



## **RT Software**

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An award winning provider of innovative and industry leading broadcast graphics solutions to clients around the world.

**Branding Case Study**

## Branding objectives.

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### Clarity

The brand was a mash-up of different styles. The client wanted to re-define and refine the positioning of the company in order to create clear and simple messaging for their partners.

### Consistency

The client wanted to create a clear direction via the use of brand guidelines to ensure consistency, and create a solid platform base and direction for a smooth move forward.

### Up-to-date

The client required the new brand to reflect the modern world and the rate of change in broadcast – The company was starting to receive negative feedback surrounding the existing main logo – which was old fashioned and had been around since 2008.

### Refined

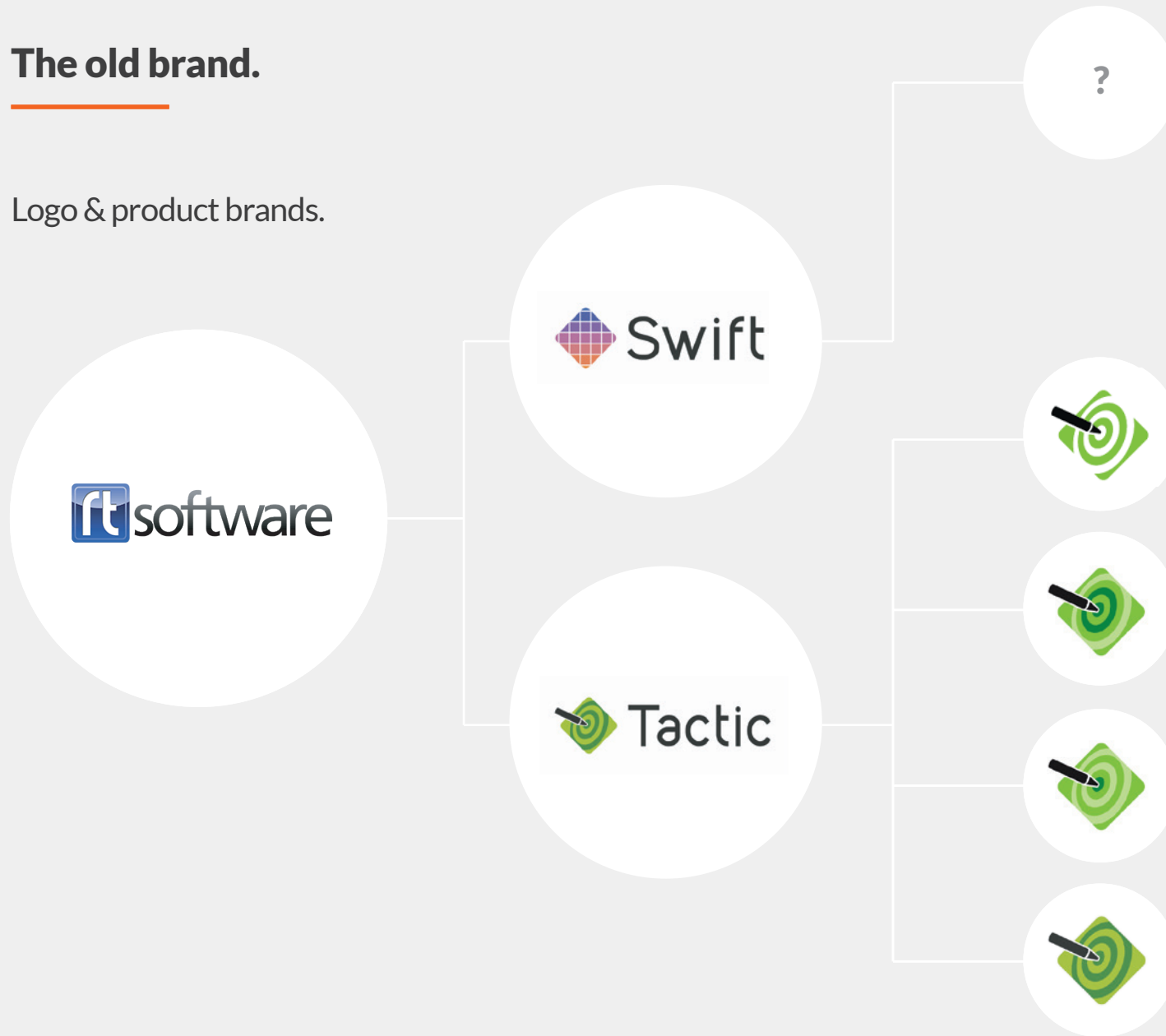
The client wanted the new brand to look professional, trustworthy and reliable.

### Adaptable

The old brand was deeply embedded in a range of ways so the objective of the new brand was to create something that was adaptable for all platforms and needs.

# The old brand.

Logo & product brands.



### 01 Audit & research

The project starts by learning about the heart of the business and discovering what makes it tick.

We establish the personality, values and attributes - these are key to defining the brand effectively, consistently and succinctly.

We want to look **knowledgeable, trustworthy & reliable.**

We want the new branding to **develop buyer confidence.**

We want things to look **clear & simple** for our partners.

We want to show our **modular approach** to our products & solutions.

We want to look **bigger than we are** with the appearance of lots of users.

We want to look **cutting edge, & innovative.**

We want to look **professional** - delivering **high quality** products & solutions.

## 02 Defining the brand

We then provide analysis and reporting of opinions of key stakeholders, customer profiles and key competitor brands.

By defining the key attributes & core values of the brand we can then define the market opportunities and identify the optimal space for the brand to occupy.



## 03 **Creating the brand**

Now we start to bring the brand to life and move forward with the most important asset – the identity. We then support this by establishing the key elements used to communicate the personality and brand values to the world.

**Primary identity development** - Based on our research and analysis.



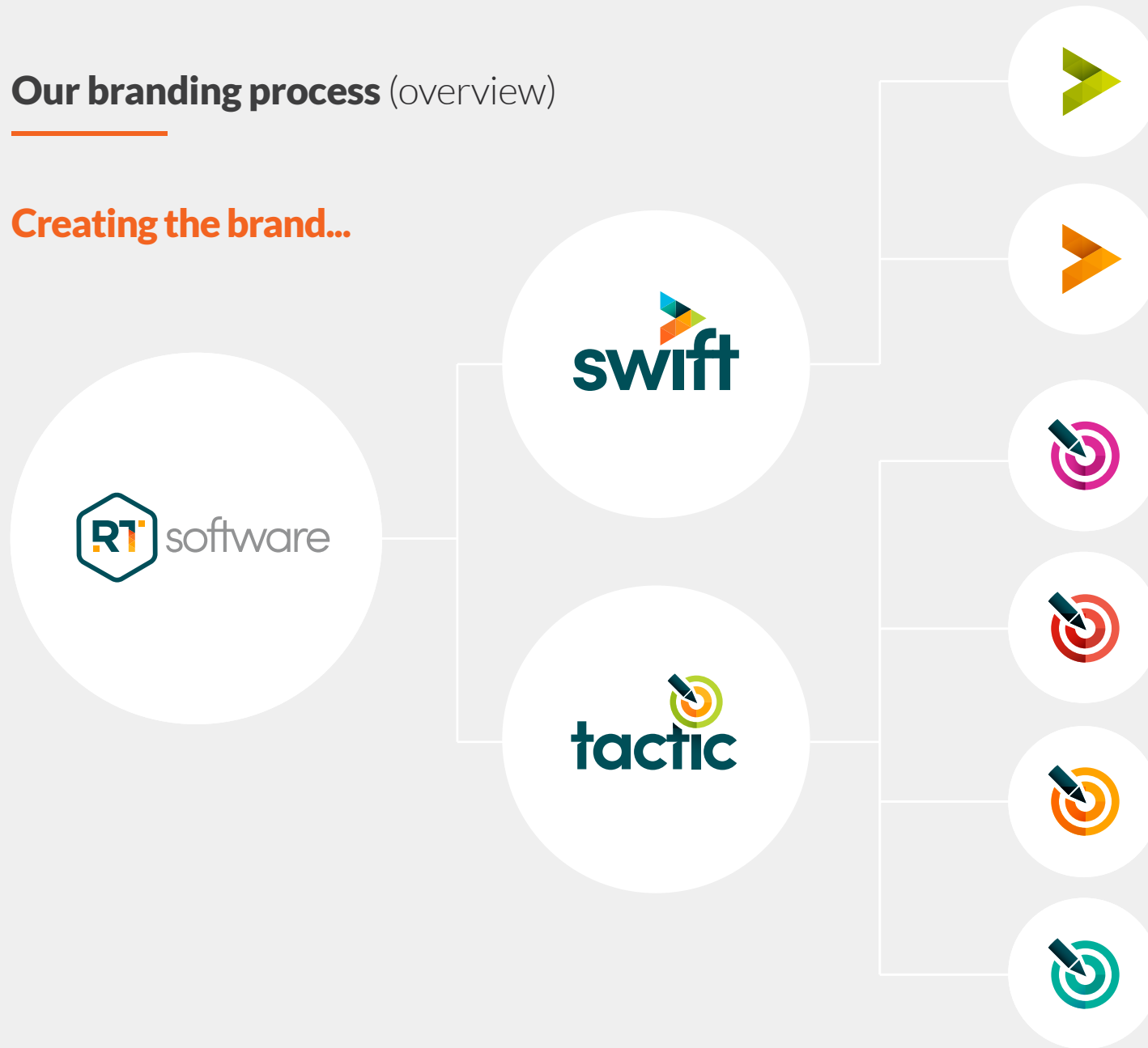
### 03 Creating the brand...

Supporting product/platform development -  
Based on our research and analysis.



# Our branding process (overview)

## 03 Creating the brand...





## Our branding process (overview)

### 03 Creating the brand...

#### Secondary styling Stationery

Effective brand identity is achieved by the consistent use of key specific elements to create a strong and recognisable brand that can stand alone even without the logo. That's why we surround your identity with examples of secondary styling to your flesh out the brand, establishing some of your most important brand assets.



### 03 Creating the brand...

Secondary styling  
Merchandise



## Our branding process (overview)

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### 03 Creating the brand...

Secondary styling  
Merchandise



# Our branding process (overview)

## 03 Creating the brand...

### Secondary styling

Print collateral/brochures



**GRAPHICS CREATION**



**Powerful & Feature Rich**

Our easy to use graphics design system that quickly delivers superb broadcast graphics. Its a simple and intuitive tool that designers will feel at home with straight away. Swift CG fits easily within existing design workflows and is designed to incorporate assets from other systems. All of this is available at an extremely cost effective price.

We have been working with the demands of broadcast graphics for 20 years and put all our years of expertise in our graphics editor products. Swift CG can design your on air graphics for any resolution or frame rate and has been built to make the creative process as easy as possible so you can meet the tight turn around deadlines often needed in broadcast and media.

Once created, you can either go straight to air with the same Swift CG system, or use our management tools to move graphics and assets automatically to independent Swift Engine render servers and trigger to air with our WebControl system.

**Optimised for Speed**

Many users find Swift CG perfect for their needs and it will easily generate convincing 3 dimensional looking graphic effects. For those users who need true 3D models for more dramatic on air impact, or for virtual studio productions, we have a sister product called Swift CG+.

## 04 Protecting the brand

Once we have established your brand you need to ensure that it is always presented in a consistent and professional way. Our brand identity guidelines help to ensure your brand remains consistent.

RT SOFTWARE | BRAND GUIDELINES 1.2

### The Master Logo

Full colour - reversed

The RT Software logo is an important part of our brand identity and its success depends upon the clarity and consistency with which it is implemented.

Whenever possible the full colour - reversed version shown opposite, or the full colour - positive version shown on page 11 should be used.

To allow for flexibility of use other versions have been provided for maximum impact in any application.

Please use the master files supplied.



RT SOFTWARE | BRAND GUIDELINES 2.1

### Technology Brand Swift

The Swift technology logo is an important part of our brand identity and its success depends upon the clarity and consistency with which it is implemented.

The Swift technology logo utilises the same typographic styling used in the RT Software mother-brand, as well as a similar colour palette. This creates a cohesive and consistent style that aids brand recognition.

The Swift icon is derived from a stylised play icon and arrow. Made up of multiple elements that is suggestive of the inherent modularity within the Swift range of products.

Always use the full colour - positive version shown opposite.

Please use the master files supplied.



PANTONE 385 C:60 M:42 Y:17 K:1 R:9 C:79 B:89 #094F59	PANTONE 165 C:10 M:20 Y:87 K:0 R:200 C:103 B:40 #E6728	PANTONE 158 C:10 M:18 Y:81 K:0 R:211 C:117 B:46 #D3752E	PANTONE 1495 C:0 M:54 Y:42 K:0 R:240 C:142 B:42 #F28E2A
PANTONE 137 C:0 M:44 Y:54 K:0 R:229 C:142 B:32 #EFA220	PANTONE 382 C:33 M:152 K:0 R:198 C:202 B:22 #C0D4D	PANTONE 3275 C:88 M:151 K:0 R:0 C:171 B:154 #00A09A	PANTONE 306 C:40 M:2 Y:0 K:0 R:75 C:177 B:224 #4BB1E0

# 03 Creating the brand...

Supporting product/app icons



Swift CG+



## Website highlights

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### User perspective

Organise and present to the user a vast knowledge base and populated sitemap in a user orientated way making it easy for potential customers to find the product or solution that would work best for them within a site with a large page count.

### Dynamic introduction

Crafting a website opening that was still quick to load but immediately gained interest in the site without affecting performance and still getting to the content within a reasonable timeframe.

### Consistency

Be on brand and utilise secondary styling elements to engage and aesthetically create a bespoke approach to the website.

### Content handling

The use of dynamic features to help manipulate the content into an easy to digest webpage through the user of tabs, lightbox enlargements and beneficial animation.

## Overview

The user flow was divided into three core areas:

1. Users who are interested in one of four core service areas.
2. Users who know the solution they are looking to resolve.
3. Users who know and can identify with the product name specifically.





## Web development - tablet - home page

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Strong secondary styling was implemented across the site creating an aesthetically associated product for the overall brand. It formed the lead of the page design and layout.

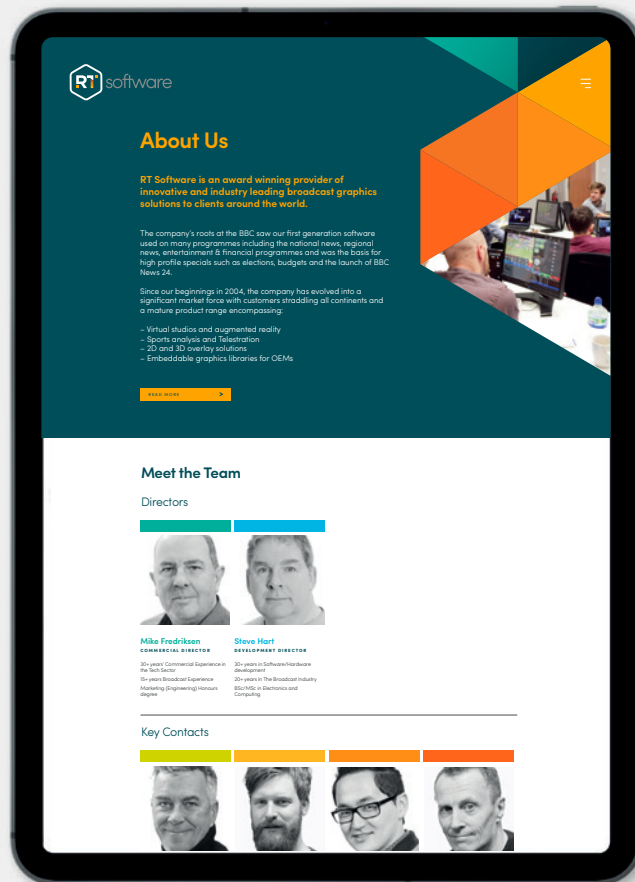


# Web development - tablet - sector page

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Fully responsive, the website and the strong secondary styling adapt and work as a device across all screen sizes. With the focus on audience flow and the separation of industry sectors, products and solutions implemented across all devices.



There are three responses to a piece of design...  
Yes, No and WOW...

**WOW** is what we aim for...

MILTON GLAZIER



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THE STUDIO, CORNFIELDS, PORTSMOUTH ROAD, RIPLEY, WOKING, SURREY GU23 6ER

## Our branding process (overview)

### 03 Creating the brand...

Supporting product/platform development -  
Based on our research and analysis.



## Our branding process (overview)

### 03 Creating the brand...

Supporting product/app icons

