

IMPRNT / CAPABILITY STATEMENT

Brands made unforgettable.

Strategy-led brand consultancy for organisations navigating change, complexity
and growth.

NEW ZEALAND / AUSTRALIA / PACIFIC

Strategy that understands implementation.

IMPRNT Brand Consultancy clarifies positioning, builds distinctive identity systems and carries the strategic idea into digital platforms, communications, publications, signage, environments and organisational rollout.

Senior-led Clients work directly with the person responsible for strategic and creative decisions.	Connected delivery Strategy, identity, experience and implementation are shaped under one direction.
Regional Based in Auckland and serving New Zealand, Australia and the Pacific.	Procurement-ready Scope, responsibilities, assumptions, review points, timing and fees are documented.

IMPRNT exists for organisations whose brand must do more than look different. It must clarify direction, align teams, strengthen trust and work consistently across every point of delivery.

One connected direction.

01 / Strategy Research, positioning, brand architecture, audience priorities, strategic narrative and messaging.	02 / Identity Verbal identity, visual identity, design systems, guidelines and brand assets.
03 / Experience Digital experiences, communications, campaigns, packaging, signage and environmental branding.	04 / Implementation Brand rollout, governance, templates, training, organisational adoption and ongoing support.

The eleven capabilities

Brand Strategy / Brand Identity / Digital Experiences / Communications and Publications / Campaigns and Content / Packaging / Signage and Wayfinding / Environmental Branding / Brand Rollout / Brand Governance / Brand Partnership

Six frameworks from evidence to governance.

01 / Discover Find the evidence before choosing the answer.	02 / Position Define the place the organisation can credibly own.
03 / Identity Turn strategy into a distinctive operating system.	04 / Digital Make complex organisations easier to understand and use.
05 / Rollout Carry the idea into the organisation without losing intent.	06 / Govern Keep the system useful as the organisation changes.

The stages and evidence are shaped around the engagement. Frameworks may be used independently or combined into a larger transformation programme.

Clarity before commitment.

Define the decision Agree the organisational question, audiences, stakeholders, constraints and evidence required.	Shape the engagement Document objectives, scope, deliverables, responsibilities, exclusions, timing and fees.
Create with review Use visible decision points so stakeholders contribute at the appropriate stage.	Deliver for use Prepare files, specifications, templates, supplier information and governance for the people carrying the work forward.

Brand Partnership

Senior brand capability without expanding the permanent team. An ongoing engagement can retain organisational knowledge, establish dependable review rhythms and provide strategic and creative support across a managed work programme.

Context changes the answer.

Government and public services Clarity, scrutiny, accessibility, procurement and multi-stakeholder decision-making.	Healthcare and education Trust, high-consequence communication, access and multi-audience journeys.
Infrastructure Long programme narratives, technical communication and community understanding.	Property and construction Commercial proposition, place identity, sales experience and built delivery.
Professional services Positioning, expertise, service architecture and business-development confidence.	Tourism and destination Place distinction, local participation, visitor journeys and stewardship.

Regional delivery combines remote collaboration, focused workshops and planned on-site activity. Local participation, cultural authority, travel, suppliers and procurement conditions are confirmed for each engagement.

Confidence in how the work is run.

Proposal clarity Scope, assumptions, exclusions, responsibilities, review points, fees and change controls.	Accessibility Applicable accessibility requirements are established for content, design, interaction and deliverables.
Quality assurance Defined reviews, documented decisions and implementation checks aligned with the engagement.	Production standards Specifications, supplier responsibilities, proofing and approval pathways are agreed before manufacture or release.
Data and confidentiality Enquiry and project information is handled for its agreed purpose and is not sent to public AI models.	Governance Decision rights, templates, standards, asset ownership and review rhythms support consistent delivery.

Evidence remains explicit.

Building the IMPRNT Knowledge Centre

An IMPRNT-owned editorial platform designed to turn specialist knowledge into clear, useful guidance for organisational decision-makers. The project established eight cornerstone guides, article and breadcrumb structured data, related-content patterns, downloadable resources and publishing controls.

No external client outcome or testimonial is claimed. Additional client work is published only where ownership, attribution and permission are confirmed.

Attribution standard

Where verified work was delivered through another operating brand, attribution must identify that relationship transparently. Conceptual editorial imagery is never presented as completed client work.

LEADERSHIP

The thinking stays close to the work.

Shabbir Mohammed

Founder and Creative Design Director

Shabbir leads the creative direction of IMPRNT across branding, graphic design, publications, websites, signage, production and organisational communication. His approach connects strategic thinking with practical implementation so the idea remains strong through delivery.

START A PROJECT

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ENTITY INFORMATION

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This capability statement contains verified public information as at 24 July 2026. Final project scope, responsibilities, timing and fees are confirmed in a written proposal.