

Why Surreal?

**“Judge a man by his questions
rather than by his answers.”**

— Voltaire

Brand . Strategy . Thinking



"Your brand is what other people say about you when you're not in the room." – Jeff Bezos, Amazon

What is Brand, Strategy... Thinking?

Brand



We believe a brand is your system of visual, verbal and (sometimes overlooked) sensory components that communicate your values and create recognition amongst your audience. A logo by itself is not the identity, merely a part of it.



Strategy



**Brand strength comes from an effective strategy,
it's much more than just pretty shapes & colours,
it's a route to success for your business that
underpins everything you do.**

**Where are you now? Where do you want to be?
How will you get there?**



Thinking



**“Any fool can know. The point
is to understand.”
— Albert Einstein**

A big part of your success will be driven by thinking... a lot of it!

Getting under the skin of your business to truly understand what makes you... and crucially your audience tick helps inform the strategy and in turn will deliver a powerful and engaging brand.



**“Those who cannot change
their minds cannot change
anything.”**

— George Bernard Shaw

**To influence behaviour or change perceptions
you need to be open to 'new'.
Challenge yourself and others to see things as
they should be, not always as they are.**



**Giving you what you
need, not what you want.**

Allowing yourself to discover what makes you a success, rather than embarking on a journey you've done before can be the start of something beautiful... We can help you understand this new way and reveal 'What success looks like to you'.



The anatomy of brand

The logo



A combination of a Wordmark and/or a Symbol/icon, a unique graphical signature, used for identification, and recognition. The logo itself will embody the values of your brand and build equity through recognition.



Colour

A Colour Palette consistent across all mediums – web, print and video. Colour can make or break a brand because of its strong ability to evoke emotion.



Typography and Editorial Style

We love type here at Surreal... Text placement, size and layout all determined for written composition on websites, stationary, advertising and anywhere else text may appear for the brand.



The Voice



What you say is as important as how you look...
What kind of brand are you?
Approachable, global... local.
Deciding who you are and how you communicate
with your audience is 'brand'.



Why not Surreal?

**If you want to understand who you are and do
business better, perhaps it's time you asked
yourself... Why Surreal?**

