

GConnex

brand strategy presentation



the organisation's image



the organisation's image

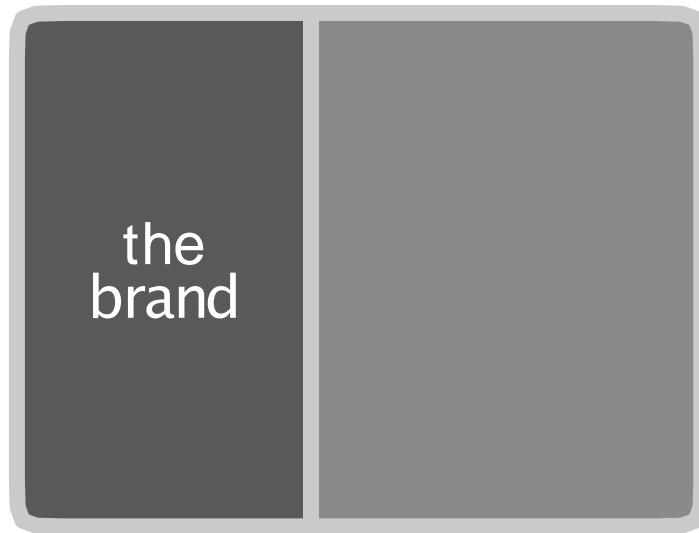
- 1 Is based on people's **perceptions** of what the organisation is like

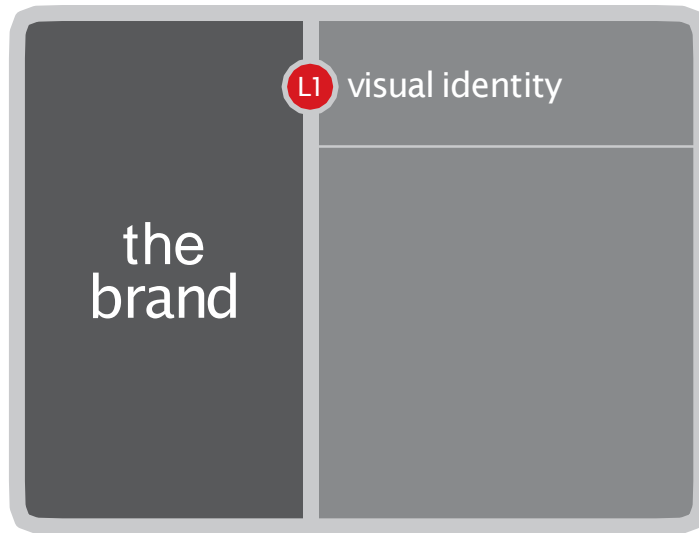
- 1 Is based on people's **perceptions** of what the organisation is like
- 2 Is **influenced** by what people have:

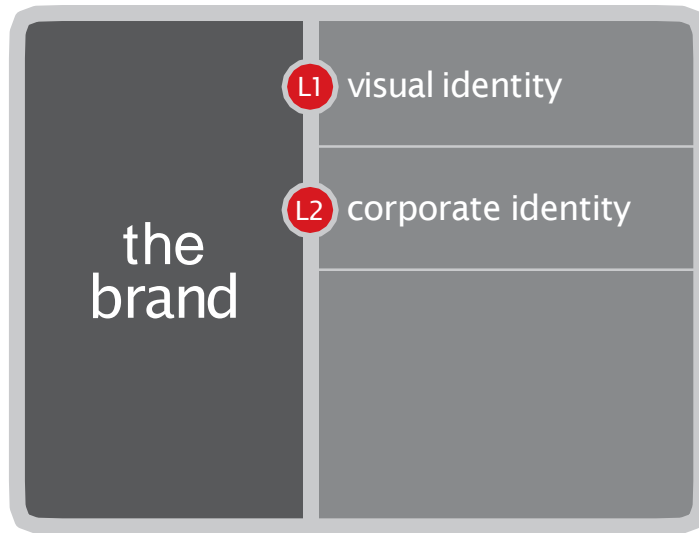
- 1 Is based on people's **perceptions** of what the organisation is like
- 2 Is **influenced** by what people have:
 - a) seen (symbol, name / colour, typography)
 - b) read or heard (advertisements, editorials, word-of-mouth, media)
 - c) experienced or observed in dealing with (client's) or working with the company (peers)

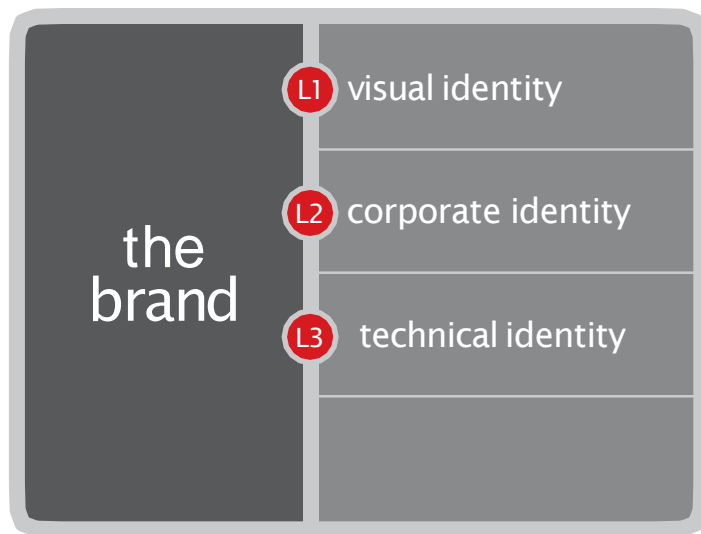


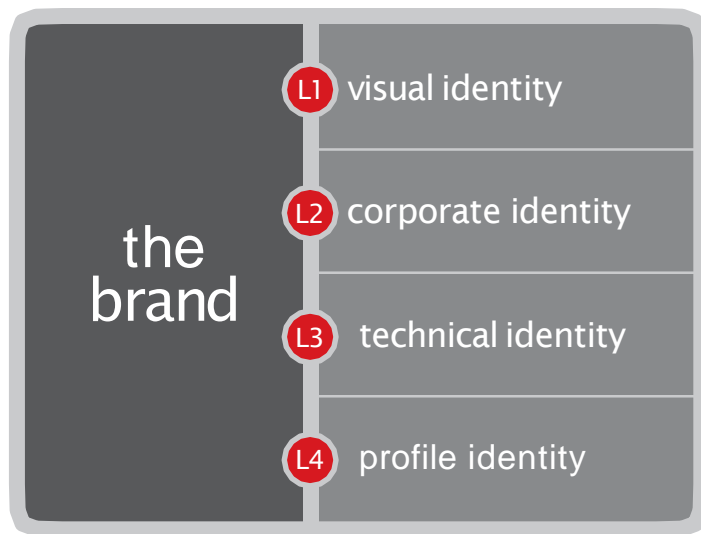
brand structure building a strong foundation

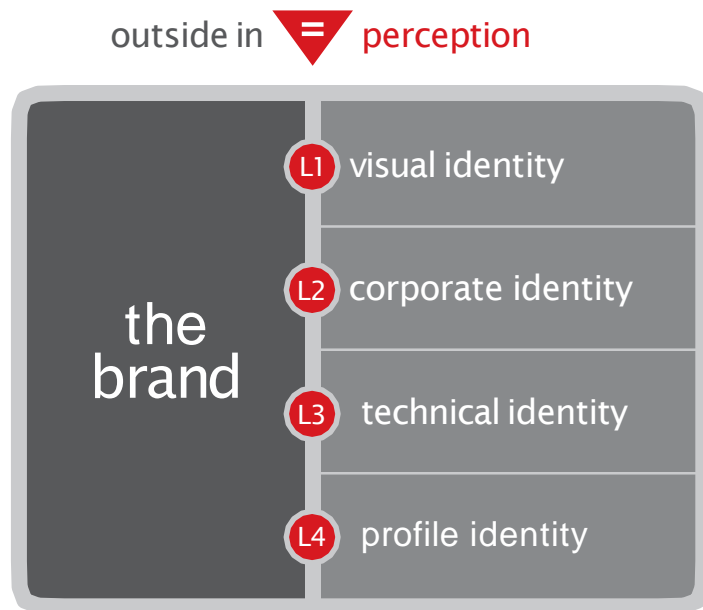


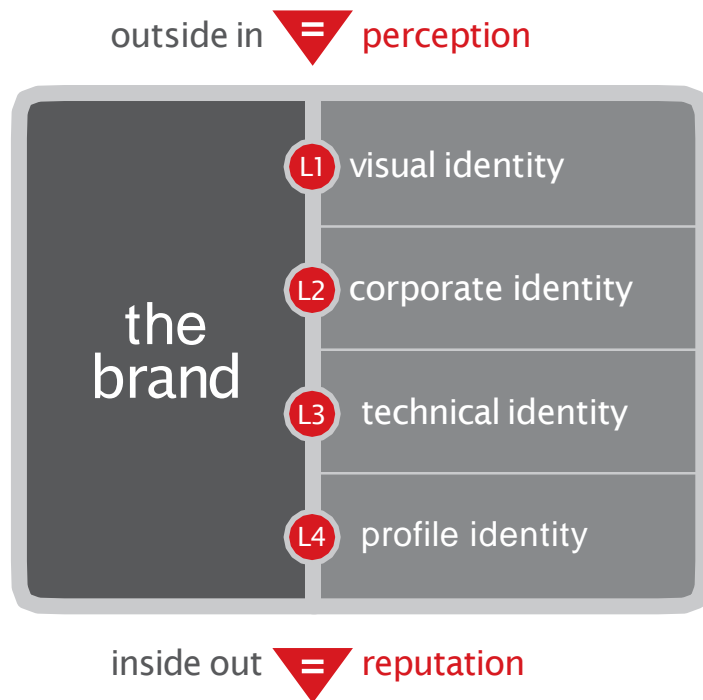


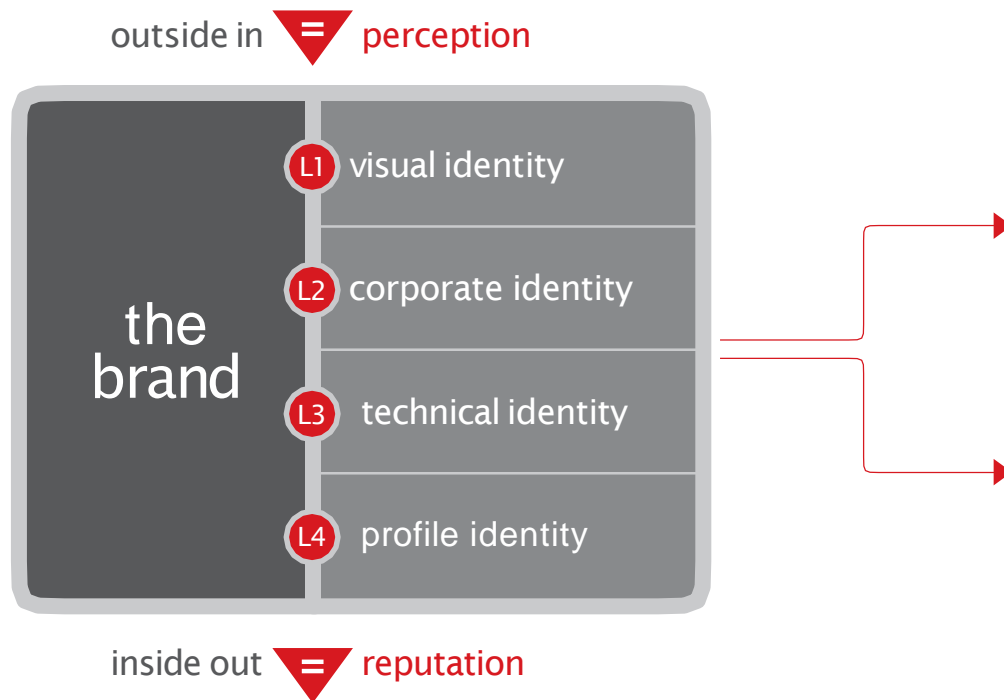


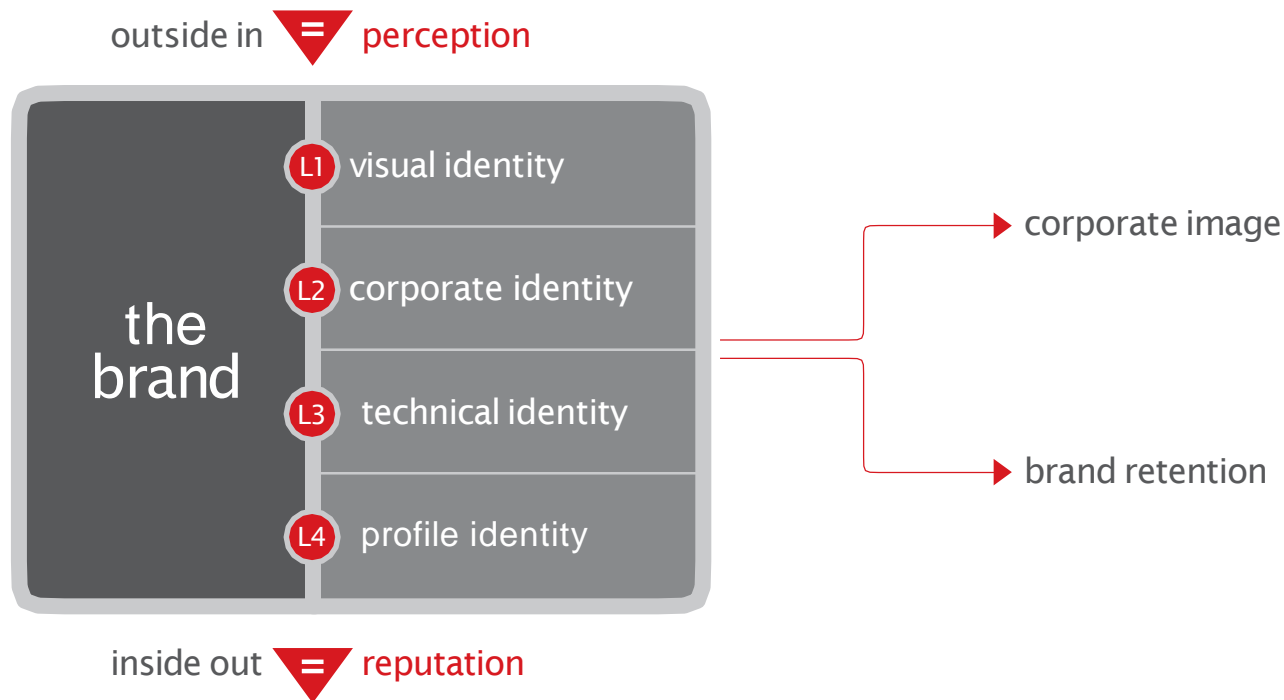














brand success

- 1 Creating a brand is about being different and delivering the unanticipated.

- 1 Creating a brand is about being different and delivering the unanticipated.
capture your attention.
- 2 To last the distance brands must challenge you and

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- 2 To last the distance brands must challenge you and
- 3 The more original they are the greater their impact!

- ① Creating a brand is about being different and delivering the unanticipated.

capture your attention.

- ② To last the distance brands must challenge you and

- ③ The more original they are the greater their impact!

- ④ The greater their impact the greater their success.





brand culture the big picture



brand culture the big picture

corporate
identity



brand culture the big picture

corporate
identity

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



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



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logo/mark + name
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agenda for change

brand culture the big picture

corporate
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internal the **real** organisation
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logo/mark + name
the brand/trademark

agenda for change

brand leadership

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

agenda for change

comfort

brand leadership

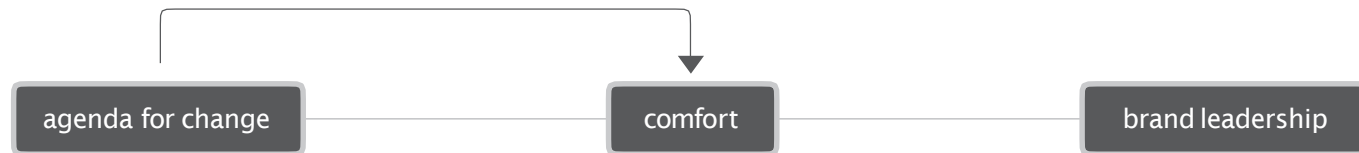
brand culture the big picture

corporate
identity

internal

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

logo/mark + name
the brand/trademark



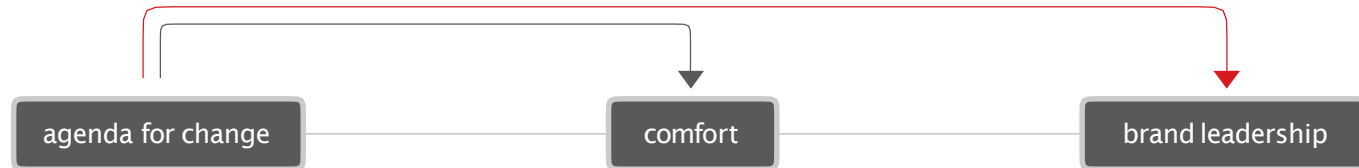
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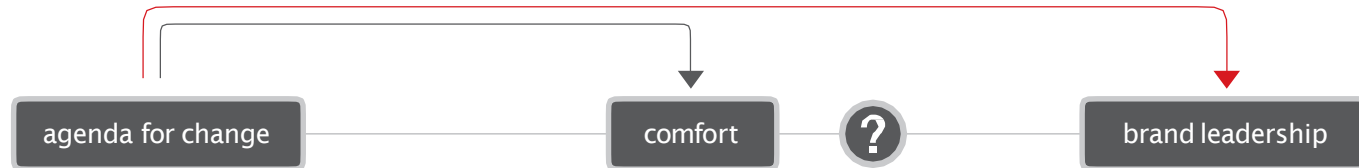


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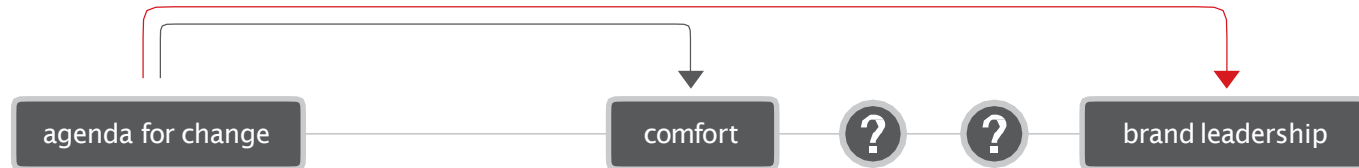
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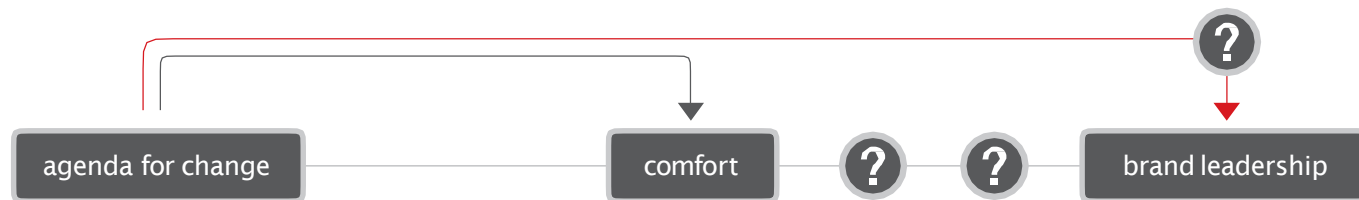


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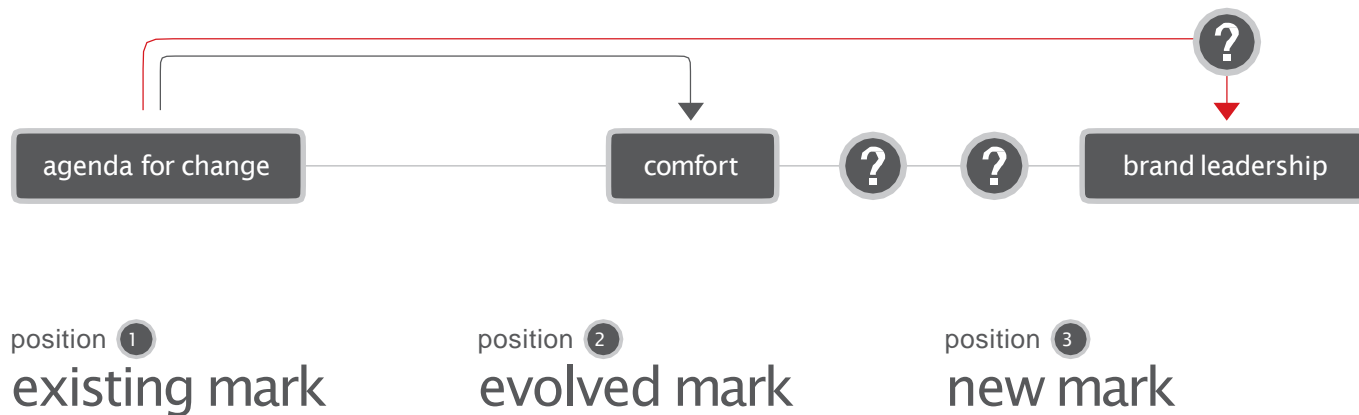


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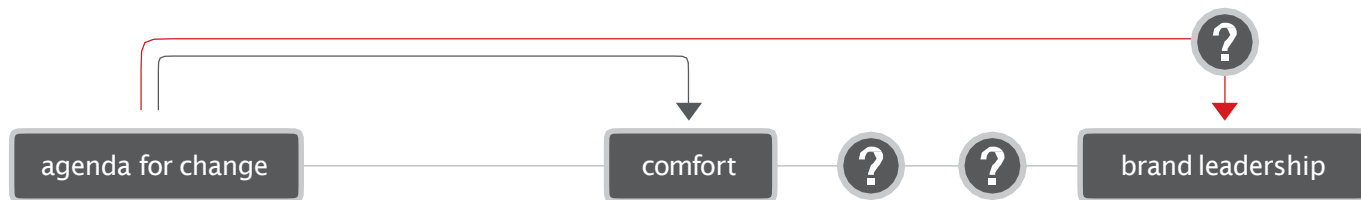
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position ①

existing mark

position ②

evolved mark

position ③

new mark

position ④

existing name

position ⑤

evolved name

position ⑥

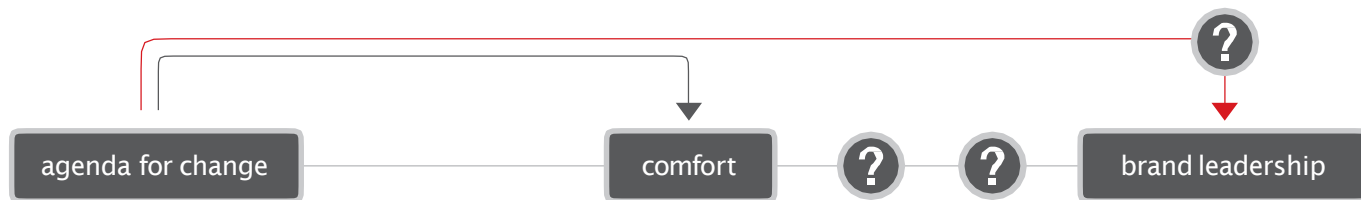
new brand

brand 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 science

m^a brand map

w^o wordscout™

o^b brand objectives

a^g brand agenda

sⁱ brand strategy

dⁱ whiteboard diagram

i^d corporate identity

b^g brand governance

d^r technical descriptor

p^r brand promise

sⁱ solution streams

t^m brand theme

c^v campaign voice

e^t brand ethics

b^v brand inventory

a^u identity audit

i^m inspiration

c^p colour palette

t^v typography

bⁱ brand icon

s^v sub brand

c^r brand credential

vⁱ visual identity

s^r stationery

c^v brand collateral

o^m online

l^r livery

e^m environment

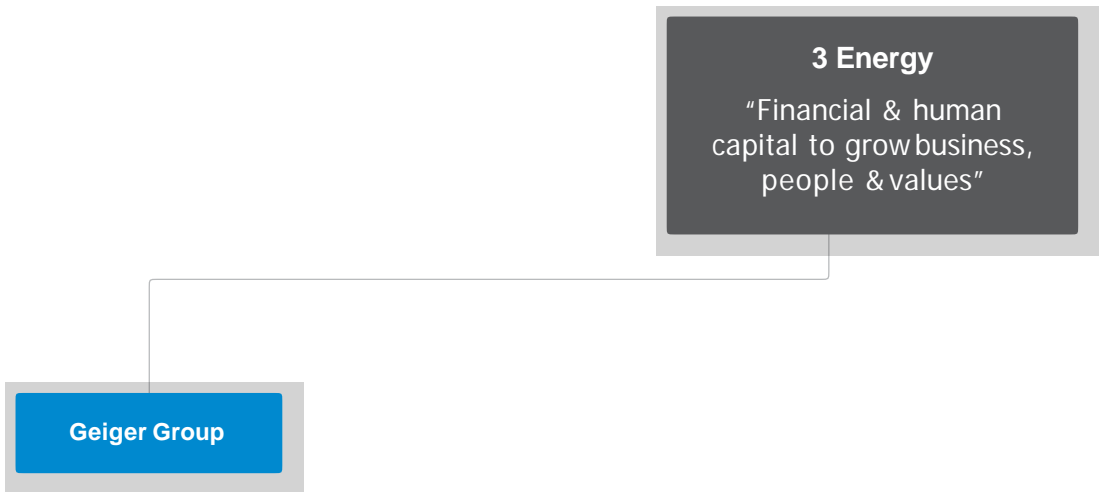
w ^o	o ^b	a ^g	s ^t	d ⁱ	m ^a	b ^g	
	i ^d	d ^e	p ^r	e ^t	t ^h	c ^v	s ^l
	a ^u	w ^o	i ⁿ	c ^p	t ^y		
	b ⁱ	i ^d	s ^u	c ^r	v ⁱ		
b ^v	s ^t	c ^o	o ⁿ	l ^v	e ⁿ		

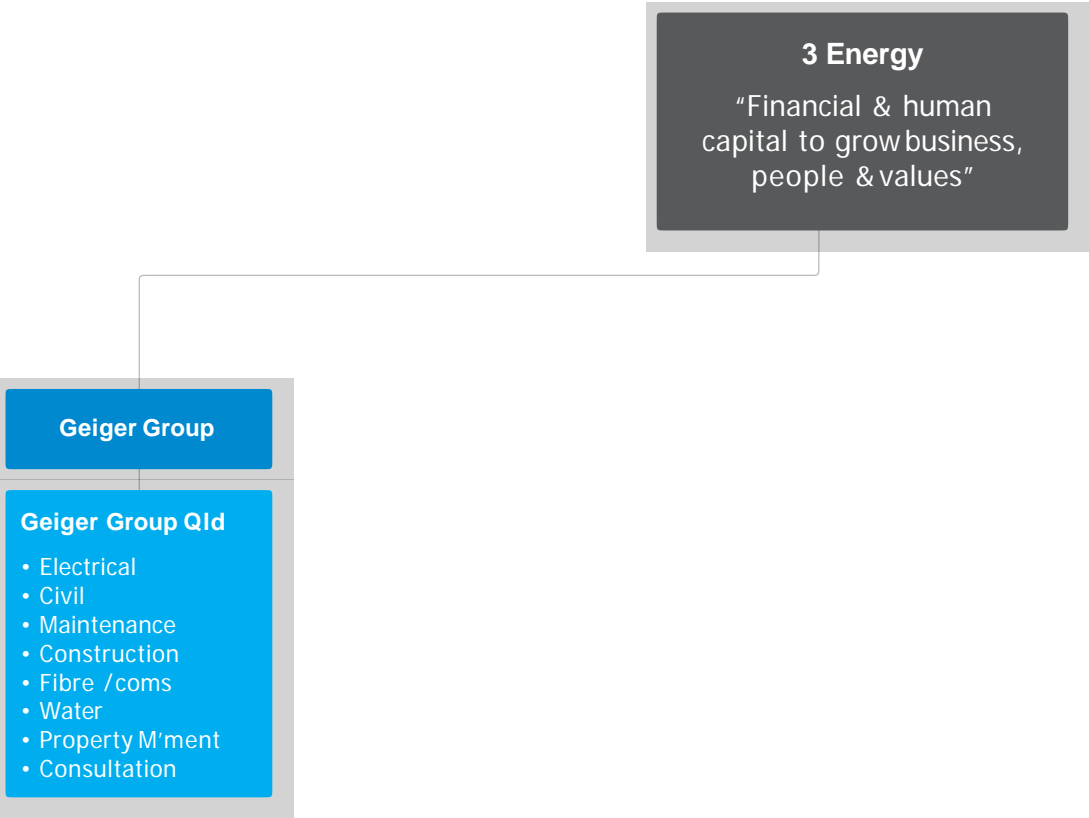


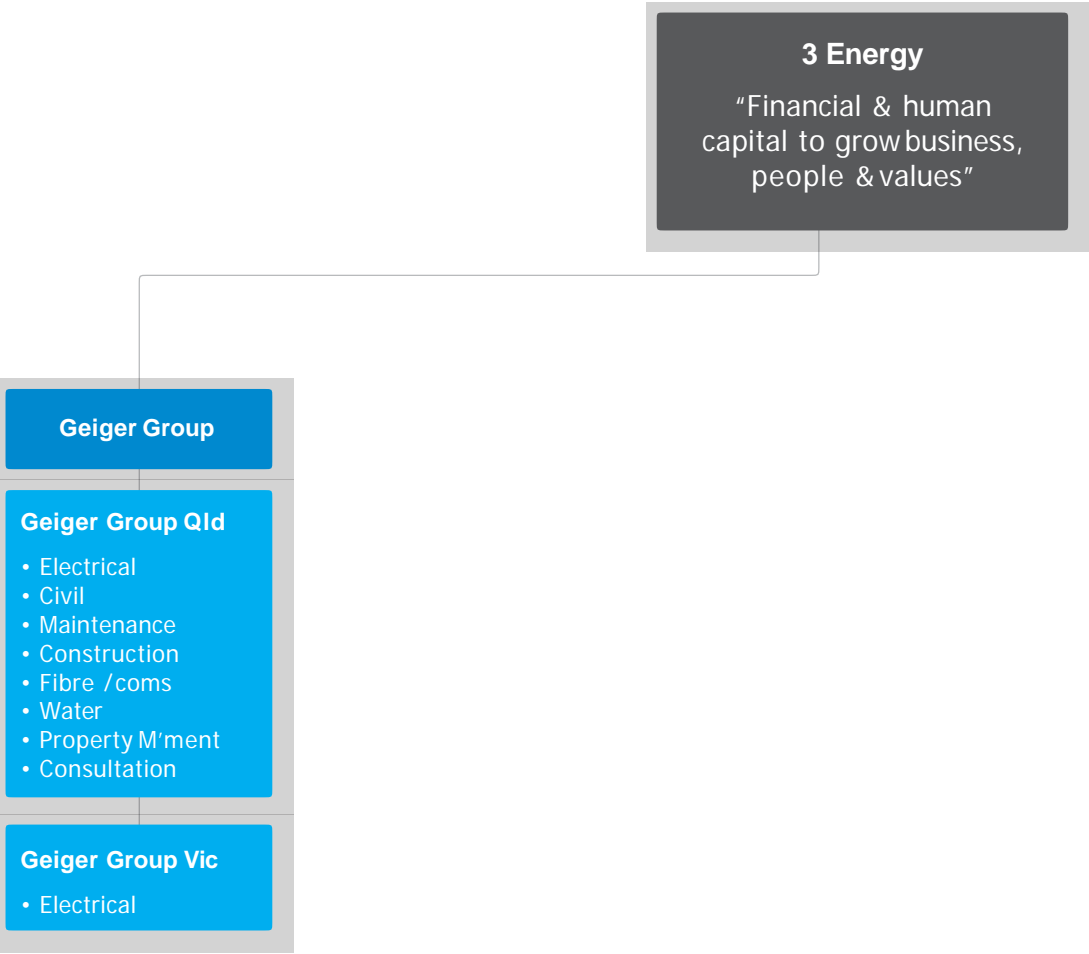
brand map

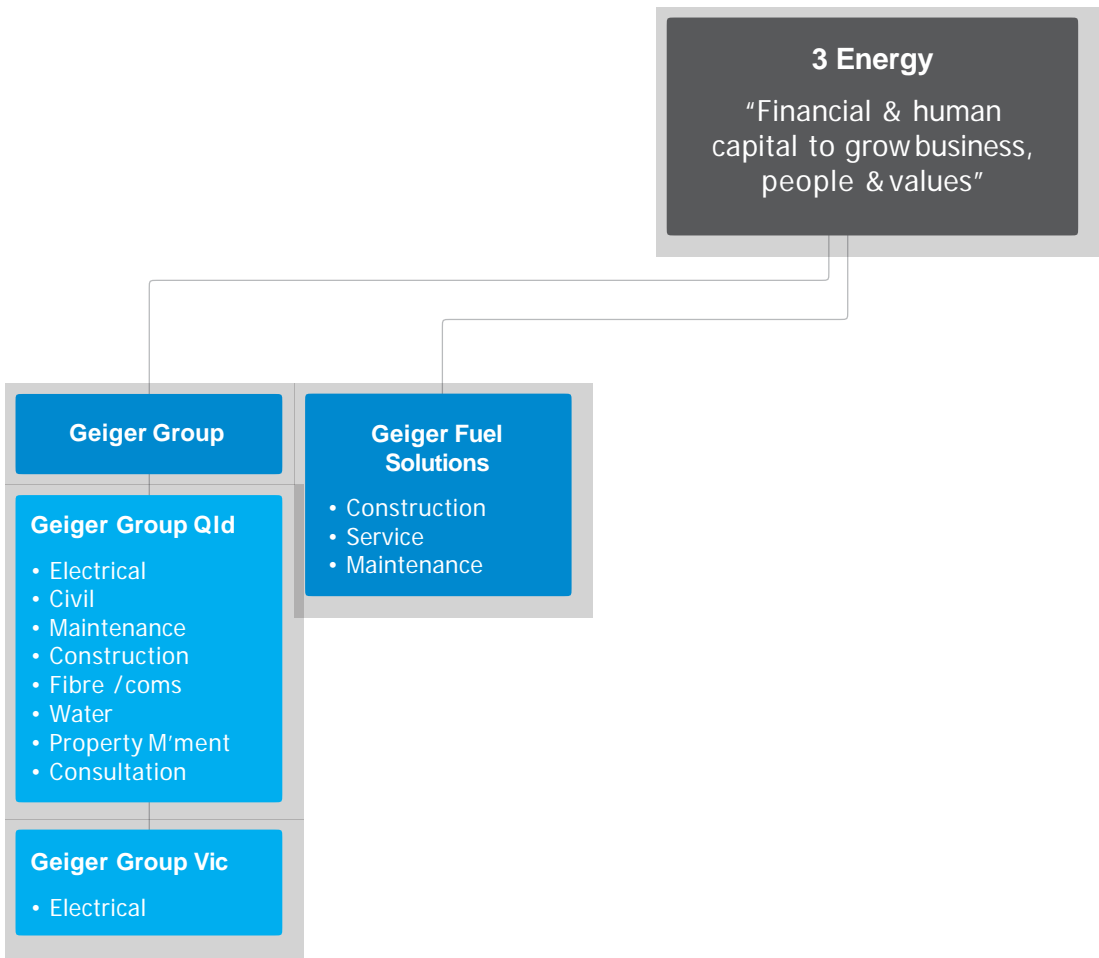
3 Energy

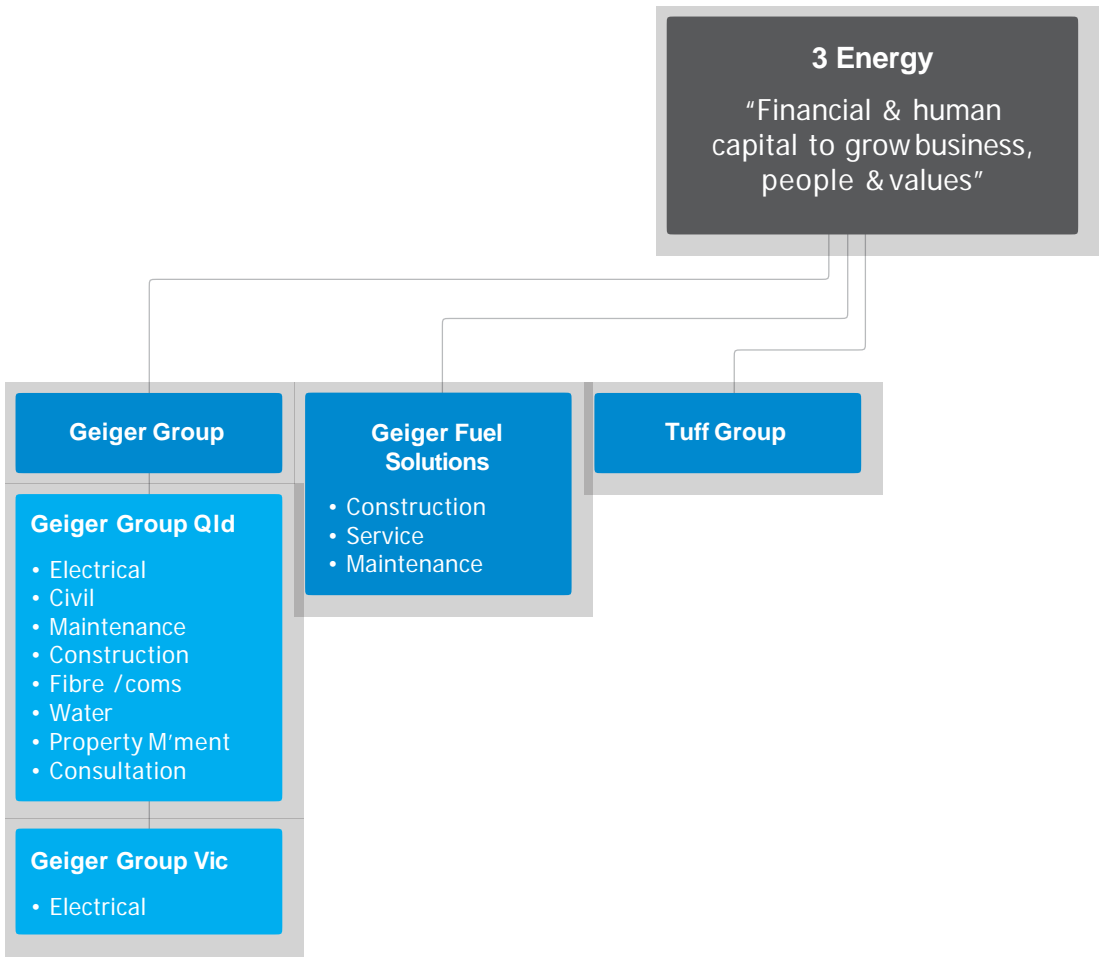
“Financial & human
capital to grow business,
people & values”

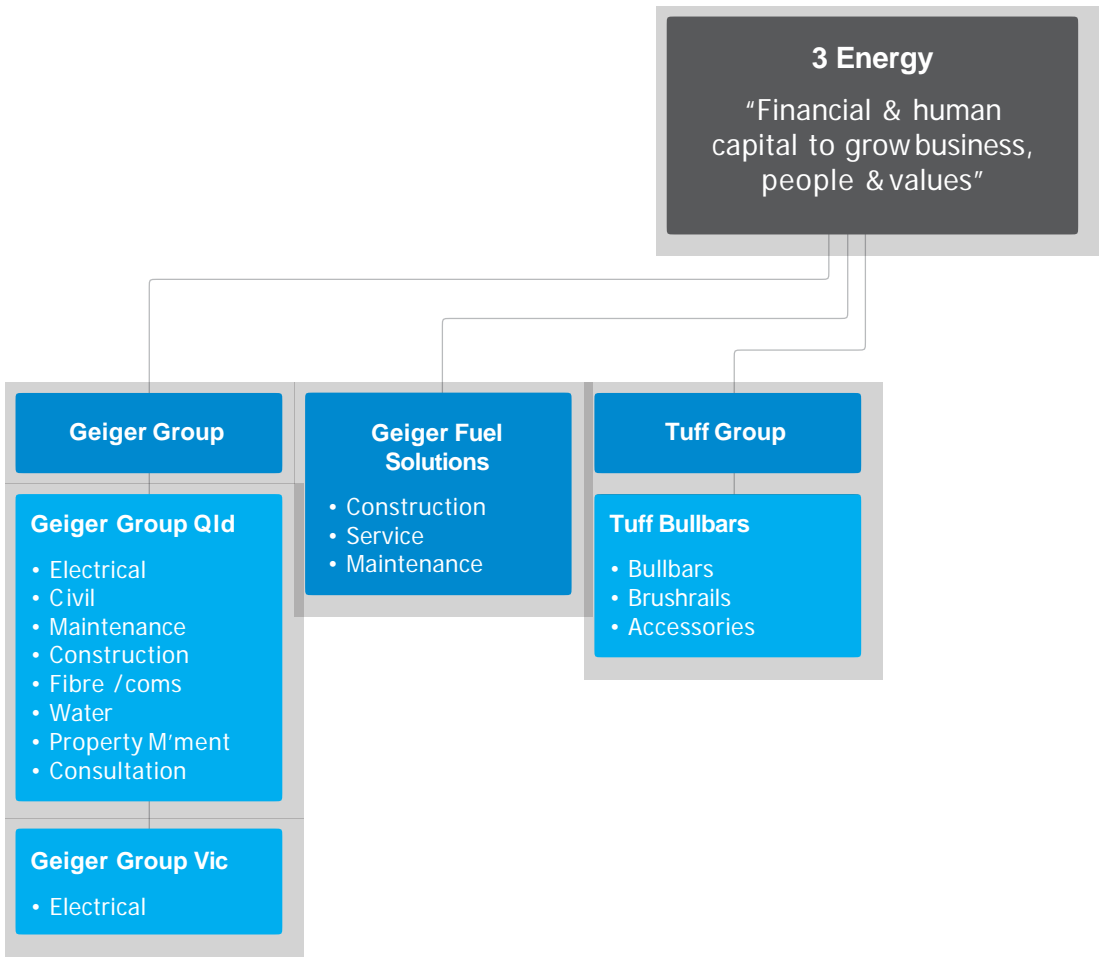


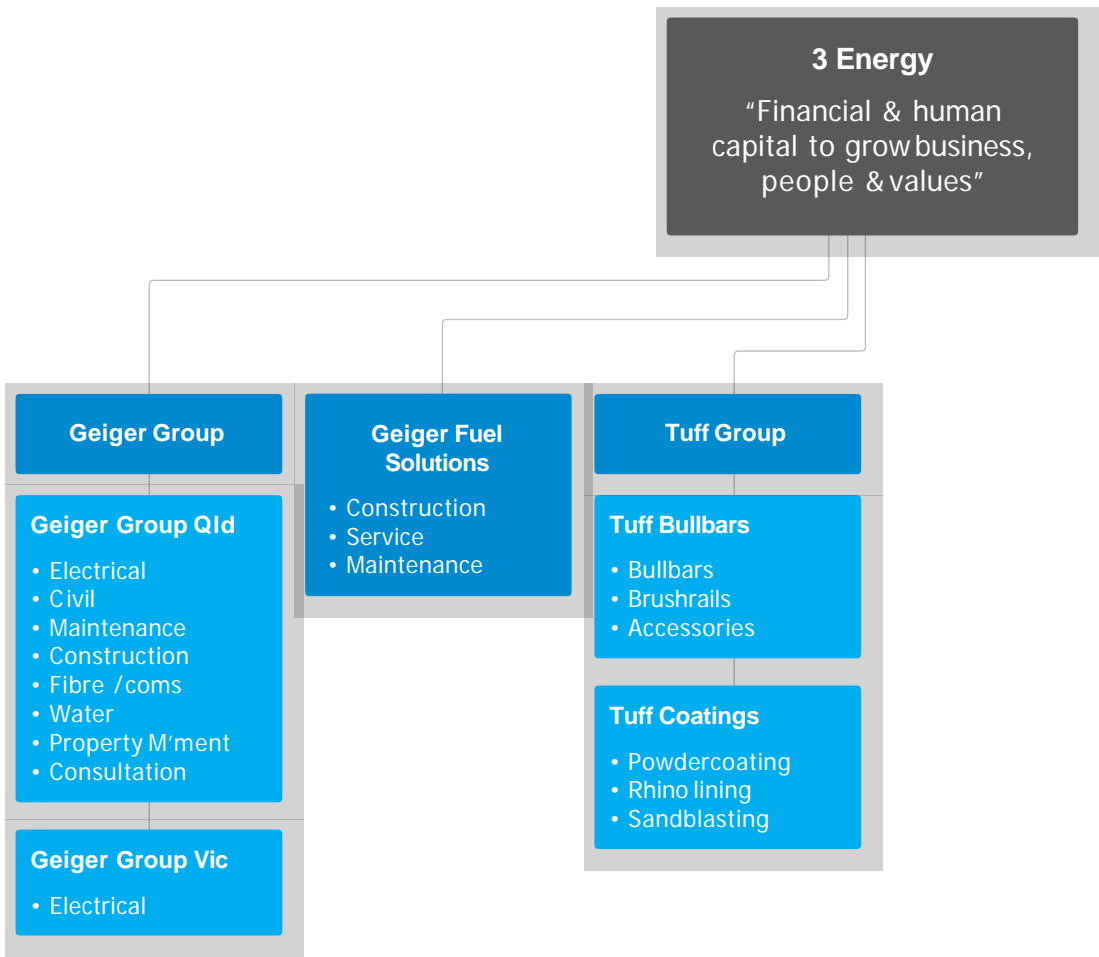


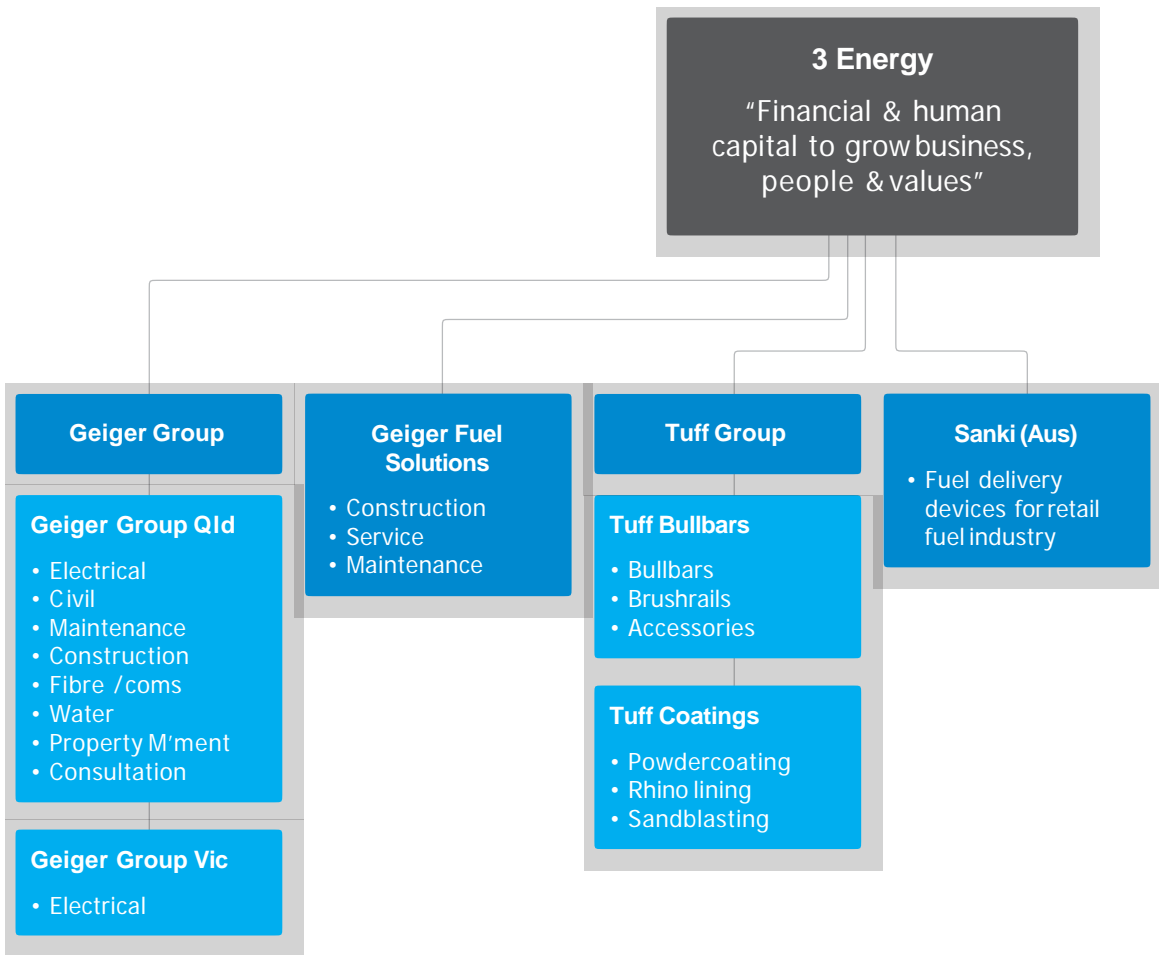


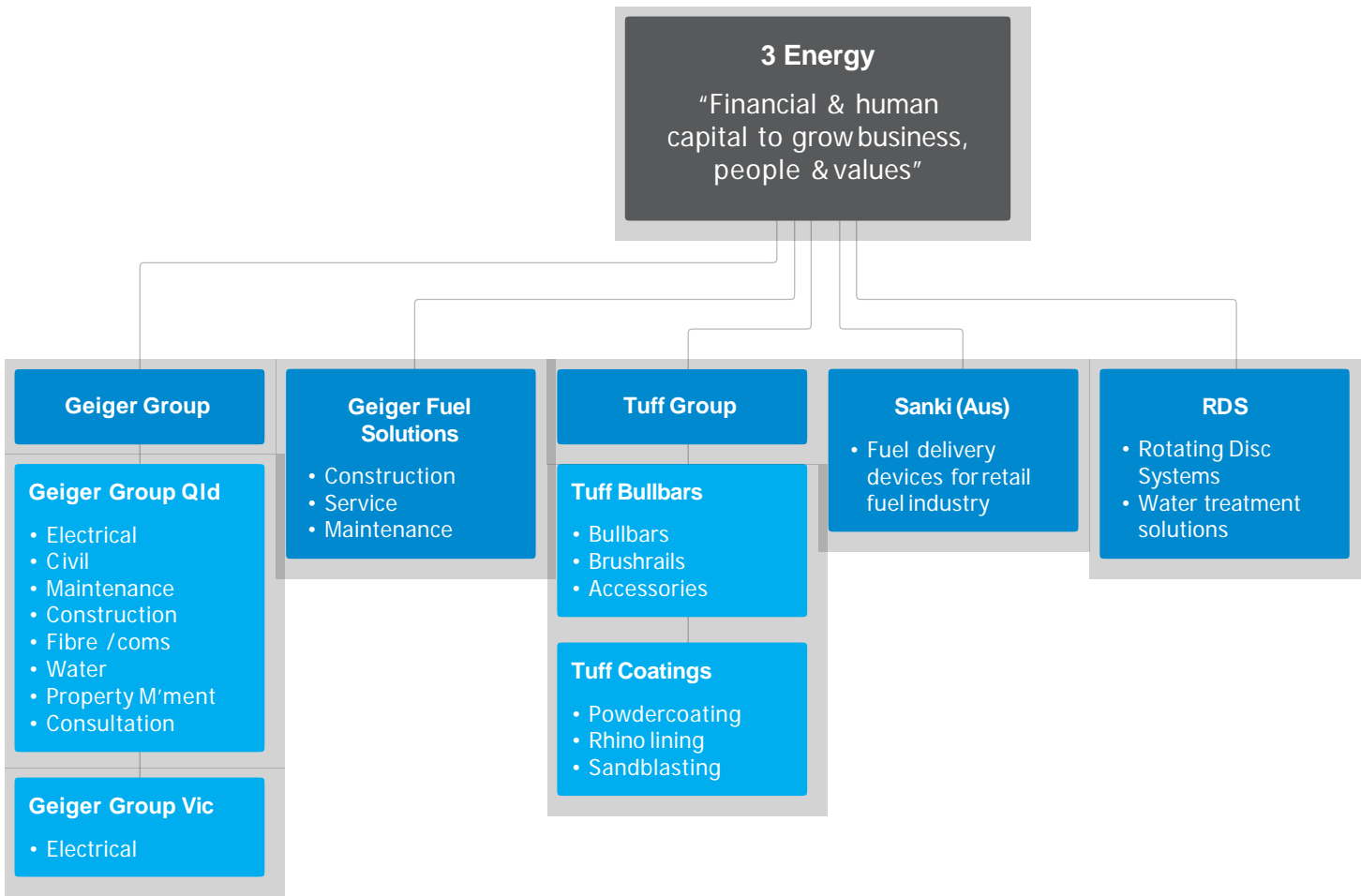


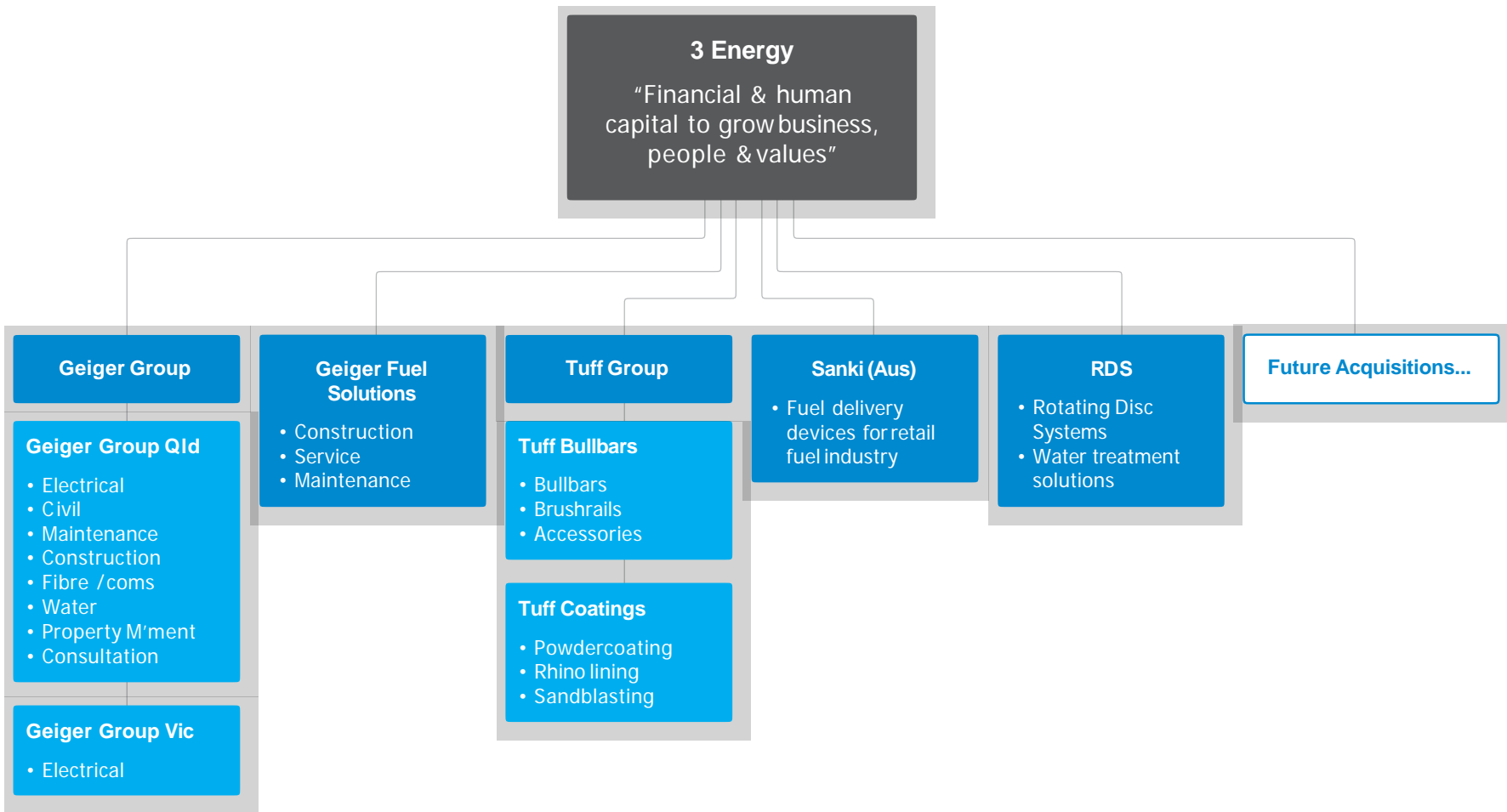


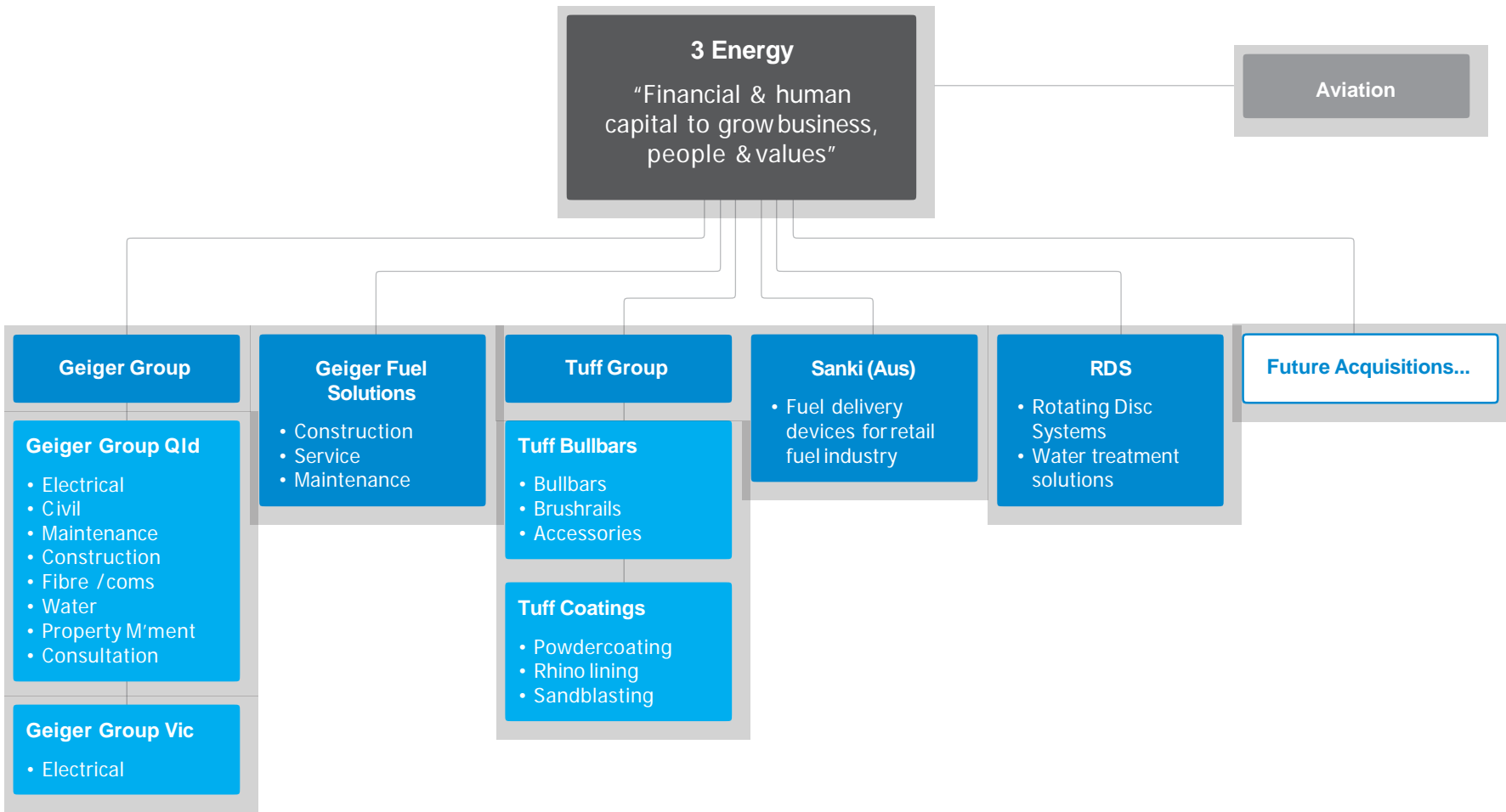












Geiger Group

Geiger Group Qld

- Electrical
- Civil
- Maintenance
- Construction
- Fibre /coms
- Water
- Property M'ment
- Consultation

Geiger Group Vic

- Electrical



Trust	Honesty and integrity
Time	Lifestyle, fun, well being, family, enjoyment, friendship
Helping others	Collaboration, contribution, support, good working group, serving
Challenge	Learning, growth, continuous improvement, self improvement and advancement, personal growth
Structure	Leadership
Culture	Loyalty, engagement, open honest communication, connection, relationships
Excellence	Doing a quality job
Safety	
Money	

Geiger Group
Geiger Group Qld <ul style="list-style-type: none"> • Electrical • Civil • Maintenance • Construction • Fibre /coms • Water • Property M'tment • Consultation
Geiger Group Vic
<ul style="list-style-type: none"> • Electrical

Internal elements

Trust
Time
Helping others
Challenge
Structure
Culture
Excellence
Safety
Money

Geiger Group

Geiger Group Qld

- Electrical
- Civil
- Maintenance
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- Consultation

Geiger Group Vic

- Electrical

Internal elements

Trust
Time
Helping others
Challenge
Structure
Culture
Excellence
Safety
Money



External elements

Corporate ID
Technical ID
Visual ID
Profile ID
Brand ethics
Service and industry streams
Campaign voice



wordscoutTM

innovative, fresh, high standard of excellence, solid, stable, recognised, edgy, safe, high quality, nimble, decisive, driven, international, strong long-term relationships, service oriented, down to earth, problem solvers, real world experience, safety driven, reliable, exciting, trustworthy, connected, loyal, proud, fun, secure, enjoyable, honest, accountable, supportive, passionate, inspired, genuine, generous, chameleon, awesome, unstoppable, annoying, connectivity, different, low risk, one stop shop, experts, complete integrated solution, clever, experienced, compliant, fun, energetic, tenacious, caring, committed, electric eel, honey badger, ferocious, simple, transparent, everyday, diverse, ethical, competitive, honest, family values, trusted, authentic, exciting, push the boundaries, well known, red bull, celebrated under dog, solutions, infrastructure, sub-divisions, energised, unstoppable.

innovative, fresh, high standard of excellence, **solid**, stable, **recognised**, edgy, safe, **high quality**, nimble, decisive, driven, international, strong long-term relationships, service oriented, down to earth, problem solvers, real world experience, safety driven, reliable, exciting, trustworthy, connected, loyal, proud, fun, secure, enjoyable, honest, accountable, supportive, passionate, inspired, genuine, generous, chameleon, awesome, unstoppable, annoying, connectivity, different, low risk, one stop shop, experts, **complete integrated solution**, clever, experienced, compliant, fun, energetic, tenacious, caring, committed, electric eel, honey badger, ferocious, **simple**, transparent, everyday, diverse, ethical, competitive, honest, family values, **trusted**, authentic, exciting, push the boundaries, well known, red bull, celebrated under dog, solutions, infrastructure, sub-divisions, energised, unstoppable.

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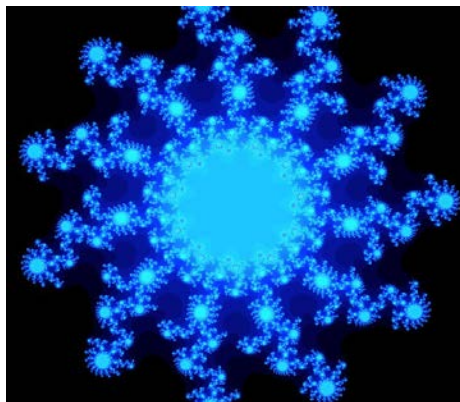








connection – collaboration – capability



energised



strategic growth



brand objectives

Be clear

Be clear
Clearly communicate our capability and capacity
in the markets and industries we cover.

Be clear

Clearly communicate our capability and capacity
in the markets and industries we cover.

Be respectful

Be clear

Clearly communicate our capability and capacity in the markets and industries we cover.

Be respectful

Celebrate the heritage and equity within our brand and leverage it to continue to build that equity.

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Be respected

Be clear

Clearly communicate our capability and capacity in the markets and industries we cover.

Be respectful

Celebrate the heritage and equity within our brand and leverage it to continue to build that equity.

Be respected

Position ourselves as more than just the 'doers' in our markets. Bring to light that we are also the experts, practical problem solvers and project managers.

Be clear

Clearly communicate our capability and capacity in the markets and industries we cover.

Be respectful

Celebrate the heritage and equity within our brand and leverage it to continue to build that equity.

Be respected

Position ourselves as more than just the 'doers' in our markets. Bring to light that we are also the experts, practical problem solvers and project managers.

Be bold

Be clear

Clearly communicate our capability and capacity in the markets and industries we cover.

Be respectful

Celebrate the heritage and equity within our brand and leverage it to continue to build that equity.

Be respected

Position ourselves as more than just the 'doers' in our markets. Bring to light that we are also the experts, practical problem solvers and project managers.

Be bold

Create a solid, memorable and unique brand that communicates our strength, ingenuity and expertise.



brand agenda





practical performance

Unbreakable reliability and performance,
delivered with seamless workmanship
and focus.



practical performance

Unbreakable reliability and performance,
delivered with seamless workmanship
and focus.



team players



practical performance

Unbreakable reliability and performance, delivered with seamless workmanship and focus.



team players

At our core is an authentic commitment to our colleagues, our communities, our families and our craft.



practical performance

Unbreakable reliability and performance, delivered with seamless workmanship and focus.



team players

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driven excellence



practical performance

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team players

At our core is an authentic commitment to our colleagues, our communities, our families and our craft.



driven excellence

Our competitive spirit drives us to find a better way, a smarter solution, a faster route and always, an outstanding result.



practical performance

Unbreakable reliability and performance, delivered with seamless workmanship and focus.



team players

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driven excellence

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> capable



practical performance

Unbreakable reliability and performance, delivered with seamless workmanship and focus.



team players

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driven excellence

Our competitive spirit drives us to find a better way, a smarter solution, a faster route and always, an outstanding result.

> capable

> committed



practical performance

Unbreakable reliability and performance, delivered with seamless workmanship and focus.

> capable



team players

At our core is an authentic commitment to our colleagues, our communities, our families and our craft.

> committed



driven excellence

Our competitive spirit drives us to find a better way, a smarter solution, a faster route and always, an outstanding result.

> competitive



what makes us different?





what makes us different?

we see through complexity to simple solutions



what makes us different?

we see through complexity to simple solutions
our down to earth approach drives authentic outcomes



what makes us different?

we see through complexity to simple solutions
our down to earth approach drives authentic outcomes

we are invested in our projects, our community and families



what makes us different?

we see through complexity to simple solutions
our down to earth approach drives authentic outcomes

we are invested in our projects, our community and families
we are focused and present in each situation



what makes us different?

we see through complexity to simple solutions
our down to earth approach drives authentic outcomes

we are invested in our projects, our community and families
we are focused and present in each situation

we are agile, flexible and mobile



what makes us different?

we see through complexity to simple solutions
our down to earth approach drives authentic outcomes

we are invested in our projects, our community and families
we are focused and present in each situation

we are agile, flexible and mobile
we can be whatever we need to be to get the job done



what makes us different?

we see through complexity to simple solutions
our down to earth approach drives authentic outcomes

we are invested in our projects, our community and families
we are focused and present in each situation

we are agile, flexible and mobile
we can be whatever we need to be to get the job done

we commit our passion to every project





what makes us different?

we see through complexity to simple solutions
our down to earth approach drives authentic outcomes

we are invested in our projects, our community and families
we are focused and present in each situation

we are agile, flexible and mobile
we can be whatever we need to be to get the job done

we commit our passion to every project
we want every project to end in a PB





Practical

what makes us different?

we see through complexity to simple solutions
our down to earth approach drives authentic outcomes

we are invested in our projects, our community and families
we are focused and present in each situation

we are agile, flexible and mobile
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we commit our passion to every project
we want every project to end in a PB



what makes us different?

Practical

we see through complexity to simple solutions
our down to earth approach drives authentic outcomes

Connected

we are invested in our projects, our community and families
we are focused and present in each situation

we are agile, flexible and mobile
we can be whatever we need to be to get the job done

we commit our passion to every project
we want every project to end in a PB





what makes us different?

Practical

we see through complexity to simple solutions
our down to earth approach drives authentic outcomes

Connected

we are invested in our projects, our community and families
we are focused and present in each situation

Adaptable

we are agile, flexible and mobile
we can be whatever we need to be to get the job done

we commit our passion to every project
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what makes us different?

Practical

we see through complexity to simple solutions
our down to earth approach drives authentic outcomes

Connected

we are invested in our projects, our community and families
we are focused and present in each situation

Adaptable

we are agile, flexible and mobile
we can be whatever we need to be to get the job done

Driven

we commit our passion to every project
we want every project to end in a PB



what makes us different?

Our practical approach comes from real world expertise and experienced solution building. We connect with our clients and remain invested in their projects beyond just those parts we are providing.



what makes us different?

Our practical approach comes from real world expertise and experienced solution building. We connect with our clients and remain invested in their projects beyond just those parts we are providing.

We are highly adaptable and can bring together additional capability from our network of partners to address any infrastructure brief. We have an unflagging passion for outstanding outcomes and are committed to our craftsmanship.





corporate identity

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

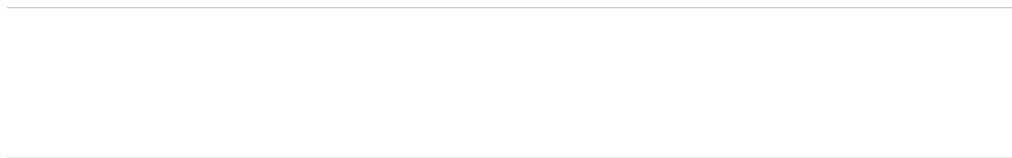
→
POSITIVE DISRUPTION

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

CONS

*harder to remember
challenging spelling
complex story*

We have built strong connections in our marketplace.



We have built strong connections in our marketplace.

The **Geiger** name has considerable brand equity developed over years of proven performance.

We have built strong connections in our marketplace.

The Geiger name has considerable brand equity developed over years of proven performance.

We have taken steps to secure the intellectual property around our brand, and see it as a valuable asset.

We have built strong connections in our marketplace.

The Geiger name has considerable brand equity developed over years of proven performance.

We have taken steps to secure the intellectual property around our brand, and see it as a valuable asset.

We are:

We have built strong connections in our marketplace.

The Geiger name has considerable brand equity developed over years of proven performance.

We have taken steps to secure the intellectual property around our brand, and see it as a valuable asset.

We are: **Gconnex**



technical descriptor

We have a diverse range of infrastructure building capabilities.

We have a diverse range of infrastructure building capabilities.

We collaborate to create energised performance.

We have a diverse range of infrastructure building capabilities.

We collaborate to create energised performance.

We are an interconnected **group** of infrastructure experts.

We are a:

We have a diverse range of infrastructure building capabilities.

We collaborate to create energised performance.

We are an interconnected group of infrastructure experts.

We have a diverse range of infrastructure building capabilities.

We collaborate to create energised performance.

We are an interconnected group of infrastructure experts.

We are a: **Group**

We have a diverse range of infrastructure building capabilities.

We collaborate to create energised performance.

We are an interconnected group of infrastructure experts.

We are a: **Group**

A collective set of capabilities
beyond individuals or
corporate structures.



brand promise

We bring a unique energy to every project, focusing on delivering highly **energised** performance.

We bring a unique energy to every project, focusing on delivering highly energised performance.

Our team brings a uniquely agile **infrastructure** to infrastructure projects that deliver...

We bring a unique energy to every project, focusing on delivering highly energised performance.

Our team brings a uniquely agile infrastructure to infrastructure projects that deliver...

...on time or faster,

We bring a unique energy to every project, focusing on delivering highly energised performance.

Our team brings a uniquely agile infrastructure to infrastructure projects that deliver...

...on time or faster,

...on spec or better.

We bring a unique energy to every project, focusing on delivering highly energised performance.

Our team brings a uniquely agile infrastructure to infrastructure projects that deliver...

...on time or faster,

...on spec or better.

We are:

We bring a unique energy to every project, focusing on delivering highly energised performance.

Our team brings a uniquely agile infrastructure to infrastructure projects that deliver...

...on time or faster,

...on spec or better.

We are: **Energising**

We bring a unique energy to every project, focusing on delivering highly energised performance.

Our team brings a uniquely agile infrastructure to infrastructure projects that deliver...

...on time or faster,

...on spec or better.

We are: **Energising Infrastructure**

We bring a unique energy to every project, focusing on delivering highly energised performance.

Our team brings a uniquely agile infrastructure to infrastructure projects that deliver...

...on time or faster,

...on spec or better.

We are: **Energising Infrastructure**

Internal Value

Our capability and capacity energises infrastructure projects.

We bring a unique energy to every project, focusing on delivering highly energised performance.

Our team brings a uniquely agile infrastructure to infrastructure projects that deliver...

...on time or faster,

...on spec or better.

We are: **Energising Infrastructure**

Internal Value

Our capability and capacity energises infrastructure projects.

External Value

The pace and quality with which the infrastructure is delivered will energise the larger project.

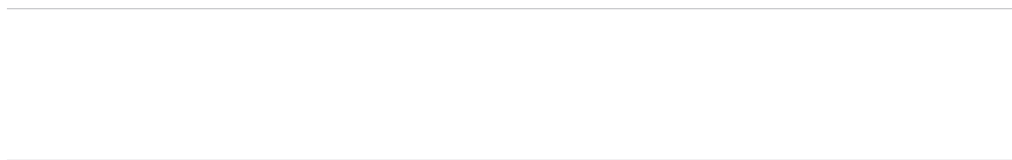


solution streams

Our experience and expertise allow us to **consult** on the best way to deliver practical results on infrastructure projects.

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We **consult**, project **manage**, and **deliver** on our promise of energising infrastructure projects.

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We: **Consult | Manage | Deliver**

We have a solid heritage of successful infrastructure projects.

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Whether it is above the ground, on the ground or under it,
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For:

We have a solid heritage of successful infrastructure projects.

Whether it is above the ground, on the ground or under it,
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Our capability spans electrical, civil and industrial projects.

We: **Consult | Manage | Deliver**

For: **Electrical**

We have a solid heritage of successful infrastructure projects.

Whether it is above the ground, on the ground or under it,
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We: **Consult | Manage | Deliver**

For: **Electrical | Civil**

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Our capability spans electrical, civil and industrial projects.

We: **Consult | Manage | Deliver**

For: **Electrical | Civil | Industrial**



brand theme



Our benchmark standard:

As individuals, teams, and a company we are always connected to the projects we take on, and to the end result we aim to achieve.

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Safety is at the core of our business. In order to bring ‘work safe, home safe’ to life, we are always connected to the present moment, our environment and our team members.

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Always Connected



campaign voice

We do more than just connecting wires,
pipes and roads. We connect with our
partners, our colleagues and our communities
to deliver the outcomes that really matter.



“ Connection Matters ”

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brand ethics

We deliver practical solutions with focused capability

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The best way to a positive outcome isn't always the most obvious, but it is usually the most practical. Our down to earth approach and capability delivers no-nonsense results.

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Capable | Committed | Competitive



brand strategy



Gconnex

Gconnex

Capable





i^d corporate identity

Gconnex

d^e technical descriptor

Gconnex

p^r brand promise

Energising Infrastructure

sⁱ solution streams

Consult | Manage | Deliver
Electrical | Civil | Industrial

t^h brand theme

Always Connected

c^v campaign voice

Connection Matters

eⁱ brand ethics

Capable | Committed | Competitive



wordscoutTM

innovative, fresh, high standard of excellence, solid, stable, recognised, edgy, safe, high quality, nimble, decisive, driven, international, strong long-term relationships, service oriented, down to earth, problem solvers, real world experience, safety driven, reliable, exciting, trustworthy, connected, loyal, proud, fun, secure, enjoyable, honest, accountable, supportive, passionate, inspired, genuine, generous, chameleon, awesome, unstoppable, annoying, connectivity, different, low risk, one stop shop, experts, complete integrated solution, clever, experienced, compliant, fun, energetic, tenacious, caring, committed, electric eel, honey badger, ferocious, simple, transparent, everyday, diverse, ethical, competitive, honest, family values, trusted, authentic, exciting, push the boundaries, well known, red bull, celebrated under dog, solutions, infrastructure, sub-divisions, energised, unstoppable.

innovative, fresh, high standard of excellence, **solid**, stable, **recognised**, edgy, safe, **high quality**, nimble, decisive, driven, international, strong long-term relationships, service oriented, down to earth, problem solvers, real world experience, safety driven, reliable, exciting, trustworthy, connected, loyal, proud, fun, secure, enjoyable, honest, accountable, supportive, passionate, inspired, genuine, generous, chameleon, awesome, unstoppable, annoying, connectivity, different, low risk, one stop shop, experts, **complete integrated solution**, clever, experienced, compliant, fun, energetic, tenacious, caring, committed, electric eel, honey badger, ferocious, **simple**, transparent, everyday, diverse, ethical, competitive, honest, family values, **trusted**, authentic, exciting, push the boundaries, well known, red bull, celebrated under dog, solutions, infrastructure, sub-divisions, energised, unstoppable.



inspiration



integrity



integrity
integration



integrity

integration connection





integrity

visibility

integration

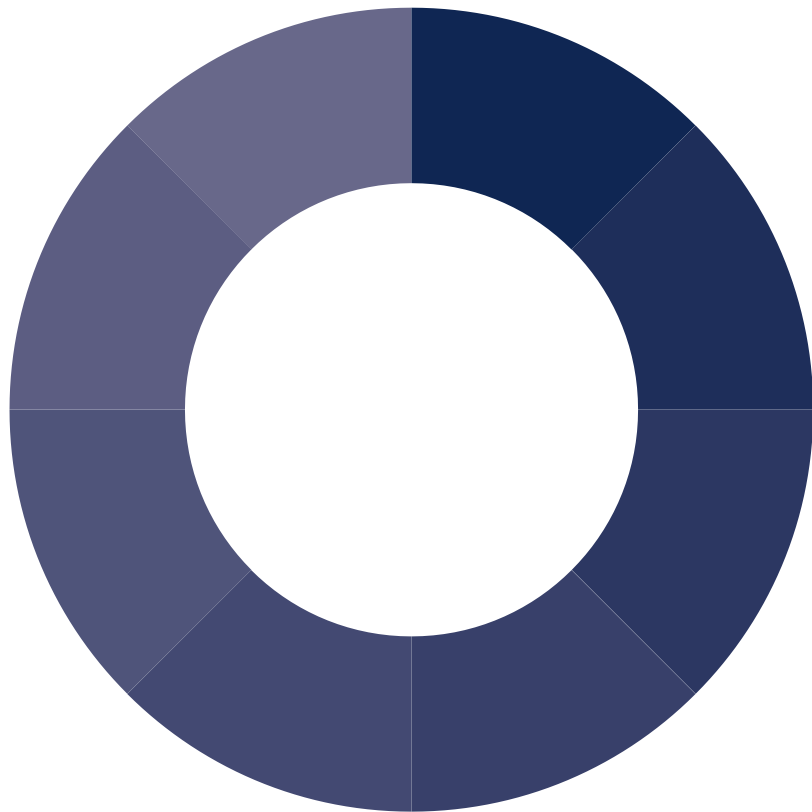
connection





colour palette

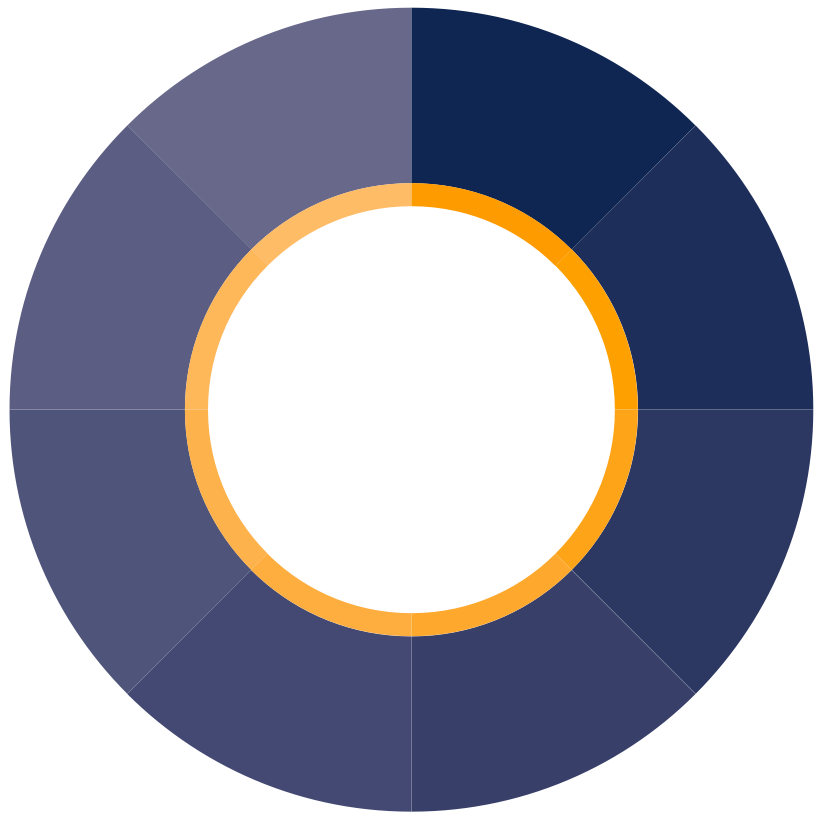
primary colour palette



Pantone 654C



primary colour palette



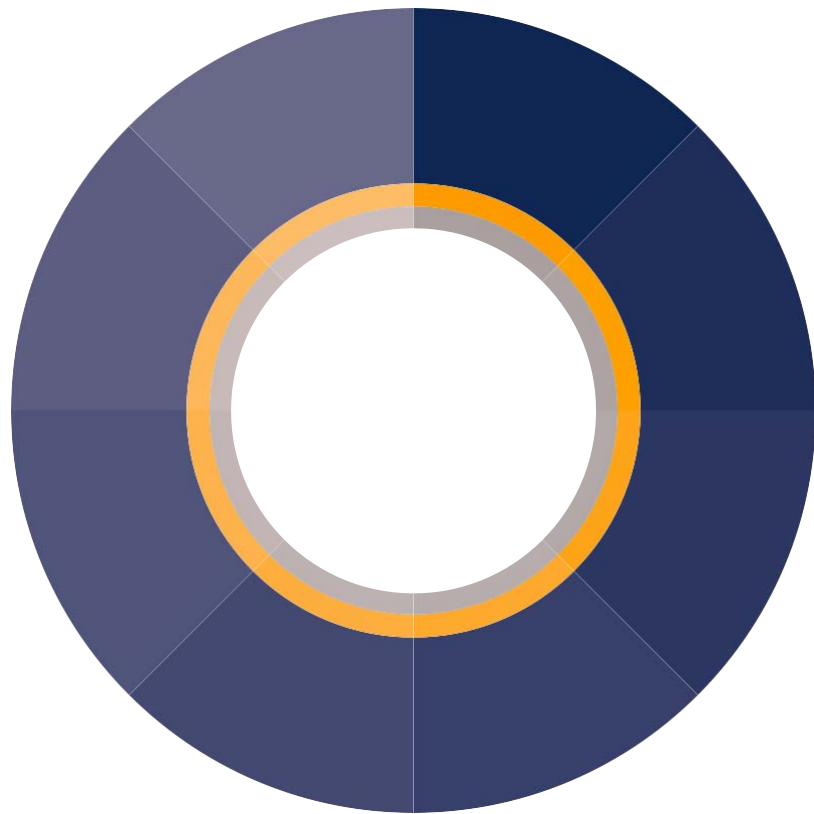
Pantone 654C



Pantone 137C



primary colour palette



Pantone 654C



Pantone 137C



Pantone 422C





typography

STRUCTURE
D SAFE
DIRECT

AkcelerAlat Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 @

STRUCTURE
D SAFE
DIRECT

STRONG
COMMITTED
BOLD
WELCOMING

AkcelerAlat Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 @

AkcelerAlat Medium

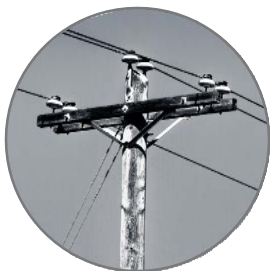
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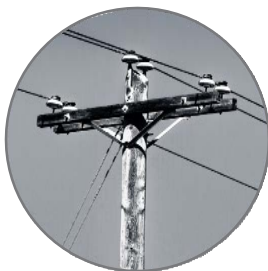
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brand icon



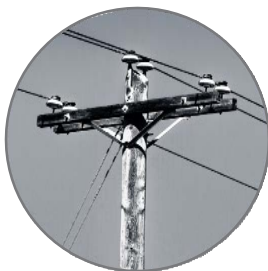
Electrical



Electrical



Civil



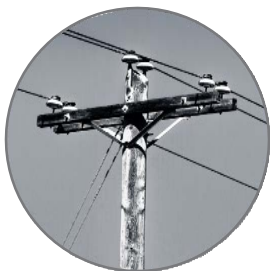
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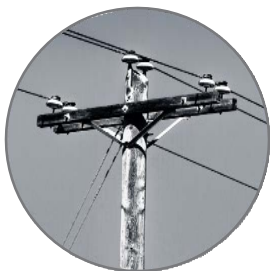
Civil



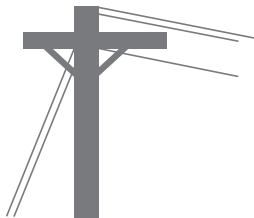
Industrial



Electrical

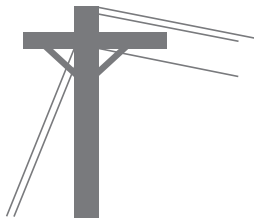


Electrical





Electrical





Civil



Civil



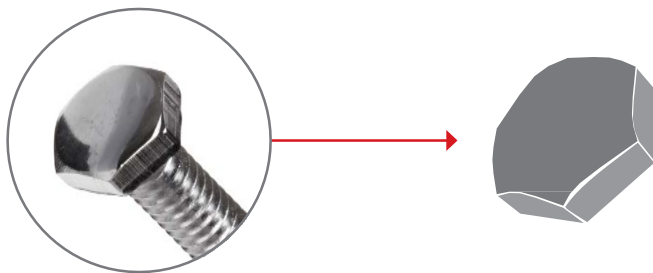


Civil





Industrial



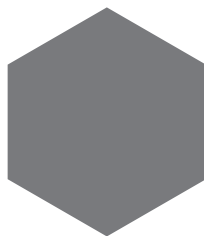
Industrial



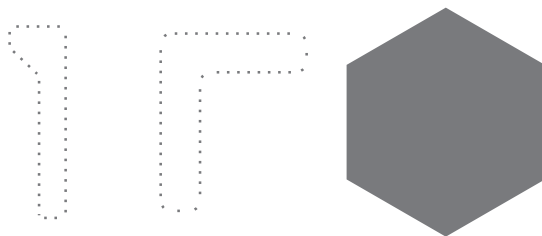
Industrial

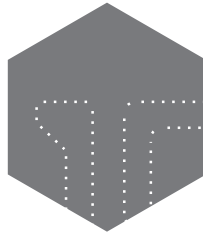
























CONNEX

energising infrastructure



CONNEX

energising infrastructure



CONNEX

energising infrastructure

CONSULT · MANAGE · DELIVER
ELECTRICAL · CIVIL · INDUSTRIAL

CONSULT · MANAGE · DELIVER
ELECTRICAL · CIVIL · INDUSTRIAL

CONSULT · MANAGE · DELIVER
ELECTRICAL · CIVIL · INDUSTRIAL



visual identity















i^d corporate identity



d^e technical descriptor

?

pⁱ brand promise

energising infrastructure

sⁱ solution streams

CONSULT MANAGE DELIVER
ELECTRICAL · CIVIL · INDUSTRIAL

c^r brand credential

?

c^p colour palette

PANTONE 655C

PANTONE 137C

PANTONE 422C

bⁱ brand icon



vⁱ visual identity





energising infrastructure