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Brand Identity & Design

A distinct identity.
Considered in every detail.



From the first logo concept to a cohesive brand book, we shape a visual identity around your business and the impression you want to leave.

Built around what makes you distinct.

Your identity gives people a way to recognise your business. We bring the mark, colour, typography and visual language together so that every part feels connected.

Your business

Begin with what you do, who you serve and how you want your business to be understood. Those priorities give the identity its direction.

Your character

Translate that understanding into a considered visual expression, with a distinctive mark and a clear relationship between each design element.

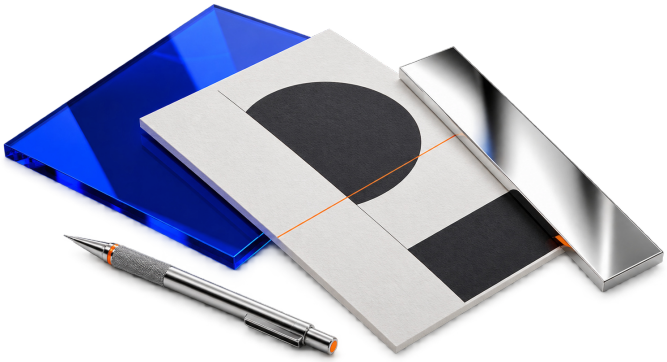
Your consistency

Give your team a practical brand book, so that future applications feel like they belong to the same business.

One identity. A clear standard for everything that follows.

A direction with a reason behind it.

A strong visual direction begins with understanding. Before refining the details, we establish the character the identity needs to express.



Define the starting point

We discuss your business, audience, priorities and existing identity, where relevant. This creates a shared basis for the creative work and the qualities it should communicate.

Shape the visual direction

Composition, references, colour and typography are considered together. The chosen direction gives the logo and wider identity a coherent point of view.

Creative direction gives every design decision a shared starting point.

A mark that feels like yours.

Your logo is a central point of recognition. Its shape, balance and detail should support the identity of the business it represents.



Consider every relationship

We develop and refine the mark with attention to proportion, spacing and legibility. The aim is a distinctive identity that remains clear across relevant sizes and settings.

Make the identity usable

Appropriate logo arrangements and colour treatments are defined for the selected identity. These may include primary, secondary and compact configurations, according to the agreed design scope.

Colour with character. Type with intention.

The supporting elements carry as much responsibility as the logo. Colour and typography give the identity its rhythm, hierarchy and tone.



Aa

Chosen font

Regular / Bold

Colour

Contrast

Space

A considered palette

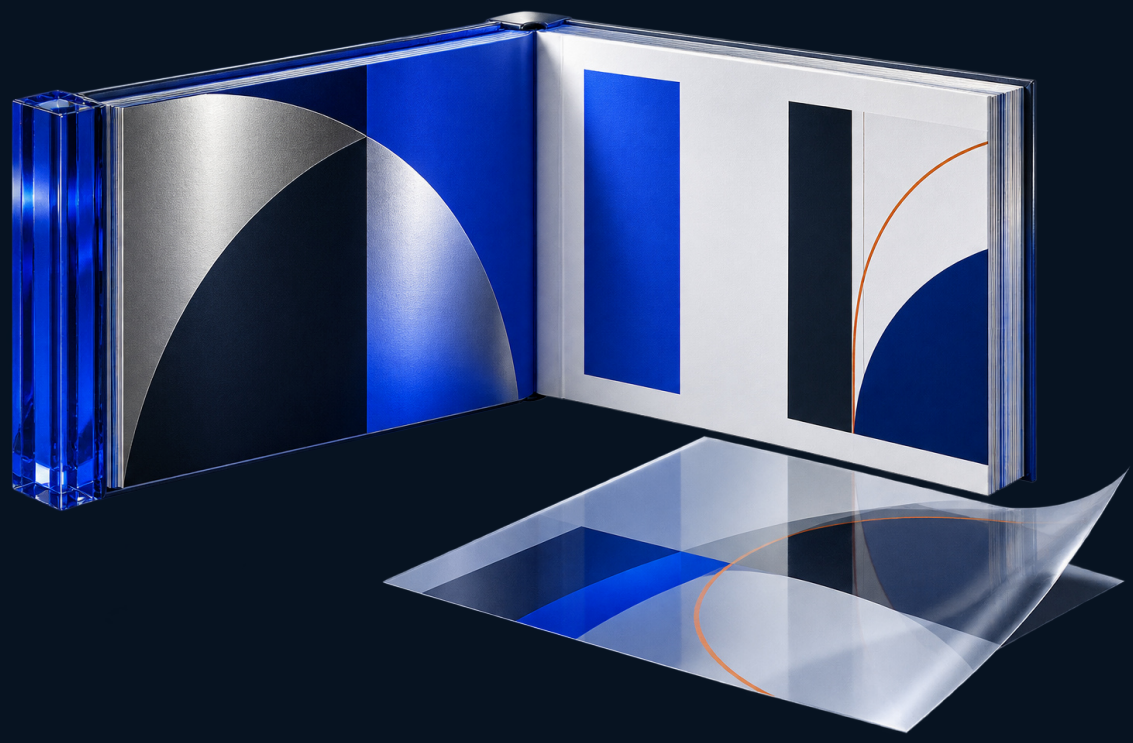
Core colours, supporting shades and neutral surfaces are selected to work together. The brand book records colour specifications and the relationships that keep the identity recognisable.

A clear typographic system

Typefaces, weights and hierarchy establish how the brand presents information. Headings, body copy and supporting details are considered for a consistent and readable visual experience.

Your brand book.
A standard to build on.

A clear reference helps your team apply the identity with confidence. The brand book documents the system and shows how its elements work together.



Document the essentials

Logo arrangements, clear space, minimum sizes, colour specifications and typography establish a practical foundation. Relevant correct and incorrect usage examples make the guidance easier to follow.

Keep future work connected

Visual principles and selected application examples show how the identity should translate into use. Your team and creative partners have a shared reference for the work that follows.

An identity you can put to work.

The final handover brings the approved identity and its guidelines into a usable set of design assets. File formats and deliverables are defined in your selected package.

Logo

Logo artwork

Approved logo files and the agreed variations, organised for the intended digital and print uses.

Palette

Identity specifications

The defined colour palette, typography direction and supporting visual principles in one coherent system.

Guide

Brand book

A practical PDF reference for logo use, colour, typography and visual consistency.

A considered foundation, ready for your next chapter.

Extend your identity. Choose the details you need.

Letterheads, business cards, employee ID cards and other company assets are optional add-ons, selected around your business requirements and quoted separately.



Company stationery

Letterhead and business-card designs carry the approved identity into everyday correspondence and introductions. Layouts, variants and the number of named versions are agreed for the selected add-ons.

Employee identification

ID-card designs extend the same visual system to your team. Required information, card format and any lanyard artwork are defined in the add-on scope.

Optional design add-ons. Printing and physical production are arranged separately where required.

A strong identity.
A consistent impression.

We turn your business's character into a coherent visual identity, then carry it into the company assets you choose. One considered system, applied with consistency.

Core branding

Logo, colour and typography, designed to work as one identity. A practical brand book gives your team a clear standard to follow.

Optional add-ons

Extend the approved identity to letterheads, business cards, employee ID cards and other selected assets. Each add-on is quoted separately.

A defined engagement

Your quotation confirms deliverables, variations, review rounds and final file formats. Pricing and delivery are agreed for your requirements.

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Handcrafted for your business.

We bring creative thinking and practical application together, shaping an identity around the business behind it.

Listen before designing

Your ambitions, audience and way of working inform the creative direction. We use that understanding to make design decisions with a purpose.

Build for lasting use

The identity should remain useful beyond its first presentation. Clear guidelines and considered relationships help it carry through the everyday work of representing your business.

Your business, expressed with clarity.

Give your business a considered identity.

Create a visual foundation that feels distinctive, coherent and ready to represent your business.

Let’s shape your identity

Tell us about your business, the impression you want to make and where the identity will be used. We will define the branding package and any optional company assets around those needs.

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