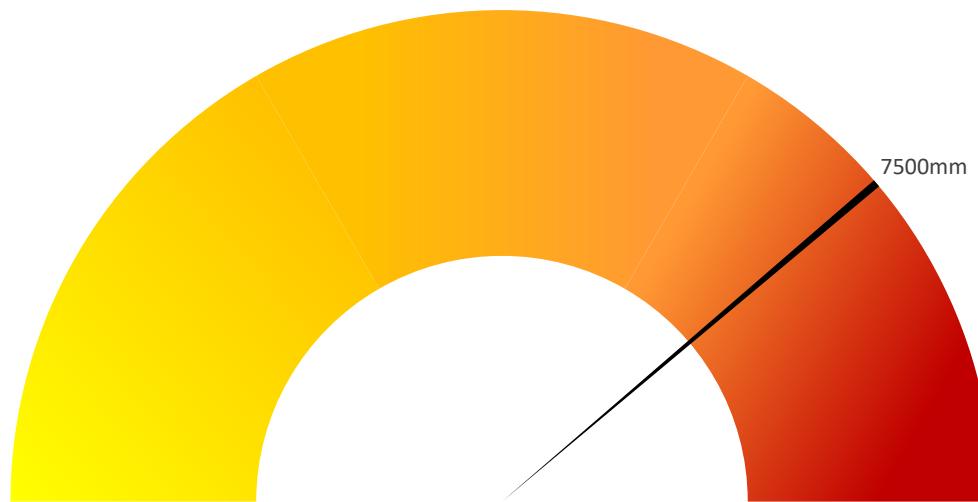
Secret Ingredient:

The secret ingredient is the use of the brand identity (colours, fonts etc.) in the statistical and analytical output of the start-up. That is, the brand identiy is interwoven into in each of the analytical products.

There are a number of examples on the following pages.

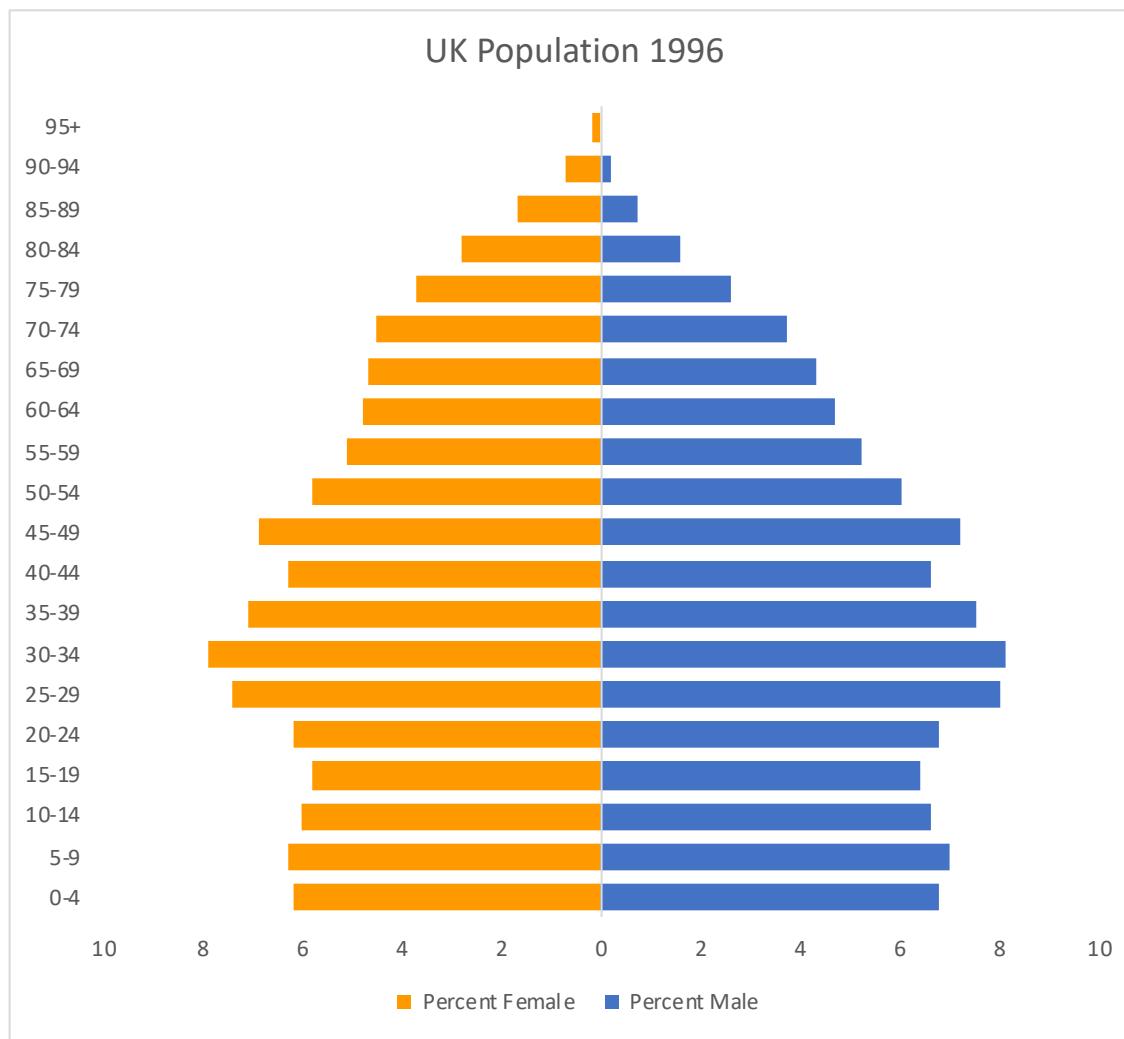
Application One:

Projected rise in Global Mean Sea Levels, 2200



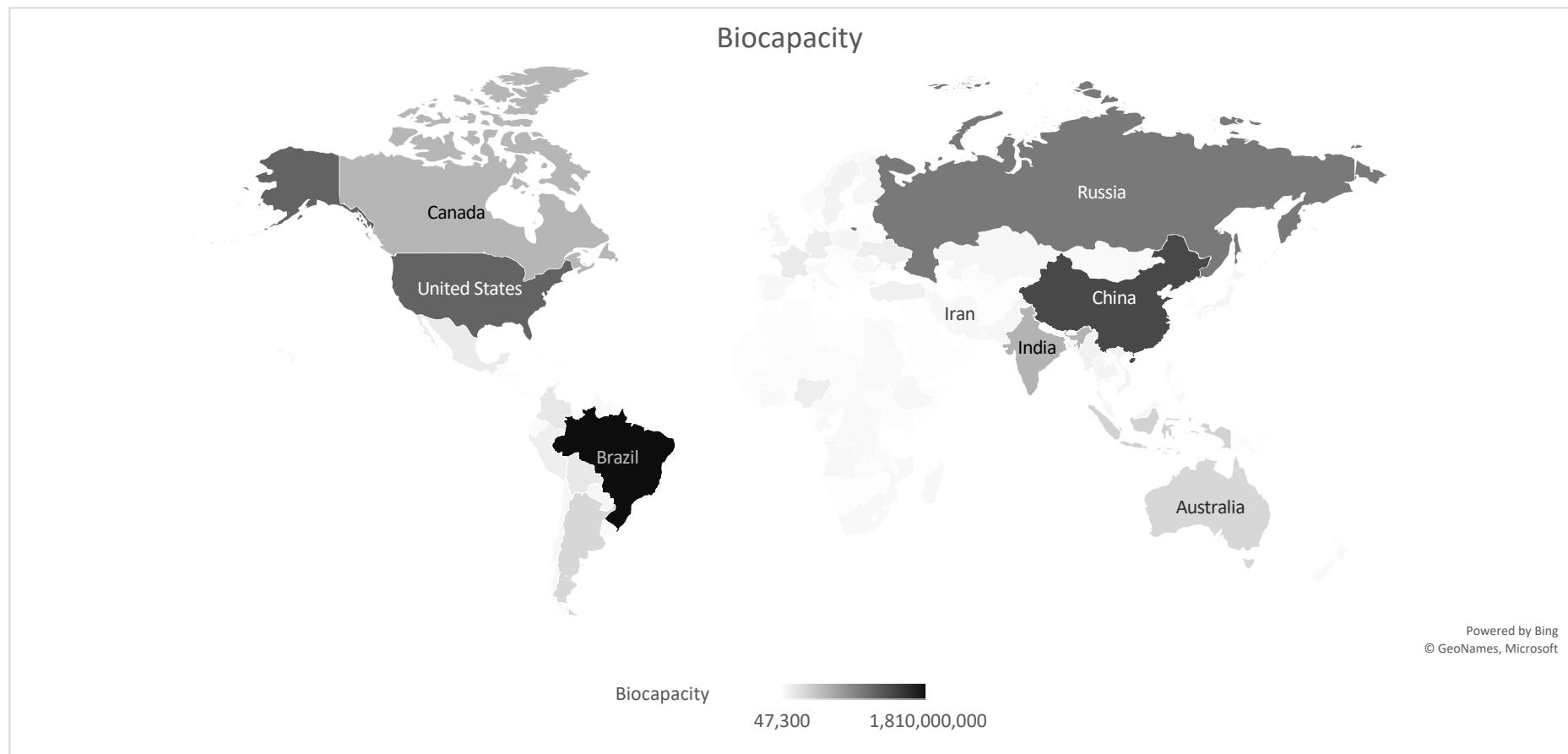
Gauge chart showing projected rise in Global Mean Sea Levels in 2200. Microsoft Excel.

Application Two:



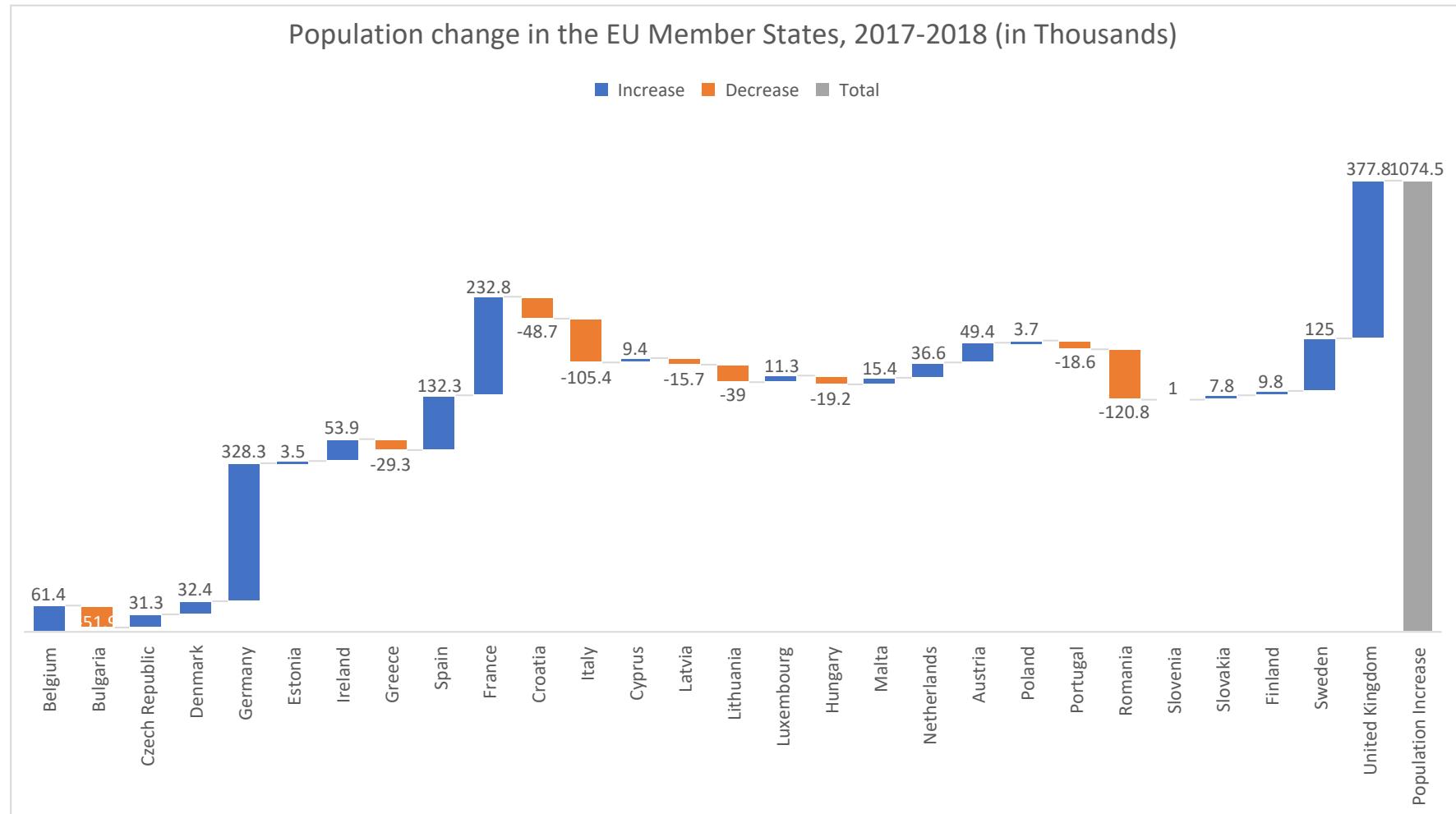
Dynamic Column Chart showing gender breakdown of UK population in 1996. Microsoft Excel.

Application Three:



Filled Mapchart showing Worldwide Biocapacity. Microsoft Excel.

Application Four:



Waterfall Chart showing population change in the EU. Microsoft Excel.

INFER:
KNOW