

“Landini Associates has been integral to this project... Sound brand strategy has been combined with creative expertise to create a brand identity that works across all facets of the organisation.”

Denis Rowe, National Marketing Manager Macquarie Telecom



A



B

- A A 'live' dynamic marque
- B The launch party 'teaser'
- C Large format 'people' photography



C

Macquarie Telecom, specialises in delivering top quality telecommunications to business and government. They needed an identity and design system that would appeal to modern business-minded customers.

Landini's solution was to rename the company and introduce a new graphic identity using four overlapping 'live' circles to represent the company's unique ability to integrate voice, data, mobile and hosting technologies.

The identity employs blue in order to stay close to the traditional associations of business, but introduces life, energy and passion through a diverse palette of blues. The marque has intentionally combined both lower and upper case to highlight the human face of Macquarie Telecom. Lower case communicates Macquarie as approachable and flexible, while upper case clearly communicates Macquarie Telecom's expertise in the business and government sectors.

We were responsible for the development and creation of a new brand positioning and visual design system across all customer touch points for Macquarie Telecom. This included a new corporate identity, environmental graphics, website and application of the brand across all marketing and printed collateral.