

# ANDREW SABATIER

## BRAND IDENTITY DESIGNER



Looking to stand out

I'm a graphic designer specialising in corporate brand identity origination and design with experience across various industry sectors and cultural contexts. I have strong conceptual skills capable of grasping complex positioning strategies and finding brand identity solutions to enhance brand strategy. My creative skills are best suited to new brand projects and I specialise in a brandmark-led approach.



Jul 03 - present **Freelance:** Siegel+Gale, Allen International, Landor Associates, SCG London, Karakter, Henrion Ludlow Schmidt, Dragon Brand Consulting (now Dragon Rouge) Mirror Image, Interbrand, Appetite, Deep Creative  
**Key clients:** Dresdner Kleinwort, Daimler Chrysler, Vodafone, Hydro, Life Bank, Saudi Aramco, Eksmo, Pick n Pay, UK Trade and Investment, Paragon Healthcare, ITFC, Emivest, Dubai Events Holding  
**Projects subject to NDAs:** South East Asian bank (investment bank & upper mass retail), Middle Eastern bank (upper mass retail), Middle Eastern bank (corporate & mass retail), US-based publisher (global top 20), Major middle Eastern teleco, Middle Eastern property developer (ultra-premium)  
**Direct clients:** Astrisk Investments, Jooma Coffe, Wiloh (Ecosocial Apparel), Resaura, Equate Translations  
**Other projects:** Stretch Brands, Ignore Me™, Usflux

Jun 00 - Jun 02 **Full-time:** Dragon Brand Consulting  
**Key clients:** The Post Office, Securicor, Xansa, Regent Inns, Abbey National, Zishi

Jul 99 - Apr 00 **Freelance:** Dragon Brand Consulting, Interbrand  
**Key clients:** 3663, International Power, The Post Office, Telia

Jan 97 - Apr 99 **Full-time:** M&D Graphic Design  
**Key clients:** Spicer Holdings, Hyprop Investments, Group Five, Design Institute, Siltek Distribution Dynamics, Jorg Hysek, Eskom

Feb 93 - Nov 96 **Education:** University of Johannesburg (Technikon Witwatersrand)  
1. National Diploma: Graphic Design  
2. Partial Diploma: 3 Dimensional Design (Product Design)  
3. Additional courses: SAB Entrepreneurial Program

Aug 90 - Jul 91 **Military service:** South African National Defence Force  
  
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**W** andrewsabatier.com  
**M** +44 (0)7966 216 607  
**DOB** 30.08.1971

**Interests:** Yoga, media theory, culture and philosophy  
**References:** Available on request



alleninternational

Interbrand

Landor



dragon



# technology.consulting

.idea

## Idea

Idea is a US-based global provider of elite-quality technology solutions for large organisations such as government agencies, defence contractors, education, the US military and navy as well as an impressive list of fortune 500 companies. Idea are extremely selective and only take on assignments in which they have a demonstrable track-record; never learning or developing solutions or products at client expense. They are specialists in infrastructure solutions, application development and mobile communications - always providing dependable customer support and working to demystify technology whenever possible. In the world of information technology Idea are 'the real deal' offering robust technology solutions backed by incisive and cost effective consulting. In an ever-changing world of technology solutions Idea offer a point of stability (and relative certainty) for large and complex organisations. Idea provide technology solutions that act as an extension of their client's business and, when it comes to consulting on technology solutions, a point of completion. Inspired by the computer file extension and the dot com protocol of the internet, and, much like a file extension for computer file large business is made effective by Idea.

Glotel.

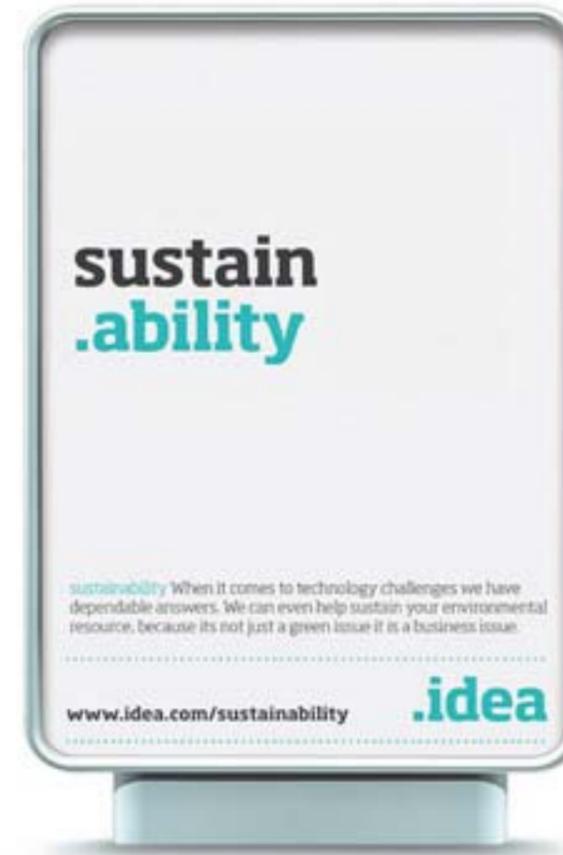
Ajilon Consulting

IDEA

idea integration™

Previous brands

.idea



### Sector

Technology consulting

### Info

Infrastructure, application development, mobile communications and customer support

### Project

Create an IT consulting brand for the new, integrated Idea. Merger between Ajilon Professional Services, Glotel, Idea Integration and Idea Interactive

### Role

Freelance brand identity designer

### Authorship

Brand-idea, brandstyle (look & feel) and copywriting

### Consultancy credit

Siegel+Gale

### Note

As part of a large team of predominantly senior freelance brand identity designers I developed the chosen route from the seed idea proposed by another senior designer. The dot idea was born of the computer file extension and the dot com protocol of the internet.

I fleshed out the concept and developed the idea behind the brand in detail and into it's fullest expression - as per the presentation visuals above. I proposed that, in line with the no BS and 'the real deal' strategy, the concept be that Idea is an extension of their client's business and, in terms of technology consulting, a point of completion.

The font choice I initially proposed made it through a font selection and colour choice team exercise. Some minor design and layout details were added by the presentation design team.

**context.meaning**  
**problem/question.solution/answer**  
**subject/object.extension/value-add**  
**proposition.qualifier/contextualiser**

A really simple formula behind the brand-idea provides a distinctive and highly ownable identity system that delivers a sophisticated range of brand messages suited to the technology sector. The formula-based messaging system adds a number of ideas in addition to the computer file extension and dot com internet protocol of the brandmark. This formula complements the technology sector and is reflective of the type of thinking required to deliver technology solutions. It's a coded and short-hand messaging device that, once grasped, enables deep insights into the brand.

The examples presented here that I created, taken from the concept presentation. 'Technology' dot 'consulting' is perhaps the most pertinent example as 'technology' identifies the sector and 'consulting' qualifies the type of value added, and together 'technology' and 'consulting' describe an established sector understood by people in the field. As a brandline 'technology.consulting' is a gift.

'4' Dot '1' is a highly specific brand message. The new brand not only announces the merger of four companies into one but demonstrates the brand idea in a profoundly relevant way. Idea, according to the coded message, is literally the '1'. And, a new twist on the Einsteinian symbol of genius E=MC2, E (energy) is qualified as M (mass) x C (the speed of light) squared. In the context of Idea's brand E.MC2 is communicated in a way that, once the coding has been grasped, people understand that it means E=MC2.

Or, two related words can be used together where the second is to be held as the same as the dot Idea such as 'buzz.lightyear'.





trading insight

# Asterisk Investments

Born of Forex, Asterisk is a premium Investment Fund aimed at high net-worth private investors. The fund offers a highly specialised investment service where investors benefit from detailed personal attention from traders who require a minimum of 100 000 Euro investment from each investor. Utilising a highly specialised trading method, restricted to those schooled in a proprietary, copyrighted 16-point system Asterisk offers an investment experience with a distinctive advantage. Asterisk deals mainly in Futures but has the flexibility to trade in other markets such as Forex. The 16-point trading method enables traders to take a highly disciplined but relaxed and informed approach to trading. Notably, this technique utilises sophisticated computer software to visualise trading in a way that identifies investment opportunities that would otherwise remain obscured. This enables traders to apply insights by literally trading 'in sight'. On offer is an investment experience suited to investors who expect the best-of-the-best in all facets of life, investors who can expect to receive personalised investment advice from insightful and highly focused traders. Asterisk is an investment firm with an ambition to create an unprecedented wealth generation experience that goes above and beyond market-related and financial performance.

## Sector

Financial services

## Info

Futures investment fund (hedge fund)

## Project

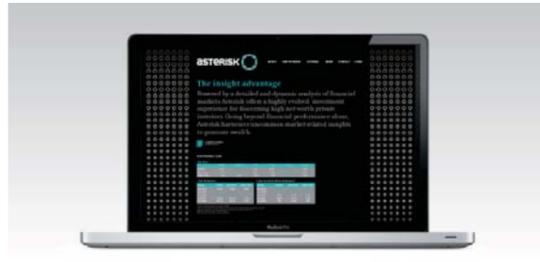
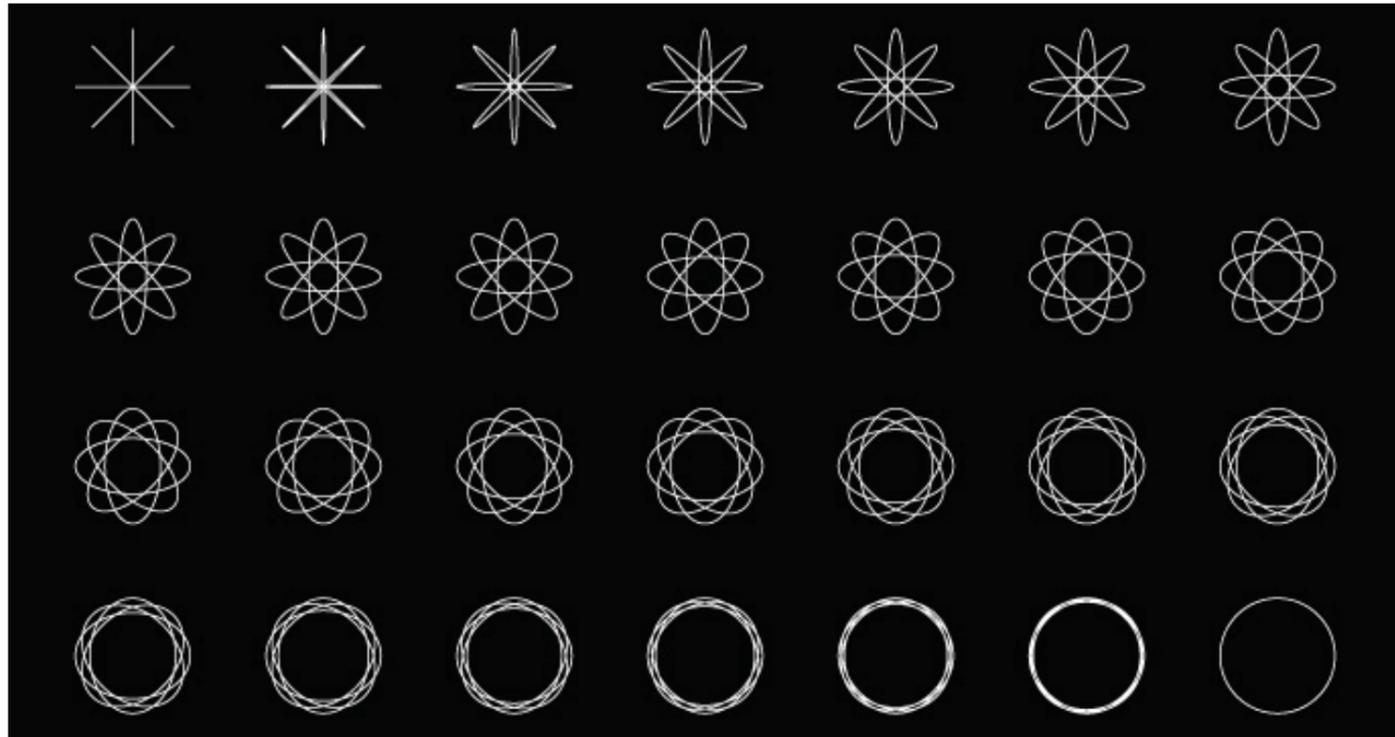
Brand new venture (start-up)

## Role

Brand consultant and brand identity designer

## Authorship

Name, landmark, brandstyle (look & feel), copywriting and final artwork



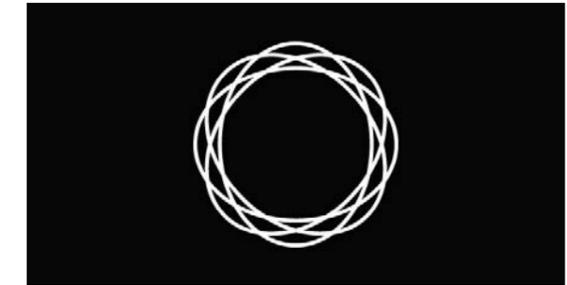
**actively calm**

**Expert traders**  
The investment market has never been more volatile. Operating with a proprietary, registered, digital trading method to create an investment plan with a diversified edge, only those who have developed a superior trading methodology can use this method. Our superior digital trading system has been following a set of sophisticated criteria. It depends on the people who bring a solid base and strong insight to make a real difference to your investments.

**Asterisk Investments**  
As an investment fund for high net-worth private investors, it's natural to expect leaders who have added to their considerable knowledge by undergoing extensive training in our highly refined trading techniques. Asterisk can identify multiple ways to offer an unrestricted investment experience for discerning investors.

The trading method is active by design. We believe that it's difficult to have a passive investment account. Active traders trade. We believe we can trade with clients, preferring to provide a highly developed and empirical investment experience that addresses advanced trading and offers a suitable sense of calm for both traders and investors.

Investor value proposition results in the highest market value. Having an investor based on appreciation, the value will be created by other investments.



**investor fit**

**Personalisation**  
Asterisk is a fully discretionary investment strategy derived from extensive financial data and processed in our customised 'digital trading system'. This gives our traders the opportunity to trade trading systems that might otherwise remain dormant.

Asterisk's solutions to digital trading in its investment fund. We can provide daily liquidity or even hourly updates on your investment. Asterisk also offers dedicated advice on what we believe are some of the highest returns, including that time and attention are also valuable contributions to the overall portfolio.

Individual investors can be assured that the services they receive from Asterisk is tailored precisely to their needs and requirements.



**Investment security and privacy**  
We offer our clients the most secure trading funds in the market. Our highly refined approach, specifically provides individualised and targeted risk control. We put at all times emphasis on your financial security, our investment will be held in a secure, regulated administrative fund. Our risk management controls behind our trading techniques to provide all aspects of our operations.

With such an advanced approach to security, you can bank on the fact that Asterisk's next generation digital systems are also at the highest standard to ensure your peace of mind. This risk allows you to go to the right thing for the interests of your investments.

**mind-fully secure**

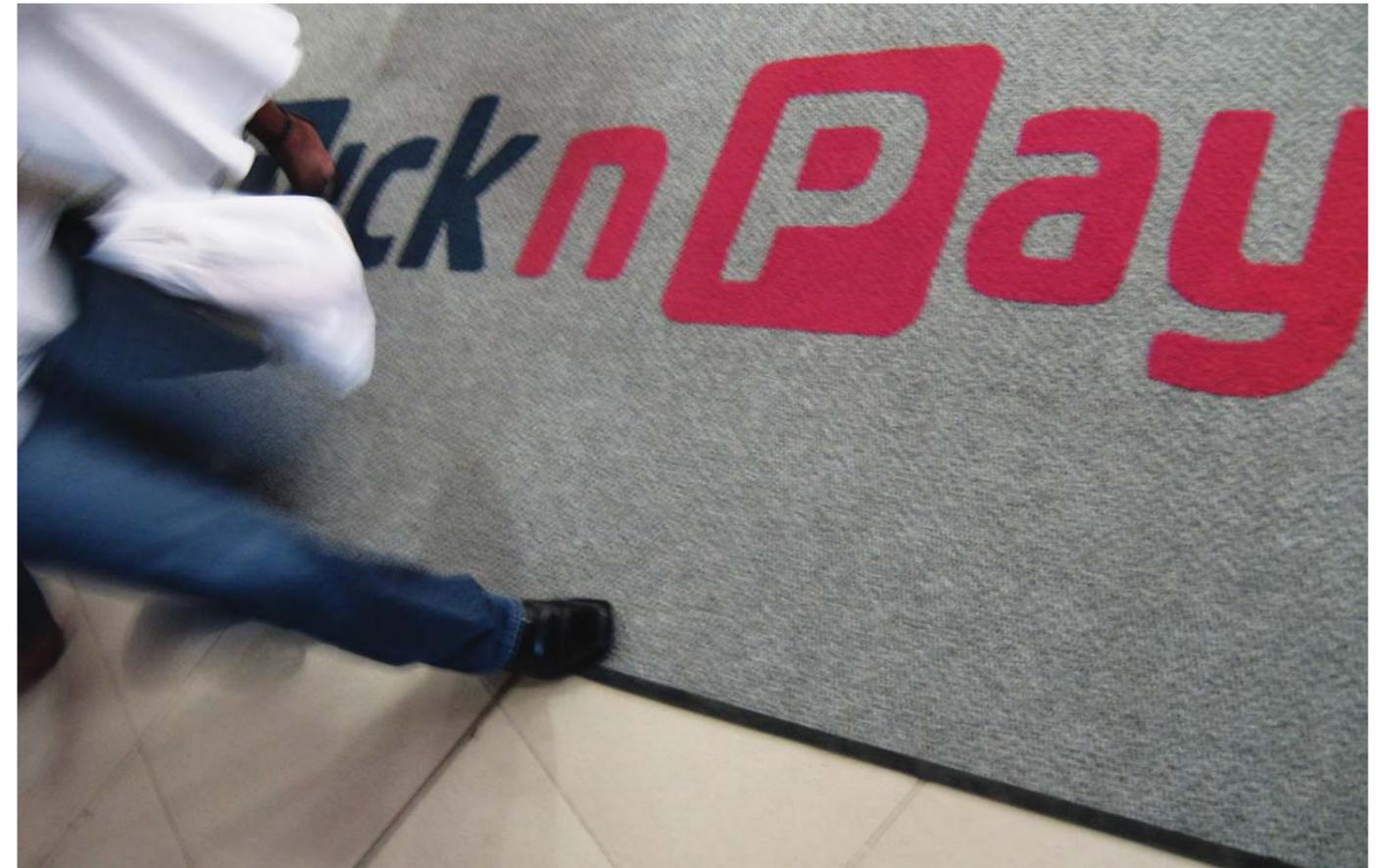
**Wealth generation**  
The basis of all wealth creation is insight. With this in mind, we are committed to enhancing our insight to the necessary things on the financial markets.

Trading in futures is where our most valuable insights for our investors are generated. In other words, for wealth creation, our fund offers all, provides a diverse ground for the best financial results in an attempt to give a broad view, rather than relying on through possible the next trading day.

We invite you to join us as what we believe will become an extraordinary experience in which you are supported by the power of insight.

**a fecund fund**





## Pick n Pay

Pick n Pay is a 40-year-old supermarket with a long history championing the consumer with social action and low prices during the difficult histories of the old and new South Africa. For these efforts it has achieved an iconic superbrand status and has ambitions to operate more extensively beyond southern Africa. The previous identity, although much loved, was not able to meet the aspirations of the company to become a modern, vibrant and dynamic organisation. The boxes containing the Ps retain the equity of the previous identity and the typeface updated to lead a clean, modern and forward-looking brand identity. The boxes also cue a graphic window identity system that represents visually the 'pick' of Pick and Pay. The windows highlight and pick out items within the Pick n Pay brand experience.



Previous landmark

### Sector

Supermarket chain

### Info

Iconic South African superbrand

### Project

Brand transformation

### Role

Freelance brand identity designer

### Authorship

Brandmark and brandstyle (look & feel)

### Consultancy credit

Landor Associates

### Note

I was responsible for developing the basic elements of the Pick n Pay brand. This included the brandmark, corporate typeface selection, photographic concept and the window graphic but not the idea for the window graphic to interact with the subject matter.



Pick n Play



P n P



**Pick n Pay HYPER**

## Great summer value

There's a jumping castle and playground to keep the kids happy (and out of your hair) while you shop to make your weekend extra special

LOCATION  
Zambezi Drive, Montana, Pretoria North

PRICES VALID  
20 November to 15 December

**Pick n Pay HYPER**

**Roll Back**

- 16's
- 15's
- 25's
- 29's
- 31's
- 31's
- 32's
- 28's
- 23's
- 15's
- 18's
- 34's
- 21's
- 24's

© Getty Images



**Pick n Pay HYPER**  
Zambezi Drive, Montana, Pretoria North

**1/2 Price**

Guyana light rattan sofa Chair & 3 seater **R2399**

Panasonic 32" Plasma TV **1799**

Canon Digital camera **799**

Canon Digital camera **699**

Coca Cola **16<sup>99</sup>**

DRAPER Gardening Cultivator 18 volt rechargeable **299**

DRAPER Gardening hose 30 metre **89**

Gem Squashes **9<sup>99</sup>**

Plastic Garden Chairs **25<sup>95</sup>**

Lawnmower Power-Trak 3400 **295<sup>95</sup>**

DRAPER Gardening gloves Leather palm **59**

*fresh look at...*

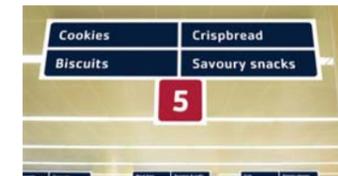
**Pick n Pay HYPER**

Stack up for summer

**Pick n Pay Supermarket**

**Pick n Pay**

fresh



TAKE A FRESH LOOK AT...

**Pick n Pay**

PLEASE RETAIN AS YOUR GUARANTEE

MORNING GLEN SHOPPING CENTRE  
128 KELVIN DRIVE, MORNINGSIDE MANOR,  
SANDTON, GAUTENG

KENSINGTON

YOUR CASHIER IS NITHABISENG MOGANETS'I

30/03/2007

PNP WRAPPED GERBERA	33,99
SWEET PIGUANTE PEP HOT	16,79
SUPERS FAMILY W/RRKT24L	-21
QTR ZIP FLEECE TOP PK A	59,90
SUPERS FAMILY W/RRKT24L	-21
S/S/L CLASS TSHIRT RED	19,90
QTR ZIP TRACKTOP PACK C	35,90



© Getty Images



JOCKA

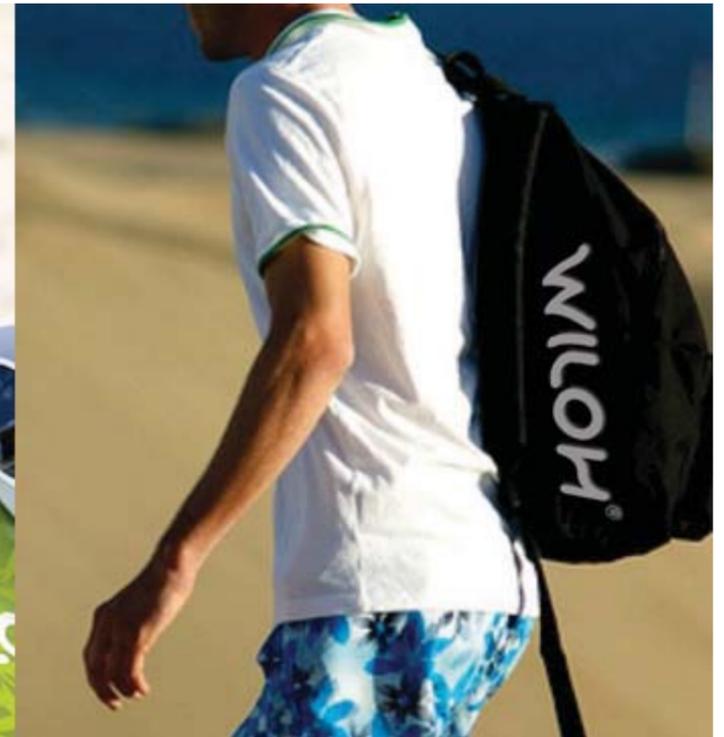
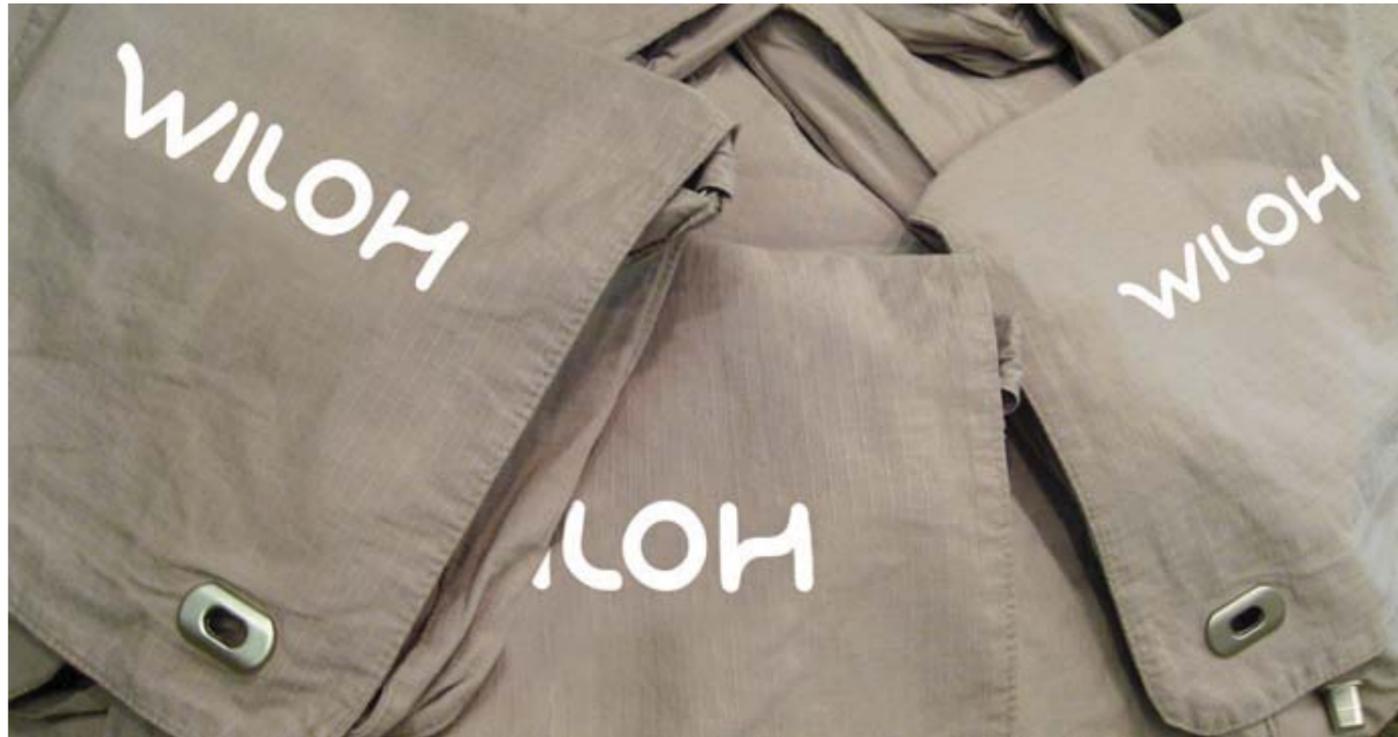


JOCKA









# WILOH



## Ecosocial Apparel



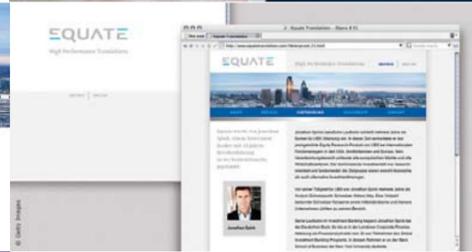


ЭКСМО



KERLING

EQUATE



resaura



ZISHI



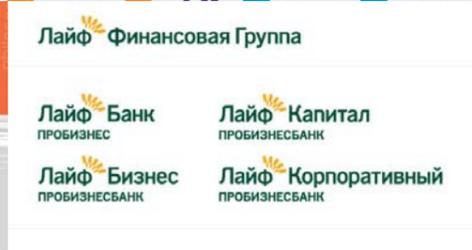
SafeDoor



3663



MODIS



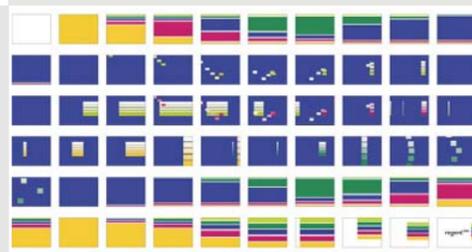
Лайф Банк  
ЭКСПРЕСС-ВОЛГА  
Лайф Бизнес  
ЭКСПРЕСС-ВОЛГА БАНК

Лайф Банк  
ВУЗ-БАНК  
Лайф Бизнес  
ВУЗ-БАНК

А Б В Г Д  
Е Ё Ж З И Й К Л М Н О П  
Р С Т У Ф Х Ц Ч Ш Щ Ъ Ы Ь Э Ю Я  
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р с т у ф х ц ч ш щ ъ ы ь э ю я



regent inns



Clearasil



UnderstandingIndividualNeeds.com



WEST 2 VIEW

SCG London: Eksmo, Life Bank | Karakter (now Sigel+Gale): Kerling | Direct client: Equate, Resuara | Henrion Ludlow Schmidt: Dresdner Kleinwort | Dragon Brand Consulting (now Dragon Rouge): Zishi, SafeDoor, 3663, Regent Inns, Clearasil, West 2 View | Siegel+Gale: Modis | Self-initiated: Stretch | Mirror Image: Understanding Individual Needs

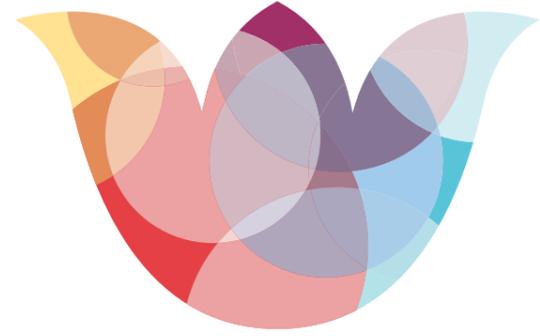


# KERLING



Kerling is a **vinyl chloride** company on a mission to make the world a better place. We are the leading thinkers in sustainable polymer production. You can think of our plastics as plastic **with a conscience**





# هن دبي by Dubai



# WILOH



# NVOHK



## Earthcare



As published in Brand & Branding (Monsa)

NVOHK NVOHK NVOHK  
NVOHK NVOHK

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THANK YOU



[www.andrewsabatier.com](http://www.andrewsabatier.com)