



Branding

Aurega develop a new brand for a new business

Aurega the new business venture from Siemens Automation and Drives was launched to provide systems integration services and consultancy for companies looking to integrate shop floor applications through to business management systems.

As a result of the strong work Anderson Baillie had performed for the Siemens Group previously, they were invited to develop a new ID and brand strategy for the new company. Based around a 9 point business solutions method adopted by Aurega, Anderson Baillie created a distinctive brand ID with supporting brochure collateral. The initial work was later supplemented by the design and development of the Aurega website www.aurega.com.

“Anderson Baillie have provided valuable input to our marketing effort. The way they’ve grasped the complexities of our shopfloor-to-boardroom systems integration concept has been impressive. The way they’ve communicated its advantage to our marketplace and their commitment to getting results has made them key members of our team.”

Steve Prevett
Business Manager, Aurega

Branding and Design

Anderson Baillie’s service and delivery included new company, new product/service introduction, proposition development through to brand creation.

For a full overview of our Branding and Design services visit www.andersonbaillie.com/design

