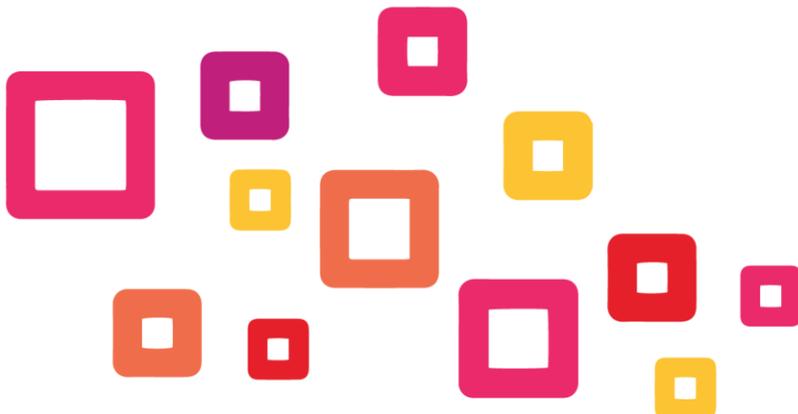


# SUBUNIT 4.2

## Building an brand and engaging customers

*Brand, CI, Logo  
Teaching Case*



# Introduction

The following unit is about applying the previously learned knowledge in a concrete case study. The basis for this case study is a fictitious company that deals with the presentation of difficult technical issues in companies.

## Description of the situation

### Your company

Your company is a specialized advertising agency that deals with the simple presentation of difficult issues. The company employs 10 staff. The technical equipment is up to date and enables the implementation of all possible solutions. Although the company is considered to be very innovative, it is becoming increasingly difficult to find suitable employees. In addition, the pressure of the competition is increasing, which has already tried several competitors to copy the services.

### Target groups

The target groups of the company are primarily companies in the manufacturing sector. Lately, you have increasingly focused on graphic representations and solutions in the area of Industry 4.0. You definitely want to be part of this trend.

# Tasks

## Your new project

A new customer, the DYNA SEAL GmbH, a manufacturing company that deals with the production of seals for high-pressure lines in the 3D printing process, wants to completely redesign its market presence. So far, the company has been very traditionally oriented and would like to be seen as an innovative manufacturer in the future. The first step is to redevelop the corporate identity, the brand and the logo.

## Your tasks

Next week you will have the opportunity to give a presentation of your first suggestions. The following general conditions or key points must be observed:

- The company wants to be perceived as an innovative company.
- The company wants to be a young company.
- The elements of the Industry 4.0 theme must be present in any case.
- The visual elements must express technical competence.
- The corporate identity, the brand and the logo should be suitable for an international market presence.

The following specific tasks have to be done:

1. Develop a logo for the company, which takes into account all the above conditions and key points.
2. Develop an additional 5 elements that describe the brand of this company.
3. Develop 3 concrete statements that make up the corporate identity of this company and present them in an infographic.