



threeytxiz



Our Solution

Brand Workshop

Our journey begins by working with the senior management team to distil the core of the brand proposition and story through interviews, questionnaires and workshops. Working with a company with a heritage as rich as this, it was very important to be sensitive to its history, while identifying the characteristics and attributes that would be foundational for future success. The workshop sessions were enjoyable, engaging and informative. Together, we explored market trends, opportunities, strengths, weaknesses, brand positioning and the core mission, vision, and values.

Exploring Brand Possibilities

It's one thing to define a brand vision in writing, it's another to express that visually. Our approach here was to quickly develop and share multiple concepts that spanned a traditional to contemporary continuum.

We then worked with the Shackleton's team to refine these concepts through multiple iterations, incorporating feedback and making adjustments to ensure that the final design truly represented the brand's essence. This iterative process allowed us to finesse the details and arrive at a logo that not only looks great but also tells Shackleton's story compellingly and cohesively - and because it's collaborative there is a great sense of consensus.

More than just a logo

Brand System

Of course, branding is more than just a logo; it's the complete system that makes a brand instantly recognisable and relatable. A brand system should include all the visual elements like colors, fonts, and imagery that ensure it looks professional and is consistently represented across different platforms.

While the logo is a key part of the Shackleton's brand's identity, it's just the tip of the iceberg (no pun intended). The Shackleton's brand story is what really sets them apart from the competition. It's this narrative and the path it has taken to get to this point, that informs the core of the brand's values, mission, vision. The combination of a cohesive branding system and a compelling brand story is critical in helping a brand stand out.



In summary

We learn on every project we work on. Shackleton's challenge was finely balanced. Creating a new brand system that was respectful of their future, one that met the needs of their business today, their development and innovation in the future, and finally one that they feel they had made a valuable contribution to. We look forward to their strength to strength as they write the next chapter in this end

About Us

We are Threesixty. We started back in 2000 and have been helping brands stand out ever since. We do all sorts of design work – brand identity systems, and communication campaigns for marketing, ESG and talent acquisition and development. We have experience working with clients internationally in sectors like food and food ingredients, agribusiness, bio/ pharma and economic development but are always open to learning and new challenges. For every strategic doers, each project is approached in a considered and tailored manner, but we thrive on getting things done.

Size doesn't matter to us; it's the ambition for change that counts. If you believe in the power of branding to shake things up, we're the team for you.

Interested in finding out more?

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