

Muru Mittigar - Brand Audit & Guidelines

Case study

Client: Muru Mittigar

Industry: Not-for-profit

Target audience: Government agencies, local councils, asset & project managers, education campuses, hospitals, construction sites, engineering contractors

Services: Brand audit, research & interviews, brand guide creation



Overview

Muru Mittigar, a Dharug organisation, is committed to making a lasting impact on Aboriginal culture, specifically focusing on Dharug culture. Their efforts include creating a better understanding of Aboriginal culture, generating job opportunities, and providing workplace skills training. Operating within Dharug territory, Muru Mittigar offers services in land management, education, and tourism, while also investing in the well-being and financial counselling of the Aboriginal community.

Scope

Muru Mittigar sought to strengthen its brand and create a more consistent visual identity. Facing the challenge of using the existing single-page brand guide document, the CEO initiated an audit to review marketing efforts and overall brand perception. The organisation aimed to establish a formal brand guideline to ensure internal and external communications adhered to a cohesive brand image, minimising dilution, and increasing recognition.

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Objectives

The primary objectives included maintaining the existing logo and colour palette while reviewing the overall brand elements, such as fonts, secondary colour palettes, logo variations, and style application.

To achieve this, the task was to recommend the creation of a comprehensive brand guide exploring the essence of the brand, defining colour and font usage, and incorporating these fundamentals into MS Office documents. Accessibility considerations were essential to accommodate a diverse audience.

Solutions

A detailed Brand Audit, involving the completion of a brand audit questionnaire by the CEO, was undertaken to understand the brand's audience, values, and interactions.

Thorough research into the indigenous market, competitor analysis, and brainstorming sessions with the client and stakeholders informed the brand's personality, strengths, and weaknesses.

The strategy encompassed defining key points of difference, understanding the unique selling proposition (USP), and establishing brand positioning.

Outcome

The updated Muru Mittaggar logo and brand guide was successfully rolled out, covering both print and digital formats, refreshing the brand identity and developing day-to-day documents, including stationery and business documentation using MS Office templates. Corporate rules and guidelines for implementing the new branding were defined and executed across various materials, including bid documents and corporate stationery, ensuring easy and consistent application. The engagement expanded to other projects, including case studies, award nominations, and a website refresh, reflecting a positive, renewed outlook for the brand and inspiring staff and stakeholders to utilise the brand effectively.

What they said:

"Thank you for your work on defining the Muru Mittaggar brand. The suite of logos, the brand guidelines, and company templates are easy to use... the staff are happy, and they look great!"

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We pay respect to the Traditional Custodians and First Peoples of Australia and acknowledge their continued connection to their country and culture.

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