

Flow
a Regional Brand

New Identity

March 2012

Overview

- As our network expands and we move towards an **enhanced regional position** on the playing field, converting to a singular **Brand Identity System** will allow us to leverage several advantages and create inter-market synergies which will have positive impact on planning, budgeting and regional brand dominance

Process

- Market research

Jamaica and Trinidad

Logo recognized in both countries but with differing levels of emotional empathy: positive and acceptable from a nationalistic standpoint in Jamaica, neutral and rationally understood in Trinidad.

Reaction to expressed intent to change the colours of the logo was positive in both markets and no vehement opposition was expressed to this change.

Potential colours tested were Yellow, Lilac, Purple, Orange, Fuschia, Green and Blue.

Final Result

Blue was best liked.

Seen as befitting the Flow name
(blue = water, which flows), bold,
representative of authority, yet conveys a
sense of well-being and being at ease.

Strategy

- Articulate the Brand Platform
- Conduct competitive brand identity audit (regionally)
- Identify proprietary colour palette that would allow us to stand apart and be distinctive

Flow Brand Identity

- Mission

Enable people to transform their lives by providing them with leading communications technologies and services

- Positioning

For people who want to reach out and make a better, more enjoyable life for themselves and their families. Flow relentlessly deploys technologically superior networks and innovative services so they can experience and accomplish more.

Flow Brand Identity

Core Values of Brand

- Accelerate progress
- Ready to activate what's NEXT
- Drive accessibility so anyone can pursue their passions and potential
- Recognize that each Flow user is unique
- Help local communities strengthen their foundation

Personality

- Advocate
- Genuine
- Change Driver
- Inspiring

Colour Study | Columbus Communications corporate blue | New Flow colour PMS 299



Flow



Design a logo

- Communicate: Contemporary, Progressive and Leadership
- Convey: Dynamism, Energy, Continual forward movement
- Represent: Tech, without being intimidating, Leader, without becoming too corporate

A clean dynamic word mark that simply expresses the concept of connectivity

The word 'flow' is rendered in a bold, rounded, sans-serif typeface. The letters are a vibrant blue. A subtle 3D effect is achieved by a slight gradient and a soft drop shadow beneath the text, giving it a sense of depth and movement. The 'f' and 'l' are particularly thick and rounded, while the 'o' is a simple, clean circle. The 'w' is composed of two 'v' shapes, maintaining the overall rounded aesthetic.

A element we are calling the “flow o” which can be used in a variety of ways in the visual program: as a highlighting device, a portal, an enclosure, a motion graphic



Visual style - advertorial

An advertorial for Flow, featuring a smiling man in a suit. The background is a solid blue color. The Flow logo is in the top left corner. The main headline is in the center. There are two columns of small text at the bottom, and a website URL at the very bottom.

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www.flow.com/education

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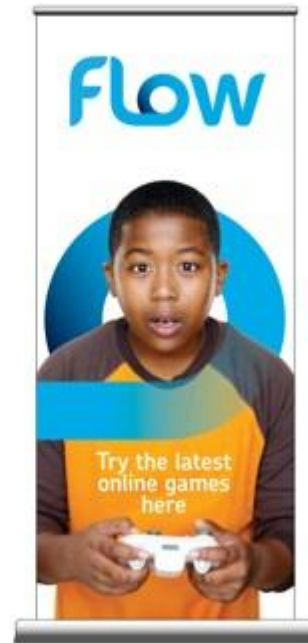
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Used to highlight



Signage



What's Next

- National media campaign
- Added to website, facebook etc
- Change of staff ID
- Change of signage on vehicles, buildings