

Branding an SEZ

For IDCO, Orissa

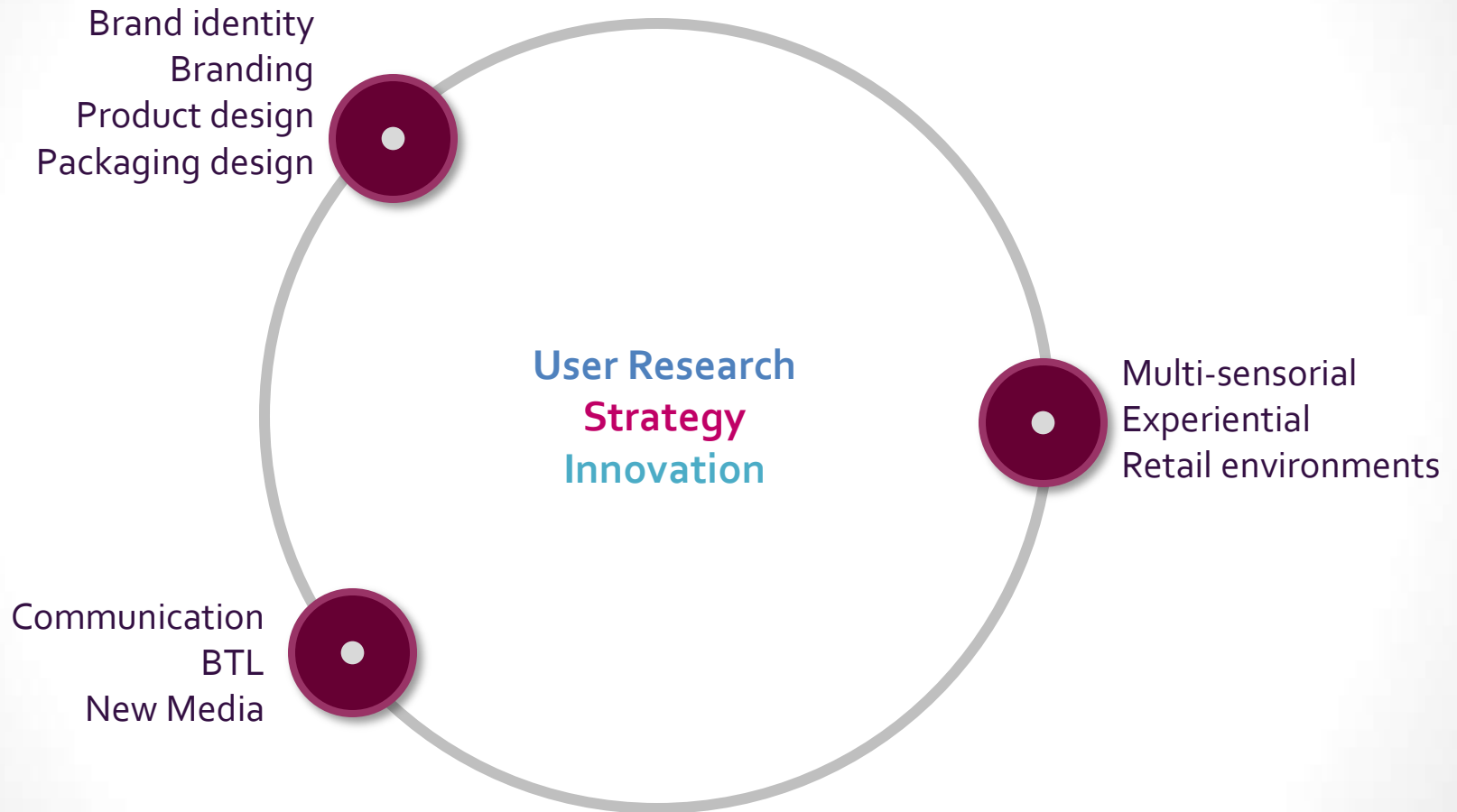
In Collaboration with our In-house Team &
Branding Partner **elephant**
pune | delhi | singapore

We help create **effective brands**

- We **identify opportunities**
- We **visualize new directions** to change
- We **enable** organizations to **change**



What we do



Some of our Indian clients



Some of our Global clients



80+

Professionals
Pune. Delhi. Singapore.

Multi-disciplinary team



brand strategists

communication designers

brand designers

product designers

architects

research

business specialists

design managers

engineers



Leading independent brand consultancy with 22 years of experience across emerging markets

Strategic Partnerships



Collaborative network of Asian design consultancies for region-wide implementation of Identity programmes and Research based projects

China. Hong Kong. Indonesia. India. Laos. Lebanon. Malaysia. Singapore. South Korea. Taiwan. Thailand. Vietnam



Global design and innovation

Consultancy

Boston. Milan. Seoul



Industrial Design & Strategy

Consultancy

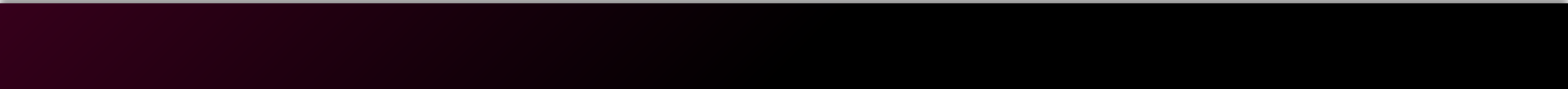
Netherlands. China.

Awards & Recognitions

- Recipient of
 - 7 consecutive Rebrand International awards 2005-10
 - Plasticon Innovation award 2009
 - Asiastar Packaging Excellence award 2008
 - Steel Innovation award 2006
 - Spark awards USA 2010
 - Greener Gadgets, USA 2010
 - Indiastar Packaging Award 2010
- “Among Top 3 Design Companies in India” as mentioned by Economic Times in both 2008 and 2009



Focus



Four Key Verticals

- Industrial Promotion
- Infrastructure Development
- Land Acquisition
- Project Construction

Branding and Experience Building Initiatives, very relevant to forthcoming SEZ



- Jebel Ali Free Zone is one of the pioneering and successful free zones in the world
- Dubai Govt. made significant investments in branding and experience building for this free zone
- It has paid long term benefits to all the stakeholders of this Zone. investment.
- The Free Zone provides all facilities required by multinational companies worldwide to establish their regional offices, capture business opportunities available in the neighbouring markets having over 2 billion consumers



AN EXAMPLE

Branding An Experience Our Expertise

An Example: Suzlon: One Earth Campus

Suzlon One Earth

- Strategic Need: Suzlon's unified campus needed a distinct identity around the theme of 'sustainability'
- Spread over 10 acres in Hadaspar, near Pune
- Over 11,000 employees

Key Stakeholders and Engagements

Service Providers
Security Agencies, Caterers, House Keeping Agency, Courier Agency, etc.)

Casual Visitors
College School Students, Relatives.

Business Visitors
Government Officials, MEDA, Business Personalities

Vendors, Suppliers and Consultants
Part Manufacturers, Transporters, Legal Consultants, Training Faculty

Clients & Investors
Existing & Prospective, FIs, Large Brokerage Firms

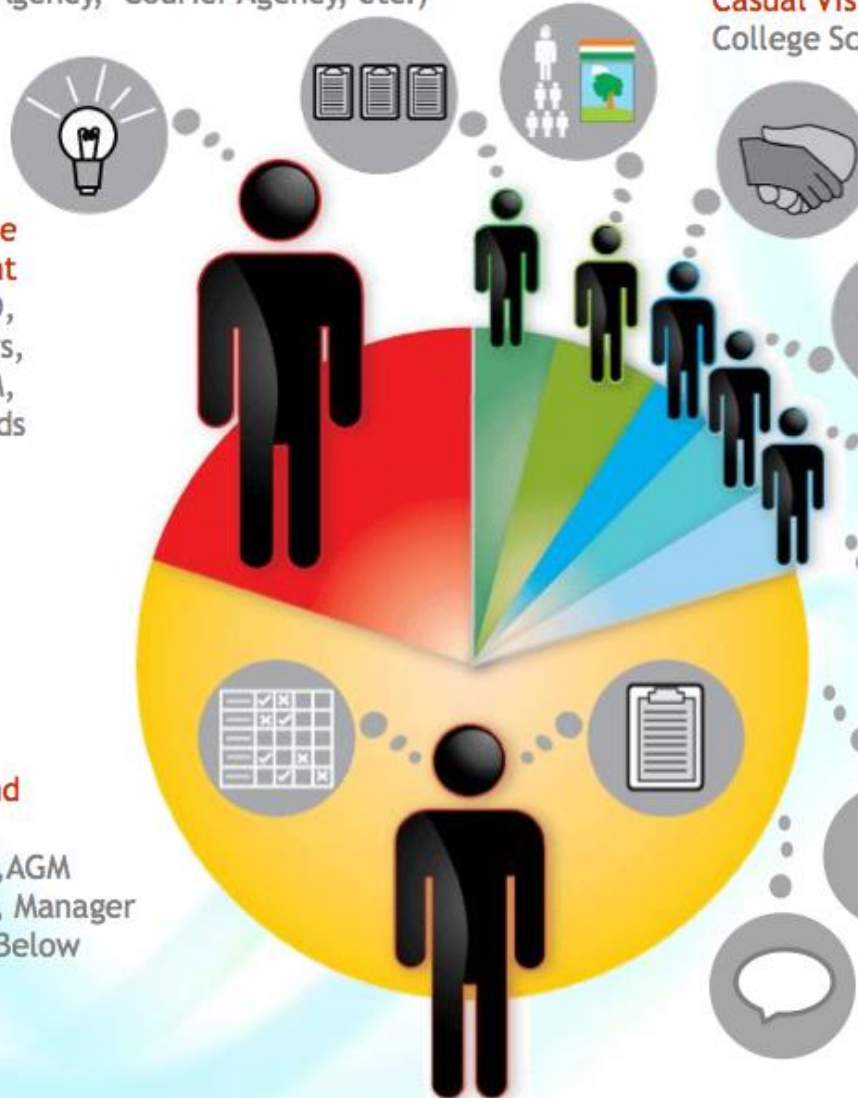
Interview Candidates
Short term visitors appearing for job interviews

Training & Induction Candidates
Short term visitors appearing for short courses

Media
World Press

Executive Management
Promoters, CMD, Board of Directors, CXOs, S4, SGM, VP/Heads

Senior Executives and Executives
S3 - GM, S2 - DGM, AGM
S1, M6, Sr. Manager, Manager
M5 - Dy. Manager & Below



Theme For Campus Knowledge Center

Knowledge



Learning



Learning ICON

Cultural symbol for learning popular in western India.

A symbol of knowledge, it's flow & growth depicts energy and awareness combining to form knowledge reaching upwards.

Each intersection depicts a point of creation and each 'one' numeral is an abstract start to the whole process of knowledge gathering.

Overall Theme: Sustainability

Renewable Resources + Key Energy Elements

Sun



Sun Lounge

Water



Aqua Lounge

Bio Mass



Wind Lounge

Space



Sky Lounge



Terminus : Terra or Earth Energy



Nature: Visual Explorations



Permanent Signages



Silver Crown
(FRP)

Metal Laser Cut
Forms
Back glow

Routed Acrylic
Backlit
Vinyl Letters

Gold ACP
Vinyl Graphics

External Signage System

Silver Square
FRP Crown

Gold ACP Panel



sun lounge

Core Identification sign

sky lounge
wind lounge
terminus entry 1
aqua lounge
wall of nation

Directional Sign

SUZLON one earth

Orientation Sign

P
visitor parking

Location Sign

2250 mm

1350 mm

<p>3 floor</p>	<p> 005 meeting room</p>	<p>managers' cabin</p>	
<p>2 floor</p>	<p> 004 meeting room</p>	<p>managers' cabin</p>	
<p>1 floor</p>	<p> 102 meeting room</p>	<p> 103 meeting room</p>	
<p>0 floor</p>	<p> 001 meeting room</p>	<p>managers' cabin</p>	<p>security room</p>

Information Wall

Learning is the acquisition and development of memories and behaviors, including skills, knowledge, understanding, values, and wisdom. It is the product of experience and the goal of education.

Learning is the acquisition and development of memories and behaviors, including skills, knowledge, understanding, values, and wisdom. It is the product of experience and the goal of education.

COURSES

- Leadership in Management
- Leadership in Technology

facilities

- Classrooms with latest equipments
- Library
- Faculty from across the globe
- Classrooms with WiFi



SUZLON excellence academy

Learning is the acquisition and development of memories and behaviors, including skills, knowledge, understanding, values, and wisdom.



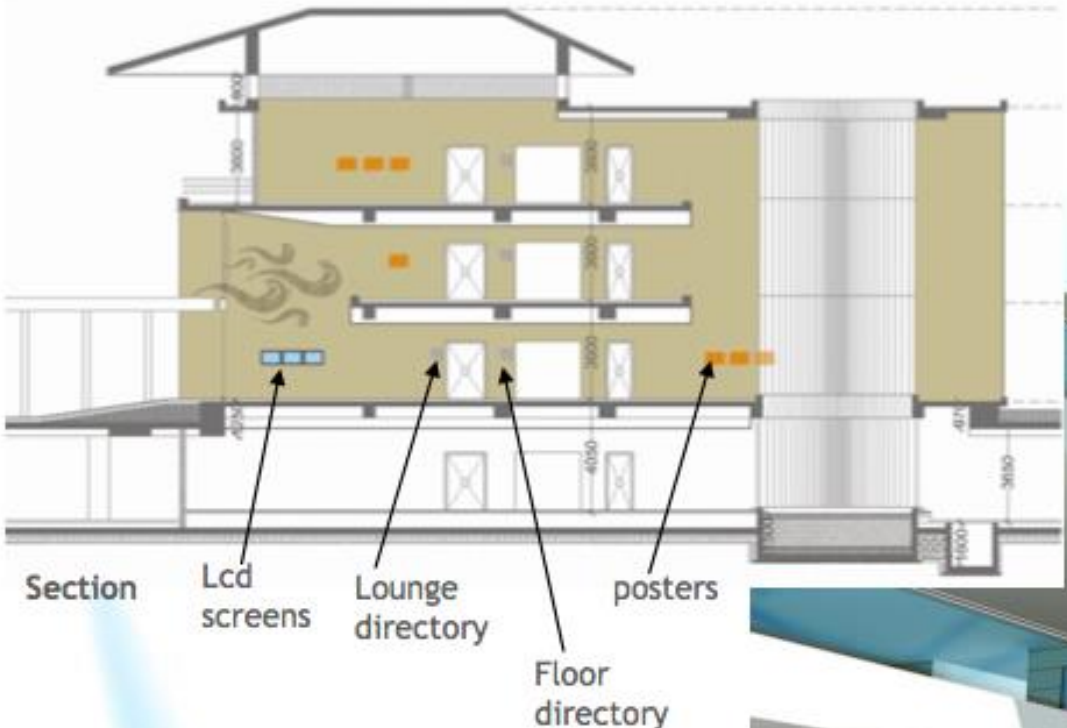
life cycle



career



Structural Signage



Approx. size : 8000 mm x 4500mm
Vinyl print pasted on alucobond



News Wall: Globalisation



Images of people / animals / icons all over the world - global culture

Offices



Ht of the band :
900mm
Top of the band at a
height of 1850mm
from the FFL

Etched Vinyl Film

Information & Branding Collaterals



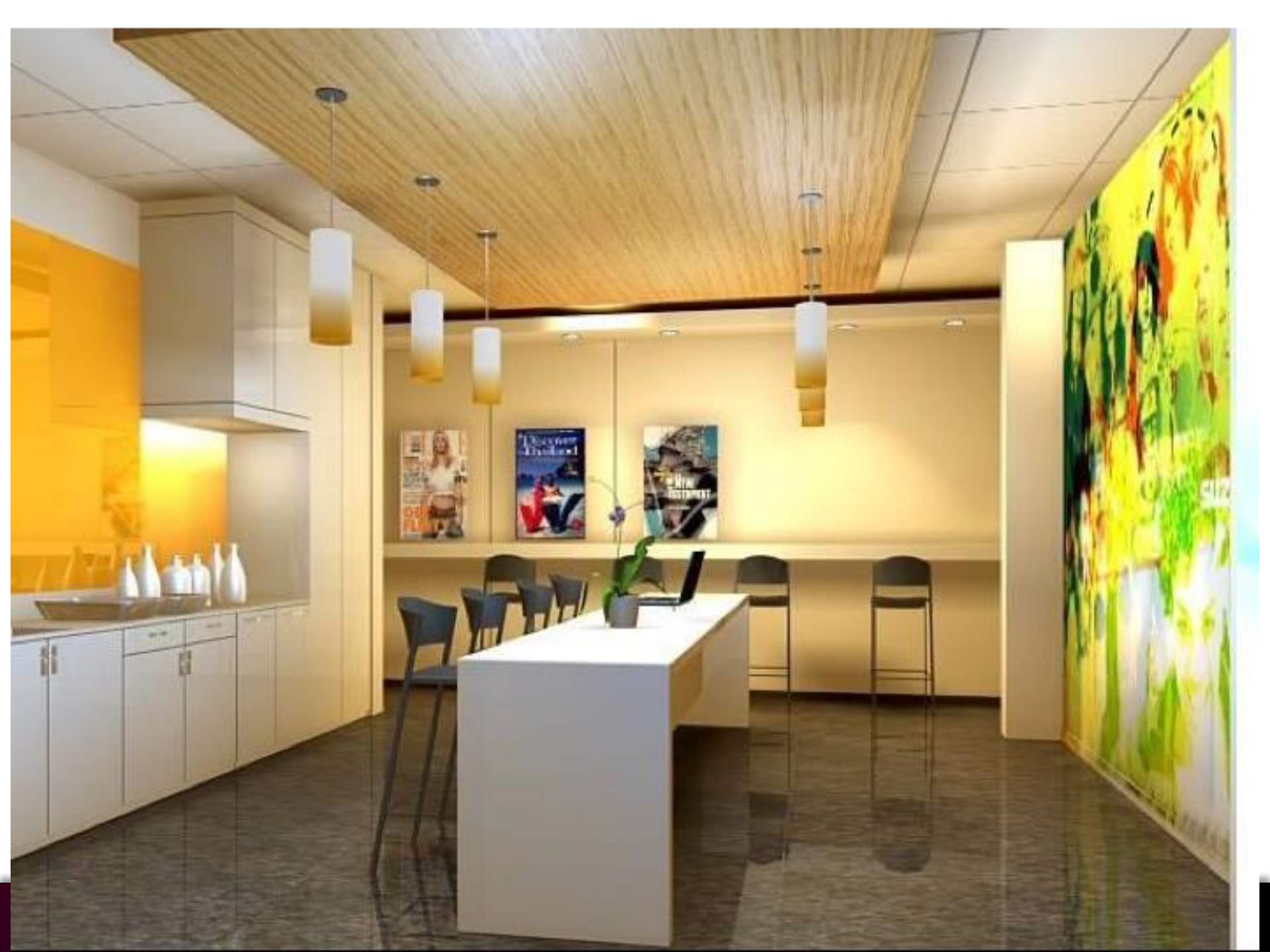
Content

- Certifications / Quality Policies
- Quotes
- Brand values
- Wind Towers / Farms (Suzlon)



Break Out Zone: Visual Language







Brand Experiences : Wind Island



Key Intent
Curiosity
Power of wind
Global Presence

As you enter the campus, a sculptural installation depicting global presence as well as the power of the wind meets at the Wind Island
S. Steel , Metal, LED Scroller, Larger than human scale will be some attributes

Campus Installations



Possible areas of Collaboration

- Creation of the SEZ Brand Identity
 - Verbal & Visual Identity
- SEZ Experience Design
 - Defining the Experience Zones
 - Delivery of Experience Zones
 - Overall Cultural Coding of the SEZ
 - Interaction with the Local Socio – Cultural Habitat
- Define, Design, Develop and Deploy Communication for the SEZ to Multiple stake holders

Thank you

