

Brand Identity

Rollout information

November 2022 | Matthias Bienert

bertrandt

bertrandt

Brand Identity



PURPOSE



IDENTIFICATION



UNIQUENESS



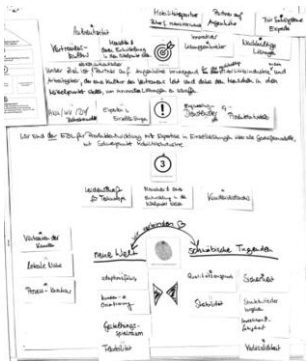
ATTITUDE AND
PERCEPTION



Bertrandt Brand Identity

integrative process including the whole company

October/
November 2021



2 workshops with more than 30 company representatives

Dezember 2021



Review of workshop results with Management Board and HR

January – March 2022



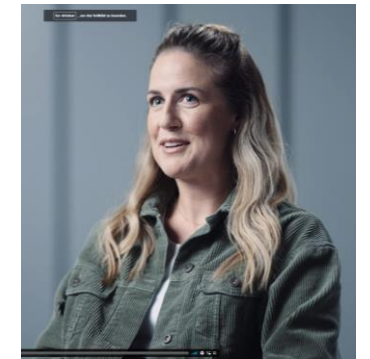
Reviews with management Board, presentation at OFK in 03/2022

March – June 2022



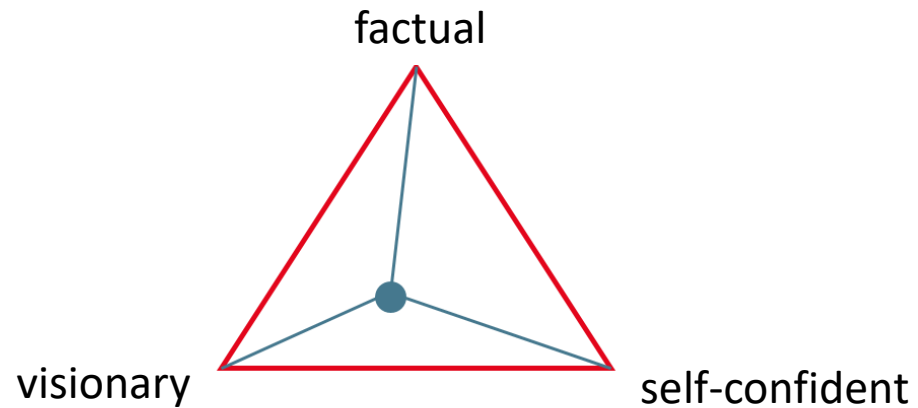
Refinement of feedback, Presentation at OFK / AL meeting as Sounding Board 06/2022

August – October 2022



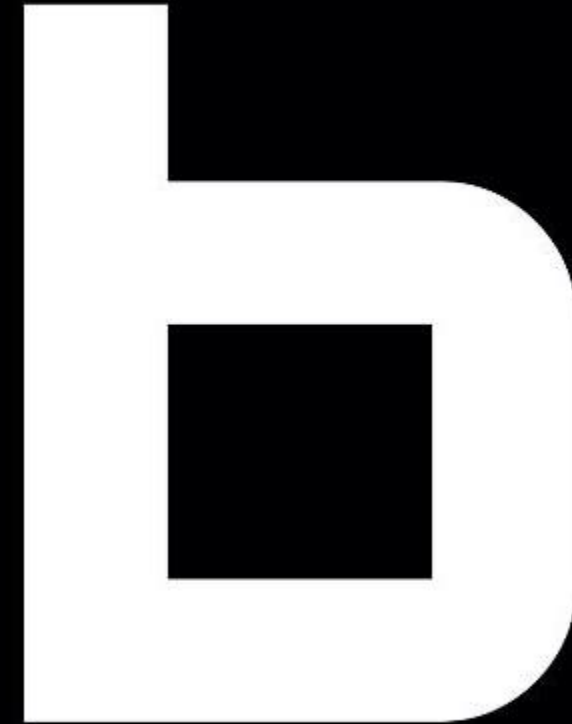
Development of the Bertrandt unique content

Brand identity – Core themes, creative statement



We are self-confident.
We are visionary.
And we stand up.

We are Bertrandt.



The Bertrandt-Way

WE move

WE develop

WE change, together

As a team and

with our customers

Enabling Progress

With experts and
know-how we accelerate
technological progress.



A photograph of three people standing in front of a grey, paneled wall. On the left, a woman with long blonde hair, wearing a black top and grey jeans, is talking to a man with a beard wearing an orange shirt. To his right, an older woman with short blonde hair, wearing a light blue suit, is smiling and looking towards the man. The scene is brightly lit, suggesting an outdoor or well-lit indoor setting.

Customer Centricity

**With focus on the
needs of our customers,
we develop
individual solutions.**

Human Centricity

**We focus on our
employees and their
individual needs.**

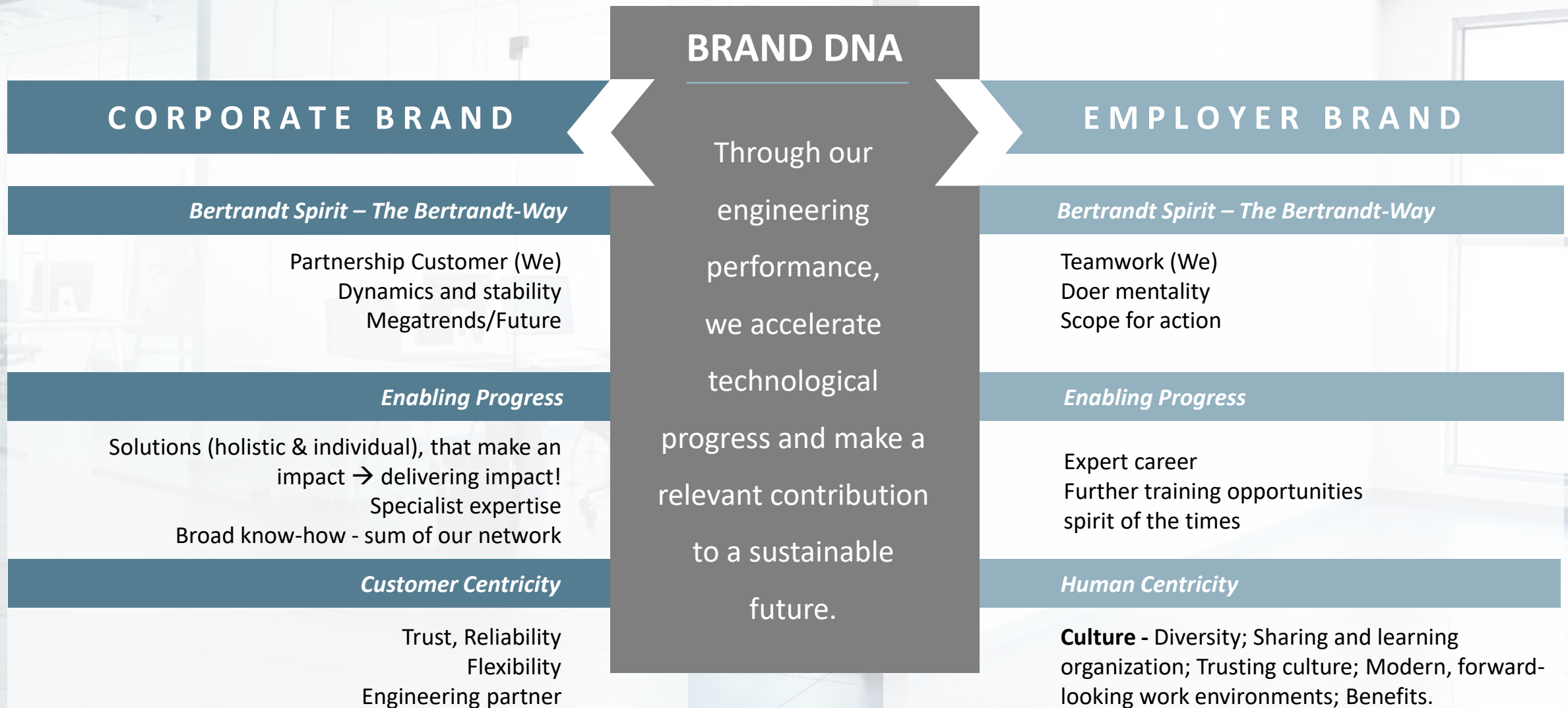


Purpose

Through our **engineering performance**, we accelerate **technological progress** and make a **relevant contribution** to a **sustainable future**.

Brand Identity | Core themes

Corporate & Employer Brand - Our road to the future!



A photograph of two men in conversation. The man on the right has a beard and is wearing an orange shirt, looking towards the man on the left. The man on the left has blonde hair and is wearing a light blue shirt, seen from the back. The background is a light-colored wall with a window.

**What
is new?**



Image and text style

bertrandt



Corporate design and templates



Corporate clothing



Corporate and Employer Branding film

Corporate film:

Who / What is Bertrandt?

Employer Branding film:

Direct approach to applicants

Long versions / short versions:

Further processing of video material in snippets for
social media campaigns, website, etc.



Employer Branding

Central component: yellow b.

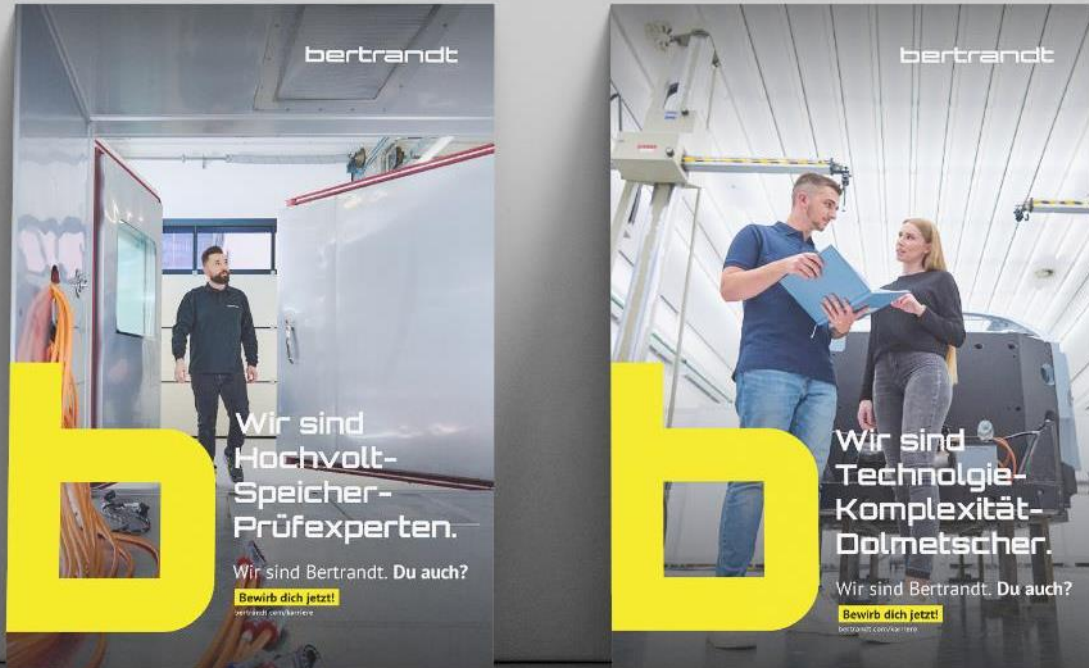
New employer branding on all channels.

Image and video world: more emotional, closer and more human.
Core theme Human Centricity.



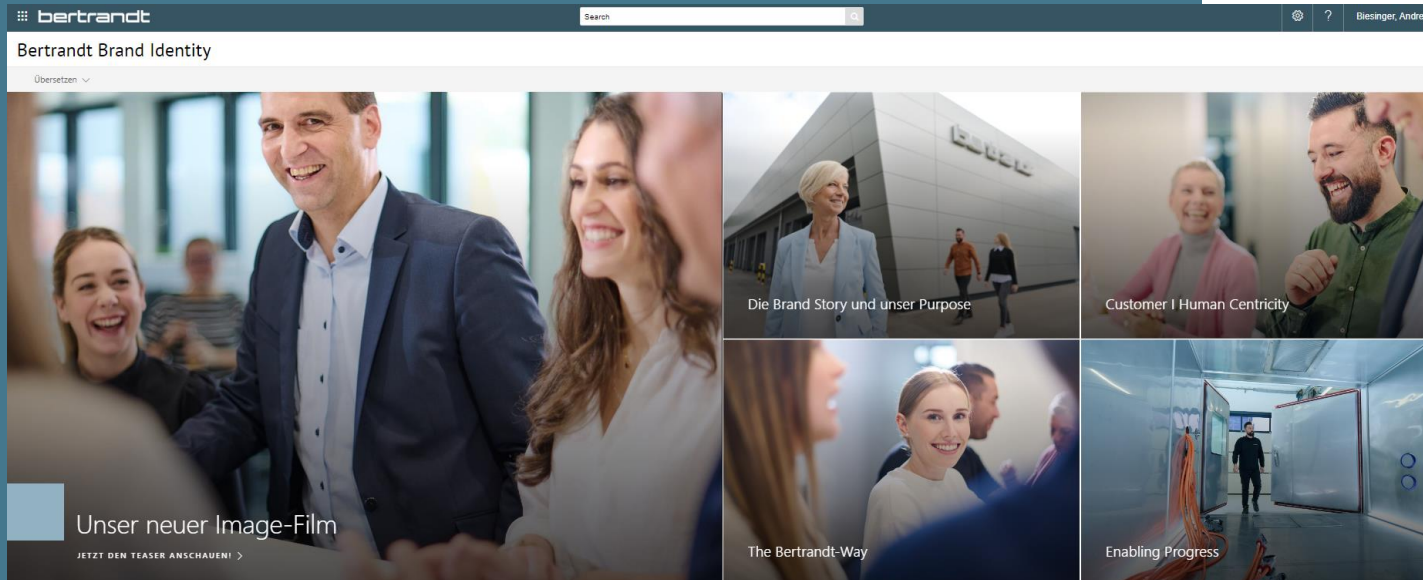
bertrandt

EB campaign



- **"Word creations"** campaign selected at summer OFK.
- Text modules:
 - Core themes
 - Superordinate topics
 - Benefits
 - Functions + job families were adapted together with recruiters
- **Job ads** will also be customized.





Willkommen auf der virtuellen Heimat

Erlebt hier unsere Marke und das neue Erscheinungsbild!



Virtual home

Corporate Brand:

All areas of the new brand identity in videos in German and English language - briefly explained,
Download of the contents step by step

Employer Brand:

What is employer branding?
What are the core topics of EB?
EB in the new image and video world: What does it affect?
What will change? **Using the yellow b.**
Our new career site

Website

Corporate Website:

Focus customer, press etc.:

More emotional, clearer, with messages!

Careers page:

Focus:

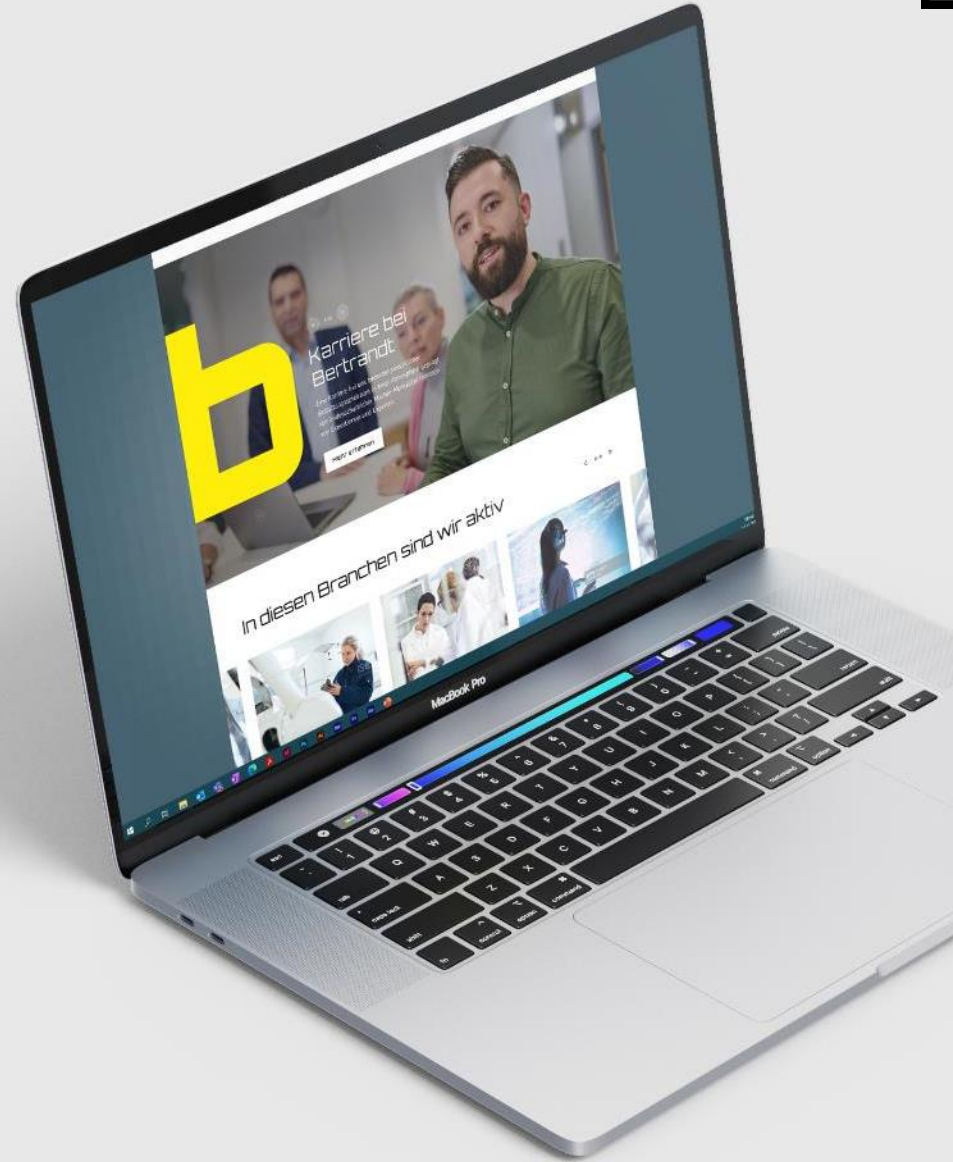
Candidate journey.

⇒ Simplified **user experience** that works fluidly and without **unnecessary breaks**.

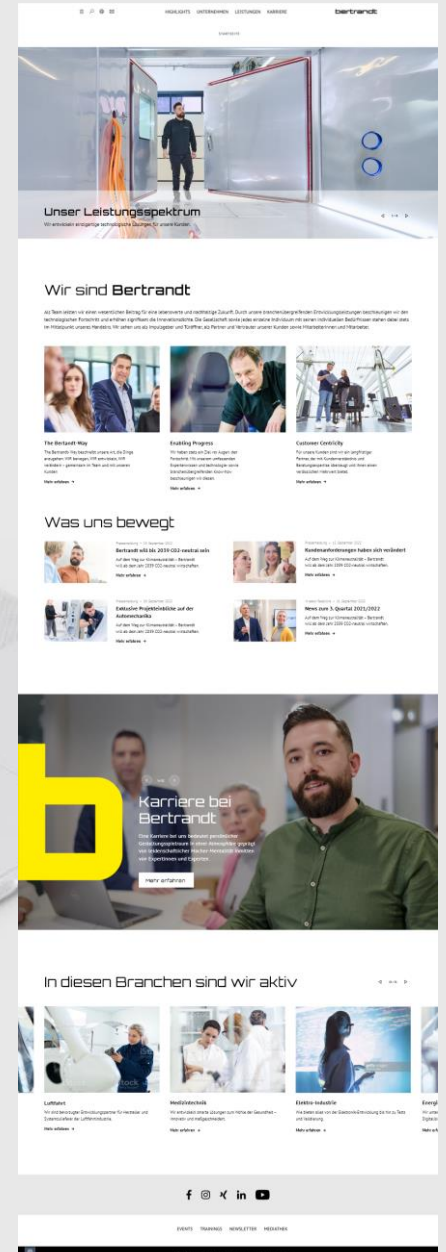
⇒ Discreet enrichment with **knowledgeable and technical topics** such as:

- Onboarding,
- trade fairs and events
- or new sections such as "What moves us"

Goal: Why Bertrandt?



bertrandt



Illustrations show first drafts

Summary – what is new?

Brand identity as the basis of all our communication!

New text and
visual world



New corporate
design / Brand
book / Brochure /
PPT template etc.



Corporate
clothing



Corporate and
employer branding
film



Employer
branding
campaign



Virtual home +
Bertrandt
website / EB
website



Course of action



PHASE 1

**b-Day: November 17, 2022,
internal**

Intranet countdown

Virtual home

Yellow b at 13 locations

Group news

Microsoft Desktop Notification

Course of action

PHASE 2

Roll out Internal

12/2022- app. 03/2023

Photo campaign

News/Surveys/Best practice examples

Corporate clothing line

Screensaver

Previews

First Workshops on e.g.
site/division/unit identity

Bachelor thesis

Course of action



PHASE 3

External roll out From the beginning of December 2022 - ongoing

Website

Social media plan with badge

Press

Customer information

Employer branding measures
(campaigns, social media, trade fairs, etc.)