

BOA Identity

BRAND EXPLORATION : 12 FEBRUARY 2016

**We are creating a new brand to
take on the incumbents in the
New Zealand hydraulics sector
— the Hydraulinks of this world.**

**We are doing it in order to grow
our customers' business
as well as our own.**

Our brand on a page

THE WHAT

OUR VISION - (THE BIG HAIRY AUDACIOUS GOAL)

To take on the hydraulics big boys
and grow to own the sector

THE WHY

OUR PURPOSE

To grow our customers business – while growing our own

THE HOW

OUR SINGLE ORGANISING IDEA

Best of All (TBC)

OUR VALUES

Contemporary, Credible, Agile, Excellent, Leading/Innovative

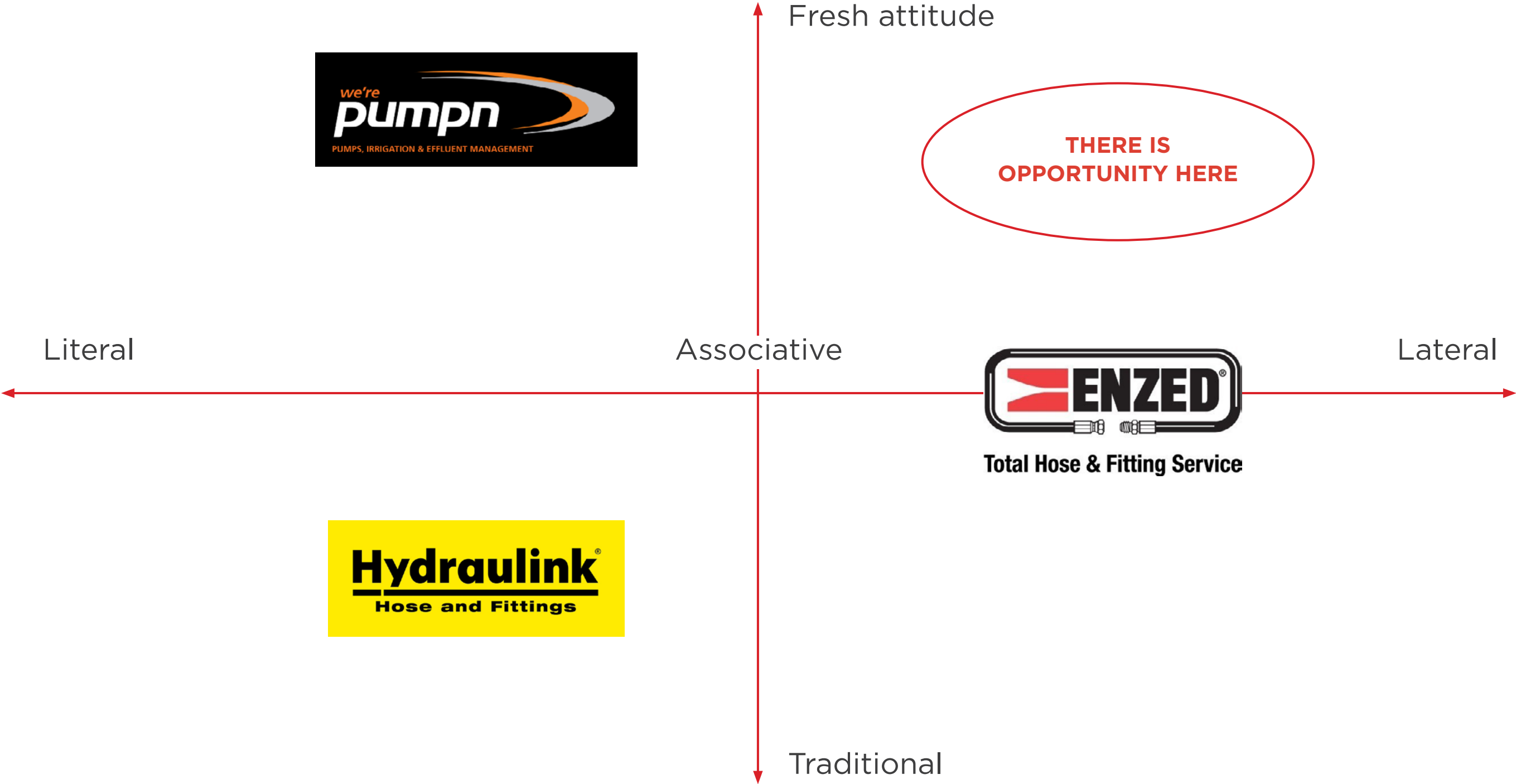
OUR 'GIFT' TO THE WORLD - WHAT WE'LL BE KNOWN FOR ABOVE ALL ELSE

All-round reliability and consistently excellence service

HOW WE'LL COMPETE

By putting customers at the heart of everything we do

The naming spectrum



**We're thinking a new, fresh,
sector-breaking and
leading brand name.**

We want a 'fresh' name in the hydraulics sector.

A name with a bit of character and attitude that customers can relate to.

Representing a brand that is not afraid to stand out and take the leadership role.

Boa

Boa is the name of the most powerful snake species (which hunt prey by using pressure). Boa also happens to be the first three letters of Boakes!

The imagery of snakes is a great fit as they look like hoses. Boa Constrictor snakes are large, fast, flexible – often brightly coloured and patterned - and extremely effective at crushing foe. They have inherent qualities of strength, responsiveness and dominance and can take on animals much larger than themselves. They command great respect. Boas thrive in many and varied habitats - including trees. BOA is short and easy as a name and could also be an acronym for ‘Best Of All’ brands.

FOCUS ON BEST QUALITY PRODUCTS

‘Good morning, Boa Hydraulics.’

‘I’ll ask the guys at BOA.’

Our name reflects a powerful animal — the boa constrictor.

Let's use this to our advantage with a mark that creates a masculine and bold brand.

It will be memorable and punchy, and something that is always recognizeable as definitively “ours.”

TERRITORY ONE - CELEBRATE THE MASCOT

EXAMPLES OF RECOGNISABLE MASCOT BRANDS



- Detailed family history
- Bold with a limited colour palette
- Highly detailed mark
- Wordmark has a lot of personality / visual pun



- Simplified mark with limited colour to give dimension
- Typography is bold
- Rectangular shape to house type and ground the mark



- Further simplified forms, but still closely resembles animal
- Heavy typography
- Angular nature of icon is reflected in typography



- The illustration is a silhouette but still detailed in form
- Strong holding shape
- Simple and ownable colour palette

BOA

CONNECT WITH THE BEST

BOA

SHIPPING CONTAINER



HYDRAULIC HOSE

