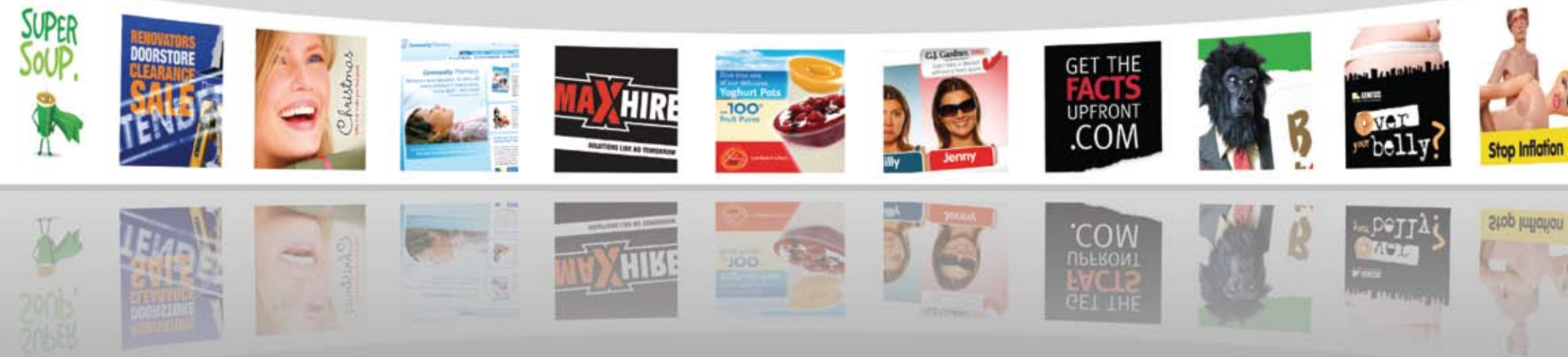


Creating the UGG Brand Identity



REDUCE OVERHEADS | INCREASE REVENUE | FASTER RESULTS

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To get the brand just right
we went through a multi-step process
to ensure our client was completely
satisfied with the end result.

We asked the client to select from a list of words that may (or may not) represent our client's vision for their business.

Step 1. Keywords

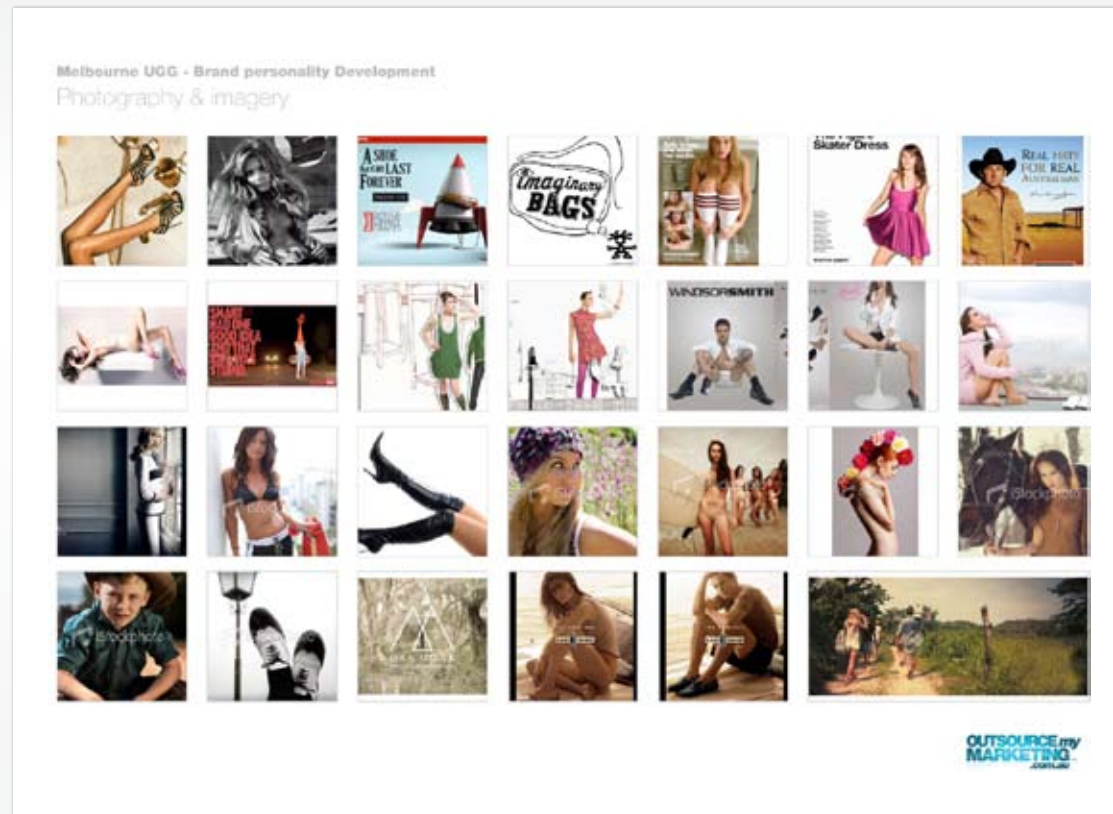
Melbourne UGG - Brand personality Development
Key Words

| | | |
|---------------|--------------|------------------|
| Fun | Worldly | Nostalgic |
| Cheeky | Intelligent | Australiana |
| Irreverent | Ironic | Cool |
| Crazy | Kitsch | Funky |
| Reliable | Random | Out-there |
| Strong | Simple | Bargain |
| Dependable | Surfer | Every day |
| Conservative | Suburban | Special Occasion |
| Punk | Family | Country |
| Sophisticated | Extreme | |
| City | Easy going | |
| Hard working | Chic | |
| No-fuss | High Fashion | |
| Exotic | Energy | |

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We then looked at a whole spectrum design factors focussing on advertising and photography. We showed this extensive style range to our client and asked which ones they felt best represented the UGG brand.

Step 2. Other Brand Personalities















**Equipped with
this further
insight into
the company,**

we narrowed down
the style range and
started combining
logo ideas with
images in multiple
colours and designs
while keeping in
line with the brand
personality.

Step 3. Refine the brand personality

We then showed this new style range to the client to get a feel of which direction they would like to head in so we could further tailor our approach to our client's aspirations.

Melbourne UGG - Brand personality Development
Photography & imagery

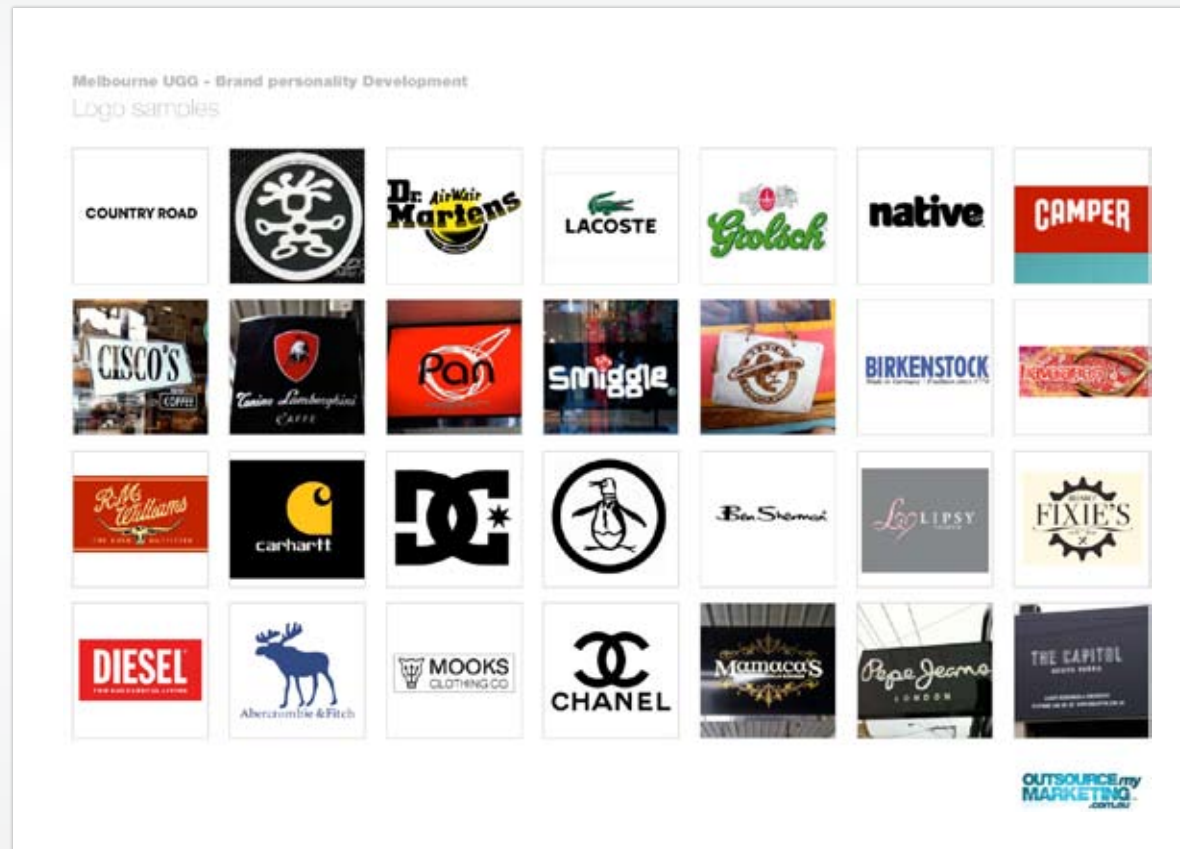
| Relaxed/fun/outdoors/cool | Punk | High Fashion/Chic |
|--|---|--|
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

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It was time to start talking about logos.

So we collected a range of existing identities, and “picked our client’s brain” to find out which ones had a look that was in-line with our client’s vision

Step 4. logo research



Using our newly gained and now extensive knowledge of the brand personality, **we had a very clear idea of what UGG wanted and needed to establish a solid position in the market.**

The UGG brand identity

Along with designing the logo, we compiled a style manual for UGG. This manual was used for the design of the shop fit-out and could then be kept as a reference for all future marketing ventures.

The finished product was one that embodied the essence of UGG and our client was very happy with the result!

