



Deliver



Deliver - What's it all about?

This is the production bit where the intangible threads of that knotty mess are sorted and woven together to create something more concrete. Cue the designers to visualise your brand identity, considering all the touch points. It can be starting from a blank page or breathing new life into branding which is no longer fit for purpose. We can be radical or restrained, adapting to your brand's personality and tone of voice.

Investing resources and energy into growing your brand takes time, think trees not cress. We know from our own experience and many impressive empirical studies that investing in your brand has positive effects on the long term health of your business. We deliver an actionable brand strategy that looks at interesting ways to tell your story consistently well. We can guide you on rolling out your brand plan through carefully curated campaigns and content, always playing to your strengths. We are hard wired to do more with less and focussing on doing it, uncommonly well. Nice.



We work with creatives who share our values...



NINE WORTHY

SUPPLIERS OF
DISTINCTIVE CREATIVITY
TO THE UNITED KINGDOM
AND BEYOND.

WHITENO

Client: 'Seas of Norway'

The Brief:

Seas of Norway (SoN) was established to explore and develop the huge potential of industrial algae cultivation in Norway. SON required a consistent and bold branding approach that would clearly demonstrate their eco credentials and renewable ethos. In unison with the overarching corporate brand, a bamboo cotton clothing sub-brand also required a logo that clearly personified the company's heritage whilst remaining visually independent.



PRIMARY LOGO



LOGO MARK



APPAREL LOGO





OUR GOALS

Around the world there are many unutilized wastewater streams containing valuable nutrients that we can use to cultivate algae, turning waste into a resource to produce a new source of environmentally friendly food, feed and products. With land and sea aquaculture facilities in Norway increasing rapidly and abundant there is an opportunity to harness the waste nutrients to cultivate algae, benefitting a new emerging industry.

Seas of Norway has developed a highly efficient first of its kind cultivation concept that can be deployed both on land and at sea. With our new approach and technology we intend to diversify the seaweed farming industry currently focused on Kelp by cultivating Ulva.

With a team of designers, engineers, scientists and marine biologists, Seas of Norway is creating these modern biofiltration systems helping to develop the new seaweed industry in Norway.



SEAS OF NORWAY

02. BRAND GUIDELINES

These guidelines will be referenced by everyone who touches your brand, and will often be partially reused in future brand identity revisions. Because that you define enough of the guidelines to keep your brand consistent.

PRIMARY PALETTE:

-  C:00 M:00 Y:00 K:100
-  C:00 M:00 Y:00 K:00
-  C:34 M:02 Y:00 K:00
-  C:62 M:30 Y:00 K:00
-  C:100 M:88 Y:35 K:21
-  C:00 M:100 Y:100 K:00

PRIMARY FONT: AVENIR ROMAN

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z

1 2 3 4 5 6 7 8 9

PRIMARY FONT: AVENIR HEAVY

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z

1 2 3 4 5 6 7 8 9



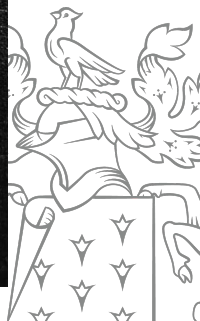
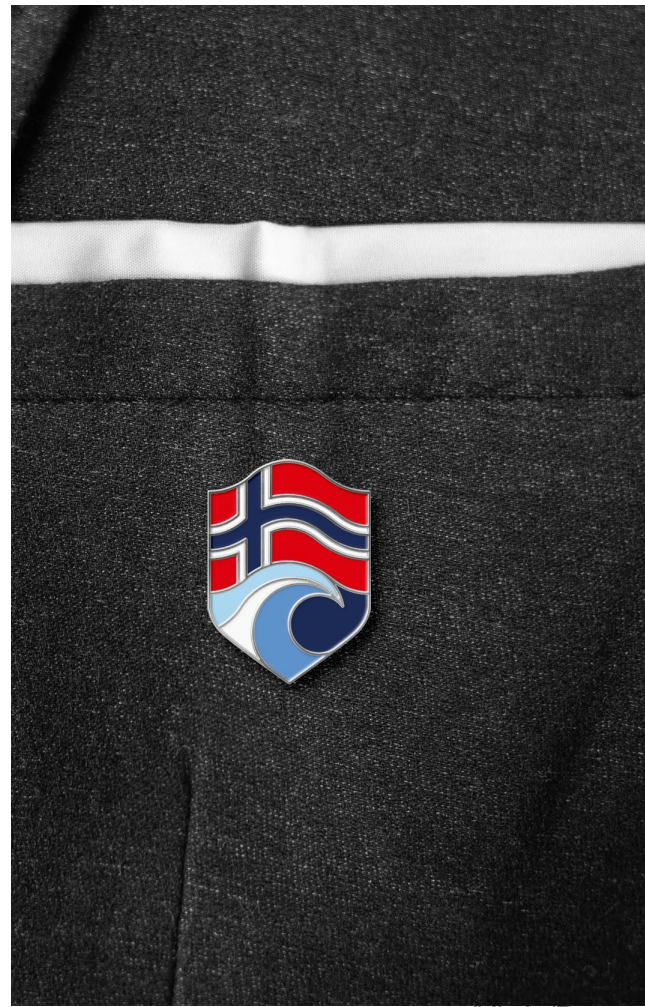
SON

SECONDARY LOGO















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