branding case study.
oict group – ithca group

about the brand.

Vision 2040, Oman's long-term development plan, calls for the enhancement of national technical capabilities, the construction of vital ICT infrastructure, and the improvement of e-government services. The government has prioritized the development of ICT and the sector is well positioned for growth in the years ahead. OICT aims to fulfil its promise to Vision 2040 and excel as the standard in quality and services in the IT sector for Oman.

OICT GROUP
المجموعة العمانية للإتصالات وتقنية المعلومات

current direction.

OICT group has not created any solid foundation for a brand thus far. Being a government body, it has accumulated the same design language of the traditional and straight-to-the point identity. OICT is unable to create awareness about the growing ICT sector in Oman under the Vision 2040 project. Therefore it is important that OICT is able to build itself as a leading light that strives to usher Oman into a technological revolution. To achieve this, the company has sought out a complete re-brand of their identity. This includes all aspects of communication, signage, visuals, approach and other corporate aspects.

Plain text

Wordmark logos benefit from being easy to read and if done creatively, can also indicate the type of business or industry. However, without any additional iconography or contraction of the wordmark, it loses the ability to be easily recognizable from the shape alone.

Monotone

Lack of wide use of the brands colors makes it impossible to identify the ads as part of OICT. In the fast paced world of today's digital landscape, ad retention is key. Competitors could easily benefit from ads that are not bold in the brand's colors.

Content style

Content and user information must be powerful and inciteful for the former and clear and brief about the latter. Messages have to be able to relate to the energy and mood of the hero and similarly craft a hierarchial flow.

Inconsistent images and designs

Designs and messages must be delivered in the same mood as the brand even though sometimes the topics vary. Ultimately it is one voice that is speaking and this has to be reflected across the images and illustration style with the same voice.

evaluation

1. high-contrast and complex designs.

2. type structure does not follow a smooth transition

3. photgraphic mood varies from products and services

4. missing call to action

5. lack of a strong and memorable inciting phrase

6. balance of subject and text is counter-intuitive.

7. lack of strong use of brand colors as part of brand identity

the challenge

Sharing the brand values along with Vision 2040 is the primary objective. OICT shares it's goals and services in lieu of achieving the technological revolution under Vision 2040. The secondary objective is to inspire the audience to participate in the venture and change their mindset on new technologies. By inspiring the audience, it creates a more well-informed and capable demographic that cumulatively enhances the technological value for Oman. The tertiary objective is to raise the standard of government based companies and usher in better design principles such as content hierarchy and conceptual images in order to create the benchmark.

Unique Symbol

A unique icon and symbol that will be replicated easily across all the brand assets that will be immediately recognizable. The shapes and colours have to be unique enough to distinguish itself from the competition and conceptual enough to inspire the audience. Simplicity is another key point where it must be complex only in thought.

Colors

Driven messages and catch-phrases allow the brand to make a bold statement which moves the audience to make quick decisions. Keeping the multi-lingual necessity of the phrases creates the need for the emotion of the statements to remain the same.

Content style

Proper flow of information is required in situations where key decisions have to be made by audiences. Communicating the necessary texts, logos, marks and other content is critical to the user interface. Designing the appropriate tone, language and communication style is essential.

Brand Identity

Icons, themes, patterns must be universal across all types of corporate and marketing activities. Materials need to re-enforce the identity of the brand that keeps its influence across the products and services rather than the products and services that influence the identity of the brand.

international competitors
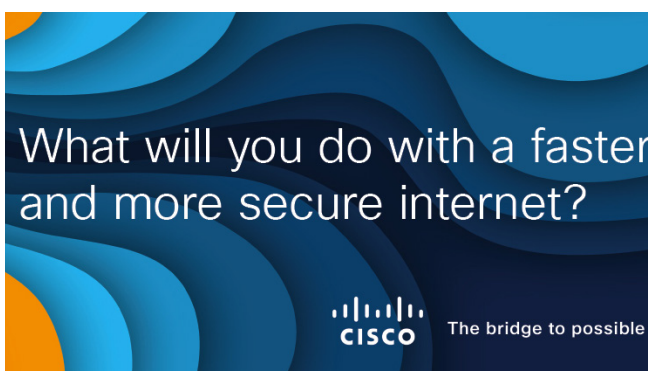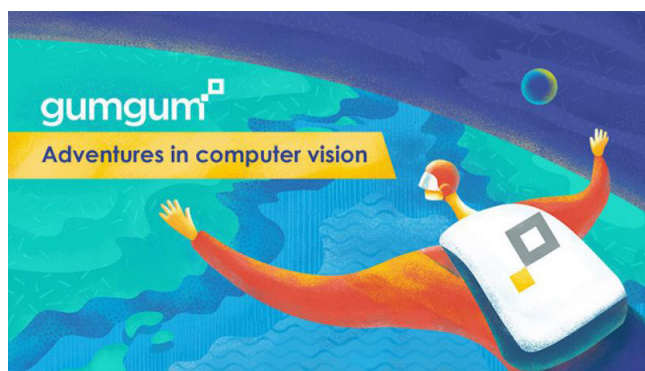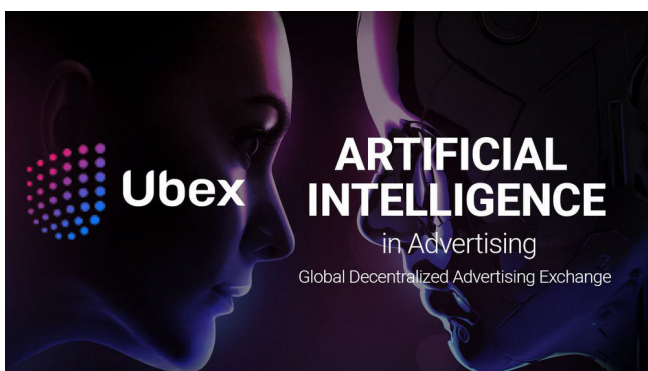
the strategy

The strategy centres around a re-thinking of the conventional design language of the brand so that it can accomplish the aim of creating widespread awareness amongst the general demographic. As pointed out above, the strategies derived, are targeted towards specific challenges that the brand seemed to face. Comparing each challenge with a set rule of branding strategies also helps to bring context to the current market trends and where the position must be in order to lead the market.

Challenges	Strategies
Unique symbol	Focused adaptability
Colours	Digital spectrum
Content style	User-centric design
Brand identity	Futuristic emotion

key points

"raising a brand is like raising a child,

instil strong values and let it make a name for itself

Focused on coinciding with Vision 2040
Focus the theme on the Vision 2040 aspect so that their identities are similar along with their goals.

Visually encompassing display
Overwhelming designs that inspire the audience to take action and participate in the combined effort for a technological revolution.

Create the emotion
Create designs with an emotional aspect in order to inspire the audience to adopt new technologies.
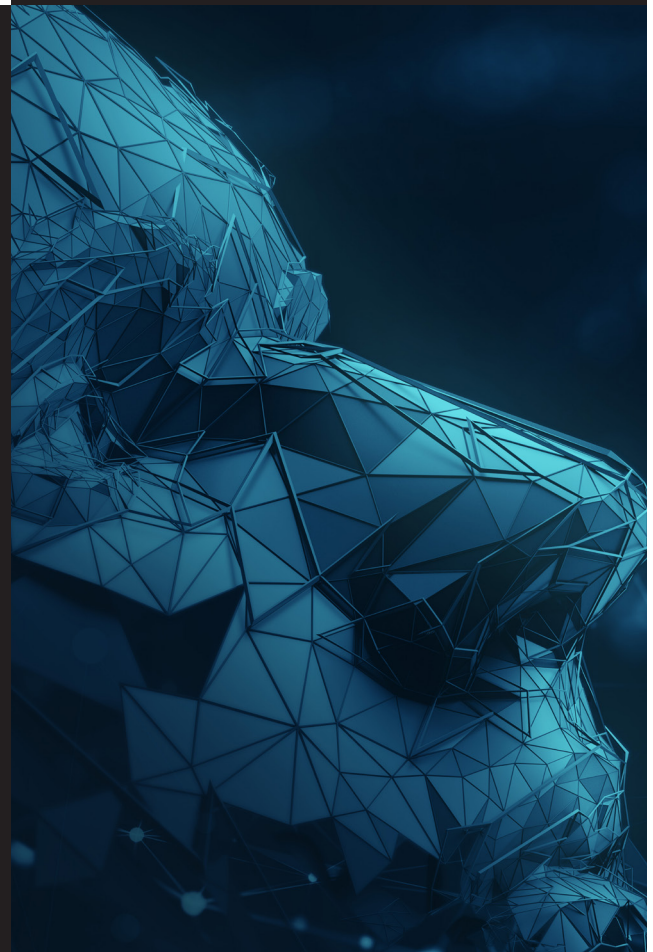
Design for the range, not just one
It is essential to make the designs uniform through the entire service line and not just one segment.
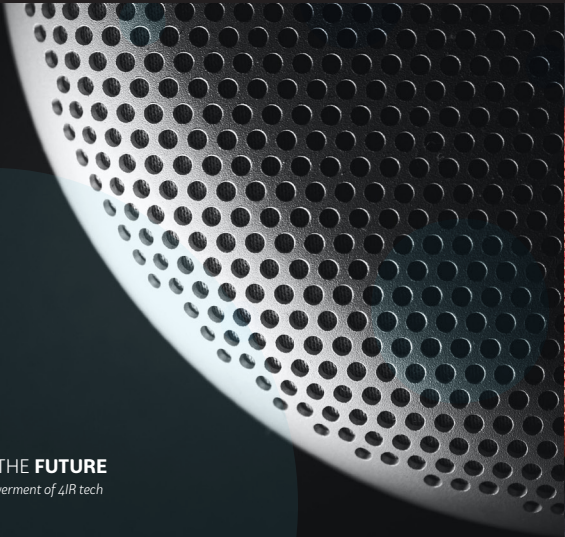
Visually essential first
Keep important information easily recognizable first and follow the flow of content for legibility.

inspiration

WE INVEST IN THE **FUTURE**
empowerment of 4IR tech

THE **FUTURE** INFLUENCES THE PRESENT
market growth

THE **FUTURE** IS AS BRIGHT
complement rather than compete

EDUCATION IS THE PASSPORT TO THE **FUTURE**
foster talents in the ict sector

THE BEST WAY TO PREDICT THE **FUTURE** IS TO CREATE IT
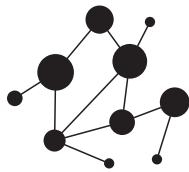*establish the right structure*

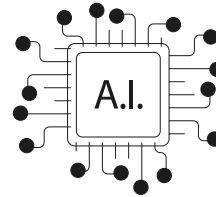**ITHCA GROUP**

GROWTH

SENTIMENT


IMAGERY

ENRICH

Interconnection mind represents the notion of growth and evolution, the circles of life, seasons, or time. Circles have been used for generations to represent unity, **for example, is a worldwide symbol of commitment.**

Artificial intelligence (or AI) is both the intelligence of machines and humans, which is marked by complex cognitive feats and high levels of motivation and self-awareness. **Intelligence enables humans to remember descriptions of things and use those descriptions in future behaviors.**
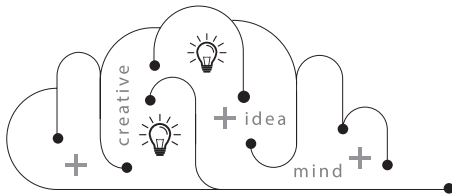
Bull's-eye the circular spot, usually black or outlined in black, at the center of a target marked with concentric circles and used in target practice. **A travel path for the vision statement.**

Morse code is a method used in telecommunication to encode text characters as standardized sequences of two different signal durations, called **dots**. The code signaling in a form perceptible to the human senses, such as sound waves or visible light. **Making it one of the simplest and most versatile methods of telecommunication – internationally recognized by treaty.**

the result

The result is clean and simplified design with the sole purpose of making the brand inspirational and content focused. This has allowed the brand assets to be quite recognizable while also prioritizing key information through a natural, and purpose driven hierarchy. The theme allows the opportunity to emphasize on the core elements of the simplicity of using newer technologies if they are explained right.

Key points:

Inspirational theme   Hierarchical text

Recognizable design   Vision 2040 focused

Simplistic artwork   Clean design

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conclusion

Through dedicated research and analysis, the new design stands apart from the old design while injecting the inspirational image and theme. This was the primary and most important objective of the re-branding in order to maximise visibility and recognizability of the brand. Through our wide scope of deliverables we learnt more about centralizing the focus of the design around the emotion of the brand rather than making traditional technology based visuals. Through our competitor analysis we learnt that the industry tends to focus on situating the products and services through flash and striking designs.