

# Welsh Development Agency by Glazer™

## Brand Strategy and Visual Identity

The Welsh Development Agency (WDA) has been highly successful in stimulating economic growth in Wales. A by-product of that success has been the growth of the WDA itself, which has spawned dozens of niche functions covering the entire gamut of economic activity. The resulting welter of sub-brands obscured the WDA's own brand, making it difficult for clients and business partners to recognise the Agency's central position, as well as creating over-complex relationships and duplication within the Agency.

At the WDA's invitation, we analysed the current status of the brand and developed a series of proposals to re-establish a strong, focused identity. Through careful research and two-way dialogue, we defined the Agency's Purpose, Vision and Core Values. We rationalised the sub-brands and developed a corporate identity with its own visual language, including detailed templates for all on-line and off-line collateral.

The results of our work were; improved brand awareness, excellent buy-in across the organisation and savings of £700,000 a year on print alone.

