



Brandsmiths

...a distinct and refined image for your business

Practice Profile





About Brandsmiths

Brandsmiths is a dynamic and creative image and brand consulting firm.

Our vision is to attain world wide acclaim in business development.

Our operative mission is to maximize the potentials of image and brand development; ideas progression and creative excellence in creating a distinct and refined image for our clients business.

Our work requires considerable intellectual input and extreme creativity.

Our business culture is premised on:

Dependability

Integrity

Excellence

A thirst for new knowledge and an eye for detail

Brandsmiths is focused on:

Brand Conception and Development

Brand Management

Development of Business Vision and Ideas

Design and Creative Services

Print Production

Advertising

Public Relations and Media Relations

Website and Multimedia Design



References

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Client Sampling (Partial listing)

Corporate Practice

Skye Bank

First Bank

Legal Practice

Chuma Anosike & Co.

Taiwo Adeoluwa & Associates

Rohi Chambers

SME Practice

Zimaco Investment Ltd.

Tecon Engineering

Wedding Bells

Royal Signs Ltd.

Natures Partner Ltd.

Beauty Beholders SPA

State and Policy Practice

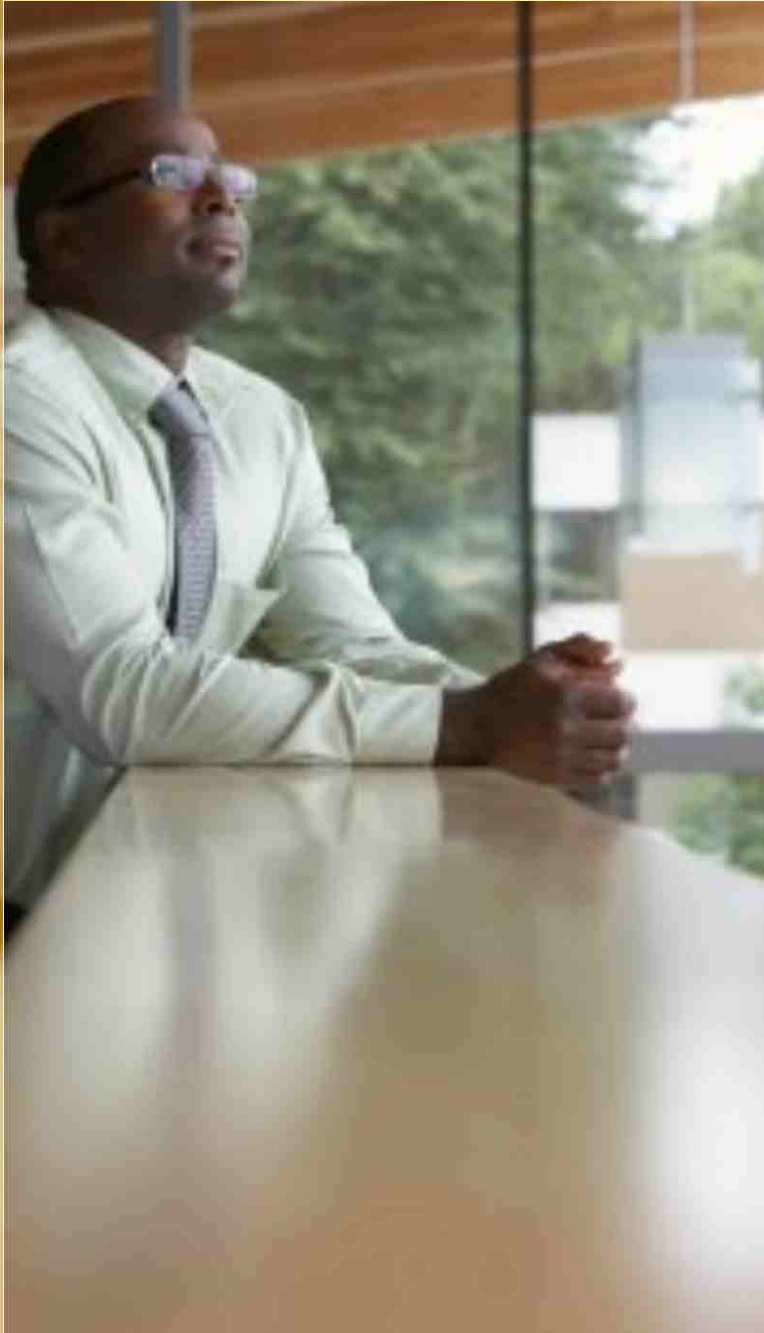
Ministry of Agriculture, Imo State (FADAMA II Project)

Ministry of Health, Imo State (IMO SACA Project)

Non-Profit Practice

Abia State University, Uturu (Students Union)





What ideas
can we help you
develop today?



Our Specialized Services

Logos
Business Cards
Stationery
Brochures/Handbills/Posters
Corporate Profiles
Promotional Products
Corporate Gift Items
Signage
Websites/Multimedia Presentations

Brand Valuation Services

Brand engineering and re-invention.
Name and Identity generation, re-engineering.
Logo generation.
Corporate colour generation.



Name generation

Development of unique product and business names.

There are 7 categories of names
(attributive, real descriptive, whimsical, symbolic,
alphabet soup, nomenclature and combinatory)

Logo generation

Derived from the Greek word logos,
the logo of an organisation is the story,
explanation and summary of the brand.

It is the organising principle around which the brands
visual elements e.g. letterheads, call cards, signage's
are developed.

Logos give information; they indicate origin or ownership
of goods and services. They function as an assurance
of quality. Logos have attained an increased significance
to modern organisations seeking to sustain a leading
competitiveness. They aid advertising.

They protect the goodwill and reputation of the owner
thus encouraging the modern organisation to invest in
promoting and marketing their products.

Thus, the millennium organisation cannot survive
without logos.

There are 4 categories of logos
(real descriptive, symbolic, nomenclature and combinatory)





What makes a great logo?

Would you know a great logo, if you saw one?
How can you tell if a logo is truly effective or not?

A great logo makes a company memorable.
It accurately conveys the company's identity.
A great logo will be attractive but will also have a functional purpose as a business tool.
A great logo is more than art.

The making of a great logo requires both the natural talent of our exceptional designers and an understanding of a logos business functions.

Your logo should make a statement about your company.
The next time a customer needs your kind of service, he'll choose you just because of brand recognition.





Corporate Colour Generation

Colours are brand standards in the market place
They engender recognition and evoke associations
and reactions.

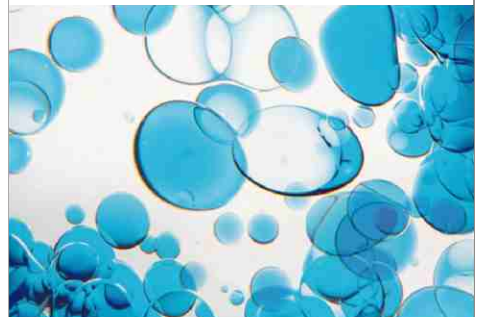
Why Brand?

An organisation that lays claim to a set of visual
elements will own it and invariably become associated
with it over time.

Thus, visual elements such as logos or corporate colours
can confer immense powers of recognition and association
on a brand. These invariably improve the bottom line and
may actually be the most valuable asset of an organisation.
Just ask Coca Cola!

There is truth to be said about the unifying power
a good design can have on an organisation.

Developing a distinct brand identity helps a business
to grow more market share; thus generating more income
and appreciably cutting down on the marketing budget.





The **future** never
just happened;
it was **created**.

Notable Assignments

Chuma Anosike & Co. (Legal Practitioners)

Brand Re-invention

Logo generation
Corporate colour generation
Standardisation of type face and material dimensions
Design and production of Visual Identity materials
Design and production of Marketing Communication tools
(Corporate Profile, Christmas Cards, Calendars etc.)



Taiwo Adeoluwa & Associates (Legal Practitioners)

Brand Re-invention

Logo generation
Corporate colour generation
Standardisation of type face and material dimensions
Design and production of Visual Identity materials
Design and production of Marketing Communication tools
(Corporate Profile, Christmas Cards, Calendars etc.)
Branded website design



Rohi Chambers (Legal Practitioners)

Brand Re-invention

Logo generation

Corporate colour generation

Standardisation of type face and material dimensions

Design and production of Visual Identity materials

Design and production of Marketing Communication tools
(Corporate Profile, Christmas Cards, Calendars etc.)

Branded website design



Wedding Bells

Brand Conception and Management

Logo generation

Corporate colour generation

Standardisation of type face and material dimensions

Design and production of Visual Identity materials

Design and production of Marketing Communication tools
(Corporate Profile, Diaries, Calendars etc.)

Also managed the Wedding Bells workshop tagged
'How to plan your wedding without stress' held at the
Lagos Travel Inn, on the 24th of February, 2007.



First Bank of Nigeria Plc
Project Management

Supervision of the production and installation of signage under the FBN Brand Transformation Project



Skye Bank
Marketing Communication

Design and production of electronic banking forms
Design and standardisation of Skye Bank Corporate Profile
Design of Legal department newsletter



Ministry of Agriculture, Imo State (FADAMA II Project)
Graphic Design and Print Production

Design and production of project maps depicting work done and areas of the state covered by Fadama projects



Abia State University Teaching Hospital
Graphic Design and Print Production

Design, typesetting, layout and print production of the Zenith magazine (a year book for the graduating students of the Teaching Hospital)





Testimonials

"Excellent work! Kudos to the designers and thank you for this brand new image."

C. Anosike, Chuma Anosike & Co.

"The process was very smooth! Great work on concepts and ideas. I like the quick and accurate work process. Thanks for your creativity! We look forward to publishing our new image to the world!"

T. Adeoluwa, Taiwo Adeoluwa & Associates

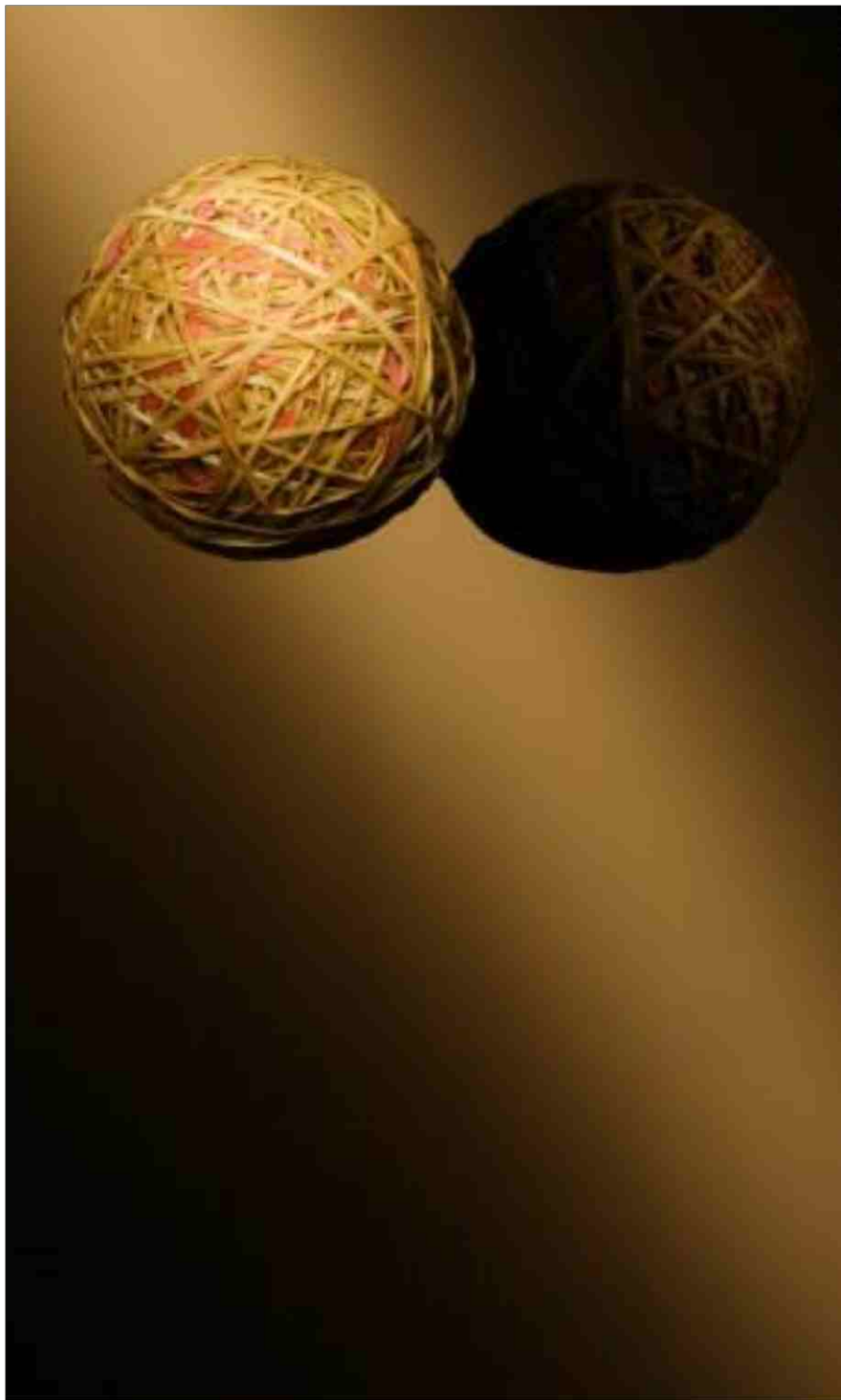
"I am pleased with your service and will continue to use your company's expertise for our future projects."

Emeka, Project Coordinator, Imo Fadama 11 Project

"Very thorough and excellent service for the price. I am satisfied with the quality of service provided. I will definitely use your services again."

O. Osidele, Natures Partner





Quality is never an accident;
it is always the result of high intention;
sincere effort, intelligent direction
and skillful execution; it presents
the wise choice of many alternatives



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