

# WIRE: BRAND IDENTITY

WIRE is a Women's Information Resource Centre, providing free information, support and referrals to women across Victoria.

After working closely with WIRE on many pieces of communications for the past few years, they engaged us to refresh their current brand. After discussions with internal and external stakeholders it was realised that the way in which WIRE was being perceived in the market did not actively reflect their core values, or their business operations.

From these discussions we were able to re assess what is important to women, what they require in terms of support and how they reach out for that support.

The key challenge in this project was due to the vast amount of topics that WIRE cover with women, and the many different ways women communicate, it was difficult to succinctly explain what WIRE means to it's audience.

## Stage One: Brand Strategy

The first step in the brand strategy was to conduct focus groups with internal and external stakeholders to ensure our understanding of the WIRE was as comprehensive as possible. The strategy was then developed to give WIRE a clear foundation and vision for their brand. It enabled all employees and volunteers at WIRE to become a cohesive in they represent, based around the support services they provide to the women of Victoria and how they strive to continue that support.

This strategy was developed based on four elements

1. WHO are we talking to (the 'audience')?
2. WHAT are we offering them (the 'promise')?
3. WHY should they believe our offer (the 'proof')?
4. HOW do we want them to perceive us (the 'feeling')?

## Stage Two: The Brand Identity

The second stage was to ensure we create a brand identity that is consistent with the internal strategy for WIRE. This was broken down into the Visual Identity elements as well as an individual tone of voice for WIRE.

The concept was based on the idea that women go to WIRE when their lives may be in a tangle. The problem they are facing may not be clear but wire can help them to sort it out. This is evident in the design of the logo. The colour orange that was utilised is a positive, warm and inviting hue, that also has great standout among their competitors.

From here we then rolled out ideas of what their stationary, fact sheets and advertising may look like with the use of a personal handwritten font. This really gives WIRE a voice that we believe will connect with women. The use of the line drawings also draws from the logo and handwritten fonts, and gives WIRE a useful graphic device which is ownable in their market.

The internal stakeholders and board members were thoroughly appreciative with the integrity and choice in the design.