

STEVENS GROUP  
REBRAND  
DESIGN PROCESS



# NEEDS:

Key areas of that Stevens Group felt they needed to rebrand were:

- Managing multiple sites was time ineffective
- The brand sites are the hero, and if they sell the whole site is useless
- They want their brand to become the hero
- They wanted one place for all brands
- They built a new larger premises and want a new look
- They wanted to consolidate from Stevens Products to a “Stevens Group” hub

# PROBLEMS:

Stevens Group had a few issues with their brand and sites which were:

- The costs of all the sites hosting and SEO, advertising was costing too much
- Managing all the brands in separate sites is too costly
- Some of the sites they had were dated and not functioning correctly
- They were all on separate systems and were expiring soon
- A major brand of their became unavailable during Covid
- They couldn't have eCommerce on their current sites

# REBRAND:

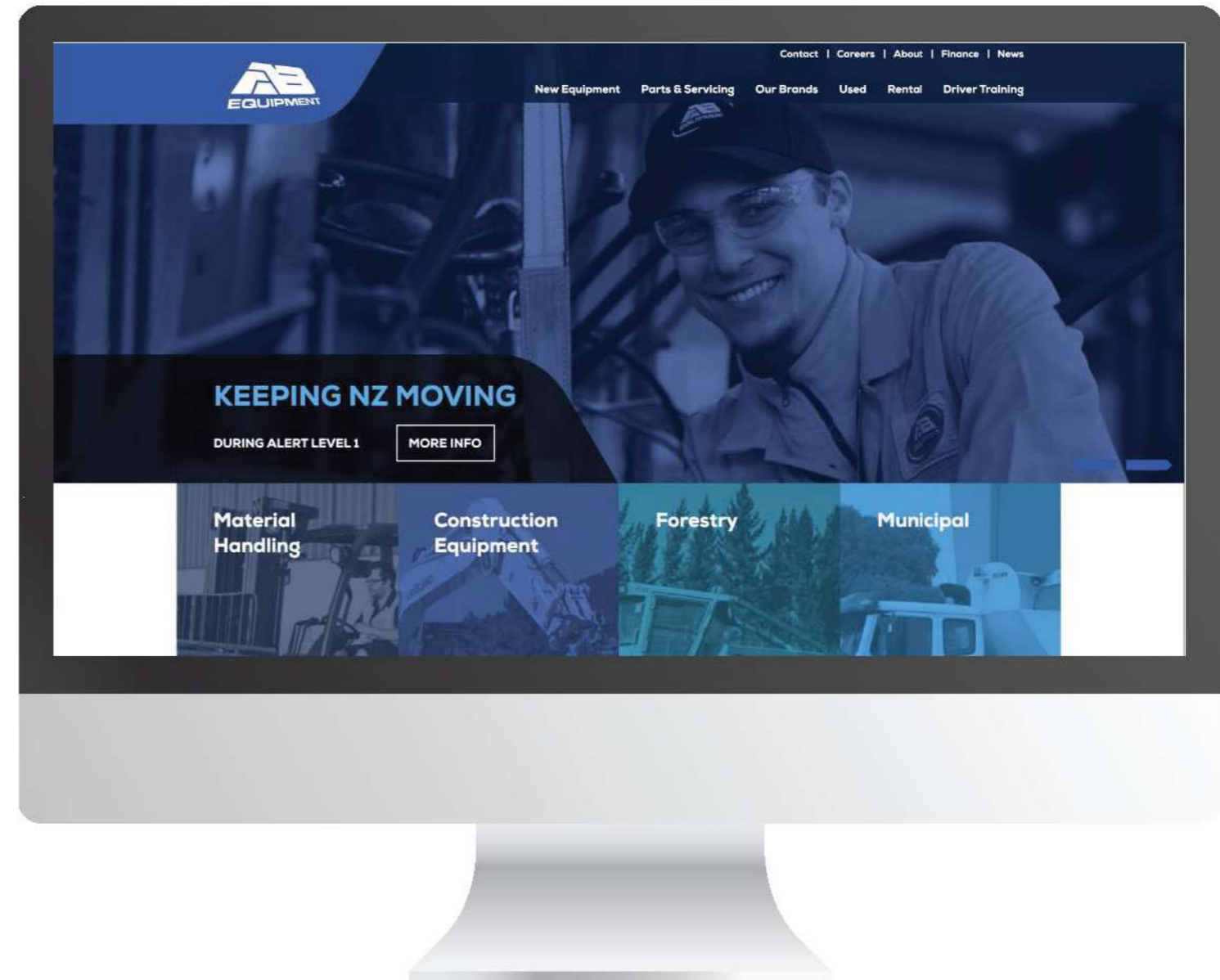
For the rebrand we need:

- To discover the competition
- Create a brand positioning exercise
- Get some real meaning behind imagery and graphics
- Create more of a unique brand presence for Stevens Group website
- Provide different options, present and craft the new brand

# COMPETITORS - AB EQUIPMENT



- Established in 1878.
- Material Handling, Construction, Forestry & Municipal
- Mostly for commercial or personal customers.
- Nationwide.
- Renting available.
- Finance available.
- Non-eCommerce website.
- Website has been updated recently.
- Brand is strong and simple, emphasising the AB. It is on an angle and perspective, appearing very large, like their equipment.

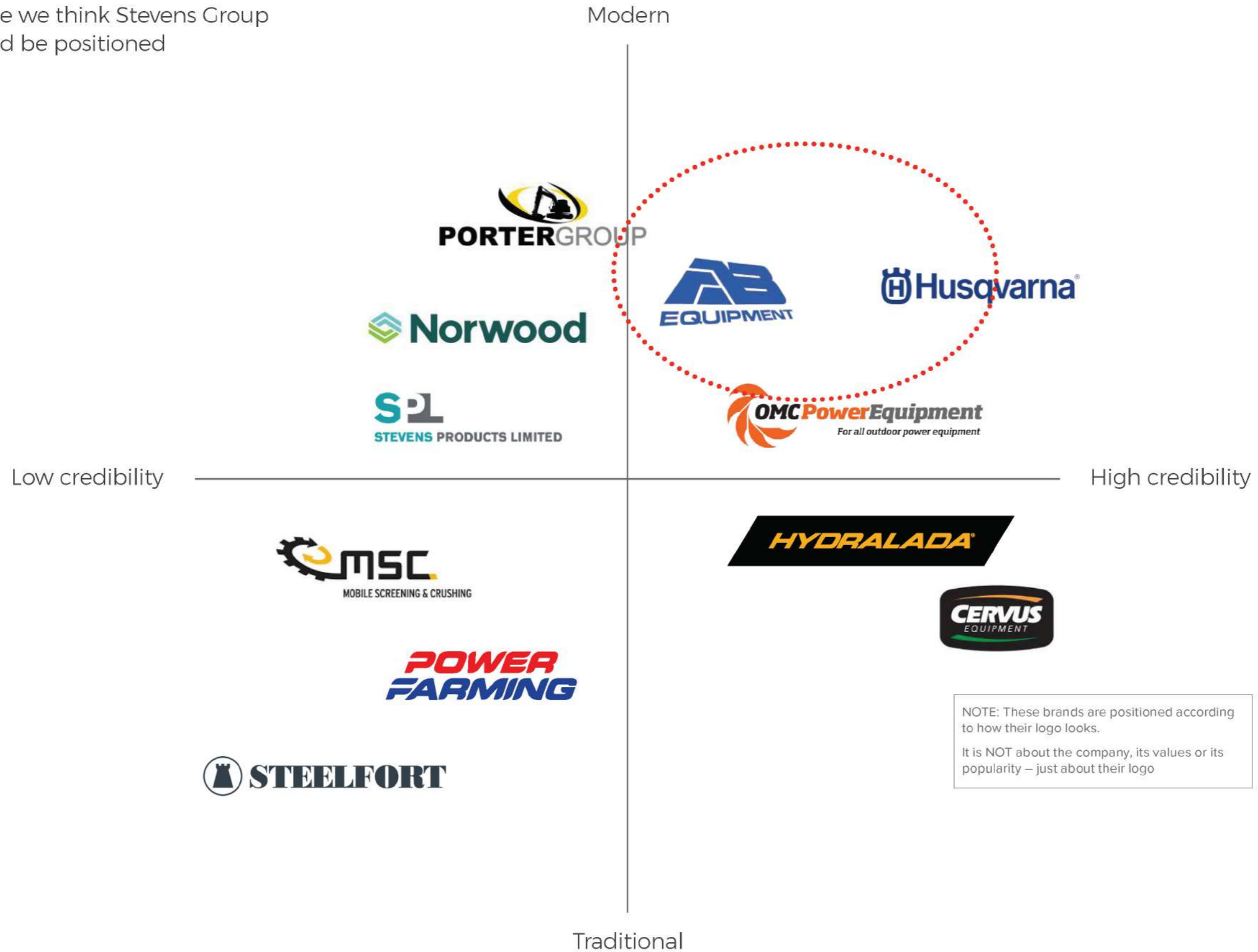


# BRAND COLOUR PALLET - CURRENT LOGOS / COMPETITORS



# BRAND POSITIONING - BEFORE NEW BRAND CONCEPTS

..... Where we think Stevens Group should be positioned



NOTE: These brands are positioned according to how their logo looks. It is NOT about the company, its values or its popularity – just about their logo

# SWOT

## STRENGTHS:

- Strong range of international quality brands.
- Large range of machine types.
- World class after-sale backup and parts.
- Nationwide dealer network.
- Machine hire available.
- Multi dedicated websites (wholesale, retail, export).
- Design and manufacturing of imports and parts.
- Outstanding customer service.

## OPPORTUNITIES:

- Improving customer digital infrastructure.
- Positioning Stevens as hero over brands.
- Expanding brands / machine types.
- Offering finance.
- Integrate all websites into one hero place.
- Increase social media presence.
- Improve online customer service.
- Online machine help & maintenance media.

## WEAKNESSES:

- Brands are hero, not the Stevens brand.
- Stevens Products not as recognizable as sub-brands.
- Multi websites harder to manage.
- Not offering eCommerce on websites directly.
- Electronic management of customer accounts.
- Social media presence / community.

## THREATS:

- Competition improving digital presence.
- Brands being sold / moving on.
- Costs of managing multi websites.
- Managing customers digital experience.

# MOOD BOARDS - MACHINES



lift / push



crunch / chip



slice / chop



transport / dump



cut / tidy



claw / strong



angle / maneuver



accessible / mulch



grind / clear



remote / ease

# MOOD BOARDS - NZ ENVIRONMENT



local NZ land needing work / overgrown / clearing needed



lifting / heavy / move / grind / fallen branches



forest / fallen branches / covered ground



overgrown grass / sporting / presentation land



dirt / mud / needs digging



terrain needs tractor



remote / hard to access / rain



CONCEPT ONE - SYMBOL A + UPPERCASE



Concept One is a modern and strong upper-case typeface that subtly connects, like crafted machine parts. We have included varying layouts to give an idea of how the logo could work. The symbol is like a piece of twisted metal, or a machine part moving around to grab at something.

# BRAND REFINEMENTS - LAYOUT OPTIONS

**STEVENS**  
**GROUP**

right aligned underneath

**STEVENS**  
G R O U P

centered underneath kerning

**STEVENS** **GROUP**

vertical to side - bold

**STEVENS** **GROUP**

vertical to side - light

**STEVENS GROUP**

full-size in lighter colour

**STEVENS GROUP**

full-size - light

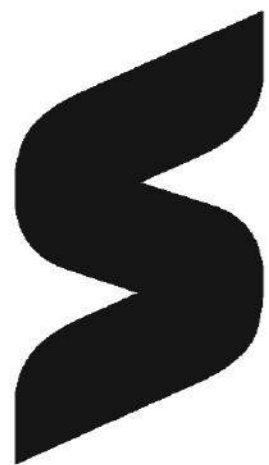
**STEVENS GROUP**  
only quality brands with the best quality parts

full-size lighter colour & tagline

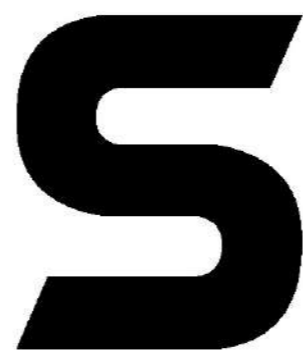
**STEVENS** **GROUP**  
only quality brands with the best quality parts

vertical to side - bold & tagline

BRAND REFINEMENTS - S SYMBOL



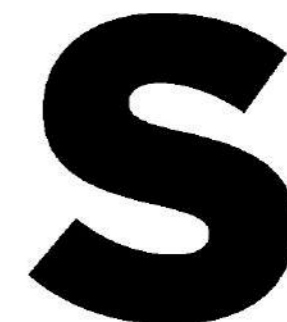
original



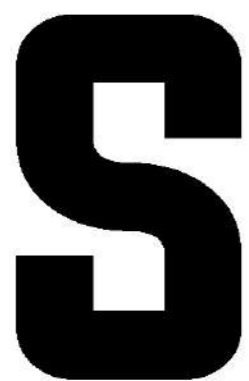
modern 1



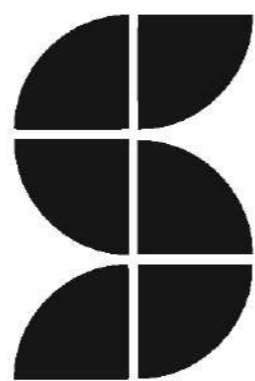
classic 1



classic 2



modern 2



modern 3



recycle 1



recycle 2

BRAND REFINEMENTS - SHAPE - LEAF



original



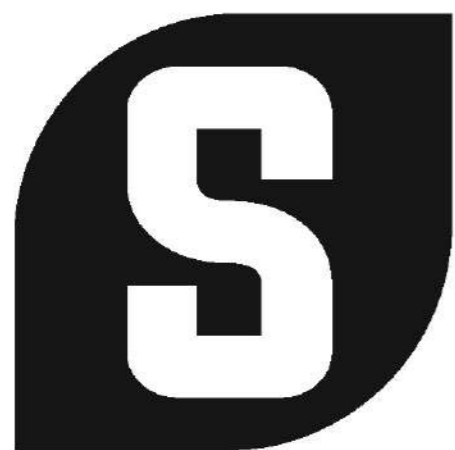
modern 1



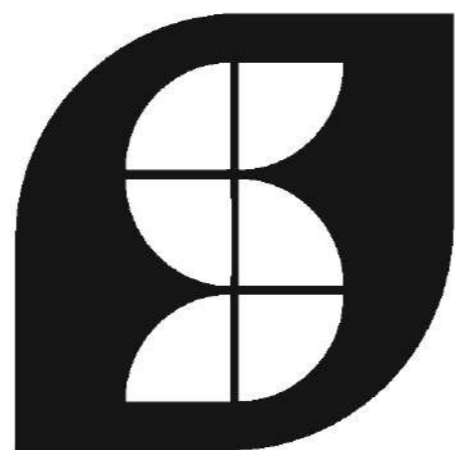
classic 1



classic 2



modern 2



modern 3



recycle 1



recycle 2

BRAND REFINEMENTS - SUGGESTED COMBINATION 1



BRAND REFINEMENTS - SUGGESTED COMBINATION 4



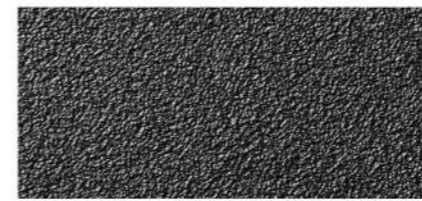


## FEEDBACK:

After doing viewings amongst team and wider Stevens community:

- The leaf (recycling) shape and Evogria typeface was the favourite
- The chosen lockup would be Stevens in caps with Group smaller
- The colours chosen were green (grass), yellow (wood) and grey (metals)

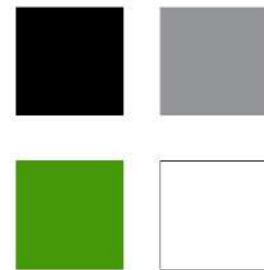
# BRAND COLOUR PALLET - FROM NATURE / MACHINES











**Colourway 1**

- LEAF SHAPE = Green from grass
- STEVENS = Black
- GROUP = Lighter Grey
- RECTANGLE = Green from grass

FINAL:

The new brand is an expression of the environment and nature that Stevens Group machines work hard in everyday. The 'S' leaf shape shows the renewable aspect of the business, and the strong sharp blade like edges represent the powerful, reliable and interchangeable parts of the machines.

Reversed



Reversed Stacked



Mono



B&W



S Symbol only



# Typography

**REGULAR**

**EVOGRIA - 130 REGULAR**

***ITALIC***

***EVOGRIA - 130 ITALIC***

**OUTLINE**

**EVOGRIA - 130 OUTLINE**

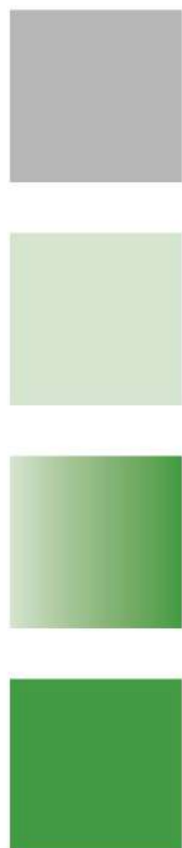
# Imagery & Icons



Brand photography - angular / good lighting / showcasing environment / usage & capabilities



Product categories on website - clearcut where possible / Stevens Group leaf shape behind

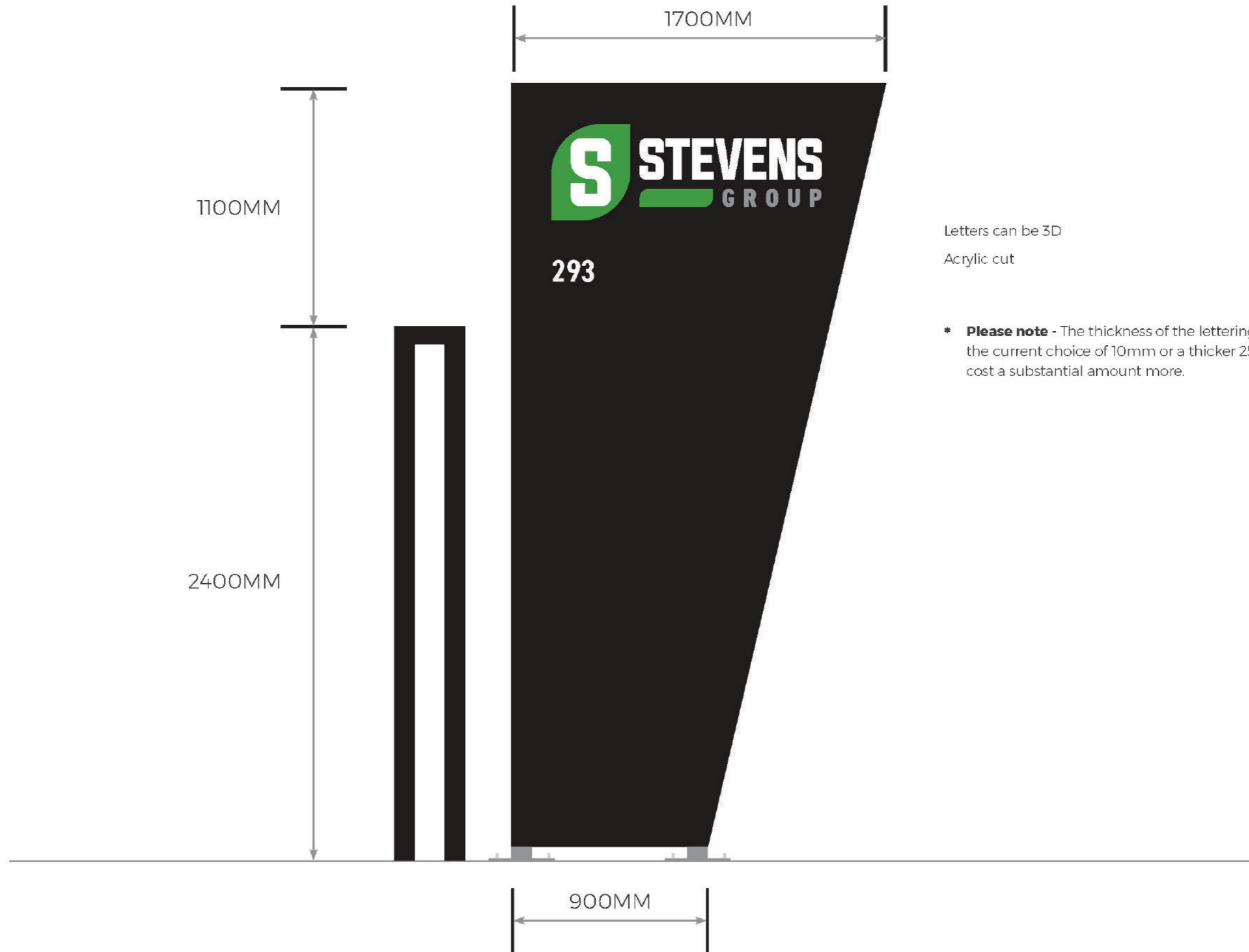


Banner photography - brand images / hero colour gradient overlay from light to dark / multiply layered - where relevant



Product icons on website - simple and in black / hero colour / hero grey - where relevant

# BUILDING SIGNAGE - MAIN ROAD SIGN (CHOSEN FINAL)

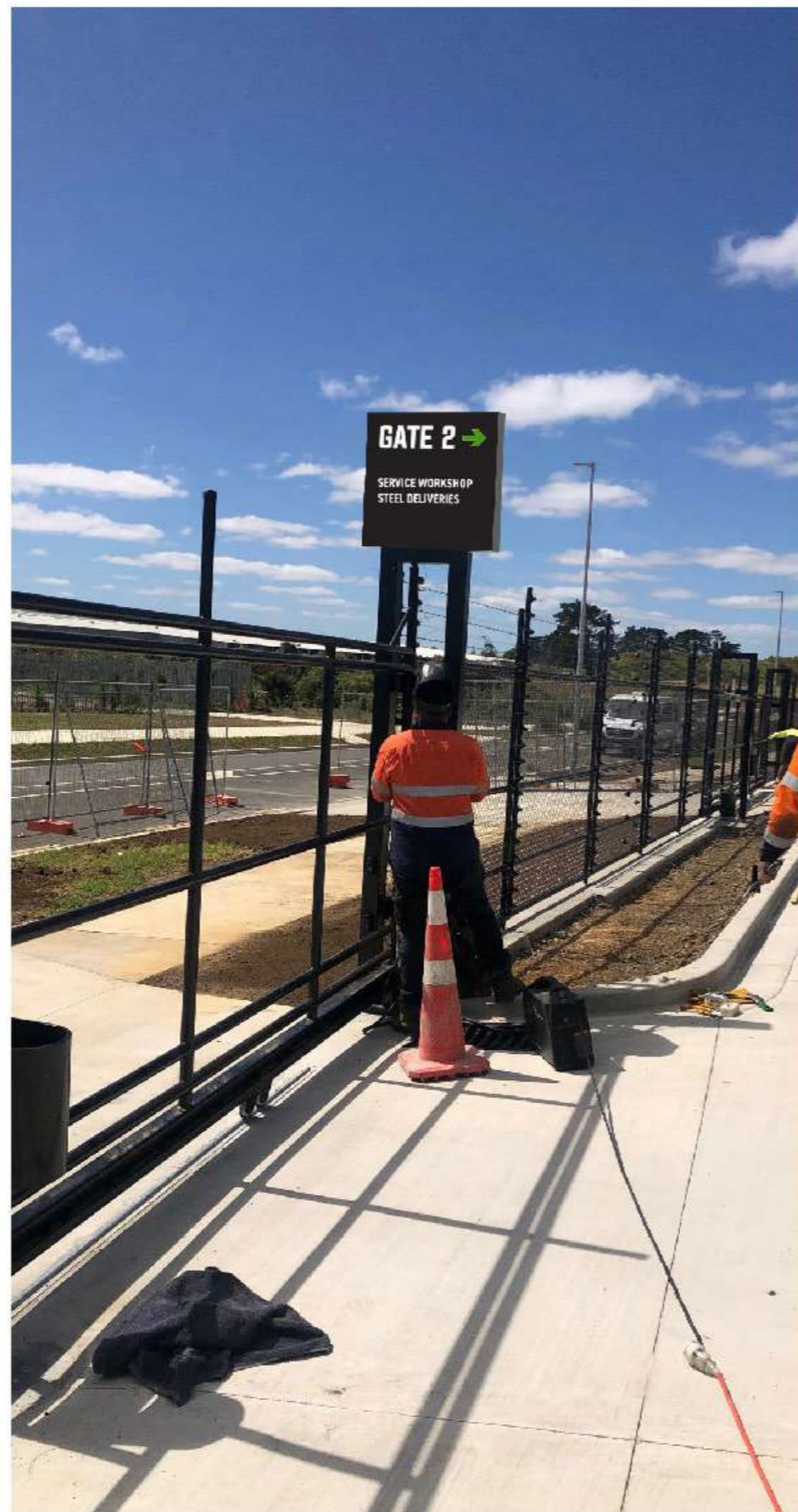


Letters can be 3D  
Acrylic cut

\* **Please note** - The thickness of the lettering can be either the current choice of 10mm or a thicker 25mm, but will cost a substantial amount more.



# BUILDING SIGNAGE - GATES (CHOSEN FINAL)



BUILDING SIGNAGE - DOOR SIGN (OPTION ONE A & B)



# BUILDING SIGNAGE - ENTRANCE SIGN (OPTION ONE A & B)

