

# Mogul Portfolio

Brand Design

# Glenn Cook Technologies Brand refresh

Glenn Cook Technologies, one of Hawke's Bay's most recognised IT specialists, needed a brand refresh that was more in tune with their reputation as consummate IT professionals.

When undertaking a brand refresh it's important to be mindful and respect the history behind the existing logo. The current brand had served them well for more than eight years and Glenn and the team were keen to evolve the brand identity rather than replace.

After the initial planning session, we explored several possible design directions but the idea of using the company initials as the logo was a clear favourite.

The colour scheme used in their existing branding was given a refresh using more brighter pastel tones. The icon's strong and simplistic charm was partnered with a typeface that was neutral, easy to read and would bring a warming familiarity to it.

Along with the branding we also developed a new website to complete the package.

---

#### **Client**

Glenn Cook Technologies

---

#### **Capabilities**

Brand Design, Web Design, Web Development

---

#### **Website**

[www.glenncook.co.nz](http://www.glenncook.co.nz)





**GCT Black**

C60 M40 Y40 K100  
#000000

**GCT Grey**

C0 M0 Y40 K73  
#66686A

**GCT Cool Grey**

C32 M23 Y18 K0  
#AFB5BF

**GCT White**

C0 M0 Y0 K0  
#FFFFFF

**GCT Blue**

C71 M6 Y4 K0  
#00B5E2

**GCT Dark Blue**

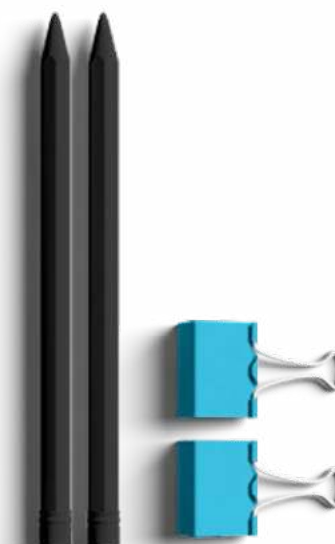
C93 M38 Y2 K0  
#0081C3

**GCT Green**

C67 M0 Y36 K0  
#40BFB4

**GCT Dark Green**

C79 M9 Y49 K0  
#00A898





# Gineris & Associates

## Brand design and positioning

Gineris & Associates are a third generation family-owned accounting firm, serving small businesses and entrepreneurs. They are a virtual firm working with small business clients all across the U.S.

When Gineris first approached Mogul they were looking for a brand refresh and a new marketing website. The current brand was looking a bit dated and the Gineris team felt the current mission statement didn't reflect who they are.

How a customer perceives your brand can often differ markedly from your perception. We suggested that before we dive into any brand changes we first talk to their clients to better define and validate any brand changes.

The results we distilled from the survey were invaluable and helped to build a meaningful and emotive brand positioning. We translated the insights gained to the brand design to create a classic and confident logo.

---

### Client

Gineris & Associates Ltd

---

### Capabilities

Client Survey, Brand Design, Brand Positioning, Web Design, Web Development

---

### Website

[www.ginerisltd.com](http://www.ginerisltd.com)

GINERIS & ASSOCIATES, LTD  
ACCOUNTANTS TAX FINANCIAL CONSULTANTS

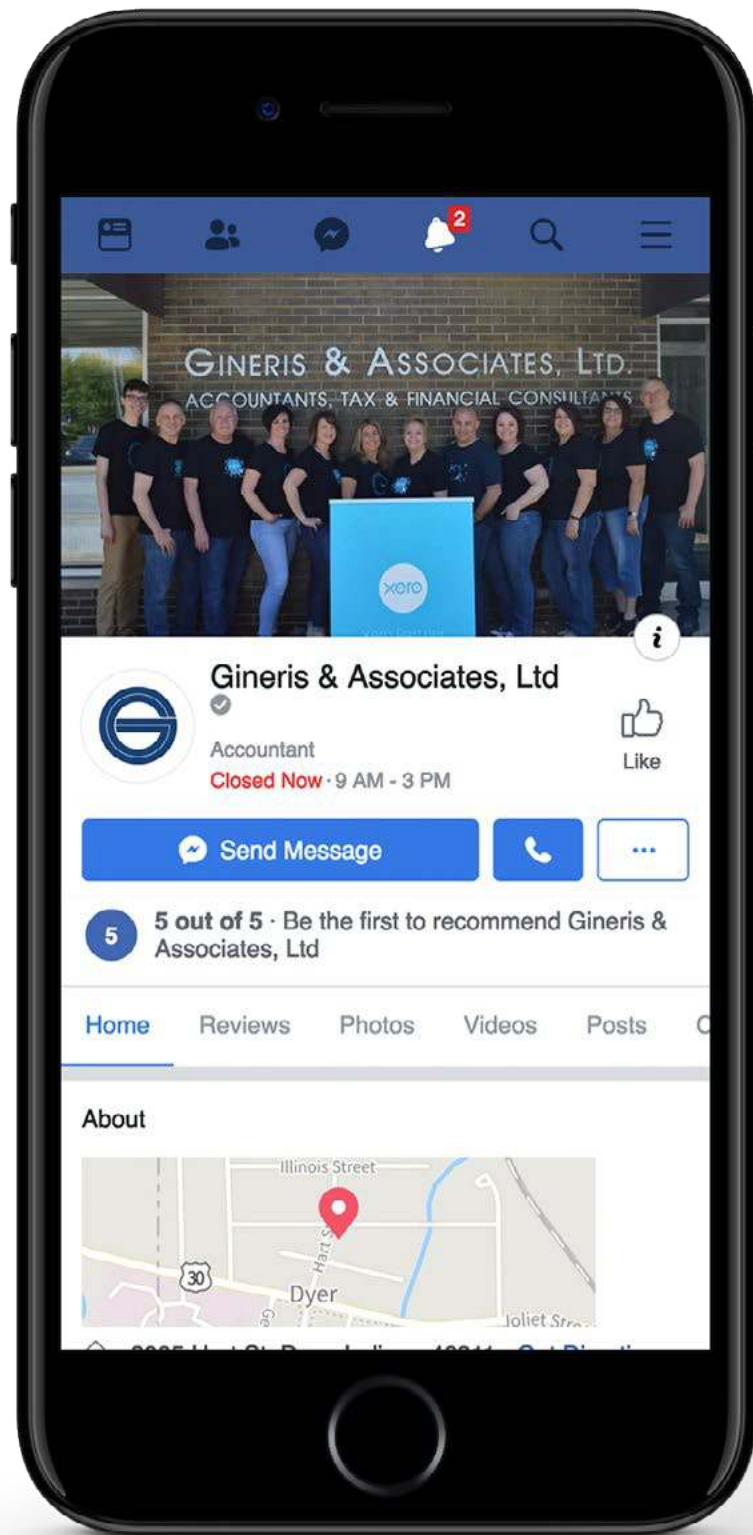




**GINERIS**  
& ASSOCIATES









# El Gusto

## Your go-to online recipe bank

When a group of housewives began sharing recipes in Argentina, it was the beginning of their next big adventure - El Gusto. El Gusto is an online recipe bank, meal planner and inspiration hub for all things food and entertaining.

When El Gusto approached Mogul, they had the name and the recipes but needed help to bring it to life. Not only did we develop the brand with the website but we worked on the go-to-market strategy, which included a video story and targeted email newsletter campaign.

We created a simple logo that would be easy to recognise and read, and aligned with the cooking industry. Slab typefaces are commonly used in cookbooks so we first selected a suitable slab typeface that worked well on both print and screens. We defined a colour palette and produced brand guidelines to provide direction on how to use their new brand identity.

With the design established, we were then able to translate the new look and feel across the website.

---

### Client

El Gūsto

---

### Capabilities

Brand Design, E-commerce, Email Newsletter, SLA, Web Design, Web Development

---

### Website

[www.elgustoglobal.com](http://www.elgustoglobal.com)

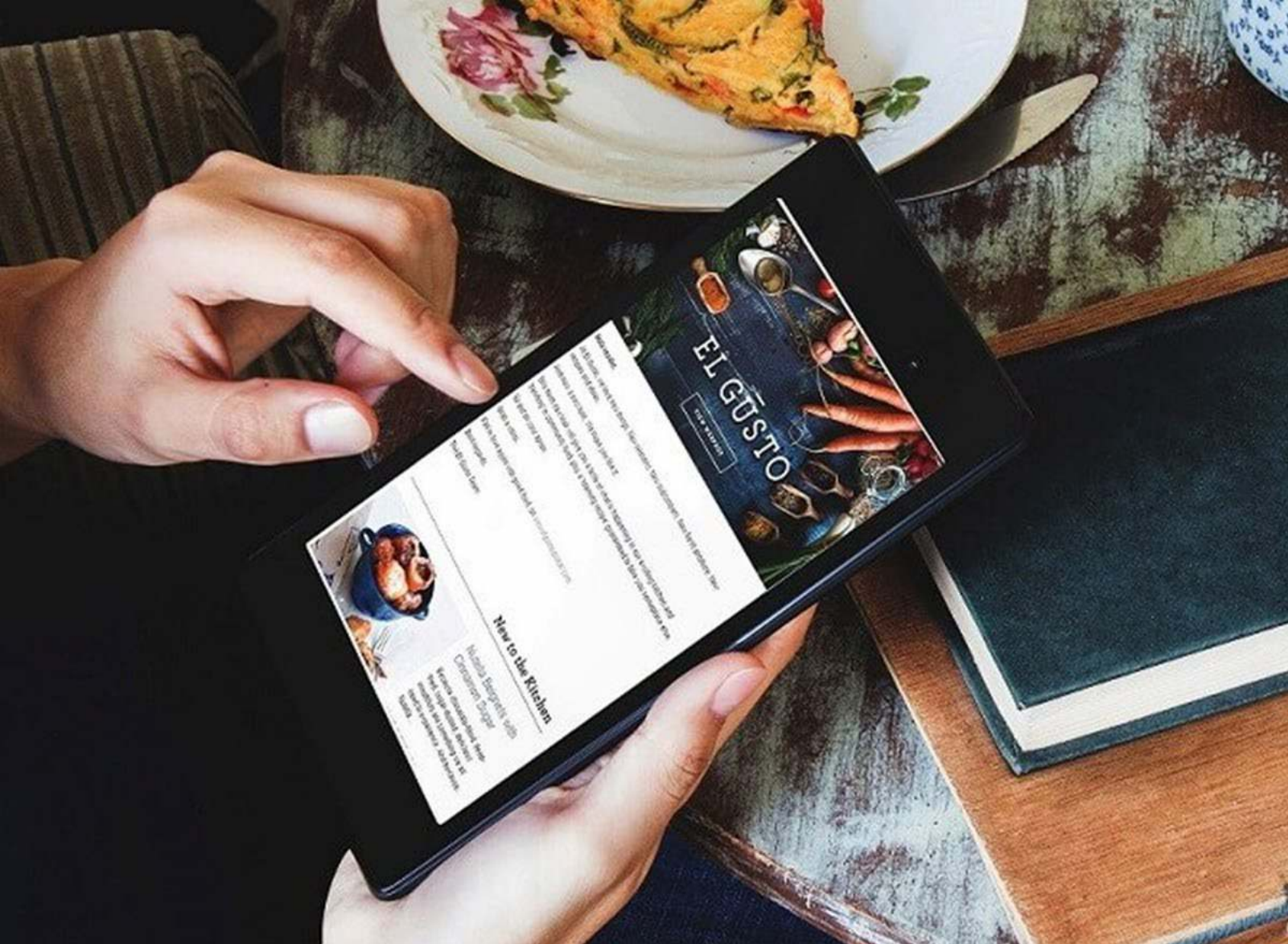
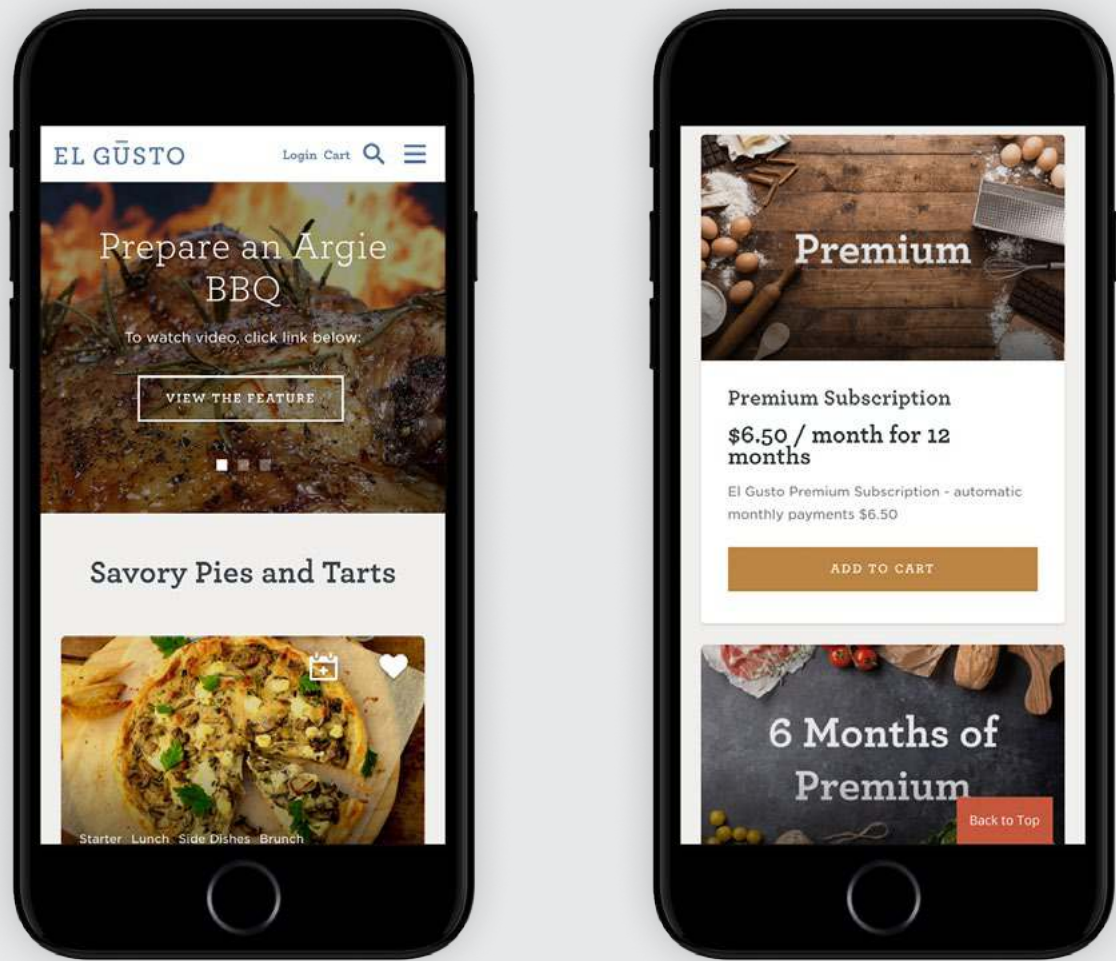




EL GŪSTO

EL GŪSTO



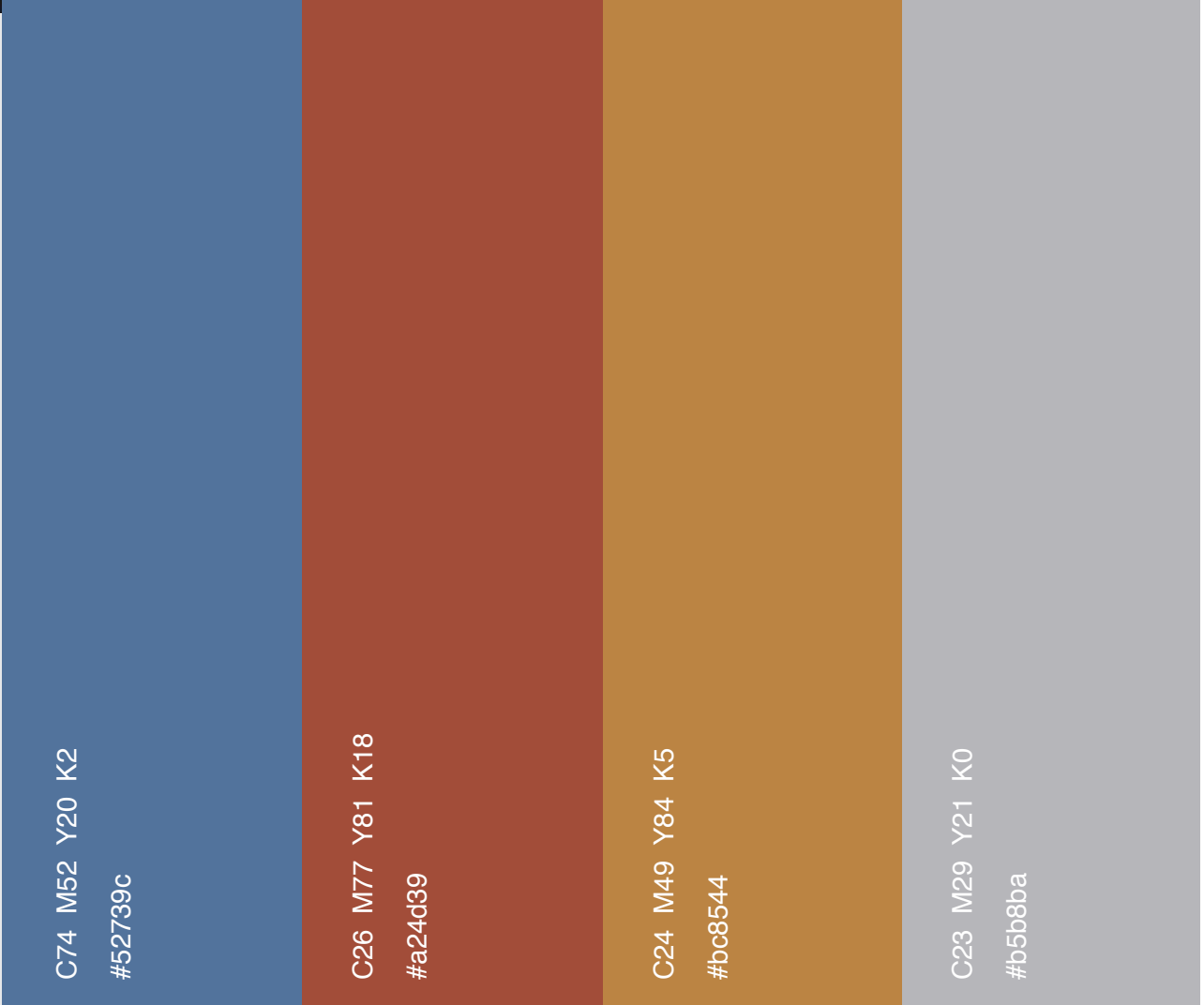


Archer Medium 200pt

AaBb

Archer Medium 24pt

AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ  
aābcdeēfghiījklmnoōpqrstuūvwxyz  
1234567890



C74 M52 Y20 K2  
#52739c

C26 M77 Y81 K18  
#a24c39

C24 M49 Y84 K5  
#bc8544

C23 M29 Y21 K0  
#b5b8ba

C0 M0 Y0 K0  
#ffffff



# Bloom Appearance medicine

Bloom Clinic, an appearance medicine clinic based in Wellington, came to us for a website and branding solution looking for a visual identity which would be both friendly and professional.

When creating the branding, we worked closely with the client to develop something which stayed true to the clinic's vision, while making sure it was both fresh and modern.

The website is designed to give clients access to information which answers questions they may have about the process, to show off the clinic's modern cutting-edge equipment, and to allow users to easily book an appointment via the website.

---

## Client

Bloom Clinic

---

## Capabilities

Brand Design, Email Newsletter, Google Ads, SEO, SLA, Web Design, Web Development

---

## Website

[www.bloomclinic.co.nz](http://www.bloomclinic.co.nz)







C77 M81 Y38 K29  
R71 G57 B91  
#47395b

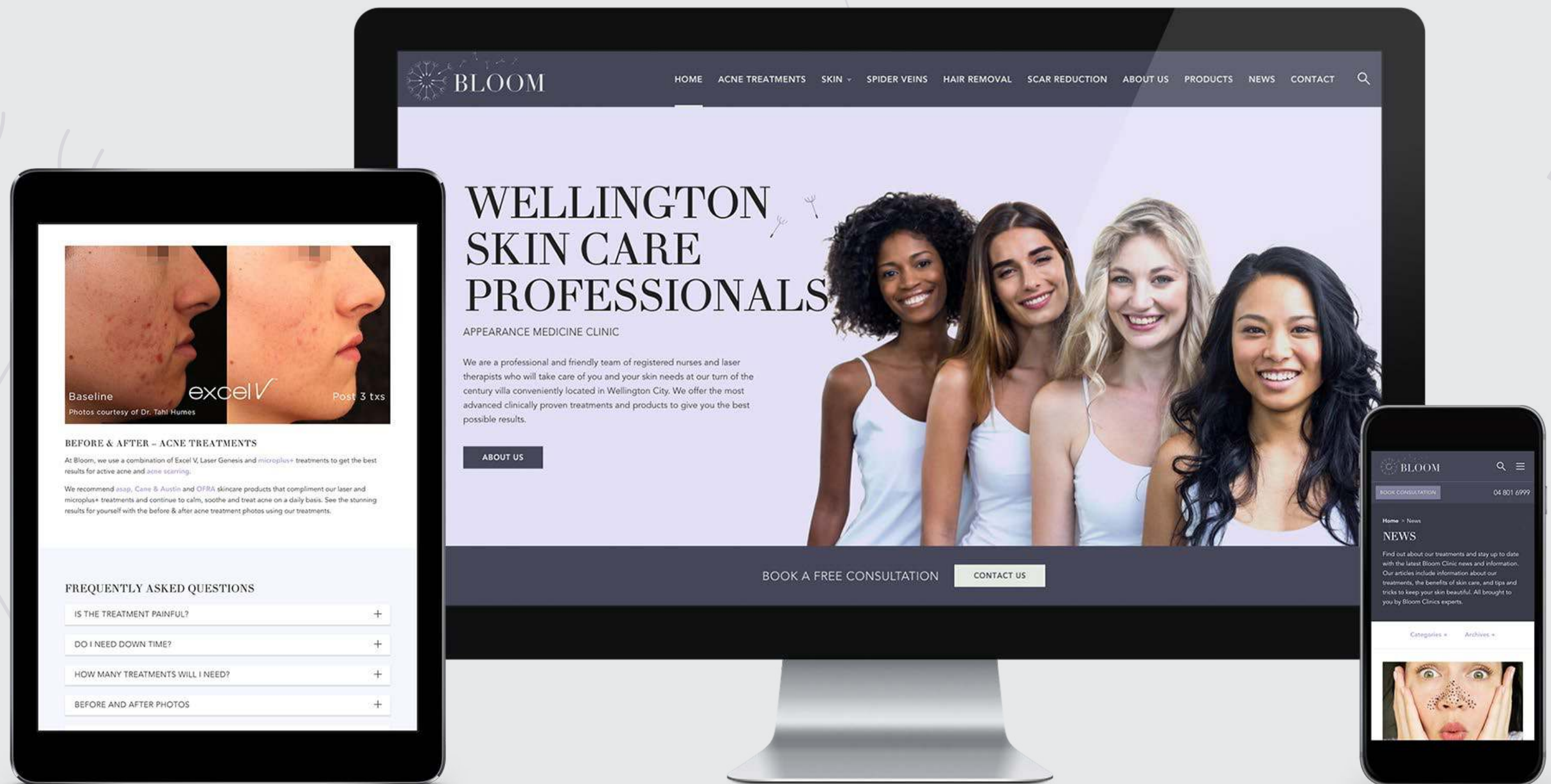
C5 M7 Y0 K0  
R237 G233 B243  
#ede9f3

C73 M67 Y66 K83  
R17 G17 B17  
#111111

C35 M27 Y30 K0  
R170 G172 B169  
#aaaca9

C0 M0 Y0 K0  
R255 G255 B255  
#ffffff







# Village Kitchen

## Delicious meals for busy lives

Village Kitchen's mission is to deliver delicious ready-made-meals for busy lives. Their primary focus is to free up YOUR precious time so you can focus on things you'd rather be doing.

When Village Kitchen approached Mogul they had an existing brand that needed a little 'zhooshing' and a website that didn't meet their needs.

Before beginning the brand work we created a moodboard which quickly communicated the aesthetic direction of the brand as well as the new website. The existing crockpot was simplified to not feel so masculine and an honest handwritten typeface was selected to reflect the personal 'made-with-love' value.

The visual style defined by the brand was carried across to the website. The website itself is built using the WordPress framework and has bespoke features such as an integrated delivery service and order overview to make the whole process more efficient for Village kitchen, so they can spend more time doing what they do best - lovingly creating delicious meals!

---

#### Client

Village Kitchen

---

#### Capabilities

Digital Strategy, Brand Design, E-commerce, Web Design, Web Development

---

#### Website

[www.villagekitchen.co.nz](http://www.villagekitchen.co.nz)







DELICIOUS MEALS FOR BUSY LIVES



DELICIOUS MEALS FOR BUSY LIVES



Typography

HELLO BEAUTIFUL MARKER

ABCDEFGG

12345!@#\$/

BOSK HAND

ABCDEFGG

12345!@#\$/

Icon

