

UNIVERSE GUIDE

ENGINEERING AND ARCHITECTURE

THANK YOU FOR DOWNLOADING THIS GUIDE

We want to share what we have
learned in more than a decade
of working on branding.
We hope you find it to be useful.



BRANDING IS CORPORATE STRATEGY MADE VISIBLE.

OTL AICHER

Branding builds presence in people's minds. It is a fundamental part of the strategy of our business and is the way to give it a face. It is achieved by the following:

1

CONTEXT RESEARCH

The first thing we need is information about what concerns us:

- Competition
- Our environment
- Customers
- Ideal customers
- Self ideals
- Contact

2

CONCEPTUALIZA- TION

It is necessary to analyze the gathered information and reach certain conclusions and decisions about our strategy.

This is transformed into a document, called a brief, that guides the design work.

3

CREATION OF A SOLUTION

The work done by branding opens the possibility of multiple types of solutions, with the main objective being the brand's given use.

Besides that, a system must be created to keep an identity consistency.

4 **IMPLEMENTATION**

Not giving a proper follow-up to this process leads to not being able to accomplish the strategies and objectives expected from the beginning.

5 **ITERATION**

Wanting to think that things end in an almost automatic way is inevitable. Truth is, reality is much different.

Context changes, and sometimes, the solution has to change with time, restarting the process.

BRANDING IS A TOOL.

THIS GUIDE IS AN ANALYSIS ABOUT HOW IT IS USED BY BIG COMPANIES IN THE CONSULTANCY WORLD.

As a tool, it is a way to achieve control of your enterprise's communications from the beginning. It is generating a structure, a sense and a path to follow in all of your endeavors.

The first tool that it produces is a BRAND, a group of characters and/or symbols that serves as an emblem to represent the brand.

But that is not all. Even though a brand alone is fundamental, it does not do it all.

A SYSTEM, which uses many elements, is necessary:

- A name and nomenclature system
- A tone that reflects our values
- Graphic standards
- Color Palettes
- Typographic Palettes
- Communication motifs
- Image styles

THE UNIVERSE

The analysis that comes next uses leading brands in their category. The reason for using them was the result of many conscious efforts, and seeing they remain on top of the board, they have also been able to determine how we remember these kinds of enterprises.

This landscape created by “the big shots”, allows us to have a strategy to base our branding decisions in.

Do we follow established rules, looking for subtle differences?

Do we seek to be radically different?

Do we look for other elements from other areas of our work, and combine them?



Architecture

Projects and design



Engineering

Structuralism and construction



Complete

From an origin of a category, they evolved to both.

INSIGHTS

These insights are directly applicable to your company. They have wide implications, but they are a good start.

Human by DesignSM

We design for people. We design to enhance the human experience and leave a lasting and positive impact on people's lives and the world we inhabit. It starts and ends with the human being; if everything is design, everything we do is HUMAN BY DESIGN.

1 USE A MANIFIESTO

A manifesto is a way to differentiate, to declare something that makes us stand out and set expectations. The dispatches that create such a declaration seek to establish themselves that way in the customer's mind.

In good measure, having an explicit philosophy is key in creating an operational logic and a motivation for our personality.

This can be for either public or internal use, but it must be firm.



2 **THE PROJECT IS THE CENTER**

Projects are the key. Many times, they are presented as just images that speak for themselves. In addition, the project is talked about in an inspirational, conceptual level, to solve a problem.

When presented with an architectonic intention, the concept is usually shown.

When it comes from an engineering angle, it is more important to show the technical aspects and achievements of the completed work.

Either way, the work is primordial and should be presented professionally.

3

BRANDS ARE USUALLY TYPOGRAPHIC

Due to this emphasis in the project, it is difficult to create symbols that can summarize all of the projects that are being executed. It is better to follow a more oblique route.

Because of that, a more common solution is to create a typographic brand, stylized in a way that reflects the aesthetic and philosophical values of the brand. Usually, it is better to think of typographic brands, with very simple symbols in case we decide to use them.

Gensler

NIKKEN
EXPERIENCE, INTEGRATED

Perkins&Will

**WOODS
BAGOT™**



white

Foster + Partners

JACOBS



SMITHGROUP

HKS



+

Aedas

+

SWECO

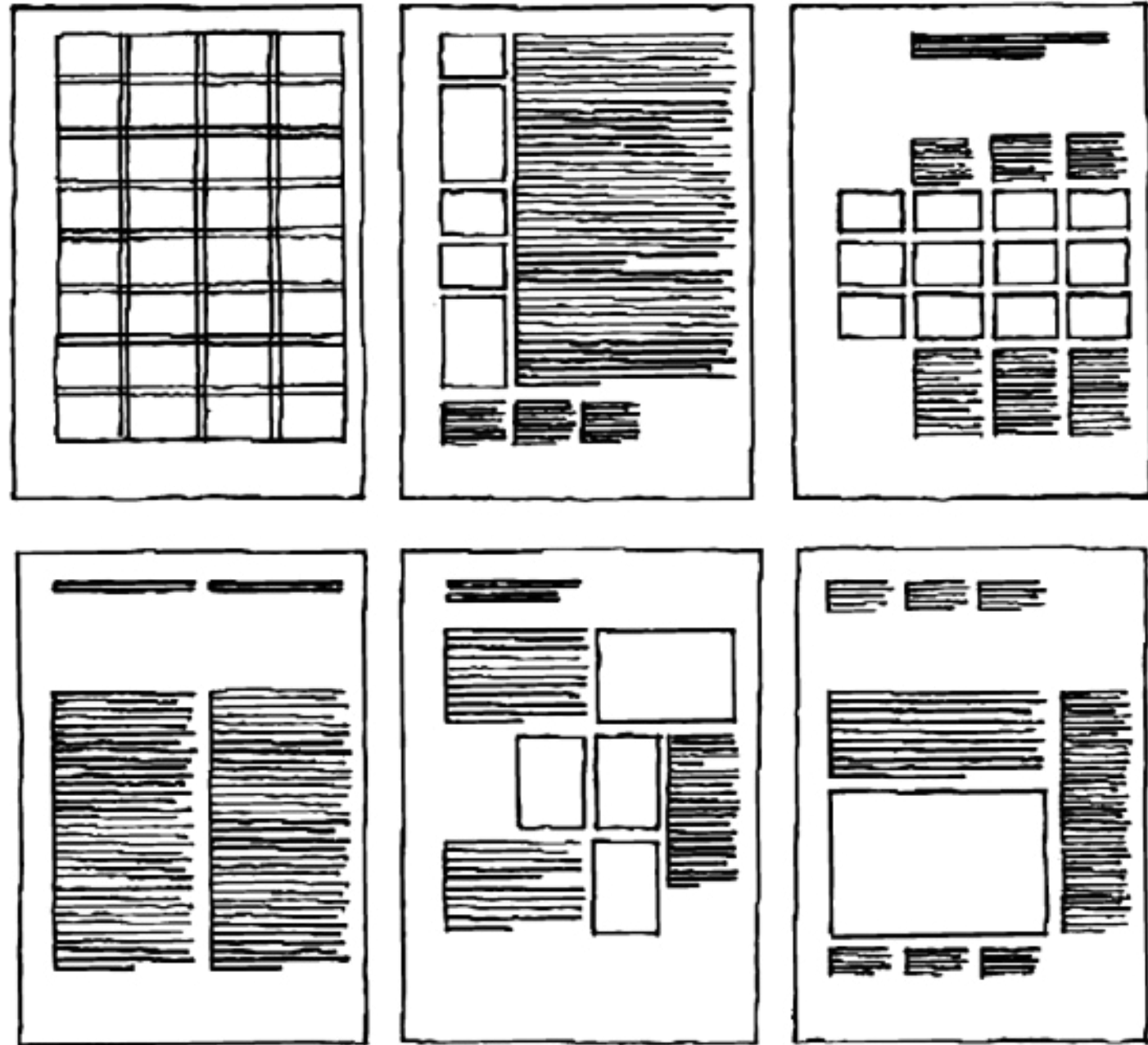
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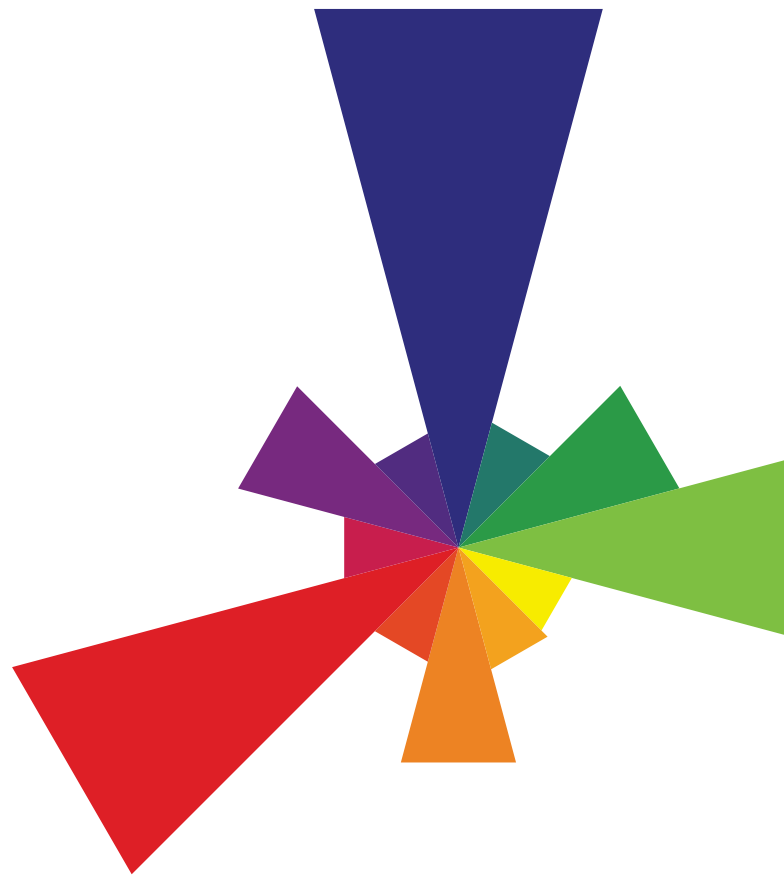
EVERYTHING MUST BE RETICLED

Due to the importance of order in the construction process, it is necessary to evoke that in the applications and communication elements.

The reticle is a very useful design tool, a classic of a rationalist age of design. It helps to keep all the elements in its own place, in relation to one another. This is called anchoring.

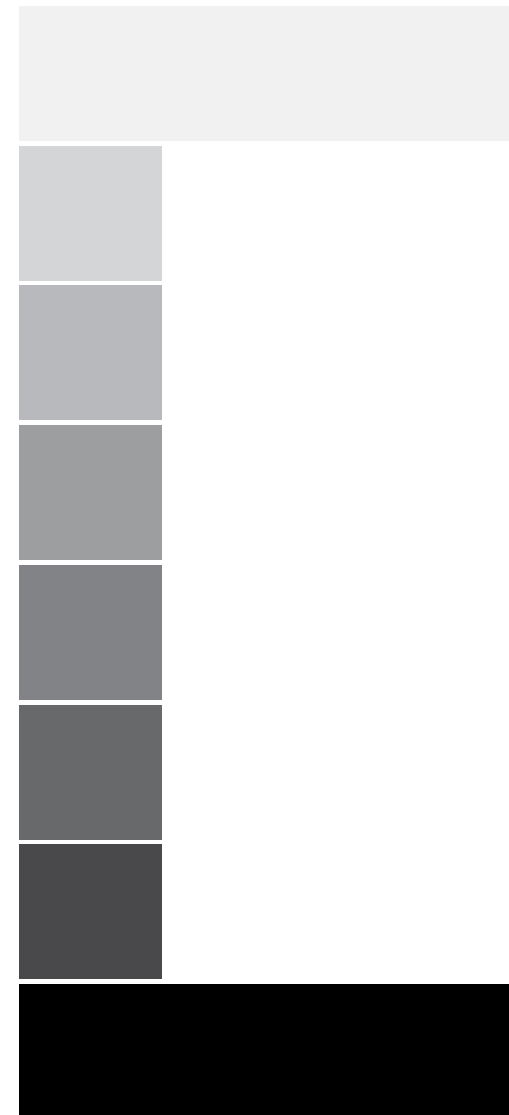
It is recommended to have a reticled base or another anchor logic as a foundation. It is also possible to break the reticle, as a way of emphasizing, but this should be exceptional.





5 BLACK AND WHITE AND A LITTLE BIT OF COLOR

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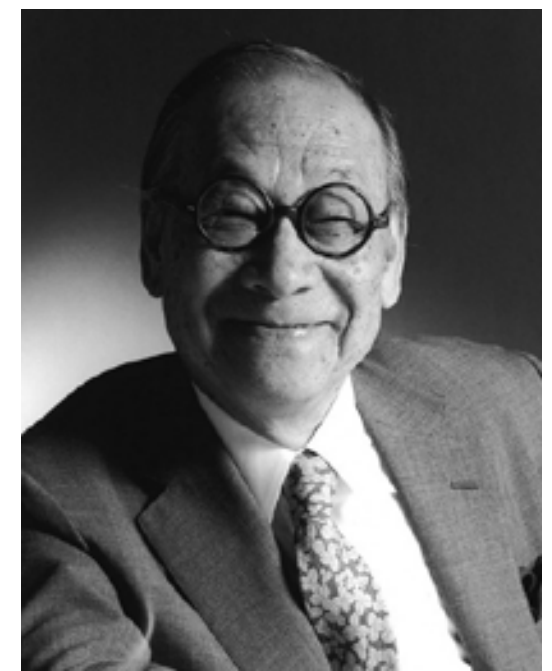
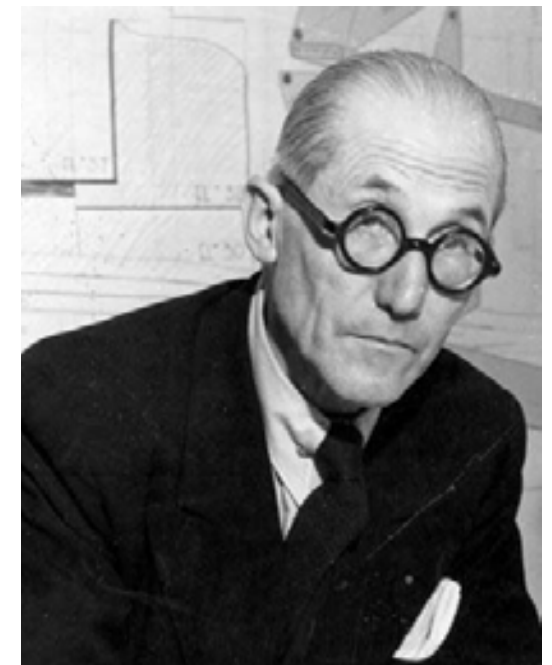
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PERSONALITIES ARE IMPORTANT

Usually, in the branding process, we explore all of the actors in the sales and production process of a service or product, with an emphasis placed in the client and competition.

This universe is different. Due to the dominance of the original creator, this should also be at the center and be presented.

Have excellent profile pictures of the main staff, as well as their biography.



THANK YOU **FOR** **READING US**

We hope this guide was useful
to you.

If you require an accurate
advice or want to send us a
comment do not hesitate in
contact us.



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