


DIAGONAL

Branding and Design

Diagonal develop a new brand with the help of Anderson Baillie

Diagonal the SAP implementer and consultancy, engaged Anderson Baillie initially to perform a company and marketing audit. Forming part of Anderson Baillie's Business Growth methodology, the current situation analysis audit was followed by recommendations for a business growth strategy and improvement programme. The agreed strategy was then translated into an integrated marketing communications plan. Once this stage was completed Anderson Baillie's design team developed a new creative branding strategy supported by a set of design guidelines. Once adopted, the guidelines helped to deliver proactive direct marketing programmes to support Diagonal's main lines of business.

Branding and Design

New corporate brand identity.

For a full overview of our Borg services visit
www.andersonbaillie.com/design



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 MARKETING