

Brand design case studies on SAMSA, Antalis and Lovers+

Case studies were recently conducted by Shift Joe Republic on three brands, SAMSA, Antalis and Lovers+, focusing on their logo, annual reports, design, websites etc.

1. SAMSA - Annual Report

- SAMSA's objective is to lead and champion South Africa's maritime interests. Their mission is to develop and position the country as an international Maritime Centre while ensuring maritime safety, health and environmental protection.
- The brief was to recreate their Annual Report, as it was currently seen as a visually unappealing, technical document with niche appeal.

[Download the full SAMSA report here \(large PDF file\)](#)

2. Antalis Paper Cups

- Designers are inundated with Direct Mailers, resulting in High Effort Communication with Low Impact
- Designers tend to treat paper as an afterthought in the design process
- We needed to break through the clutter, creating High Impact Results with Low Effort
- To inspire designers to 'Start the Day with Paper'

[Download the full Antalis report here \(large PDF file\)](#)

3. Lovers+ - Packaging Redesign

- LOVERS+, one of South Africa's largest condom brands, needed to be repositioned from 'Cross Over to Real Style' to 'It's Playtime'.
- The repositioning of LOVERS+ as a playful brand and alignment to its new positioning line 'It's Playtime', including rebranding and packaging.

[Download the full Lovers+ report here \(large PDF file\)](#)