

---

# Brett's Jewellers

## Brand Identity Design Concept Development.

## WHY CHANGE?

We needed a new identity that better reflects the premium quality and our personalised service to a wider audience.

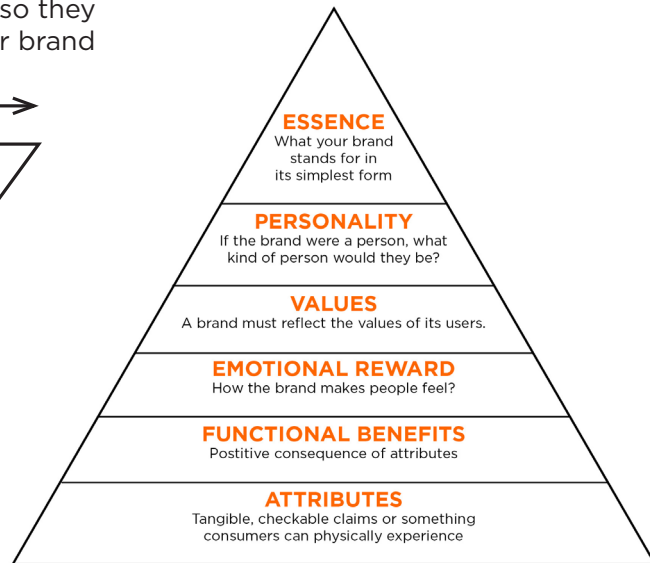
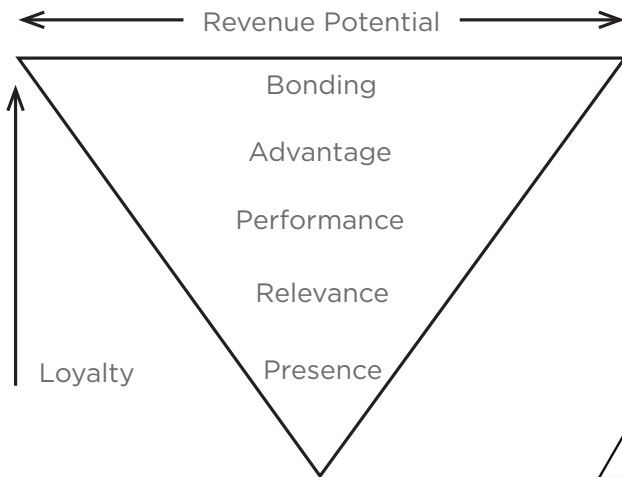
- New shop opening needed new signage
- Clarify position in the marketplace
- Update existing collateral to new branding
- reaffirm our position to existing customers
- Attract your ideal customers
- Customers found 'Artworks' to be confusing
- Less about Brett, more about the whole team.

## WHAT DOES OUR TARGET AUDIENCE NEED?

- Trustworthy service with a proven track record
- Attentive staff that actively listen and make great recommendations
- Unique pieces that are tailored to the individual
- Beautiful jewellery made to the highest standards
- Receive good advice and after sale service
- Customer focused service that makes the whole process hassle free

## WHAT IS THE BRAND STRATEGY?

Continue to build trust with our customers so they form a close bond and loyally champion our brand



## WHAT WAS THE PROCESS?

### DISCOVERY

- Brand Audit
- Team Insights
- Customer Insights
- Market Research

### STRATEGY

- Business Needs
- Target Audience Needs
- Brand Strategy
- Identify Opportunities

### CREATIVITY

- Brand Essence
- Corporate Logo
- Brand Message
- Tagline Development

### LAUNCH

- Printing / Signage
- Team Launch
- Public Launch
- Web/Social

#### WHAT DO WE PROVIDE?

- Truthful advice
- A wealth of information
- Help selecting the perfect token of affection, appreciation and love
- Creating or rejuvenate Heirlooms

We don't just sell jewellery, we help individuals find the piece that will suit them perfectly.

#### HOW DOES OUR BRAND MAKE PEOPLE FEEL?

Secure	Excited	They are leaving a legacy to the family
Safe	Elated	They click with us
Unique	Happiness	Honest value
Prestigious	Satisfied	Complete trust
Sentimental	Relieved	Like family
Creative	Confident	
Nervous	Sincere	

#### WHAT ARE THE VALUES OUR BRAND SHARES WITH OUR AUDIENCE?

Genuine	High Social Status	Generous
Appreciate quality	Luxury	Happiness
Discerning	Love	Confidence
Uniqueness	Creativity	Sincerity
Prestigious	Smitten	Family Values

#### IF OUR BRAND WAS A PERSON, WHAT WOULD THEIR PERSONALITY BE LIKE?

Warm	Friendly	Charismatic
Loving	Discerning	Cheeky
Sincere	Educated	Tasteful
Relaxed	Professional	Endearing

#### WHO IS OUR AUDIENCE?

A warm, discerning individual who is sincere, appreciates the finer things in life and values genuine relationships.

#### BE YOUR AUDIENCE!

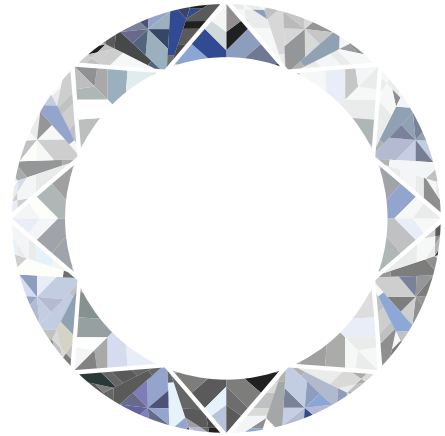
**THE ESSENCE OF YOUR BRAND***Your Family Jewellers*

- Brett's cheeky opener he has used on the phone to his closest customers.
- All customers have an opportunity to form the same close bond and ongoing relationship with their own local Family Jeweller.
- You can actually speak to face to face to your Family Jeweller.
- The Family Jeweller is the most highly esteemed, most trusted advisor, commonly appointed by Royal families.
- A sense of exclusivity and privilege for the whole family to have their own Family Jeweller.
- Promotes loyalty. You wouldn't recommend anyone but your Family Jeweller.
- It's an extremely genuine, honest and intimate relationship to have, more intimate than retail.
- If you can't trust your jeweller, who can you trust?
- The business is positioned as a Family of Jewellers, regardless of direct relation.
- The Family Jeweller is not just Brett. All the in house Family Jewellers are masters of their craft.
- A focus on family values align perfectly with stockists such as Ole Lynngaard.
- The experience cannot be replicated by any of the local competitors.

## THE RATIONALE OF THE DESIGN

### BEAUTY IN GEOMETRY

- The beauty within a diamond cannot be replicated, each one is unique
- Plays on the idea that looking into a diamond is a captivating and breathtaking experience.
- The facets within a diamond are beautiful and timeless
- Magnifying each tiny reflection brings a sense of glamour and prestige to the brand
- The ring is a timeless representation of conveying emotion through jewellery.
- The ring and diamond is well recognised, but this is new interpretation.
- The ring is a mirror, where customers are encouraged to put themselves in the picture.
- The diamond ring connects to family and heirlooms
- Shimmering beauty
- Meaningful and unbreakable
- Classy and alluring
- Prestigious and enchanting



**BRETT'S**  
JEWELLERS

**THE EVOLUTION OF THE DESIGN**

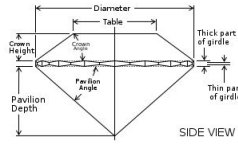
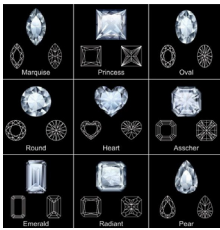


Figure 1: Diamond Proportions

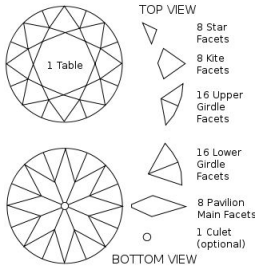
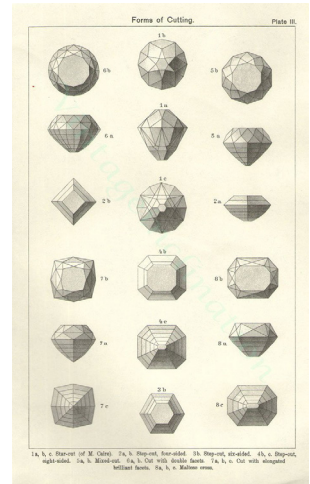
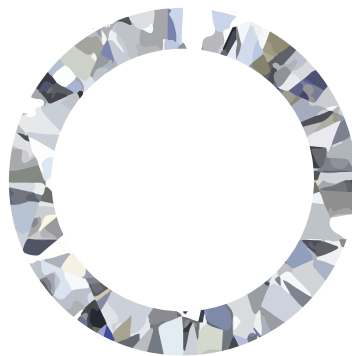
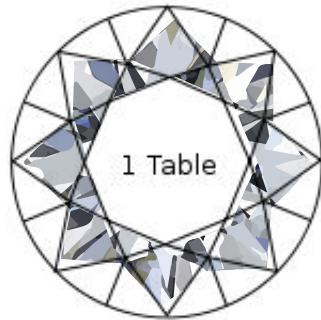
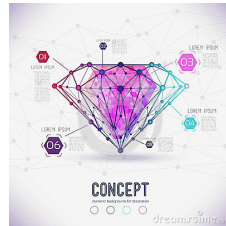
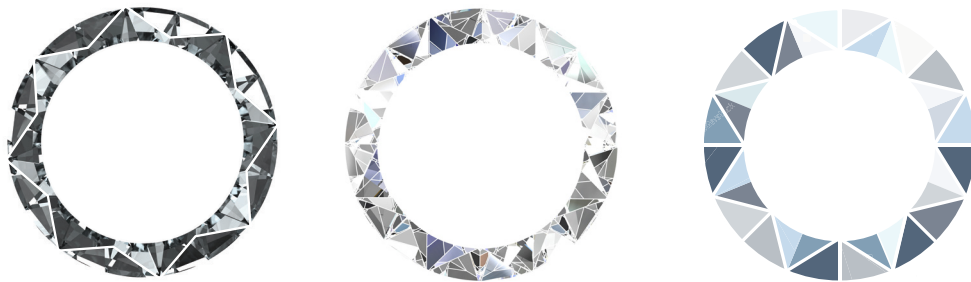
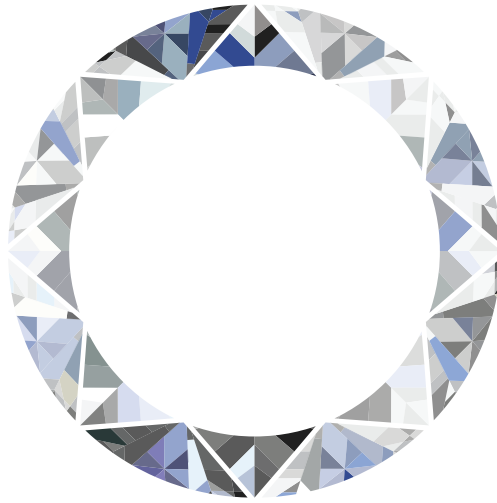


Figure 2: Facet Names



**THE EVOLUTION OF THE DESIGN**





# BRETT'S JEWELLERS

---

*Your Family Jewellers*

We create and rejuvenate family heirlooms.

Our highly skilled jewellers create unique pieces that are handcrafted with love to suit each individual.

Buying jewellery represents the first chapter of a story. We want to ensure the story continues to be told for generations.

We treat every piece with the utmost respect and care. Because we understand that once jewellery is given by a loved one, the sentiment becomes more precious than the value.

Brett's Jewellers is a Family of Jewellers, and our timeless jewellery is a gift from our family to yours.

*Your Family Jewellers*

