



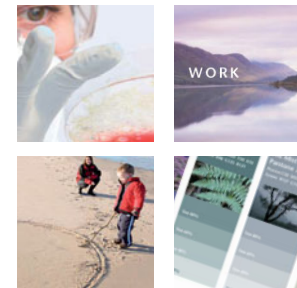
The Bigger Picture - HIE

After a competitive tender, Orchard were appointed to produce the literature and other materials for the International Trade and Investment division of Scotland's Highland and Islands Enterprise; but first, the International Trade and Investment brand needed to be developed within the existing HIE logo guidelines.

If there was any confusion over the role of the International Trade and Investment initiative, it was hardly surprising. It's remit was to encourage overseas companies to relocate to the Highlands and Islands as well as help indigenous companies trade overseas: two different audiences in two different locations with two different objectives. Moreover, whilst the area is well known for its outstanding natural beauty, it was not known for its business environment.

Highland and Islands Enterprise

Project roll out: [Click here](#)



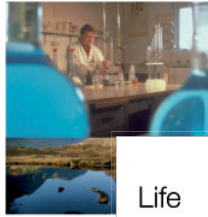
orchard

Montage

Images of the Highlands & Islands natural beauty are juxtaposed with images from business and commerce in such a way that there is a natural harmony between them in formal terms of colours, shapes, etc.). The apparent opposites of 'quality of life' and 'commercial productivity' are brought together into a single cohesive montage that visually suggests these are not opposites after all.

This 'montage effect' is most powerful. The very conventional images of business and industry do not detract from the beauty of the landscapes, but the perception of business and industry is dramatically altered through the changed context. It suggests that work can be just as 'beautiful' as the Highlands & Islands of Scotland (something people in the region knew generations ago) and that the inspiring natural environment has a direct effect on work and business productivity.

Business Inspiration



Life

The true essence of the Highlands and Islands of Scotland could be said to be a direct engagement with life itself, the real sense of being alive (ironically, quite the opposite of many people's perception of 'business life'). Maybe it's not so surprising that it is a natural home for the life sciences!

This acute sense of life, this energy, this thrill, is highly related to motion; therefore, the branding device is just the depiction of motion, even in still images, through techniques such as motion blur (e.g. people and vehicles) and long exposures (e.g. landscapes, water, clouds). This can apply to interior and industry photographs as well as landscapes, but constantly repeated, it builds a sense of energy and motion that is at odds with the calm serenity of nature.



Bring Your Business to Life

Widescreen



Conventionally, business is associated with the city, a busy claustrophobic place with no vista (vertically). The Highlands and Islands of Scotland offer a sublime alternative, where the sense of awe results from the extreme width of the vista, which can be almost overpowering (horizontally). This is simply taken forward into the brand with images and formats that present everything (exteriors, interiors and even portraits) in extended widescreen proportions.

The brand therefore conveys the same feeling as the reality. And the difference is analogous

to the difference between television and the cinematic.

To accommodate this approach, all marketing materials would adopt a landscape format (still A4) including printed literature - conventionally A4 portrait format. Apart from reinforcing the difference, it has the benefit of creating continuity between a page in printed literature, how it is included on a website (and as a PDF) and how it is incorporated into a presentation; there is no longer any need to convert from portrait (vertical) to landscape (horizontal) formats. Since everything is derived from the

same landscape format, it means proposal documents can be put together much more easily from the bank of available (A4 landscape) pages.

Apart from dictating the format for literature, this simple, formal approach also creates new design and layout opportunities that would reinforce the widescreen style. For example, text can be spaced out to create a calmer, more considered rhythm from which new meanings emerge - as shown above.

Room to Expand



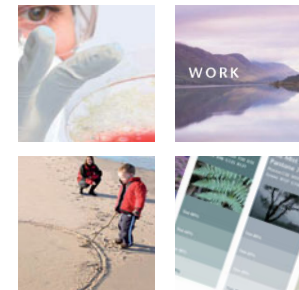
Brand Workshops

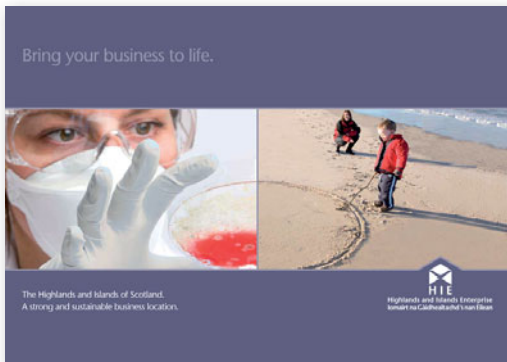
Orchard initiated two brand workshops. Against an analysis of economic, demographic and other data, the first workshop solicited the emotional reasons for working in the Highlands and Islands. This resulted in a brand philosophy that recognized the connection (rather than differences) between the natural and business environments - that one nourishes the other - and was summarized in the adopted line that applied equally to local and overseas companies:

Bring Your Business to Life

The second workshop considered a range of brand concept boards used as stimulus material with senior members of HIE. From these, three boards were identified to develop the brand philosophy visually with the primary focus resting on the montage of the natural and business environments.

Project roll out: [Click here](#)



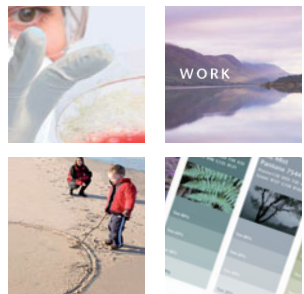


Flagship Brochure

In parallel with developing a brand for HIE's International Trade and Investment, Orchard worked on the job they were appointed to do - creating a suite of literature. Having created a literature structure that identified the relationship between the various types of literature, subjects, information and target markets (some of which would only exist electronically), Orchard embarked upon the flagship brochure. In this way, the brand was developed in real-time on an actual project rather than as an academic exercise.



Project roll out: [Click here](#)





Brand Guidelines

By the time the flagship brochure was printed, the division's new brand philosophy and concept were fully formed. This was then documented in a visual identity guide that allowed the montage imagery and line Bring Your Business to Life to be adopted in other media and by other agencies.



Project roll out: [Click here](#)

