

WHITE
CAMINO

refreshing bibic



We pride ourselves on distilling the branding process into 3 exciting stages

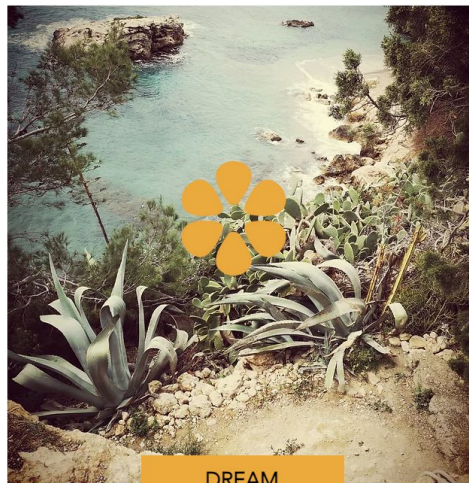


DISCOVER

**We don't know what
we don't know**



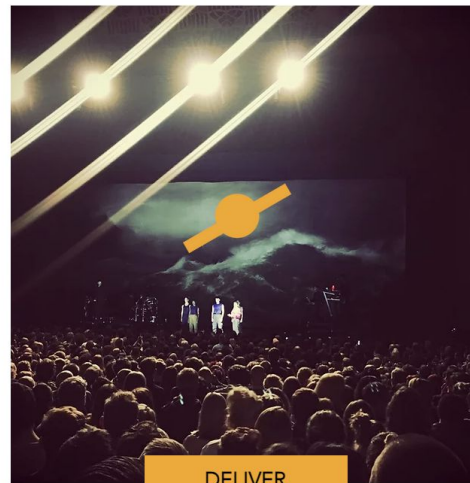
Discover new insights to unlock fresh thinking and new opportunity. From mainstream trends to niche consumer behaviours.



DREAM

**Creating a new path
for your brand**

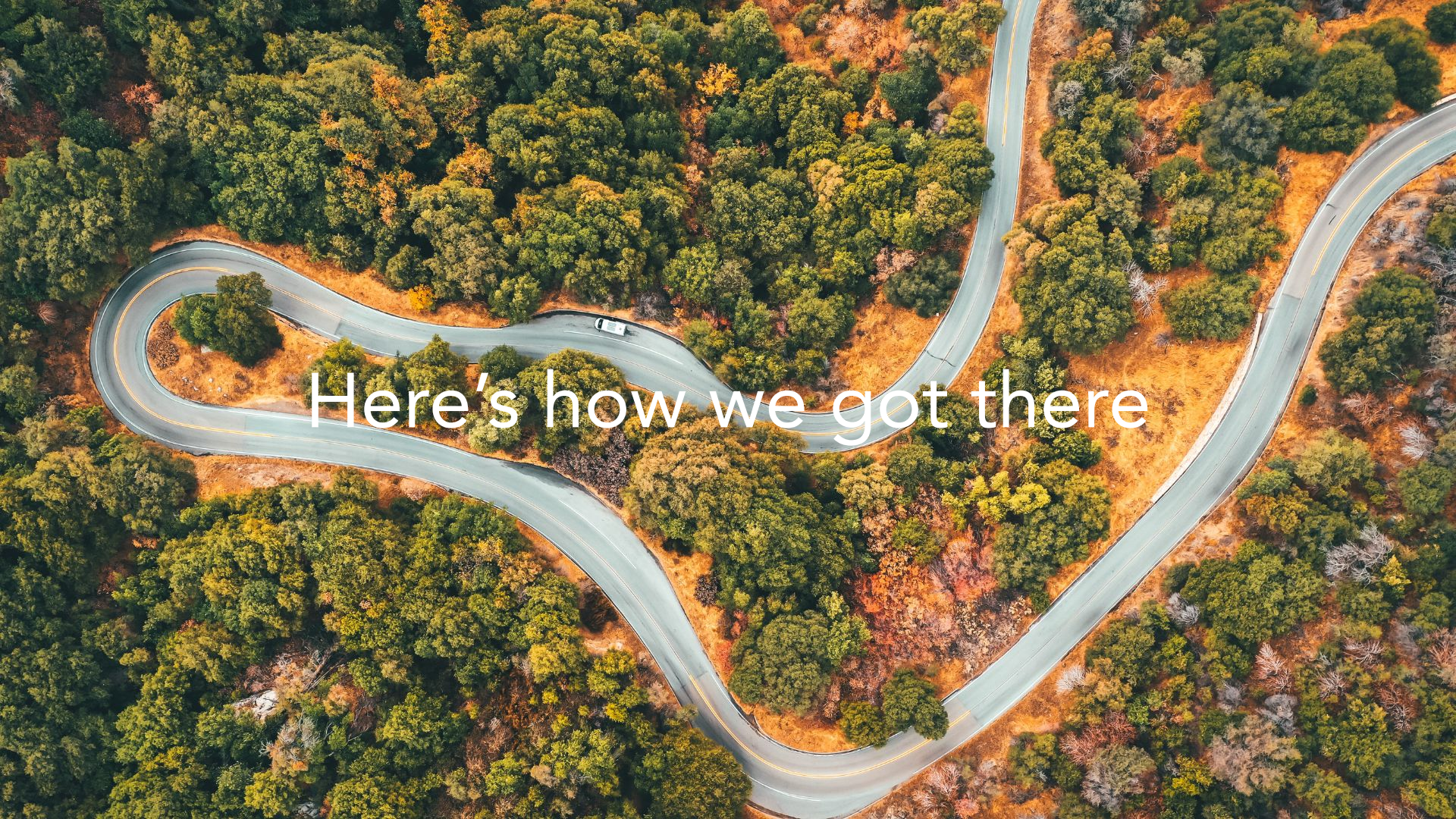
Crafting challenger brand stories that emotionally connect with your audience and a strategy to navigate through the noise.



DELIVER

**It's all in the
execution**

You've got the consumer insights, a truly impactful story let's bring these together in a killer visual identity and roll out the plan.

An aerial photograph of a two-lane asphalt road that winds through a dense forest. The road has yellow dashed center lines and solid white edge lines. It features several sharp turns, including a prominent hairpin curve on the left. The surrounding forest is composed of various types of trees, with some showing autumnal colors of yellow and orange. A small white car is visible on the road, positioned between two curves. The text "Here's how we got there" is overlaid in white, sans-serif font across the middle of the image.

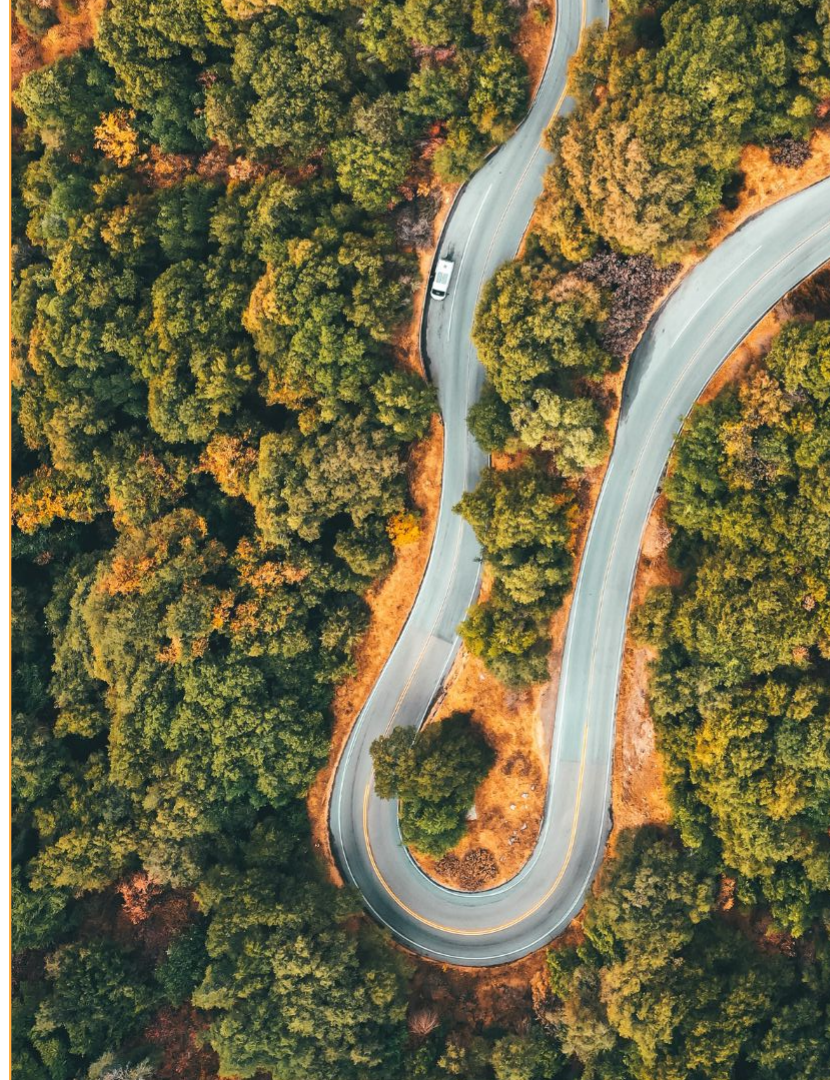
Here's how we got there

DISCOVER - we don't know what we don't know

Taking the helicopter view, the aim of the discovery phase was to identify and unpack the perceptions, awareness and positioning of bibic before we jumped to any conclusions.

We brought in compadre and [Customer IQ](#) founder Gideon Barker to unlock the insights. Using a combination of desk research and qualitative research we looked at the wider charity landscape to help identify new opportunities for engagement and deeper connection with supporters.

Key strengths of bibic were surfaced, including the unique, tailored and highly respected therapies of the organisation and also its collaborative and caring personality. Along with the challenges like confusion over its local versus national status and who precisely could benefit from their much valued services.



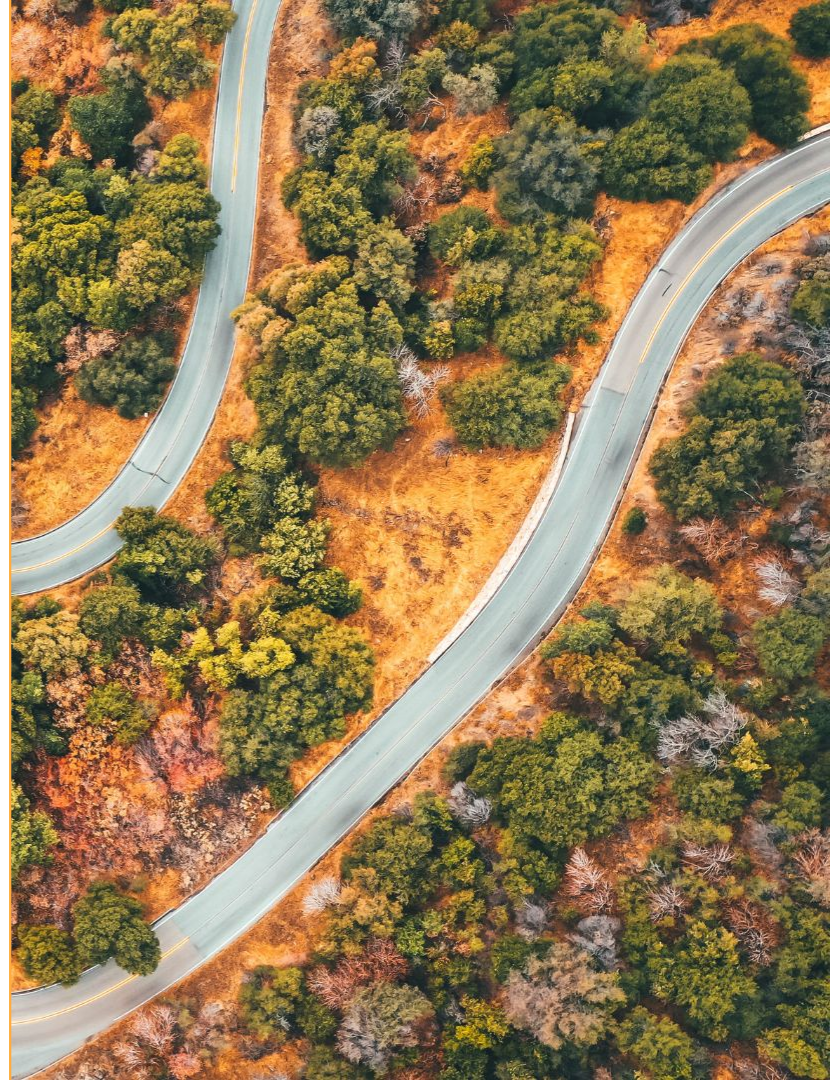
DREAM - crafting a challenger brand

We're big fans of a dreamy brand workshop. It helps navigate through the change, empowering everyone to contribute and explore every aspect of the brand. We defined the bibic 'Why', then the 'Who' with stakeholder profiling.

We drilled down to the families who depend on the service; parents and carers and then segmenting children by school ages from preschool all the way to young adults. We observed that age was too limiting a way to define a cohort especially when the young person may be younger in developmental terms than their years. Being able to support this wide range needs without stereotypical labels is essential.

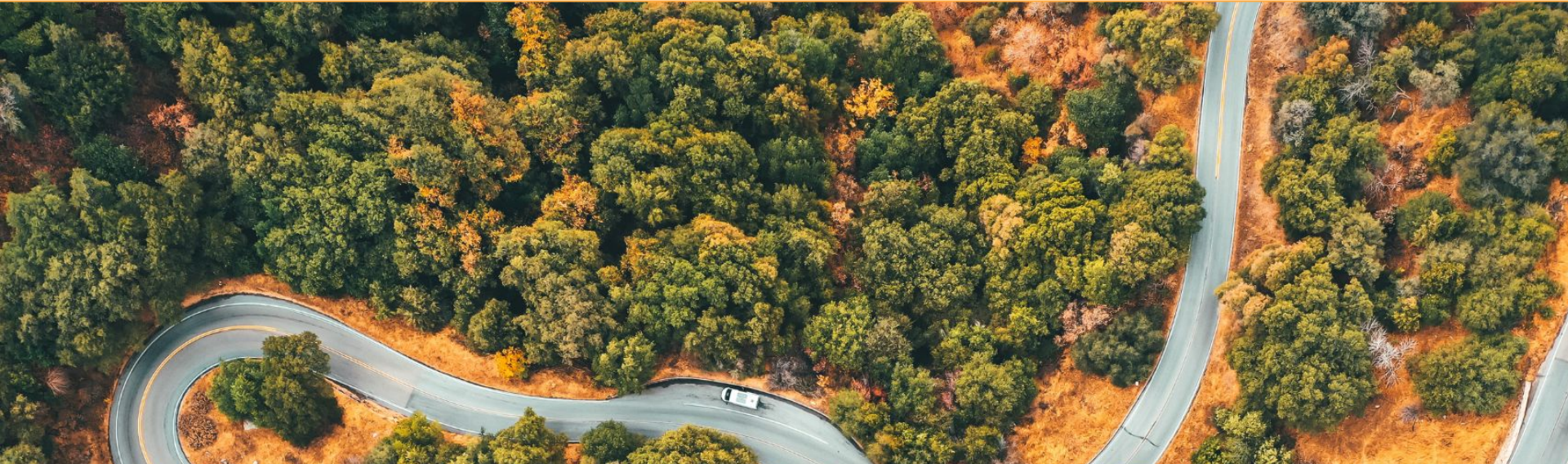
We then flipped the view to supporters: donors, corporates, trustees and schools to stand in their shoes and map out what they valued most from bibic.

And concluded with articulating meaningful brand and tonal values that are true, memorable and emotionally connect. All of which we then distilled into a compelling creative brief to deliver the new identity.



DELIVER - design and roll out

Cue the really fun stuff. We harnessed the design might of [Nine Worthy's](#) Harrison Gates to visualise the new biblic brand identity. The aim was to add stature and a boldness to this national charity without losing the playfulness and youthful spirit. Creating a tactical kit of parts which would work as stills and animated, online and in real life and then project manage the production. See what you think...





bibic

Transforming lives through
developmental therapy



bibic

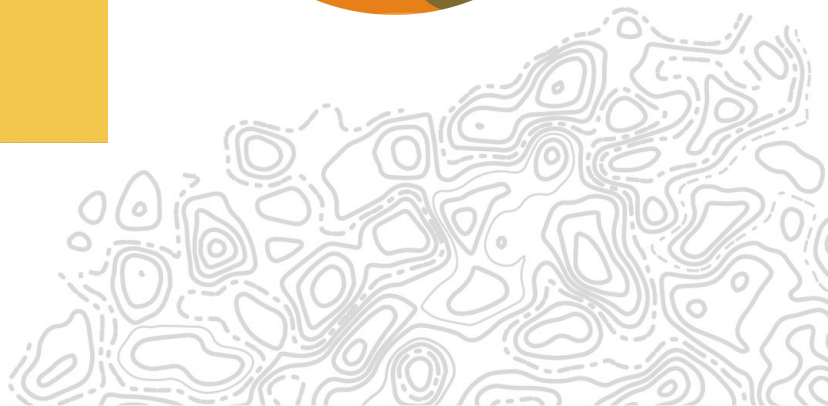


PLAY. SOUND ON.

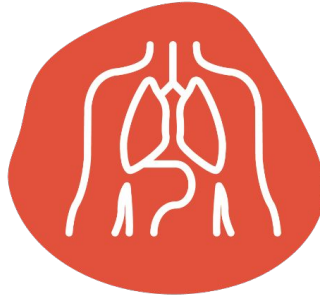
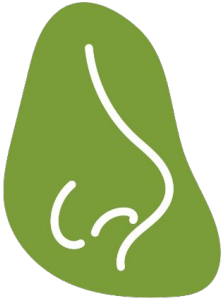
Credit to our epic animator Kat at [Katcat studio](#) for bringing the biblic brain to life.



Living in different spaces



Sensory icons



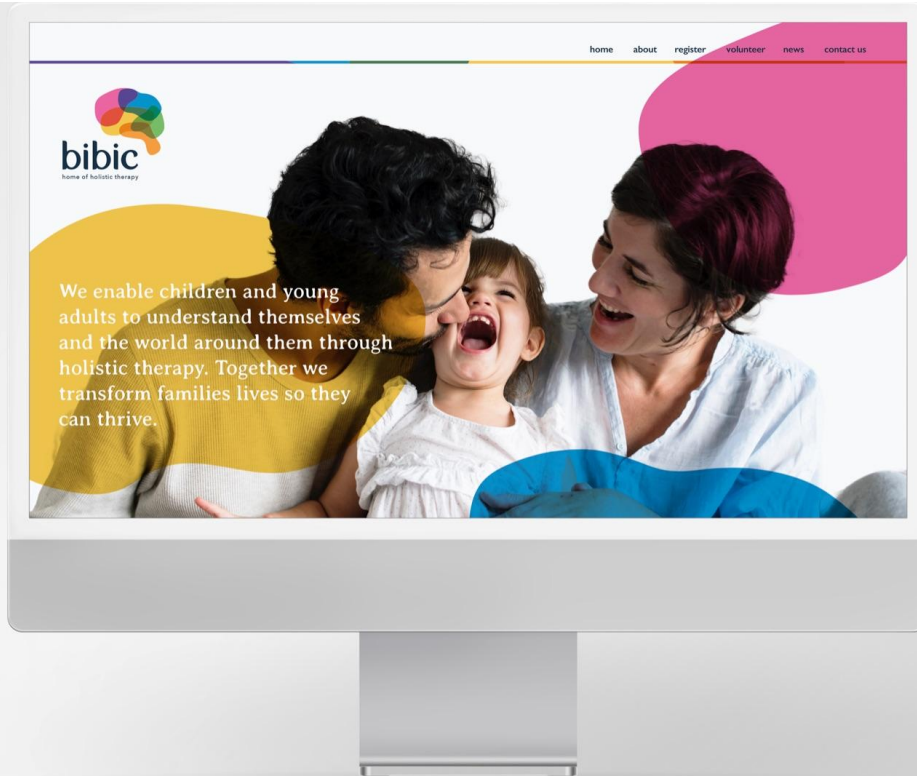
The t-shirt test



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Versatile graphic elements working in harmony with photography



Signage in real life

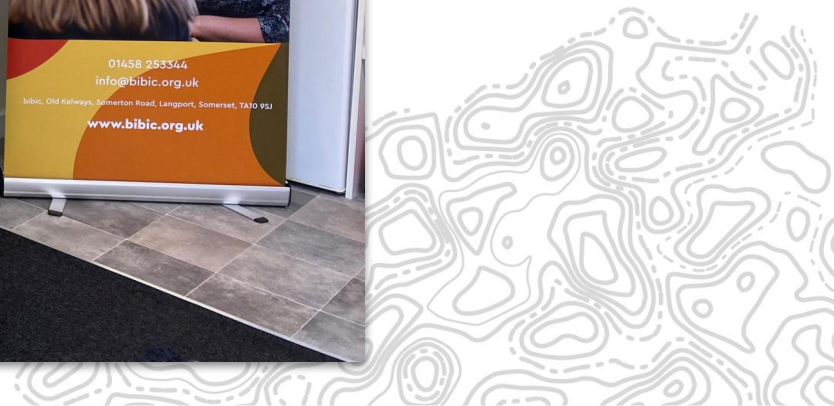


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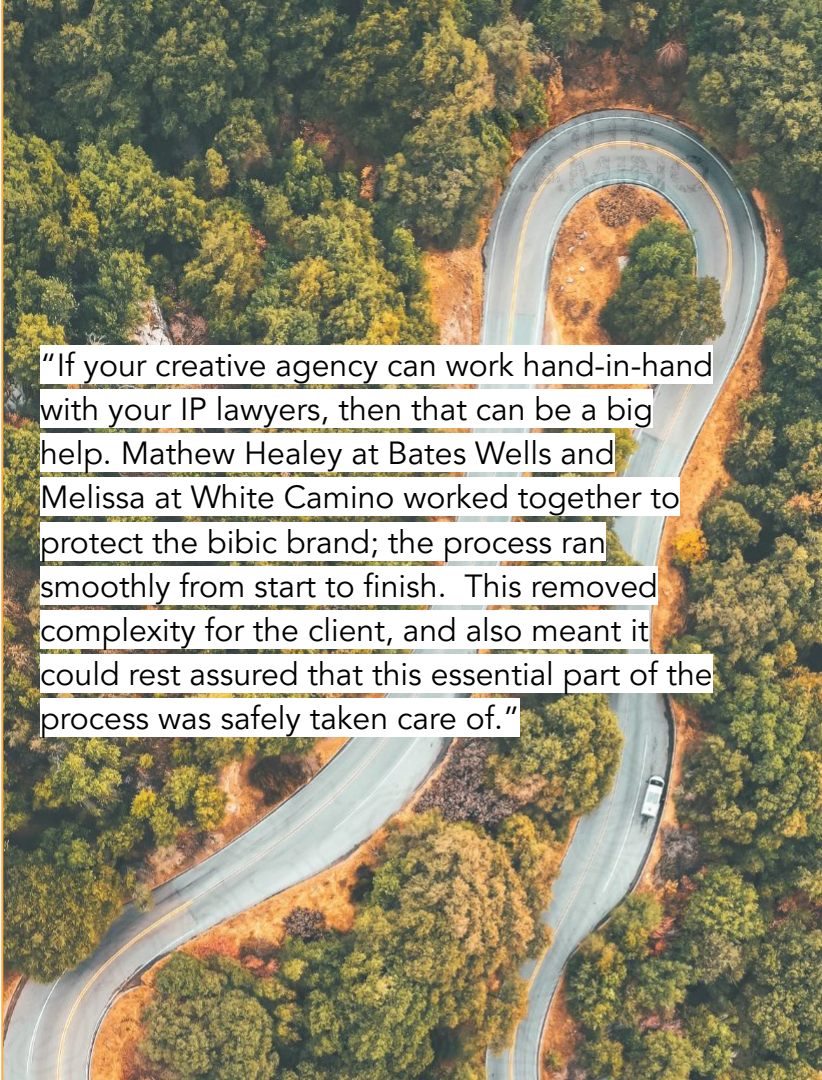
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Trade marking the brand

Let's not skip over the gnarly decision of whether to trade mark your brand or no. We collaborated on behalf of bibic with the hugely knowledgeable and efficient [Bates Wells](#). Not only does their ethos of using law as a force for good fit, but their blazingly decent track record of working with the third sector made them a perfect partner.

We concluded that as bibic was a brand already marking its fiftieth year with huge plans ahead, it would be prudent to protect the intellectual property of the logo and name and set it in great stead for the next fifty.

An aerial photograph of a winding asphalt road that curves through a dense forest. The road is light grey with yellow dashed lines. The surrounding trees are mostly green, with some autumnal yellow and orange foliage visible. A small white car is visible on the road in the lower right section.

"If your creative agency can work hand-in-hand with your IP lawyers, then that can be a big help. Mathew Healey at Bates Wells and Melissa at White Camino worked together to protect the bibic brand; the process ran smoothly from start to finish. This removed complexity for the client, and also meant it could rest assured that this essential part of the process was safely taken care of."

In Pip Buckley's words...

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"The communication between myself and Melissa has been exceptional and supportive every step of the way. White Camino's collaborative working style has fitted well with the values of bibic and we feel listened to while also being challenged about our future brand and marketing direction. We are so pleased with every aspect of the final visual identity and hear nothing but good things about it."

Pip Buckey, MD of bibic



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