

3 Energy

brand strategy presentation

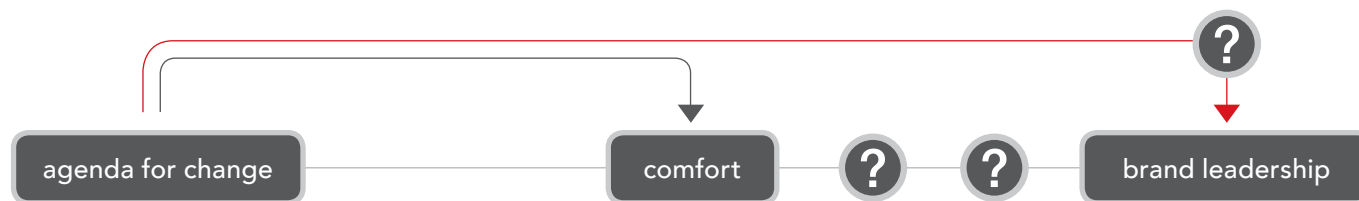
brand culture the big picture

corporate
identity

internal

the **real** organisation
the way key stakeholders and staff
see the entity = ownership

logo/mark + name
the brand/trademark



position 1

existing mark

position 2

evolved mark

position 3

new mark

position 4

existing name

position 5

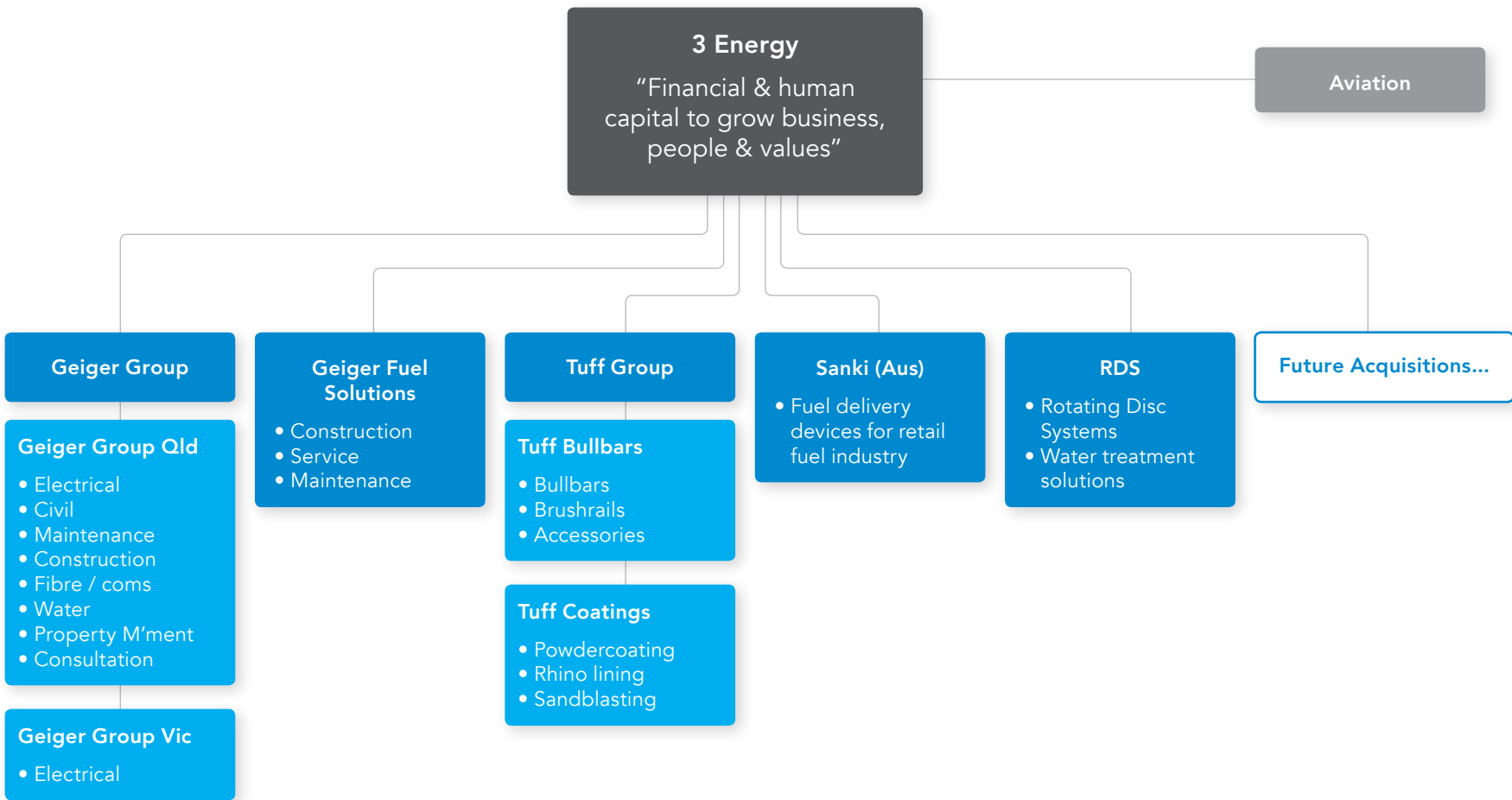
evolved name

position 6

new brand



brand map





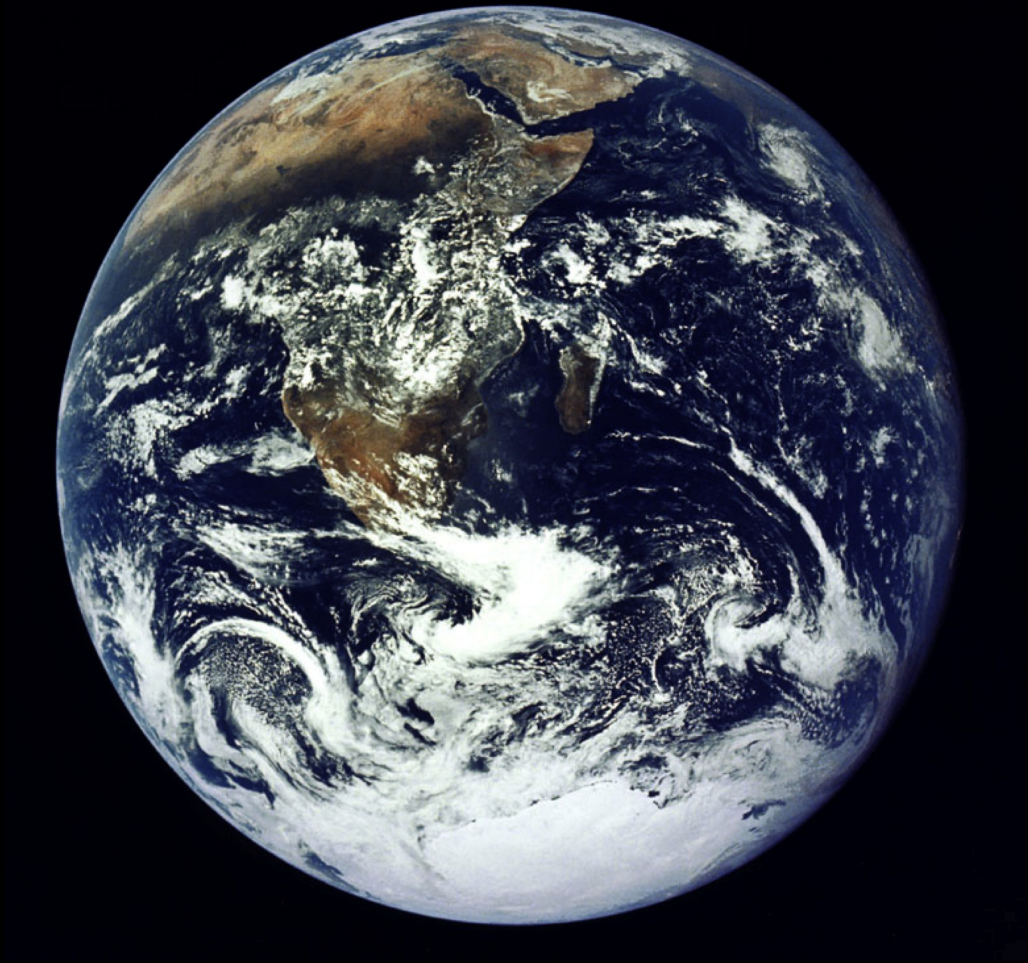
wordscout™

international, big, solid, impressive, low key, tier 2, mystique, consolidated, capable, network, smart, agile, young, energetic, give it a go, diversified, acumen, efficient, quality, safe, compliant, integrity, reliable, connected, wow, intriguing, family focused, protective, authentic, supportive, nurturing, dynamic wellbeing, fun, give to get, adaptive balance, teamwork, energetic, catalyst, ballsy, lion, tough, majestic, cuddly, got fight in us, leaders, king of the jungle, value for money, service, on time, agile, flexible, mobile, controlled variants, good at what they do, nonconforming, knowledgeable, real world expertise, practical, adaptive solvers, competitive, tenacious, genuine, trusted, brave, foresight, fluidity, exceed expectations, committed, power in numbers, solution alchemists, big fish in small fish camouflage, financial stability & security, responsible, satisfying, determined, toyota – safety, long term, good value, honda – consistent, reliable, virgin, exciting, inspirational leadership, steve jobs apple: innovation, elegant, meryl lynch – powerful, determined, murray goldbern, shine lawyers, dominating, structured, clever, ownership, controllable, changing the market, rebels, “we do it right”, “never say die” constitution, sugar ray leonard: punch above your weight – willingness to have a go, solution + adaption oriented, giving customers something they didn’t know they wanted, momentum to drive forward, adaptive, focus, tenacious, lion, bold, trusted, reliable, fun, 22 year old corporate

international, big, **solid**, impressive, low key, tier 2, **mystique**, consolidated, capable, network, **smart**, agile, young, **energetic**, give it a go, diversified, **acumen**, efficient, quality, safe, compliant, integrity, reliable, **connected**, wow, intriguing, family focused, protective, authentic, supportive, nurturing, dynamic wellbeing, fun, give to get, adaptive balance, teamwork, **energetic**, **catalyst**, ballsy, lion, tough, **majestic**, cuddly, got fight in us, leaders, king of the jungle, value for money, service, on time, agile, flexible, mobile, controlled variants, good at what they do, nonconforming, knowledgeable, real world expertise, practical, adaptive solvers, competitive, tenacious, genuine, trusted, brave, **foresight**, **fluidity**, exceed expectations, committed, power in numbers, solution **alchemists**, big fish in small fish camouflage, financial stability & security, responsible, satisfying, determined, toyota – safety, long term, good value, honda – consistent, reliable, virgin, **exciting**, **inspirational leadership**, steve jobs apple: innovation, elegant, meryl lynch – powerful, determined, murray goldbern, shine lawyers, dominating, **structured**, clever, ownership, controllable, changing the market, rebels, “we do it right”, “never say die” constitution, sugar ray leonard: punch above your weight – willingness to have a go, solution + adaption oriented, giving customers something they didn’t know they wanted, momentum to **drive** forward, **adaptive**, **focus**, tenacious, lion, bold, trusted, reliable, fun, **22 year old corporate**



brand objectives







elevating brands

DAIS[®] | brand
strategy

> dais.com.au

Be tactical

Be tactical

Leverage our strategic acumen and build upon our foundations.
Create success through focussed, connected diversification.

Be tactical

Leverage our strategic acumen and build upon our foundations.
Create success through focussed, connected diversification.

Be trusted

Be tactical

Leverage our strategic acumen and build upon our foundations.
Create success through focussed, connected diversification.

Be trusted

We maintain our reputation for reliably supporting our partnerships,
through individual development and market-savvy shared services.

Be tactical

Leverage our strategic acumen and build upon our foundations.
Create success through focussed, connected diversification.

Be trusted

We maintain our reputation for reliably supporting our partnerships,
through individual development and market-savvy shared services.

Be agile

Be tactical

Leverage our strategic acumen and build upon our foundations.
Create success through focussed, connected diversification.

Be trusted

We maintain our reputation for reliably supporting our partnerships,
through individual development and market-savvy shared services.

Be agile

We continue on a path of growth with a fluid, efficient business
model and a considered, nimble acquisition process.

Be tactical

Leverage our strategic acumen and build upon our foundations.
Create success through focussed, connected diversification.

Be trusted

We maintain our reputation for reliably supporting our partnerships,
through individual development and market-savvy shared services.

Be agile

We continue on a path of growth with a fluid, efficient business
model and a considered, nimble acquisition process.

Be attractive

Be tactical

Leverage our strategic acumen and build upon our foundations.
Create success through focussed, connected diversification.

Be trusted

We maintain our reputation for reliably supporting our partnerships,
through individual development and market-savvy shared services.

Be agile

We continue on a path of growth with a fluid, efficient business
model and a considered, nimble acquisition process.

Be attractive

Our collective of exciting business ventures are respected within the
industry and are the key to our continued development and strength.



brand agenda



leading directors



leading directors

We identify and connect appropriate resources to the relevant opportunity points to create business momentum.



leading directors

We identify and connect appropriate resources to the relevant opportunity points to create business momentum.



leading motivators



leading directors

We identify and connect appropriate resources to the relevant opportunity points to create business momentum.



leading motivators

We generate inspiration, motivation and activation through our shared passion for success and converting opportunity to results.



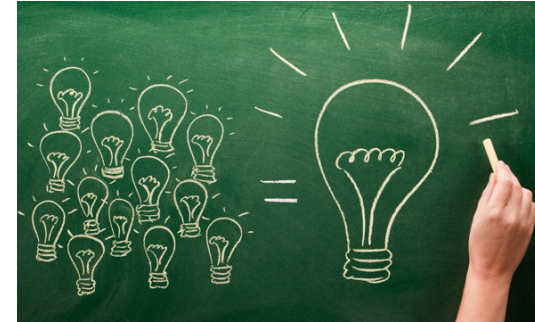
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leading motivators

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leading energisers



leading directors

We identify and connect appropriate resources to the relevant opportunity points to create business momentum.



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leading energisers

Together, our collective combination of business capabilities forge a powerful, visible impact – delivered with efficiency and effectiveness.



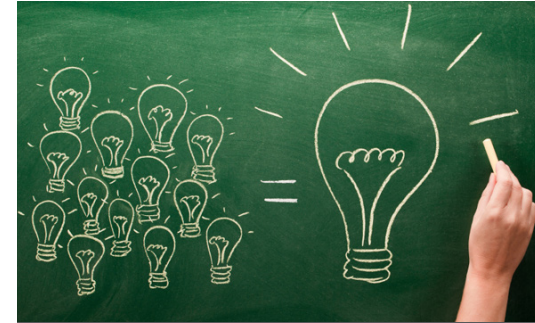
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leading directors

We identify and connect appropriate resources to the relevant opportunity points to create business momentum.

> direct



leading motivators

We generate inspiration, motivation and activation through our shared passion for success and converting opportunity to results.

> human



leading energisers

Together, our collective combination of business capabilities forge a powerful, visible impact – delivered with efficiency and effectiveness.



leading directors

We identify and connect appropriate resources to the relevant opportunity points to create business momentum.

> direct



leading motivators

We generate inspiration, motivation and activation through our shared passion for success and converting opportunity to results.

> human



leading energisers

Together, our collective combination of business capabilities forge a powerful, visible impact – delivered with efficiency and effectiveness.

> energy



what makes us different?

mobile agility



what makes us different?

mobile agility

we act and respond swiftly – but responsibly



what makes us different?

mobile agility

we act and respond swiftly – but responsibly

welcoming family



what makes us different?

mobile agility

we act and respond swiftly – but responsibly

welcoming family

considerate and respectful of the importance of lifestyle balance



what makes us different?

mobile agility

we act and respond swiftly – but responsibly

welcoming family

considerate and respectful of the importance of lifestyle balance

we champion our values



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connections – leadership – success



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network integrity



what makes us different?

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we act and respond swiftly – but responsibly

welcoming family

considerate and respectful of the importance of lifestyle balance

we champion our values

connections – leadership – success

network integrity

quality, responsibility and consideration



responsive

what makes us different?

mobile agility

we act and respond swiftly – but responsibly

welcoming family

considerate and respectful of the importance of lifestyle balance

we champion our values

connections – leadership – success

network integrity

quality, responsibility and consideration



what makes us different?

responsive

mobile agility

we act and respond swiftly – but responsibly

supportive

welcoming family

considerate and respectful of the importance of lifestyle balance

we champion our values

connections – leadership – success

network integrity

quality, responsibility and consideration



what makes us different?

responsive

mobile agility

we act and respond swiftly – but responsibly

supportive

welcoming family

considerate and respectful of the importance of lifestyle balance

transparent

we champion our values

connections – leadership – success

network integrity

quality, responsibility and consideration



what makes us different?

responsive

mobile agility

we act and respond swiftly – but responsibly

supportive

welcoming family

considerate and respectful of the importance of lifestyle balance

transparent

we champion our values

connections – leadership – success

performance

network integrity

quality, responsibility and consideration



what makes us different?



what makes us different?

Our organisation **responds** with agility. We provide a **supportive** environment and respect the wellbeing of our network.



what makes us different?

Our organisation **responds** with agility. We provide a **supportive** environment and respect the wellbeing of our network.

We champion our **values** because they contribute to our integrity and collective **performance**.



technical **descriptor**

We invest people and financial capital in ventures
that have potential.

We invest people and financial capital in ventures
that have potential.

We create joint ventures with partners that will bring
synergies to our house of brands.

We invest people and financial capital in ventures that have potential.

We create joint ventures with partners that will bring synergies to our house of brands.

We confidently **venture** into new markets, industries and initiatives with entrepreneurial energy.

We build:

We invest people and financial capital in ventures that have potential.

We create joint ventures with partners that will bring synergies to our house of brands.

We confidently venture into new markets, industries and initiatives with entrepreneurial energy.

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We build: **Ventures**

We invest people and financial capital in ventures that have potential.

We create joint ventures with partners that will bring synergies to our house of brands.

We confidently venture into new markets, industries and initiatives with entrepreneurial energy.

We build: Ventures

We invest in, support and grow successful business ventures.



brand **promise**

Our passion for business, performance and success **energises**
our ventures, our people, and the **opportunities** we invest in.

Our passion for business, performance and success energises our ventures, our people, and the opportunities we invest in.

Our vision and focus **energises** people to see beyond what is, to what could be, oppening up new **opportunities**.

Our passion for business, performance and success energises our ventures, our people, and the opportunities we invest in.

Our vision and focus energises people to see beyond what is, to what could be, oppening up new opportunities.

The **opportunities** we create **energise** existing ventures with positive momentum.

Our passion for business, performance and success energises our ventures, our people, and the opportunities we invest in.

Our vision and focus energises people to see beyond what is, to what could be, oppening up new opportunities.

The opportunities we create energise existing ventures with positive momentum.

We are:

Our passion for business, performance and success energises our ventures, our people, and the opportunities we invest in.

Our vision and focus energises people to see beyond what is, to what could be, opening up new opportunities.

The opportunities we create energise existing ventures with positive momentum.

We are: **Energising Opportunities**

Our passion for business, performance and success energises our ventures, our people, and the opportunities we invest in.

Our vision and focus energises people to see beyond what is, to what could be, opening up new opportunities.

The opportunities we create energise existing ventures with positive momentum.

We are: **Energising Opportunities**

Internal Value

We see big picture opportunities and energise them with positive people and financial capital.

Our passion for business, performance and success energises our ventures, our people, and the opportunities we invest in.

Our vision and focus energises people to see beyond what is, to what could be, opening up new opportunities.

The opportunities we create energise existing ventures with positive momentum.

We are: Energising Opportunities

Internal Value

We see big picture opportunities and energise them with positive people and financial capital.

External Value

Our partner ventures gain energised momentum and new opportunities.



solution **streams**

We invest in our **people** supporting their personal and professional growth.

We invest in our people supporting their personal and professional growth.

We invest our **people** and financial **capital** into partnerships driving success.

We invest in our people supporting their personal and professional growth.

We invest our people and financial capital into partnerships driving success.

We provide the **strategic** leadership, direction and vision with a **strategy** of empowering our ventures.

We deliver:

We invest in our people supporting their personal and professional growth.

We invest our people and financial capital into partnerships driving success.

We provide the strategic leadership, direction and vision with a strategy of empowering our ventures.

We invest in our people supporting their personal and professional growth.

We invest our people and financial capital into partnerships driving success.

We provide the strategic leadership, direction and vision with a strategy of empowering our ventures.

We deliver: **People**

We invest in our people supporting their personal and professional growth.

We invest our people and financial capital into partnerships driving success.

We provide the strategic leadership, direction and vision with a strategy of empowering our ventures.

We deliver: **People**

Our acumen,
leadership and culture
that puts people first.

We invest in our people supporting their personal and professional growth.

We invest our people and financial capital into partnerships driving success.

We provide the strategic leadership, direction and vision with a strategy of empowering our ventures.

We deliver: People | Capital

Our acumen,
leadership and culture
that puts people first.

We invest in our people supporting their personal and professional growth.

We invest our people and financial capital into partnerships driving success.

We provide the strategic leadership, direction and vision with a strategy of empowering our ventures.

We deliver: People | Capital

Our acumen,
leadership and culture
that puts people first.

The financial and
personal investment
required to succeed.

We invest in our people supporting their personal and professional growth.

We invest our people and financial capital into partnerships driving success.

We provide the strategic leadership, direction and vision with a strategy of empowering our ventures.

We deliver: People | Capital | Strategy

Our acumen,
leadership and culture
that puts people first.

The financial and
personal investment
required to succeed.

We invest in our people supporting their personal and professional growth.

We invest our people and financial capital into partnerships driving success.

We provide the strategic leadership, direction and vision with a strategy of empowering our ventures.

We deliver: People | Capital | Strategy

Our acumen, leadership and culture that puts people first.

The financial and personal investment required to succeed.

Sound strategy driven by astute vision and expertise.



brand theme

Our benchmark standard

We bring positive **energy** into everything we do.

Our benchmark standard

We bring positive energy into everything we do.

As a **leadership** group, we share this **energy** and passion for activation – but it's when we pass that **energy** on to our venture groups that **leadership** truly flourishes.

Our benchmark standard



We bring positive energy into everything we do.

As a leadership group, we share this energy and passion for activation – but it's when we pass that energy on to our venture groups that leadership truly flourishes.

Our benchmark standard



We bring positive energy into everything we do.

As a leadership group, we share this energy and passion for activation – but it's when we pass that energy on to our venture groups that leadership truly flourishes.

Energising leadership



brand **ethics**

We invest in the potential of people

We invest in the potential of people

Our venture partner organisations are built a collaborative approach to shared acumen, capital, effort and belief.

invest

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Our venture partner organisations are built a collaborative approach to shared acumen, capital, effort and belief.

invest

We invest in the potential of people

Our venture partner organisations are built a collaborative approach to shared acumen, capital, effort and belief.

We are optimisation specialists

invest

We invest in the potential of people

Our venture partner organisations are built a collaborative approach to shared acumen, capital, effort and belief.

We are optimisation specialists

By reducing administration, automating compliance and simplifying workflows we create clear headspace that drives better performance.

invest

We invest in the potential of people

Our venture partner organisations are built a collaborative approach to shared acumen, capital, effort and belief.

optimise

We are optimisation specialists

By reducing administration, automating compliance and simplifying workflows we create clear headspace that drives better performance.

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optimise

We are optimisation specialists

By reducing administration, automating compliance and simplifying workflows we create clear headspace that drives better performance.

We will navigate with productivity in mind

invest

We invest in the potential of people

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optimise

We are optimisation specialists

By reducing administration, automating compliance and simplifying workflows we create clear headspace that drives better performance.

We will navigate with productivity in mind

Our management strategies enable you to direct your focus on the work that delivers income, multiplying your productivity and profitability.

invest

We invest in the potential of people

Our venture partner organisations are built a collaborative approach to shared acumen, capital, effort and belief.

optimise

We are optimisation specialists

By reducing administration, automating compliance and simplifying workflows we create clear headspace that drives better performance.

navigate

We will navigate with productivity in mind

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navigate

We will navigate with productivity in mind

Our management strategies enable you to direct your focus on the work that delivers income, multiplying your productivity and profitability.

invest | optimise | navigate



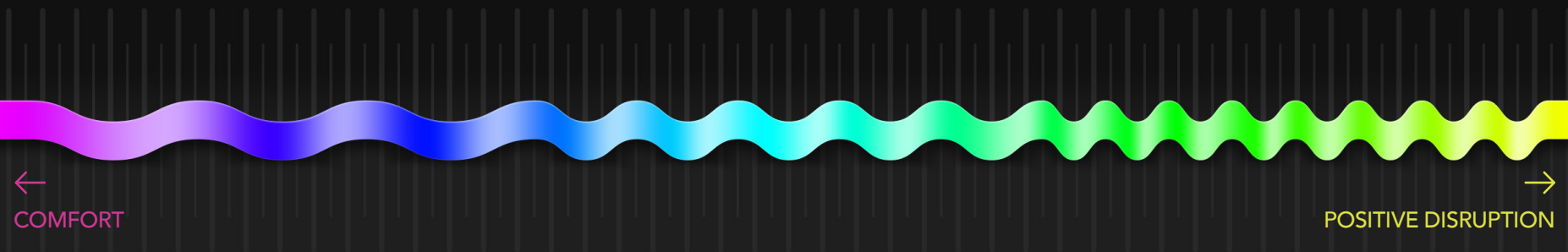
corporate identity

More than 284,000,000 domain names have now been registered.

By 2013, every possible four letter .com had been registered.

Rumours are that every possible five letter .com has also been registered.

The Naming Spectrum



common
word/concept

real word
construct

unique
word/concept

PROS



CONS

common
word/concept

real word
construct

unique
word/concept

*memorable
easy to spell
simple story*

PROS



medibank

Google

←
COMFORT

→
POSITIVE DISRUPTION

*difficult .com search
more common usage
cluttered TM space
high IP risk*

CONS

common
word/concept

real word
construct

unique
word/concept

*memorable
easy to spell
simple story*

PROS

*low IP risk
simpler .com search
no common usage
clear TM space*



medibank

Google

←
COMFORT

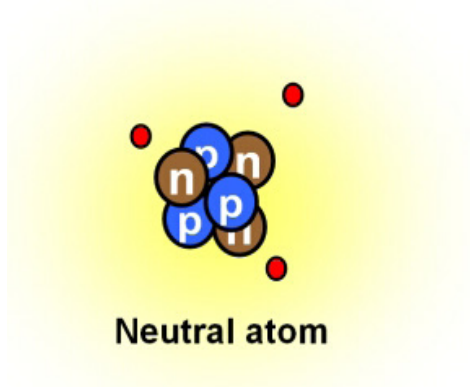
→
POSITIVE DISRUPTION

*difficult .com search
more common usage
cluttered TM space
high IP risk*

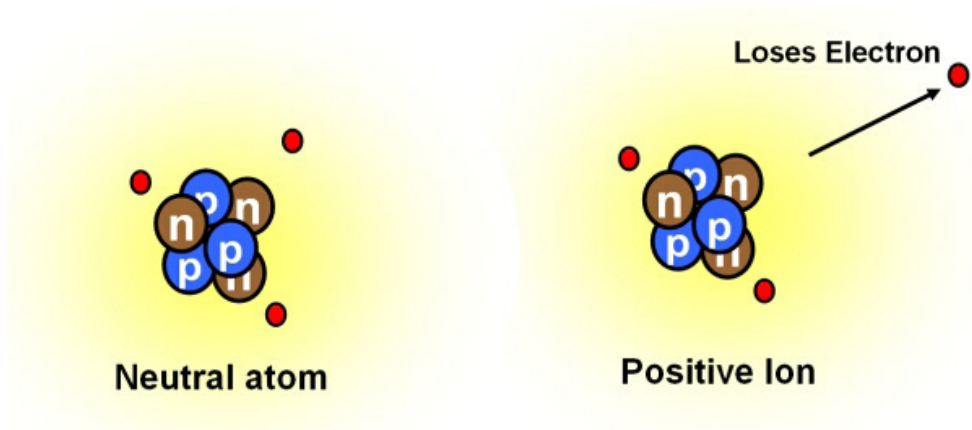
CONS

*harder to remember
challenging spelling
complex story*

The **ion** – remove a negative or add a positive
and it becomes **energised**.

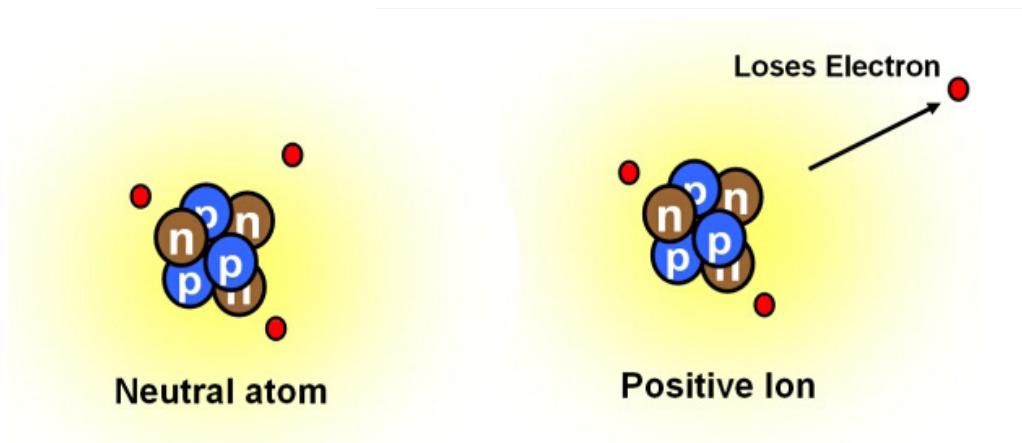


The **ion** – remove a negative or add a positive and it becomes **energised**.



The ion – remove a negative or add a positive and it becomes energised.

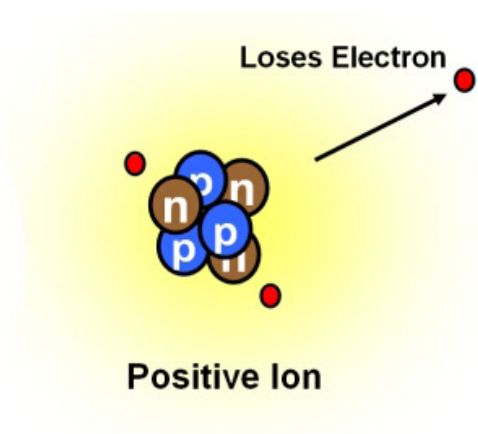
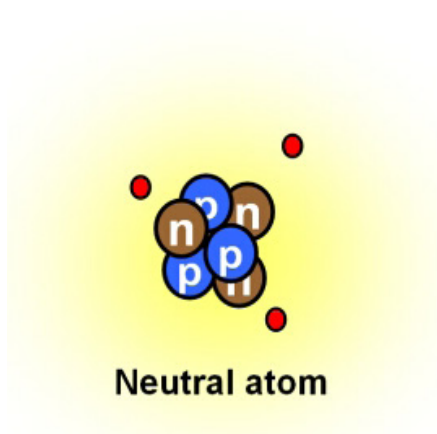
The **ionosphere** – big picture vision and **energy**.



The ion – remove a negative or add a positive and it becomes energised.

The ionosphere – big picture vision and energy.

We harness the power of that **energy** conversion and create something spectacular.



The ion – remove a negative or add a positive
and it becomes energised.

The ionosphere – big picture vision and energy.

We harness the power of that energy
conversion and create something spectacular.

We are: **Energised**

The **ion** – remove a negative or add a positive
and it becomes energised.

The **ionosphere** – big picture vision and energy.

We harness the power of that energy
conversion and create something spectacular.

We are: **Ion**

The **ion** – remove a negative or add a positive
and it becomes energised.

The **ionosphere** – big picture vision and energy.

We harness the power of that energy
conversion and create something spectacular.

We are: **Ion** **opportunity**

The **ion** – remove a negative or add a positive
and it becomes energised.

The **ionosphere** – big picture **vision** and energy.

We harness the power of that energy
conversion **ion** and create something spectacular.

We are: **Ion opportunity system**

The **ion** – remove a negative or add a positive
and it becomes energised.

The **ionosphere** – big picture vision and energy.

We harness the power of that energy
conversion and create something spectacular.

We are: **Ion** opportunity **s**ystem

The **ion** – remove a negative or add a positive
and it becomes energised.

The **ionosphere** – big picture **vision** and energy.

We harness the power of that energy
conversion **ion** and create something spectacular.

We are: **Ion** **o** **s**

The **ion** – remove a negative or add a positive
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The **ionosphere** – big picture **vision** and energy.

We harness the power of that energy
conver**ion** and create something spectacular.

We are: **Ion** **o s**

The **ion** – remove a negative or add a positive
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The **ionosphere** – big picture vision and energy.

We harness the power of that energy
conversion and create something spectacular.

We are: **Ion o s**

The ion – remove a negative or add a positive
and it becomes energised.

The ionosphere – big picture vision and energy.

We harness the power of that energy
conversion and create something spectacular.

We are: **Ionos**

The ion – remove a negative or add a positive
and it becomes energised.

The ionosphere – big picture vision and energy.

We harness the power of that energy
conversion and create something spectacular.

We are: **Ionos**

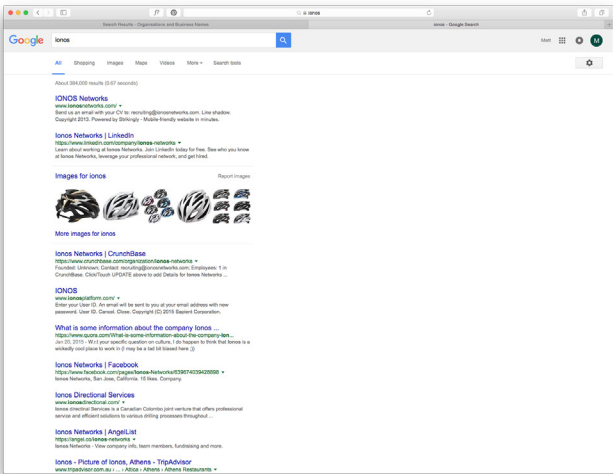
Delivering the vision and energy of the ionosphere.



brand governance

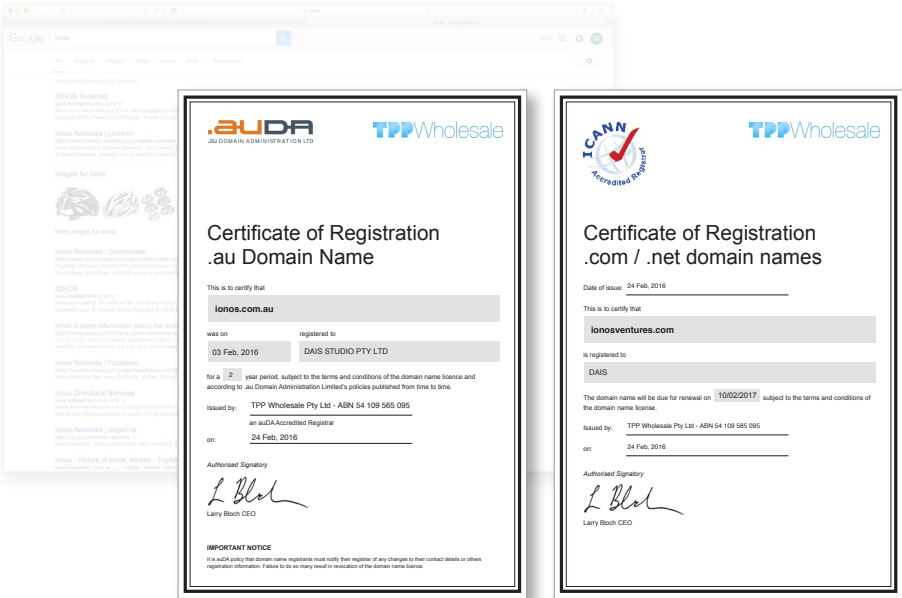
ionos

google.com.au: 384,000 results



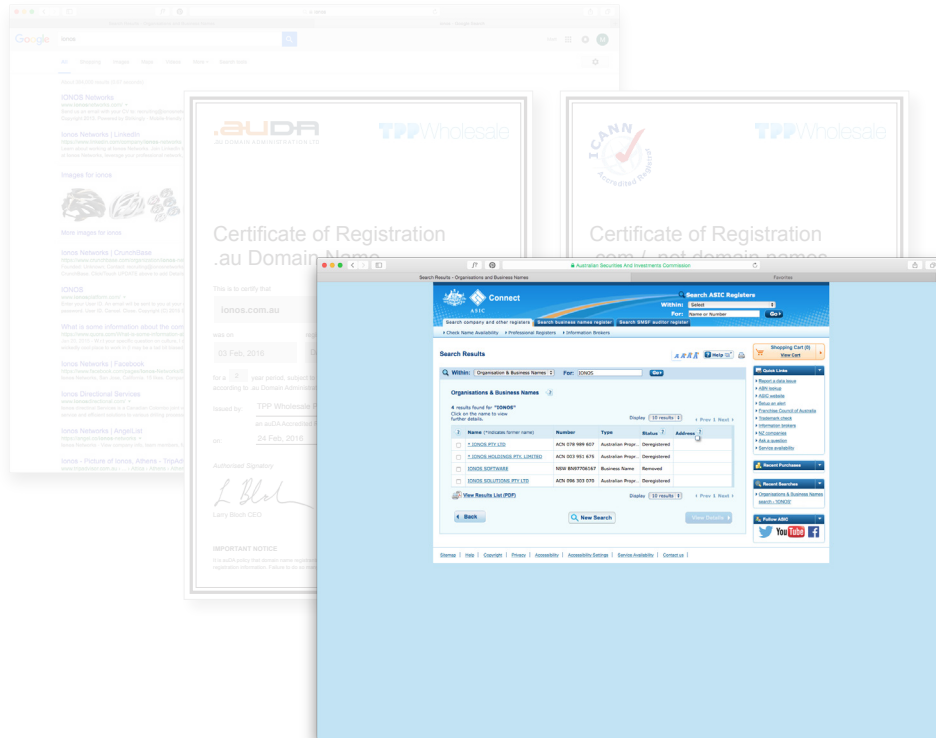
ionos

google.com.au: 384,000 results
ionos.com.au: secured
ionosventures.com.au: secured
ionos.com: available



ionos

google.com.au: 384,000 results
ionos.com.au: secured
ionosventures.com.au: secured
ionos.com: available
asic search: clear

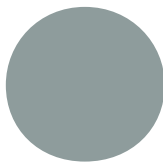


google.com.au: 384,000 results
ionos.com.au: secured
ionosventures.com.au: secured
ionos.com: available
asic search: clear
trademark: clear



brand strategy





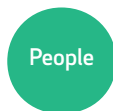


Invest





Invest



10

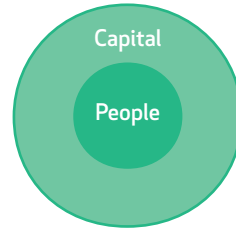
Invest

People

Optimise

10

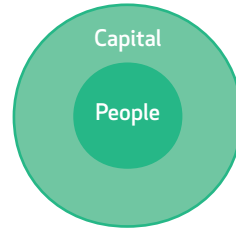
Invest



Optimise

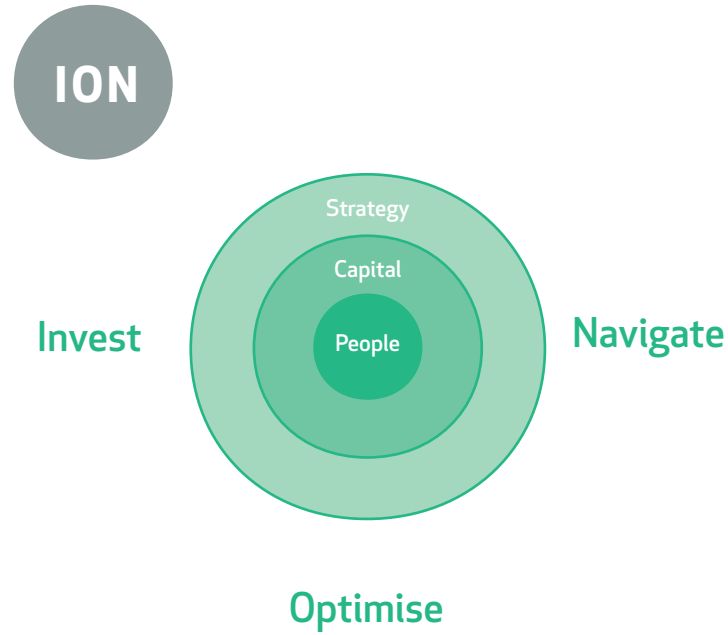


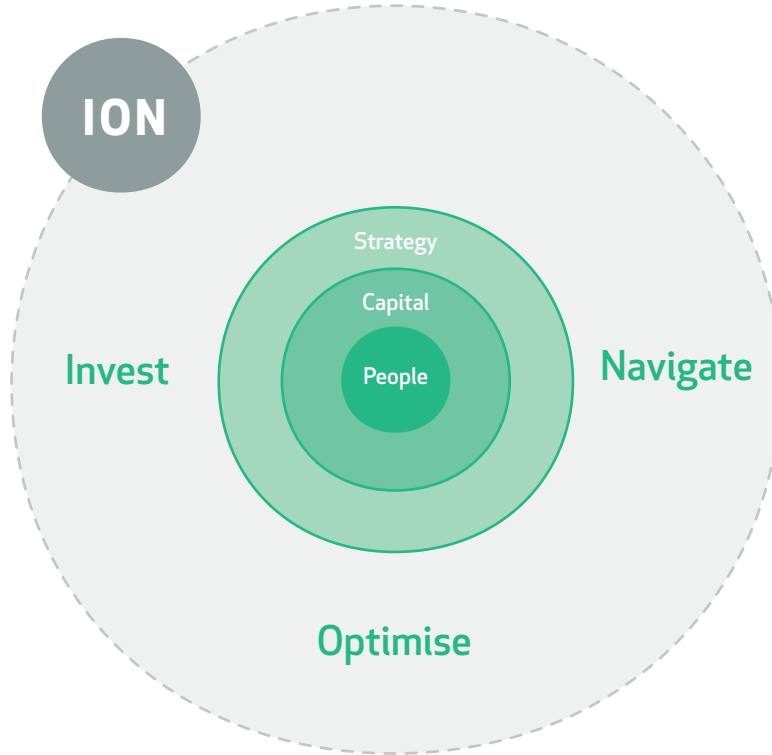
Invest

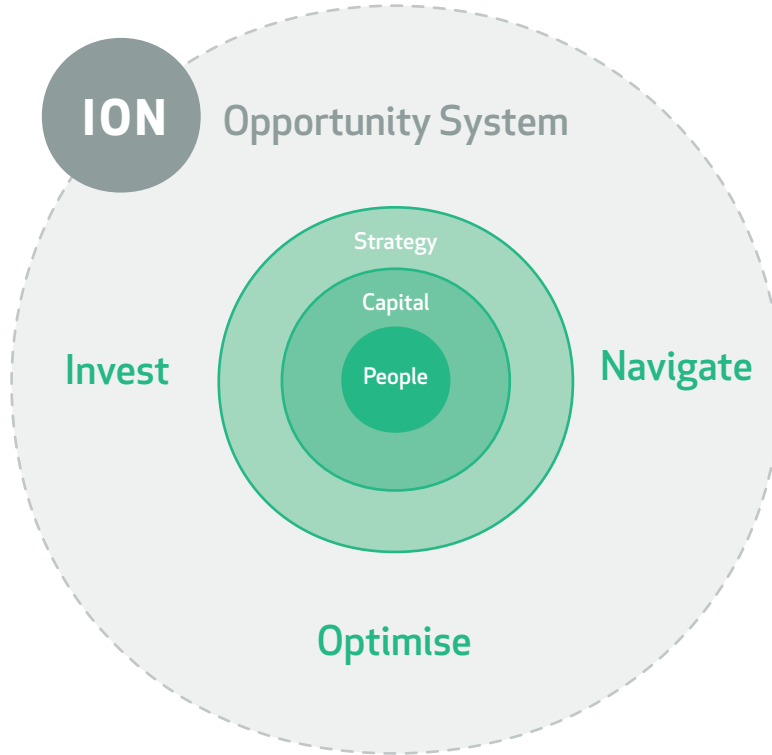


Navigate

Optimise

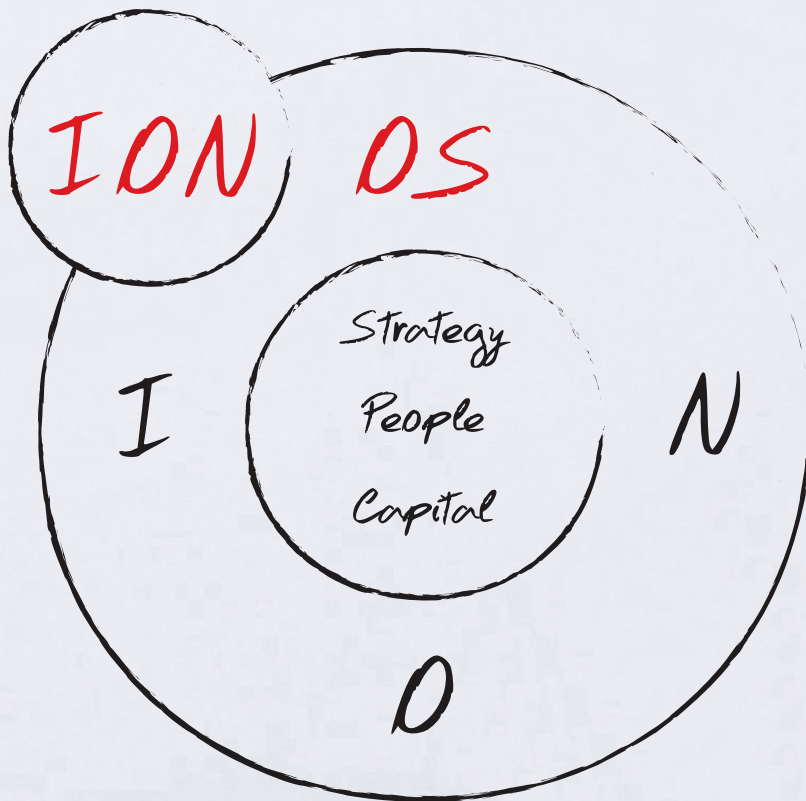








whiteboard **diagram**





brand **inventory**

 corporate identity

lonos

 technical descriptor

Ventures

i^d corporate identity

lonos

d^e technical descriptor

Ventures

p^r brand promise

Energising Opportunities

i^d corporate identity

lonos

d^e technical descriptor

Ventures

p^r brand promise

Energising Opportunities

s^l solution streams

People | Capital | Strategy

i^d corporate identity

lonos

d^e technical descriptor

Ventures

p^r brand promise

Energising Opportunities

s^l solution streams

People | Capital | Strategy

t^h brand theme

Energising Leadership

i^d corporate identity

lonos

d^e technical descriptor

Ventures

p^r brand promise

Energising Opportunities

s^l solution streams

People | Capital | Strategy

t^h brand theme

Energising Leadership

e^t brand ethics

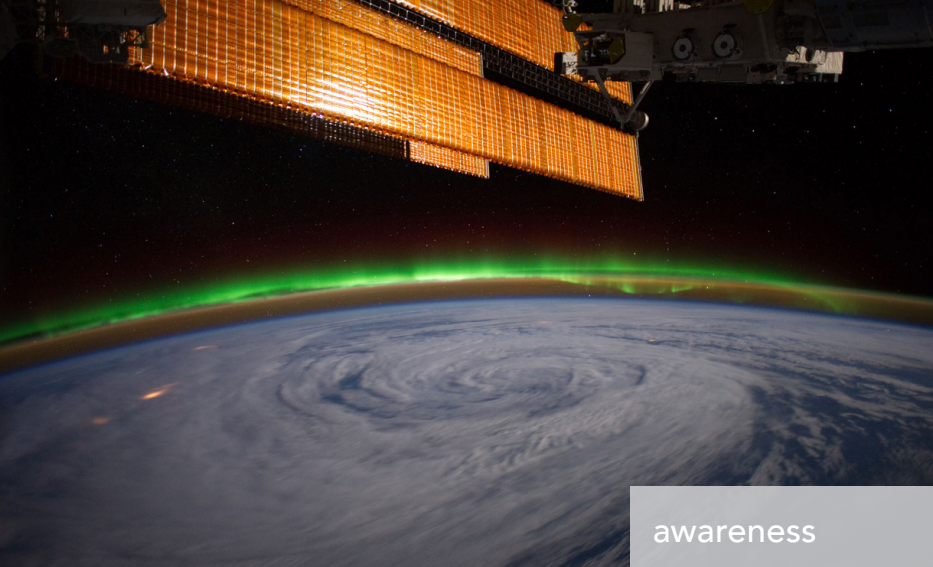
Invest | Optimise | Navigate

3 Energy

brand creative presentation



inspiration



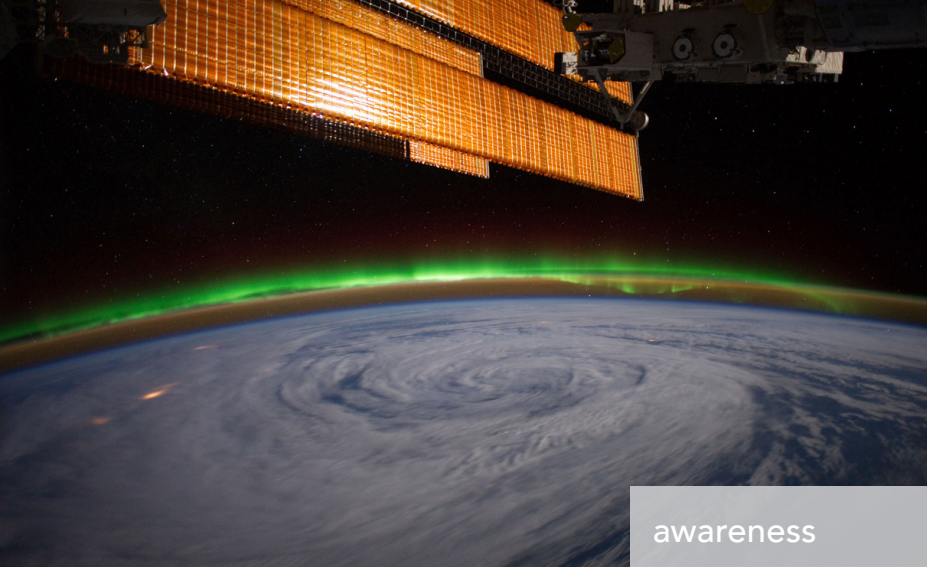
awareness

elevating brands

DAIS[®] | brand
strategy



inspiration



awareness



energy

elevating brands

DAIS[®]
| brand
strategy



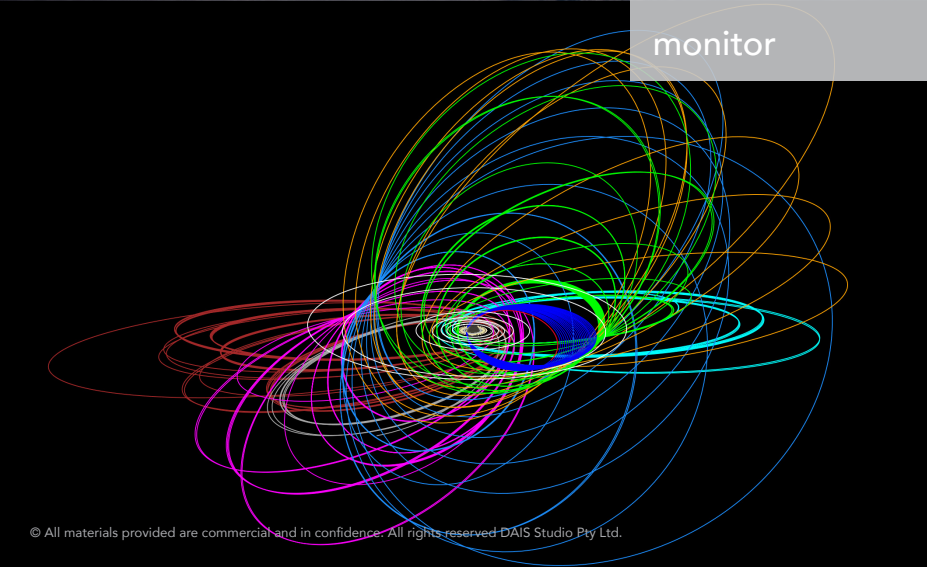
inspiration



awareness
monitor



energy



elevating brands

DAIS[®]
| brand
strategy



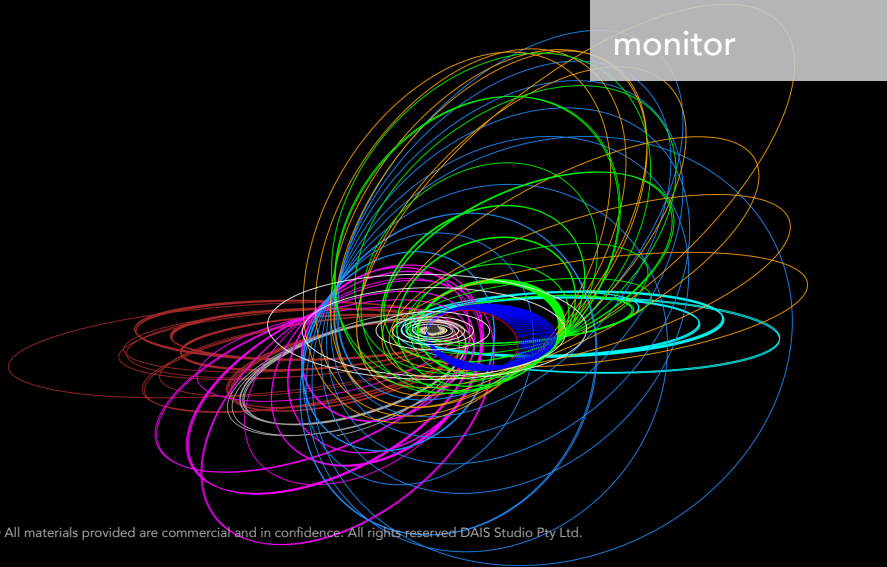
inspiration



awareness
monitor



energy
simplicity



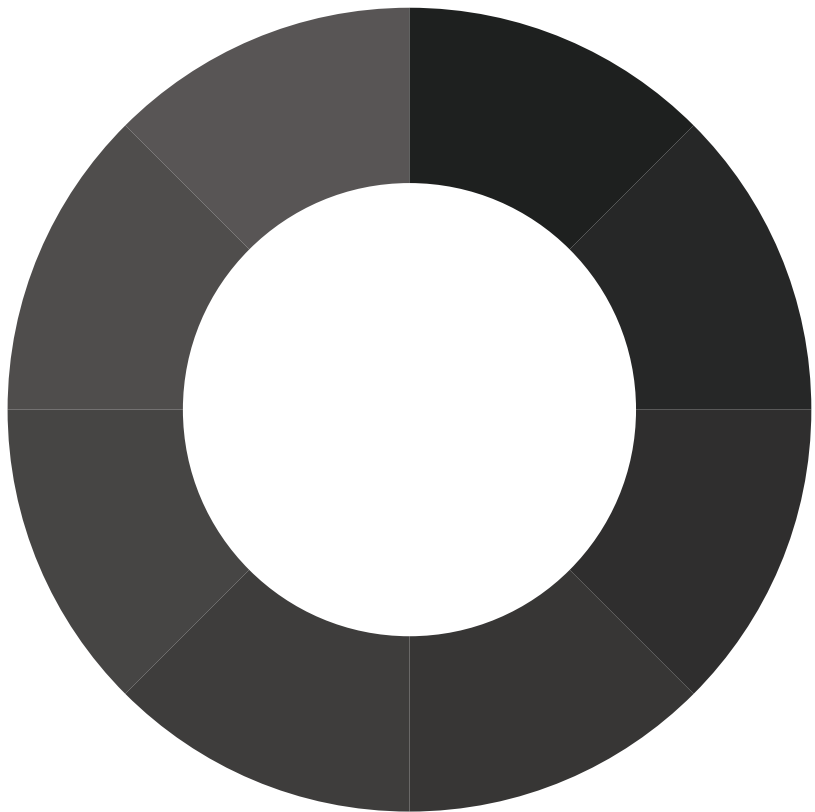
Google





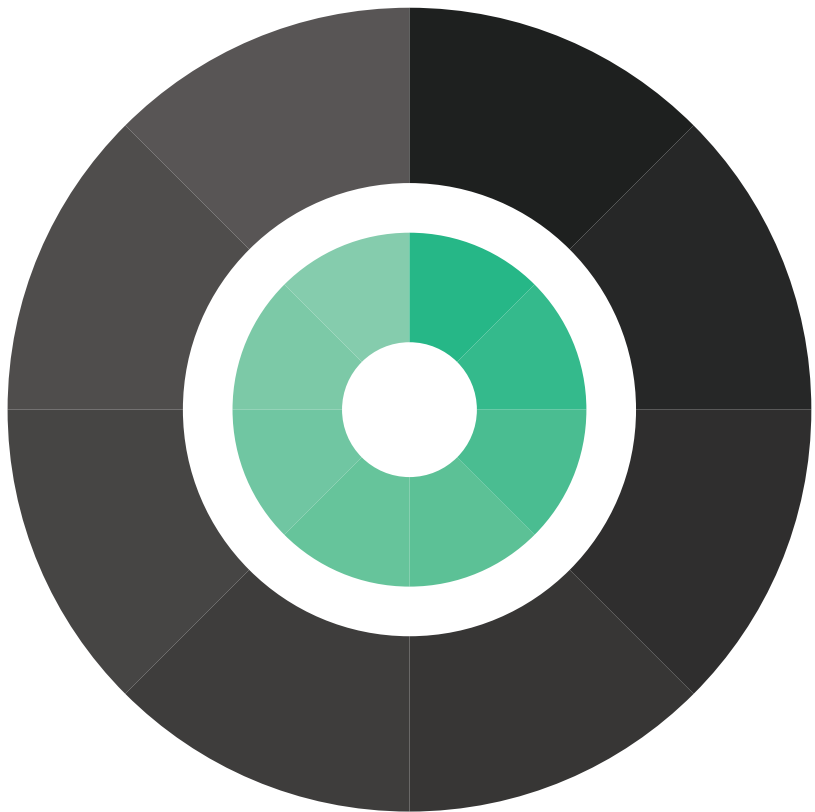
colour palette

primary colour palette



PANTONE 419 C

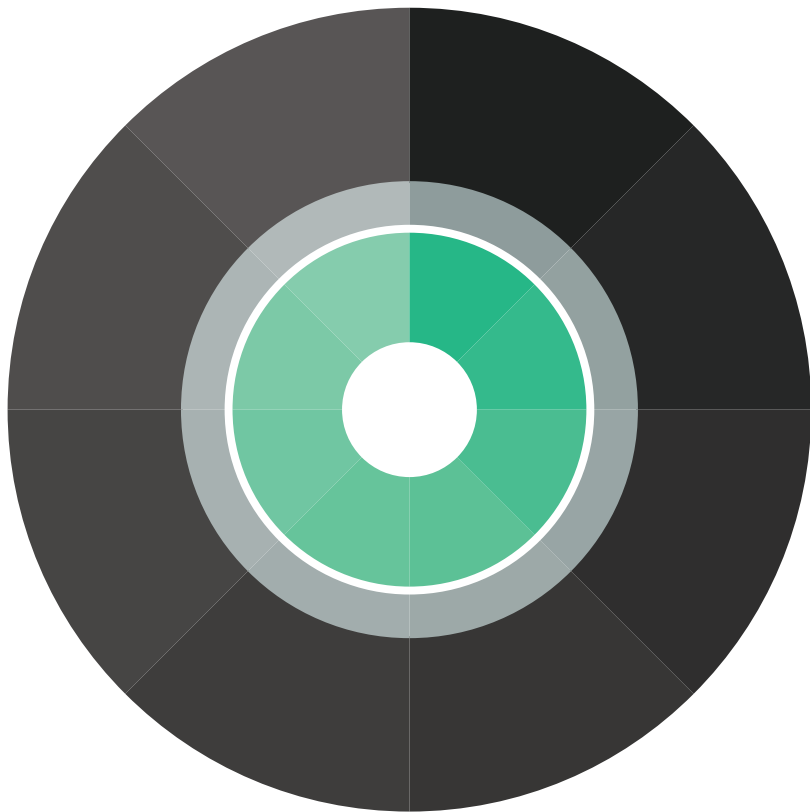
primary colour palette



PANTONE 419 C

PANTONE 3395 C

primary colour palette



PANTONE 419 C

PANTONE 3395 C

PANTONE 443 C



typography

primary typographic palette



bold
big
solid
power
ballsy

GALANO GROTESQUE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @



bold
big
solid
power
ballsy
clever
efficient
agile
elegant
intriguing

GALANO GROTESQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @

APEX NEW BOOK

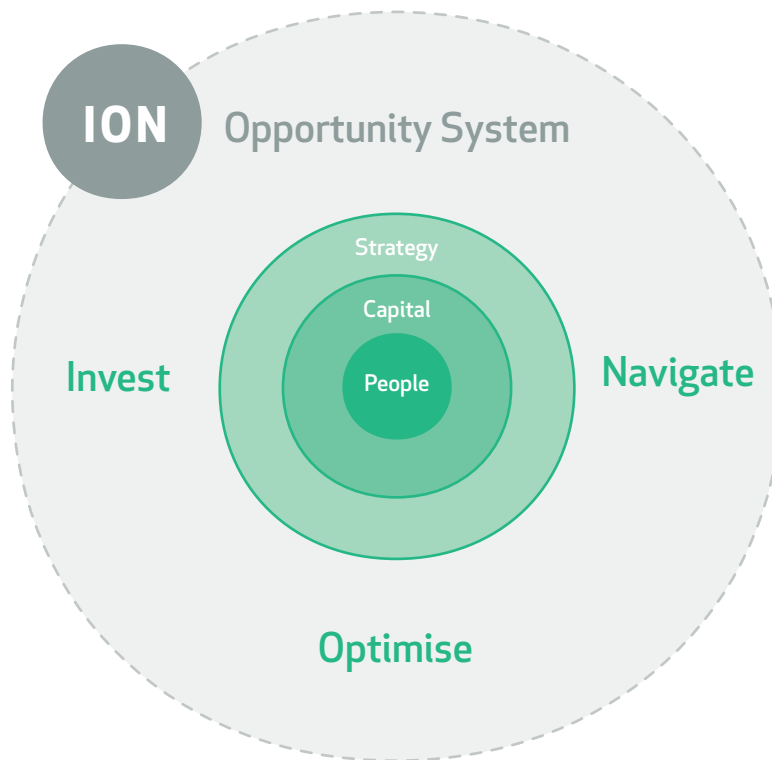
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abcdefghijklmnopqrstuvwxyz
1234567890 @

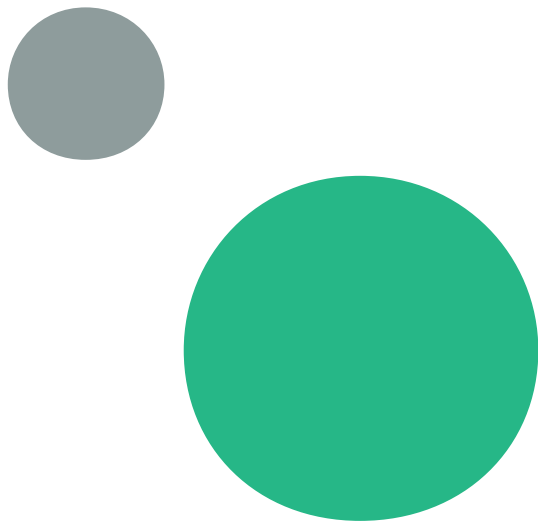
APEX NEW MEDIUM

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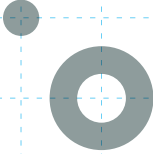


corporate identity









ionos

ionosTM ventures



ionos™
ventures

ionos™
ventures



brand **promise**

energising opportunities

energising opportunities

ionos



energising opportunities

energising opportunities

energising opportunities

energising opportunities

energising opportunities



solution **streams**

people capital strategy

people • capital • strategy

people • capital • strategy

people • capital • strategy

people • capital • strategy



visual identity

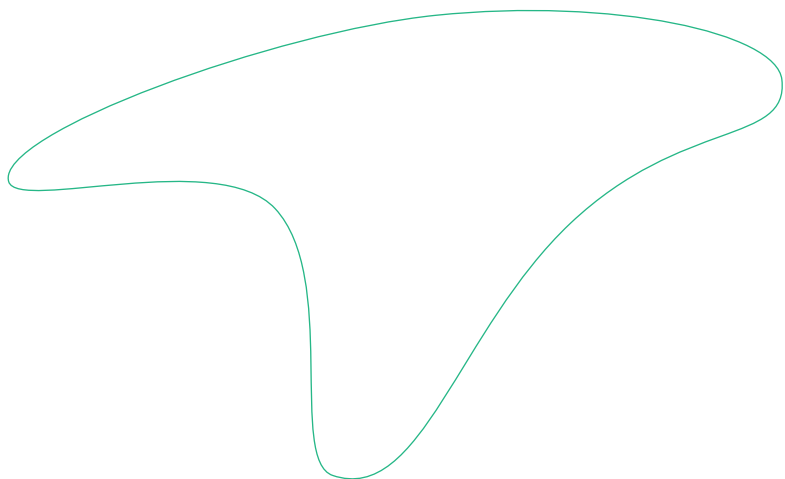


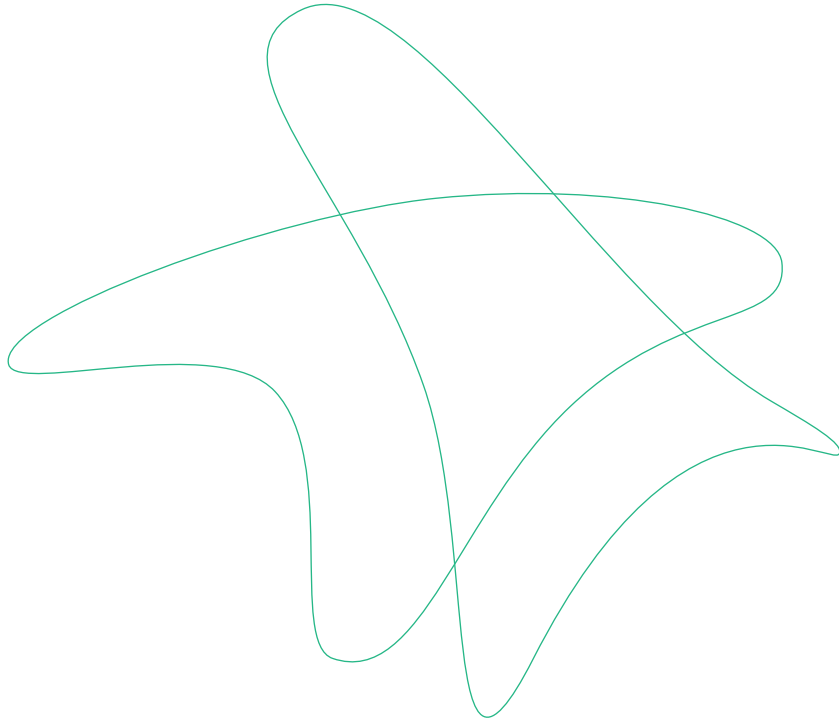
elevating brands

DAIS[®]
| brand
strategy

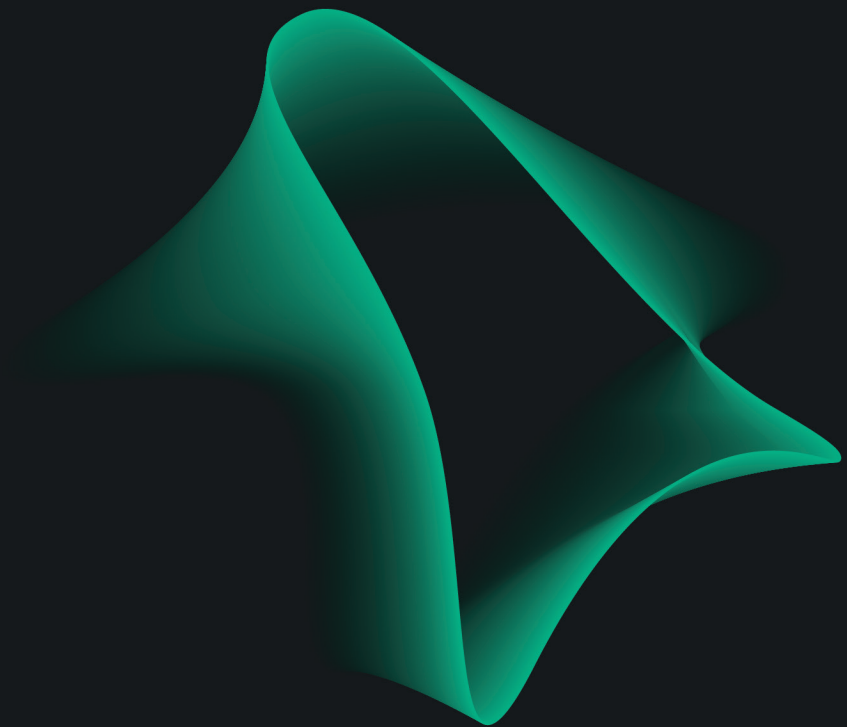


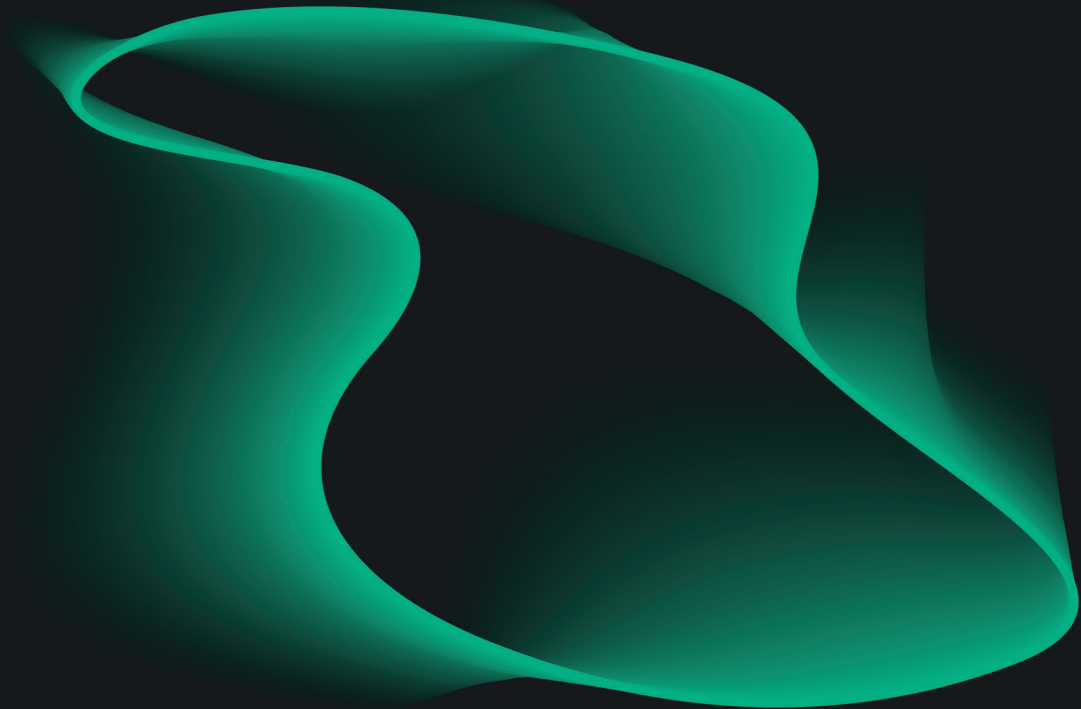
visual identity

















brand credential

ionosTM ventures



an **ionos**TM venture

an **ionos**TM venture

an **ionos**TM venture



brand **inventory**



corporate identity

ionos™



 corporate identity

ionos™

 technical descriptor

ventures

i^d corporate identity

ionos™

d^e technical descriptor

ventures

p^r brand promise

energising **o**pportunities

i^d corporate identity

ionos™

d^e technical descriptor

ventures

p^r brand promise

energising **o**pportunities

s^l solution streams

people **o** capital **o** strategy

i^d corporate identity

ionos™

d^e technical descriptor

ventures

p^r brand promise

energising **o**pportunities

s^l solution streams

people **o** capital **o** strategy

vⁱ visual identity



i^d corporate identity

ionos™

d^e technical descriptor

ventures

p^r brand promise

energising **o**pportunities

sⁱ solution streams

people **o** capital **o** strategy

c^r brand credential

an **ionos™** venture

vⁱ visual identity



i^d corporate identity

ionos™

d^e technical descriptor

ventures

p^r brand promise

energising **o**pportunities

s^l solution streams

people **o** capital **o** strategy

c^r brand credential

an **ionos™** venture

c^p colour palette

PANTONE 419 C

PANTONE 3395 C

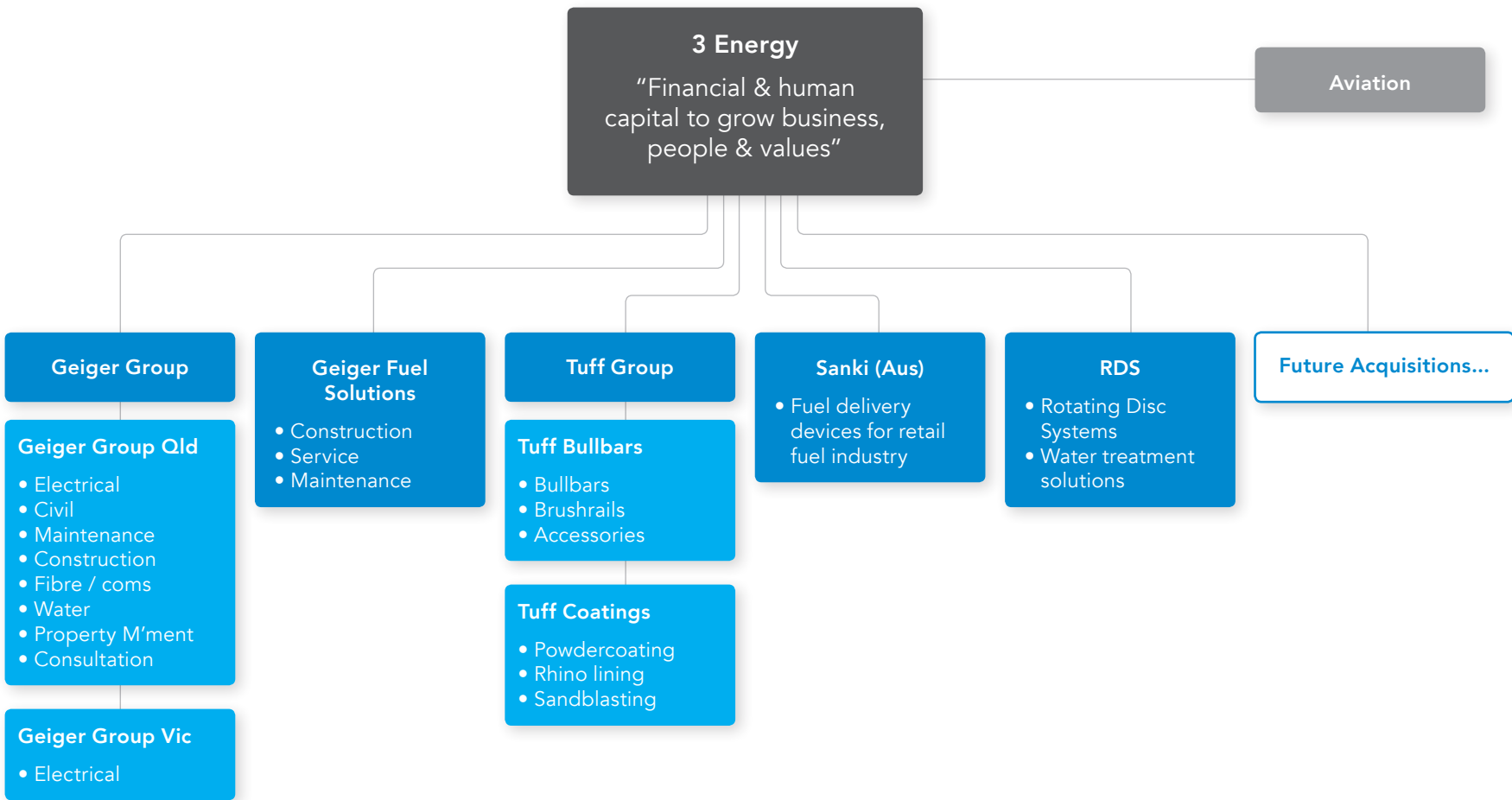
PANTONE 443 C

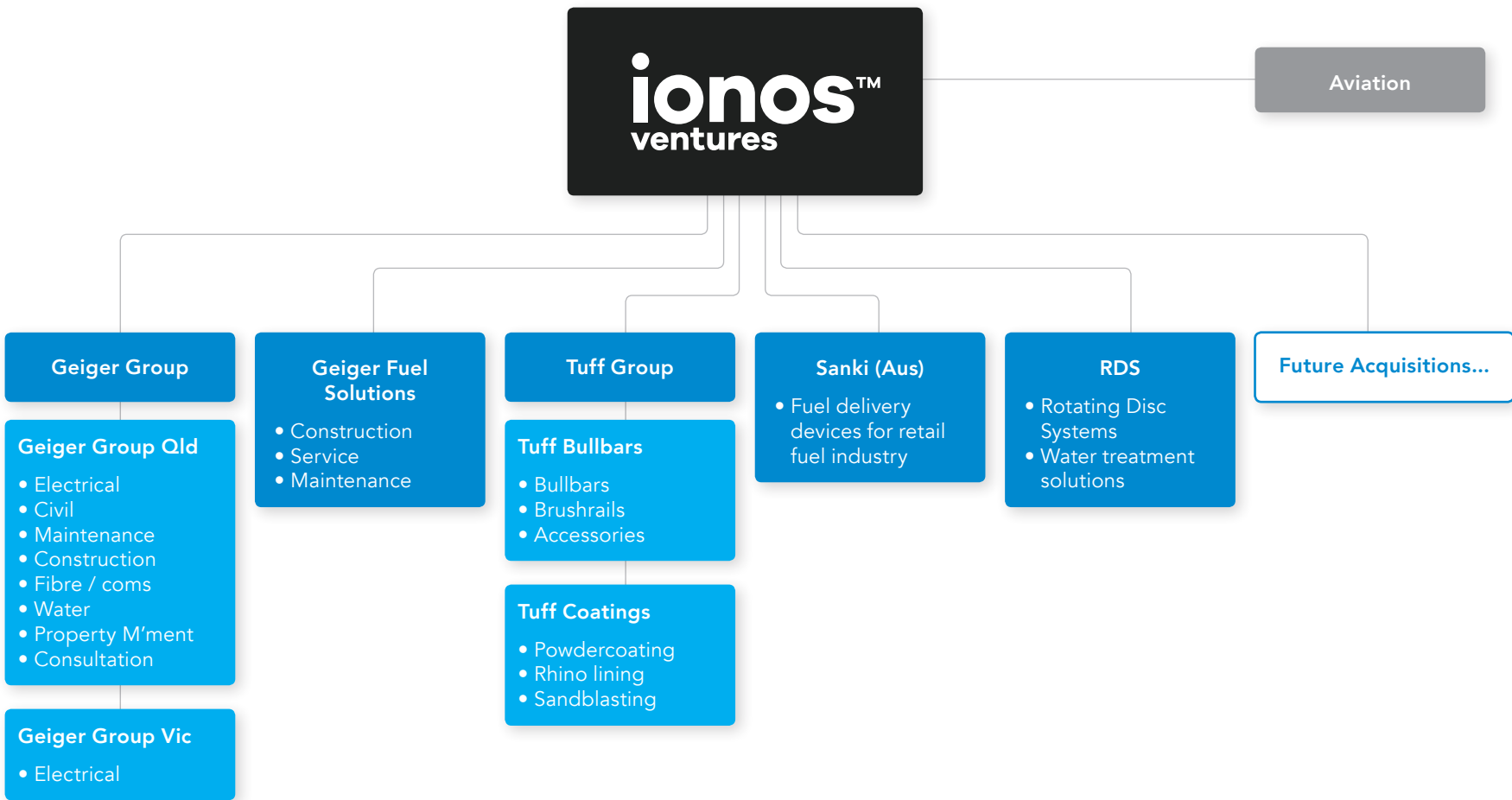
vⁱ visual identity





brand map





an **ionos™** venture

thank **you**

ionos™
ventures



CONSULT · MANAGE · DELIVER
ELECTRICAL · CIVIL · INDUSTRIAL

Geiger are well established and connected within industry producing consistent high quality outcomes. With a strong focus on governance, performance and continuous improvement.

ductilest quantia nus que alicum lam soloren ditatem ut autem por moditae omni
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Nus dem sam etur, sanis earibus nos enduction pererum endit, sequam dolectorer
et, ad ut, aspersic te coressus, od quo es elibus il et velenih itatusdam andis platur
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venture

GEIGER
GROUP
energising infrastructure

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