

# BRANDQUANTUM CASE STUDY



---

## STRATE





BRANDQUANTUM® | ONE PLATFORM | COMPLETE BRAND CONSISTENCY

# STRATE

DELIVERS  
BRAND CONSISTENCY  
WITH BRANDQUANTUM



## INDUSTRY

Finance

## SOLUTIONS

BrandOffice®

BrandMail®

## RESULTS

- > Brand strategy that aligns to business strategy
- > Refreshed brand to convey Strate business offering
- > Updated corporate stationery rolled out across company with BrandOffice
- > Internally designed material is shared with all staff within minutes
- > Consistently branded email signatures and banners across the company
- > Centrally manage changes to email signatures and banners
- > Email branding applies to emails during drafting, preventing relays
- > Analytics track usage and provide insights into what employees need
- > Quick turnaround time on support queries

## OVERVIEW

Strate (Pty) Ltd, South Africa's central securities depository (CSD) for the electronic settlement of all financial instruments in South Africa, is entrusted to mitigate risk and bring efficiencies to South Africa's financial market. **To better reflect its offering and purpose the company wanted to refresh its brand image.**

To achieve this, Strate partnered with BrandQuantum who not only delivered on a brand refresh, but also provided a much-needed solution that would enable Strate to easily roll out its branded templates to all employees. BrandQuantum also introduced a software solution that would allow Strate to update email signatures and banners centrally, incorporating its new brand in all email communications internally and externally.

The BrandOffice and BrandMail software solutions were used to roll out the new brand across all documentation, presentations and marketing collateral as well as across email communications, signatures and banners.



## ALIGNING BRAND STRATEGY WITH BUSINESS STRATEGY

Strate's challenge was to find a refreshed brand image that better aligned to its offering and audience. As a central securities depository, Strate's brand needed to convey the serious nature of its business, demonstrate its strategy and reflect its purpose to serve the financial markets.

### Who are we ?

We are >

- > future-focused visionaries
- > trustworthy connectors
- > agile adaptors
- > credible enablers
- > fluid protectors
- > efficient transactors
- > real-time streamliners
- > purposeful energisers
- > reliable value creators
- > tribal wealth-generators

To create a refreshed **Strate** brand identity.

We > simplify - streamline - sophisticate.

We take a >  
**smart** step forward.

### solution >

streamline logotype  
create brand submark  
identify purple key colour  
adjust brights to retro palette  
restrain monochromatic corporate design  
choose new open source font  
select abstract + conceptual black + white images  
design minimal geometric pattern elements  
apply layered transparent overlays

certainty

+

agility

The multi-coloured logo was simplified into a monochromatic typographic solution with ultraviolet as the key brand colour. Minimal use of brights and predominant neutrals allows the Strate brand to comfortably co-exist in the ecosystem with its financial banking partners. The logo was combined with evocative brand imagery that interplays light and dark. The refreshed brand image conveys the serious nature of the offering Strate provides to its customers while underpinning its purpose of serving the financial markets. The exploration of multi-dimensional layers talks to the interconnectedness of Strate with all other financial entities in the South African financial markets ecosystem. An updated variable font was applied to correctly display in all correspondence across platforms including Microsoft, Google and Apple.



Once Strate had its new brand image, the company implemented BrandQuantum's BrandOffice software to roll out the new brand assets across the organisation. This meant that every letterhead, presentation or document was updated and made available to every employee via the Microsoft Office toolbar.

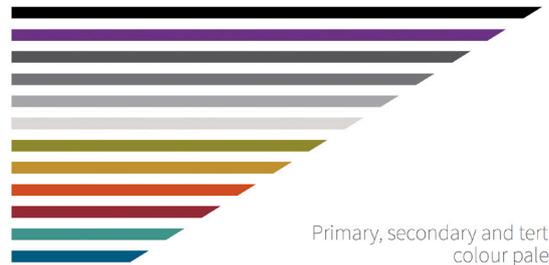
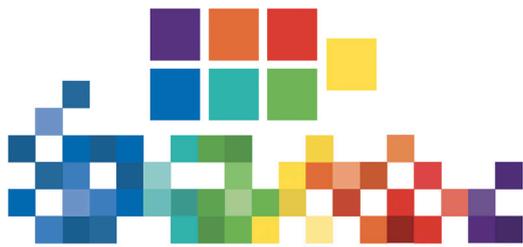
BRAND EVOLUTION



BEFORE



AFTER



Primary, secondary and tertiary colour palettes

Logotype: **Adobe Std Bold**

Tagline: **Gotham Book**

Headline: **Gandhi Sans Bold**

Body Copy: **Gandhi Sans Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!@#%&\*'()-\_+=[ ]{};:'"\/?<>.,

Source Sans Pro

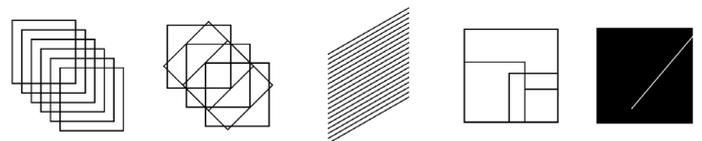
**Aa**

Adobe Open Source font family

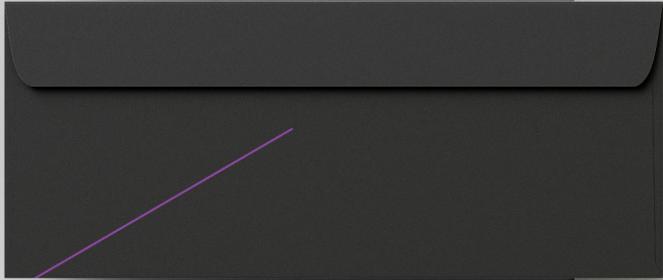
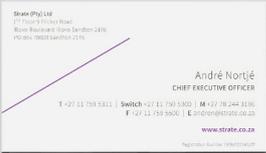
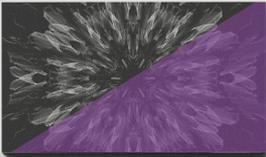
Extra-Light  
Extra-Light Italic  
Light  
Light Italic  
Regular  
Regular Italic  
Semi-Bold  
Semi-Bold Italic  
Bold  
Bold Italic  
Black  
Black Italic



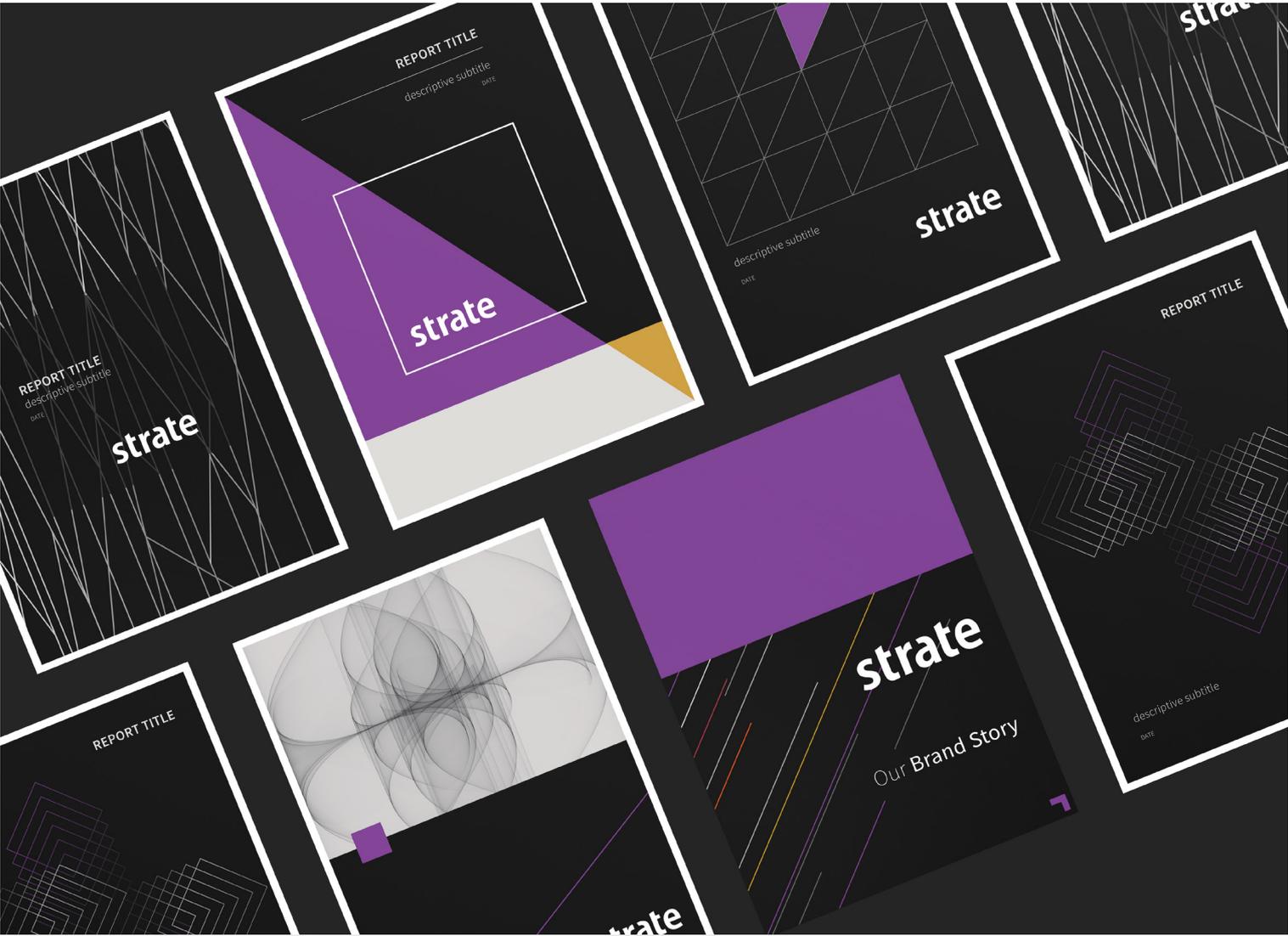
> Minimal geometric



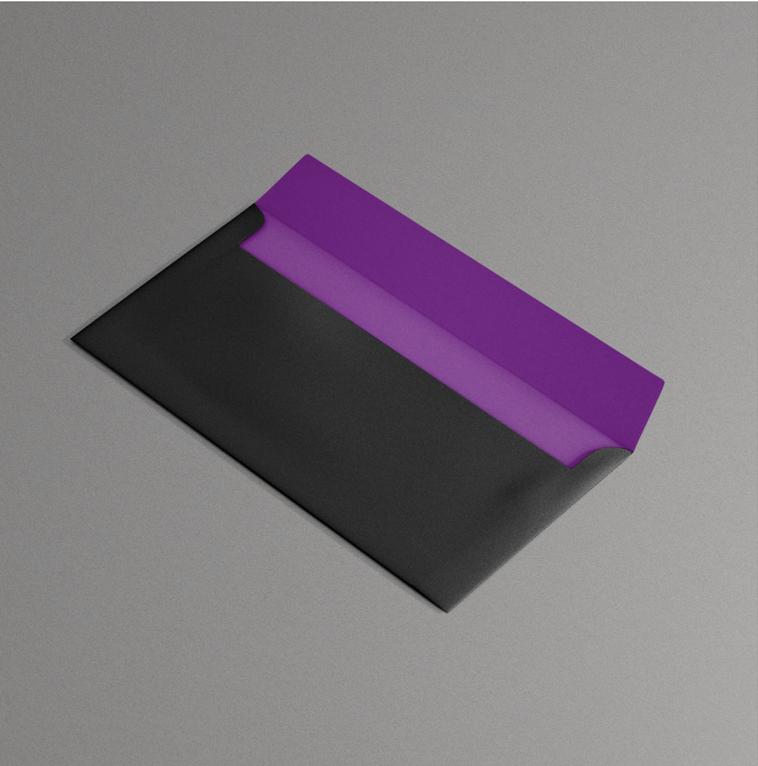
STRATE CREATIVE SHOWCASE



STRATE CREATIVE SHOWCASE



STRATE CREATIVE SHOWCASE

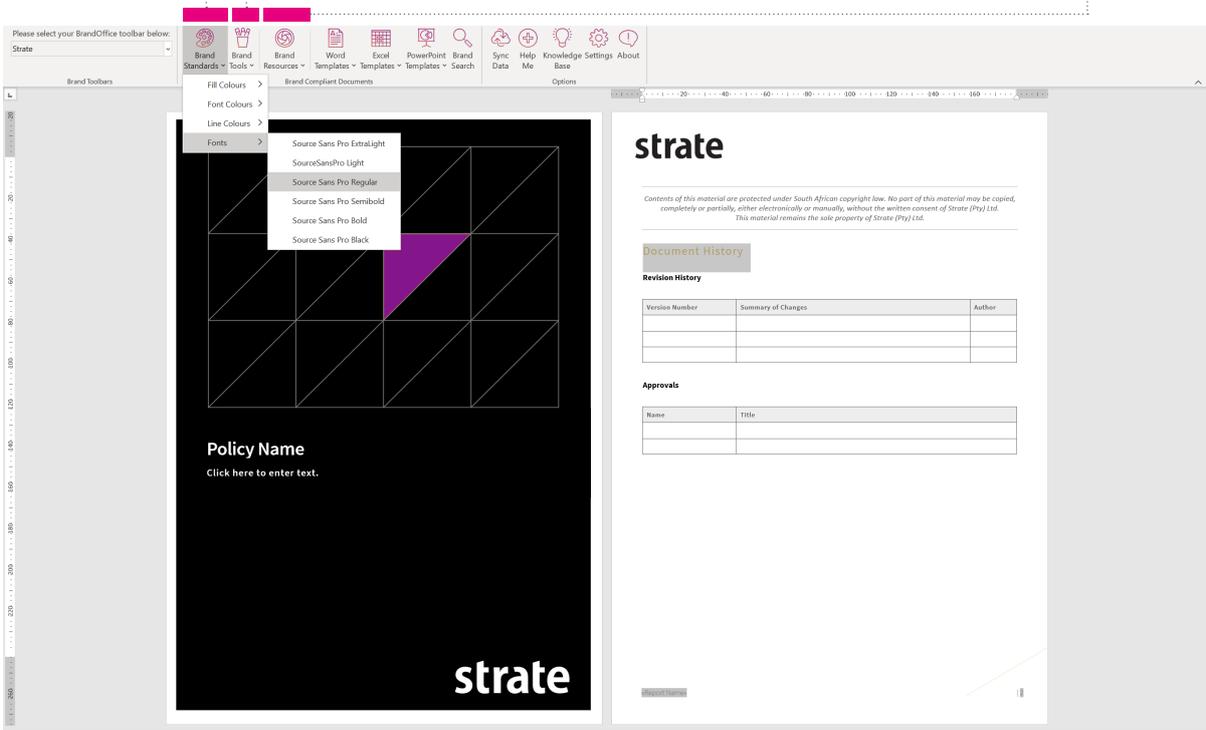


> BRANDOFFICE® TOOLBAR IN MICROSOFT OFFICE

> Brand Standards give users access to the correct colour palette and install / uninstall any brand fonts required

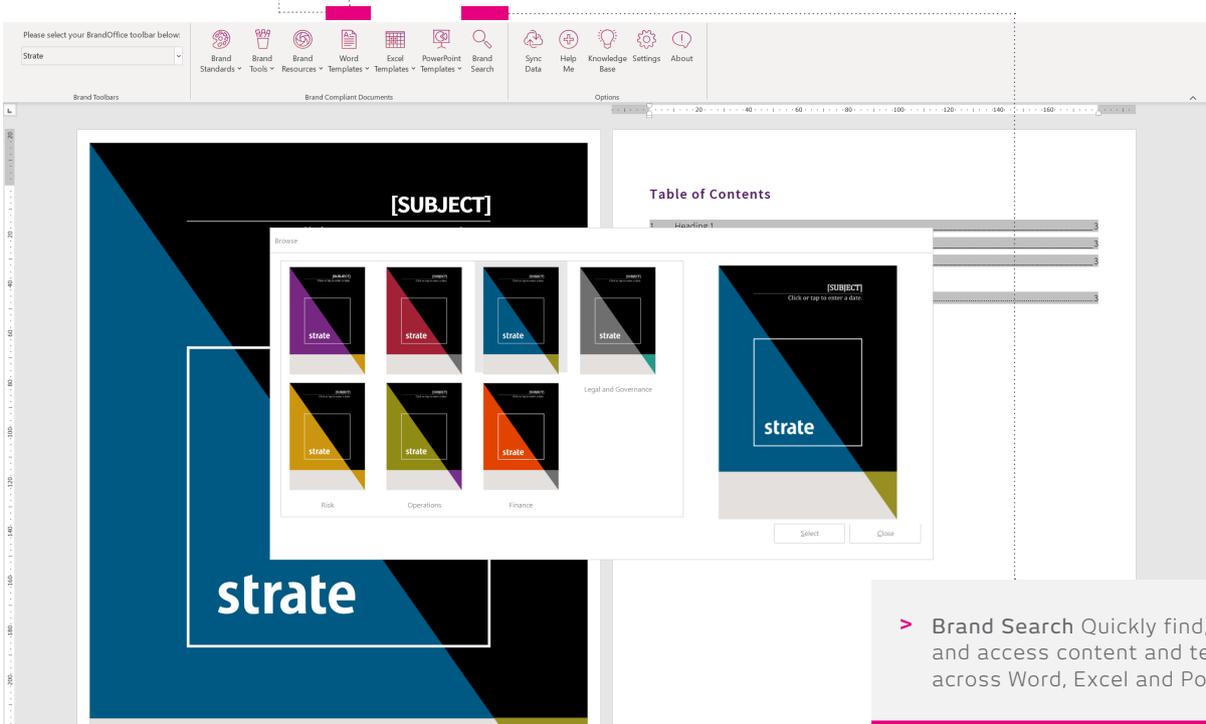
> Brand Tools centralised colour themes, style sets and chart templates for use in Word, Excel and PowerPoint

> Brand Resources house images, iconography, PDFs and hyperlinks for a common resource library



> Word Templates Preview and access Word templates as well as content inserts to use in Word documents

> Centralised contents bookmarks Ensure that content updates automatically appear across all document templates and may be locked to ensure no tampering with content

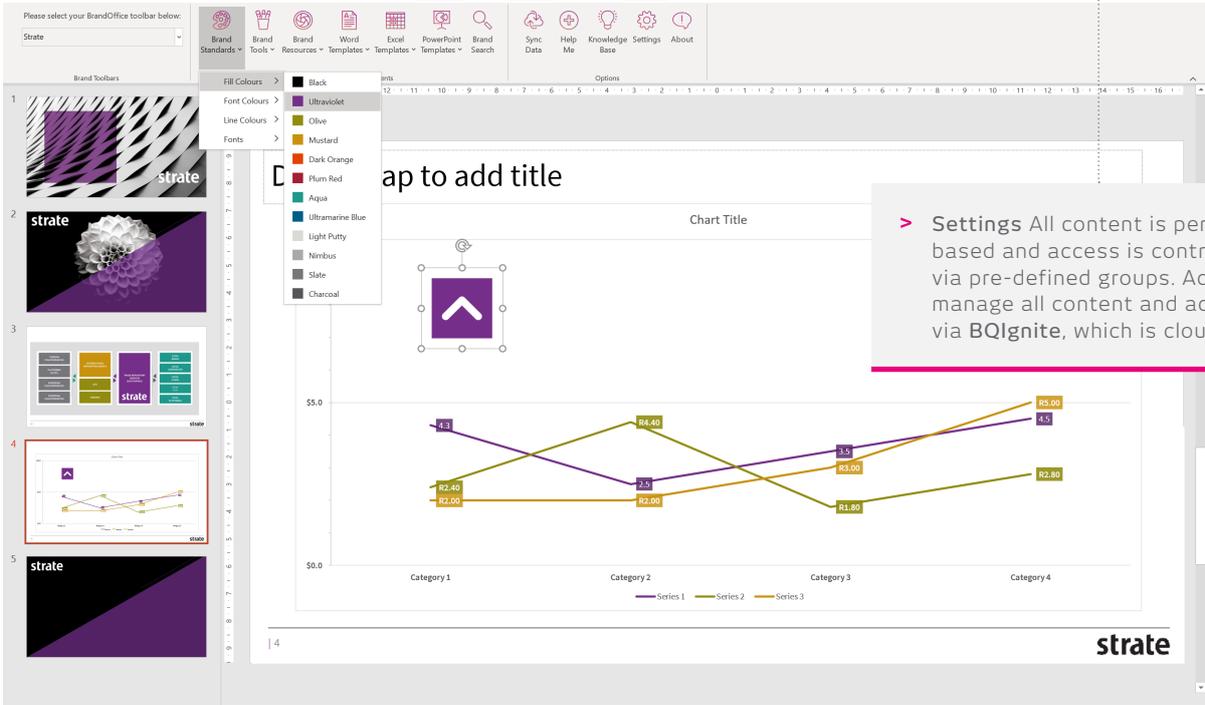


> Brand Search Quickly find, preview and access content and templates across Word, Excel and PowerPoint

> BRANDOFFICE® TOOLBAR IN MICROSOFT OFFICE

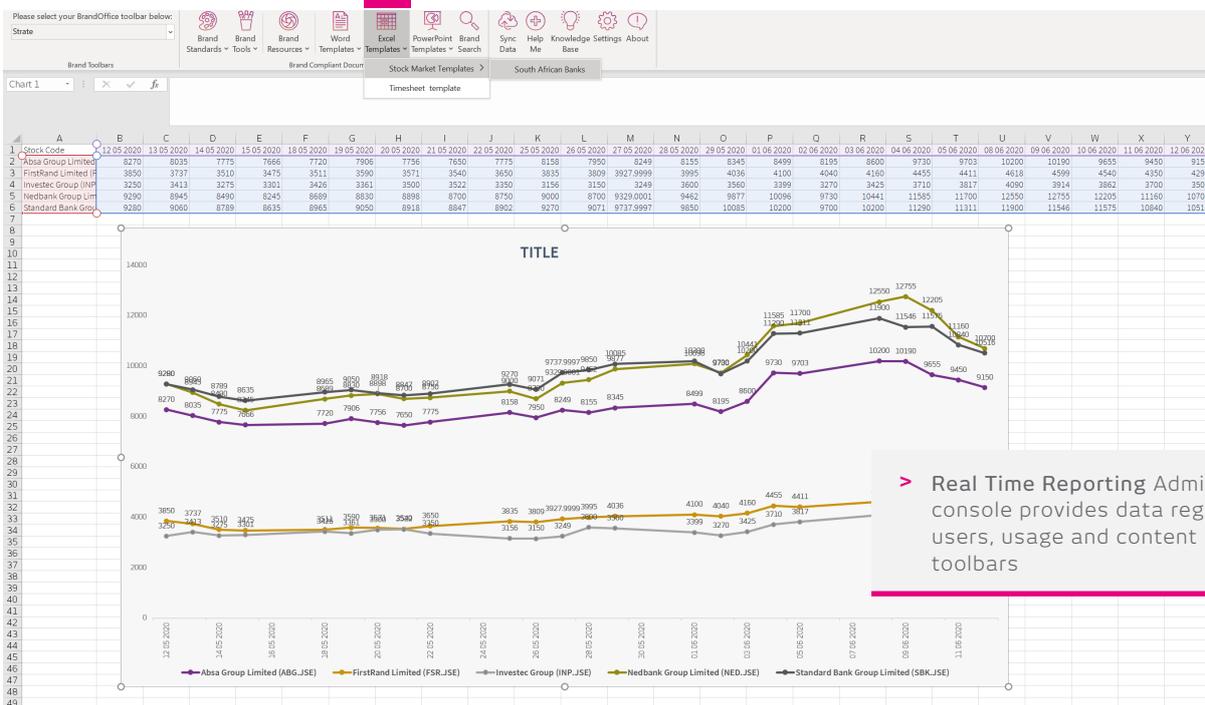
> PowerPoint Templates Centralised library of templates and slides for up-to-date presentation content

> Sync Data Automatically syncs templates and content to workstations making all toolbar content available both online and offline



> Excel Templates Centralise colour themes for graphs and access data feeds for real time reporting, such as stock market data and internal feeds for powerful BrandInsight

> Excel Templates Standardise style sets including themes, headings, comma, currency and percent



BRANDMAIL®



Strate also implemented BrandQuantum’s BrandMail software to incorporate branded email signatures, banners and content that engages its customers and employees with a professional and consistent brand experience using Microsoft Office 365. As the solution applies the signatures and banners to the emails during the drafting process, the emails are sent without relays i.e. what the sender sees on their end, the recipient also sees upon receipt.

> EMAIL SIGNATURE BEFORE IMPLEMENTING BRANDMAIL®



**Velile Thobejane**  
Marketing Manager

Tel: +27 (0)11 759 5457  
Email: [velilet@strate.co.za](mailto:velilet@strate.co.za)



> EMAIL SIGNATURE AFTER IMPLEMENTING BRANDMAIL®



**Velile Thobejane**  
MARKETING AND COMMUNICATIONS MANAGER

T +27 11 759 5457 | Switch +27 11 759 5300 | E [velilet@strate.co.za](mailto:velilet@strate.co.za)

Strate (Pty) Ltd The MARC | Tower 1 129 Rivonia Road Sandown Sandton 2196

[www.strate.co.za](http://www.strate.co.za)

Registration Number: 1998/022242/07 | [Click here to view our disclaimer](#)



> BRANDME PAGE WITH DIGITAL BUSINESS CARD DOWNLOAD



**VELILE THOBEJANE**

**Personal Details**

Title	Ms	First Name	Velile	Surname	Thobejane
Company	Strate	Job Title	MARKETING AND COMMUNICATIONS MANAGER	Business Unit / Department	Marketing and Communications
Professional Designation(s)		Qualification(s)		Birthday	2 March
Industry Recognition and Awards					

**Contact Details**

Telephone Number	+27 11 759 5457	Fax Number		Other/Skype Number	+27 11 759 5300
Email Address (preferred)	<a href="mailto:velilet@strate.co.za">velilet@strate.co.za</a>				
Website Url	<a href="http://www.strate.co.za">www.strate.co.za</a>				

**Physical Address**  
The MARC | Tower 1 129 Rivonia Road Sandown Sandton 2196

**Postal Address**  
PO Box 79528 Sandton 2146 Johannesburg South Africa

**Social Media**

[Download to Contacts](#)

**Disclaimer**  
This information is intended for the person or entity for which it is addressed and may contain private, confidential, proprietary and/or privileged material and may be subject to confidentiality agreements. Any review, retransmission, dissemination, or any other use or/for taking of any action in reliance upon this information by persons or entities other than the intended recipient, is prohibited. If you received this email in error, please notify the sender immediately and delete the information from all storage media. Although reasonable care has been taken to ensure the accuracy and integrity of all data transmitted electronically, Strate (Pty) Ltd is not liable for proper or complete transmission, any delay in receipt or that this email message is virus free. The views and opinions expressed herein may be those of the sender and not necessarily those of Strate (Pty) Ltd.

Powered by **BrandMail®**

> Recipients of emails click on signatures to view BrandMe pages and download digital business cards to their devices

> BRANDMAIL® TOOLBAR IN MICROSOFT OUTLOOK



> Body text formatting centrally controlled by admins

> Mail Templates provide content snippets, mailer templates, etc.

> Brand Standards give users access to the brand colour palette

> Brand Resources provide access to brochures, collateral, hyperlinks, etc.

> Mail Verify provides added security

> Brand Search allows users to quickly find content on toolbars

Please select your BrandMail toolbar below:  
Strate Mail

Brand Standards | Brand Tools | Brand Resources | Mail Templates | Mail Format | Mail Verify | Mail Campaign | Brand Search | BrandMe | Sync Data | Help Me | Knowledge Base | Settings | About

Brand Tools

Fill Colours > Black  
Font Colours > Ultraviolet  
Line Colours > Olive  
Fonts > Mustard  
Dark Orange  
Plum Red  
Aqua  
Ultramarine Blue  
Light Putty  
Nimbus  
Slate  
Charcoal

Send To Cc Subject

FIRST SUCCESSFUL VIRTUAL AGM DELIVERED BY STRATE e-VOTING.  
Click here to read more  
Connect with us

Hello!

**strate**  
Velile Thobejane  
MARKETING AND COMMUNICATIONS MANAGER  
T +27 11 759 5457 | Switch +27 11 759 5300 | E velile@strate.co.za  
Strate (Pty) Ltd The MARC | Tower 1 129 Rivonia Road Sandown Sandton 2196  
www.strate.co.za  
Registration Number: 298602242/01 | Click here to view our disclaimer

BRANDME

- > User information may be updated by users right from Outlook, but sensitive fields can be locked down e.g. job title
- > Every user signature carries a BrandMe page with additional information about the user e.g. photo, qualifications, etc. A digital business card and verification mechanism which recipients of emails can download

- > Admins can design and manage signatures, email banner campaigns (with destination URL's) and surveys with start and end dates
- > Banners and signatures can be rotational and may appear above or below the signature

- > Consistently branded emails in Outlook at the point of email creation, with no rerouting of emails
- > Signatures are tamper-proof, use the brand's primary font (unlike HTML signatures) and appear exactly the same on any device)
- > Dashboards and reporting provide real-time information regarding signature views, toolbar usage, banner clicks, BrandMe page views and downloads and more

## A POWERFUL RESULT

BrandQuantum created a brand strategy that aligns to Strate's business strategy and purpose, and demonstrates that Strate is a serious financial institution with one vision, one goal and one culture.

According to André Nortjé, CEO at Strate (Pty) Ltd, 'BrandQuantum spent time to understand our business, what we do and why we do it before proposing a brand image that met our needs and represents our strategy and purpose.'

With BrandMail, Strate incorporates consistently designed email signatures across every employee's email using Office 365. The company manages signatures across its organisation seamlessly using BrandMail and all relevant documentation is housed within the Outlook ribbon where employees can quickly and easily find pre-developed content and documents they need to attach to emails to send to customers.

During the rebrand, Strate relocated offices and used BrandOffice to seamlessly update branded documents from letterheads through to presentations from a central point within minutes.

Strate's in-house designer is able to create covers, templates and other collateral using BrandOffice and share the new templates with the rest of the organisation within an hour. BrandOffice has transformed Strate's PowerPoint presentations into professional and consistently branded documents, looking like they were created by a designer. Presentations are now quickly and easily created using Strate's corporate identity elements via the Microsoft ribbon that every employee can access from within PowerPoint.

BrandOffice is an easy-to-use solution that enables Strate to deliver a consistent message and a consistent brand experience across all primary touchpoints in the organisation. By marrying the solution with BrandMail, these documents are easily available to share with customers via the BrandOffice toolbar within Outlook and emails signatures are professionally designed and appear on every employee's email. The BrandMe page, which is part of the BrandMail offering, provides additional information about Strate and the employees sending emails.

BrandQuantum Analytics tracks employees to see what they are using so that Strate marketing can provide employees with content and information that equips them to deliver a professional and consistent brand experience. In addition, BrandQuantum provides a quick turnaround time on support queries, easily resolving queries to get Strate back to its business in a matter of minutes.



## TESTIMONIALS

'How we do things is as important as what we do. With BrandQuantum's software, we have a solution that helps us deliver a consistent message around our purpose and core business in every interaction with our clients and employees.'

**ANDRÉ NORTJÉ** | CEO at Strate (Pty) Ltd

'BrandQuantum has taken our marketing collateral, templates and presentations to another level. You don't have to be a designer to create presentations that look like they were created by a designer. With BrandOffice you have the tools loaded in the toolbar and you can create your company presentations using the built-in CI.'

'Before we implemented BrandOffice, we had to do everything manually within the marketing department from updating letterheads to presentations before saving them centrally and then trust that employees would remember to use the new documents. With BrandOffice, we update documents and templates and within minutes every employee has access to the latest version.'

**VELILE THOBEJANE** | Marketing and Communications Manager at Strate (Pty) Ltd

## ABOUT BRANDQUANTUM

BrandQuantum's innovative and secure brand consistency and brand integrity solutions help organisations to overcome their critical brand implementation challenges, assisting them in achieving brand consistency across multiple platforms and enabling them to control their brand assets reliably, methodically and accurately across all documents, presentations, emails and broadcast messages. BrandQuantum's integrated range of easy-to-use solutions ensure brand consistency at every customer touchpoint.

# BRANDQUANTUM

ONE PLATFORM | COMPLETE CONSISTENCY



+27 10 045 0905 | [ignite@brandquantum.com](mailto:ignite@brandquantum.com) | [brandquantum.com](http://brandquantum.com)





## BRANDOFFICE® | AUTOMATED BRANDING FOR DOCUMENTS

### ABOUT BRANDOFFICE® >

BrandOffice, developed by **BrandQuantum** is a software solution that seamlessly integrates with Microsoft Office to empower every employee in the organisation to automatically create consistently branded documents, PowerPoint presentations and Excel reports and ensures the brand remains relevant as it evolves.

### BRANDOFFICE® DELIVERS >

- > Consistently branded documentation
- > Empowered staff that deliver consistent brand experiences
- > Ease of use via seamless integration with Microsoft Office
- > Cloud based platform allows brand compliance and brand integrity from anywhere at anytime
- > Saves valuable time and resources while delivering a consistent brand
- > Improved customer experiences which drive the bottom line



## BRANDMAIL® | EMAIL SIGNATURES AND CONTENT ALIGNED

### ABOUT BRANDMAIL® >

BrandMail, developed by **BrandQuantum**, is a software solution that seamlessly integrates with Microsoft Outlook to empower every employee in the organisation to automatically create consistently branded emails via a single toolbar that provides access to brand standards and the latest pre-approved content.

### BRANDMAIL® DELIVERS >

- > Consistently branded emails in Outlook at the point of email creation with no rerouting of emails
- > Tamper proof email signatures which are centrally managed
- > Access to the latest brand resources and documentation based on user permissions and roles
- > Standardised email content that aligns to your brand voice and creates efficiency
- > Seamlessly integrates with Microsoft Outlook
- > Cloud based platform allows brand compliance and brand integrity from anywhere at anytime
- > Email banners, BrandMe pages, surveys, Rate My Service, and more



# STRATE CASE STUDY PRODUCTS AND SERVICES

## PRODUCTS \*



BrandOffice®



BrandMail®



BrandStream®



BrandView®



BrandForms®



BrandPost®



BrandArt®



BrandInsight®



## SERVICES \*



STRATEGIC  
BRANDING AND  
CONSULTING



CREATIVE  
DESIGN



BRAND AUDIT  
AND INSIGHTS



ON-BRAND  
APPLICATIONS  
AND TEMPLATES



MARKETING  
MATERIALS AND  
COLLATERAL



BRAND VOICE  
CRAFTING



\* Denotes products and services included in this case study, at the time of production.

