



tactics

**MAKEOVER: BRANDING**

**EXPERT DELIVERY**  
REVITALISED BRAND FOR COURIER COMPANY, TIME FREIGHT. BY JULIET PITMAN

1. 

2. 

When fishNETad was approached to refresh the brand of courier company Time Freight, there were multiple challenges. On the one hand, Time Freight needed to update and modernise a brand that hadn't seen a makeover since its inception in 1984. But it also had to make sure that the Dawn Wing, both of which are owned by DPD Laser.

**THE BRIEF**

"Our brief from the client was to refresh the logo and remove the clutter, while making Time Freight an instantly recognisable part of DPD Laser. However, we had to balance this with the need to retain certain core elements which had brand equity," explains Sebastian Meredith, creative director. The new Time Freight logo would need to make use of similar illustrations that characterise Dawn Wing, but to allow each brand to have a unique identity. The DPD Laser logo and the word "express", used in all DPD Laser applications, would also need to be included. "All of this had to be achieved while reducing clutter," adds Meredith.

**THE SOLUTION**

fishNETad's strategy was to imbue the brand with three key elements: forward movement, simplicity and modernisation. "The first thing we looked at was the font. On the old

logo it was very thin and upright; we changed it to a much bigger, bolder red to blue," says Meredith. "The clock face was given a more stylised, less obvious treatment with these reflect forward movement and Dawn Wing's identity," he continues, adding that the clock face was moved to the left of the logo to reduce clutter. A red foundation line was introduced "express" at the end of it.

"The biggest challenge was how to incorporate the DPD Laser logo, but we did this in the same way as with Dawn Wing. It is placed under a 'peel away' section to show the company 'behind' Time Freight," Meredith concludes.

**THE OUTCOMES**

The new identity has coincided with a 5% to 7% increase in new business sales, according to Etienne van Ravesteyn, CEO of Time Freight. "This is no doubt attributable partly to the new logo and increased visibility in the market. Having a more professional look and feel has allowed us to launch a new website and engage in a range of marketing, such as outdoor billboards, that we hadn't done in the past. The new identity coincided with a management restructuring and a new marketing strategy, and provided an ideal platform to take the company into a new realm," he says.

**Before & After:**

1. The original logo, dating back to 1984.
2. The new logo, clean and contemporary.



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**THE BRIEF**

"Our brief from the client was to refresh the logo and remove the clutter, while making Time Freight an instantly recognisable part of DPD Laser. However, we had to balance this with the need to retain certain core elements which had brand equity," explains Sebastian Meredith, creative director. **The new Time Freight logo would need to make use of similar illustrations and the same red, blue and yellow that characterise Dawn Wing, but would still need to be distinct enough to allow each brand to have a unique identity.** The DPD Laser logo and the word "express", used in all DPD Laser applications, would also need to be included. "All of this had to be achieved while reducing clutter," adds Meredith.

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logo it was very thin and upright; we changed it to a much bigger, bolder typeface and switched the colour from red to blue," says Meredith.

**"The clock face was given a more stylised, less obvious treatment with the clock hands doubling up as arrows. These reflect forward movement and are reminiscent of elements used in Dawn Wing's identity," he continues, adding that the clock face was moved to the left of the logo to reduce clutter. A red foundation line was introduced beneath the logo, with the word "express" at the end of it.**

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