

Conscious Solutions
Marketing Guide

Brand Development

Developing a distinctive brand identity that sets you apart from the crowd



conscious

Conscious Solutions Ltd.
Royal London Buildings
42-46 Baldwin Street
Bristol
BS1 1PN

0117 325 0200
support@conscious.co.uk

Introduction

If you are starting a new business or trying to reposition an existing one, it's important to take time to focus on the fundamentals of your brand identity; a strong brand identity can have a significant long-term value to your business.

There are several components to a successful brand including;

- Logo Development
- Colour scheme
- Brand Statement
- Photographic theme
- Photographic style

We undertake a wide range of print design projects for our clients including:

- Letterhead
- Business cards
- Compliment slips
- Corners
- Brochures
- Barrister profiles (print and/or PDF)
- Adverts (e.g. Yell)

In addition we also recommend that clients design templates for

- HTML eMail templates
- PPT templates
- Word letterhead templates

Logo Development

It's really important when considering possible names and logos that they are considered not in isolation but rather in the context of a particular brand identity. For this reason, when we suggest names or logos we will always show you these as they might appear in the context of specific items such as stationery, your brochures and your website - it's only then that you can truly appreciate the impact of one element (e.g. the name) on the overall brand.

Working with a short-list of possible names we will prepare a range of logo concepts. Here's an example of this type of work. The client wanted to convey a sense of action so the first series was built around the idea of "press for action" - the second series created a sense of motion by working with the "W".



For this client a total of 45 logo variations were prepared...and after several iterations the logo in its final form:



We think it's essential to see logos in context as soon as possible. Here are some logos that one client was considering:



But they needed to see them in the context of their letterhead before coming to a decision



The logo they finally agreed on:



Colour Scheme

We will discuss possible colours schemes and present a range of ideas. The colour scheme will often be reflected in the logo but may only be appreciated fully when seen in the context of something like the website or a corporate brochure.



And after several iterations the colours finally selected:

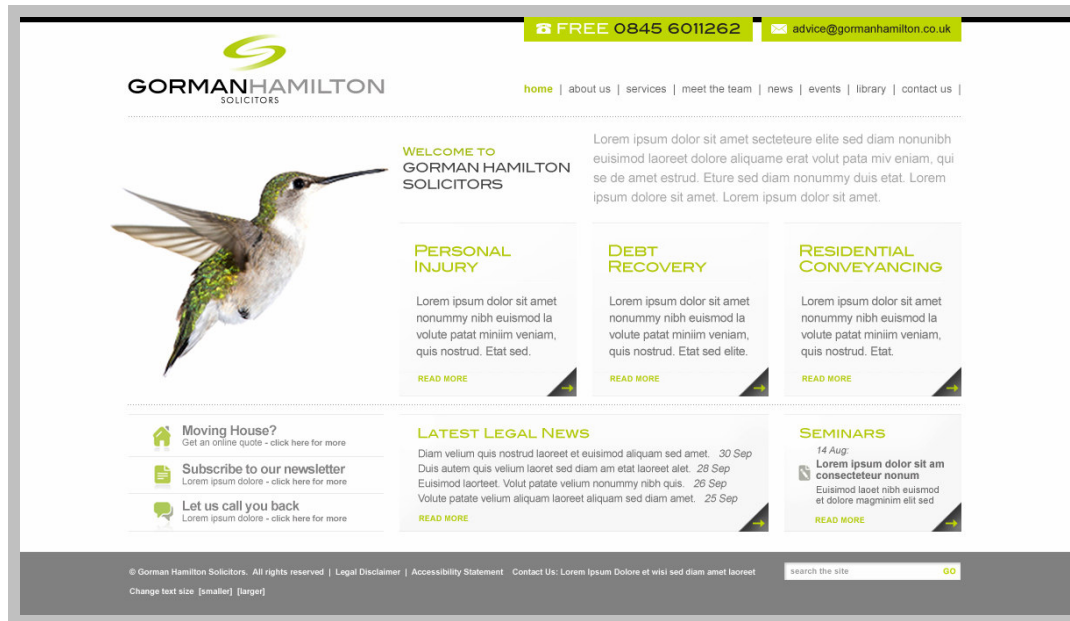


Brand Values

Not all clients agree on the need for a brand statement – and it is certainly not a requirement. However, a discussion about the brand statement is usually very useful and often guides the selection of colours and imagery.

Here are some examples of some brand values and an explanation of how the values influenced the selection and treatment of colours and images:

Brand Values	Tag line (if any)	Impact
Modern, dynamic, intellectual high-ground. Not boring or predictable like the others	“Fresh Thinking” www.sinels.com	Lead to the selection of fresh, vibrant colours and the unexpected photographic theme (fruit and spices)
Rooted in the local area. Trustworthy and dependable	“Proud to be Pembrokeshire Leading Law Firm” www.lowless.co.uk	Lead to the selection of a very calming palate of colours and the use of local photography (stunning beauty)
Not like any other law firm	“A breath of fresh air” www.blueprintlaw.com	Lead to the selection of a butterfly as the metaphor of a new type of law firm
Precision, speed, lightness of touch (not heavy handed)	“Performance with precision”	Lead to the adoption of the hummingbird as a metaphor for these values



It’s important to re-iterate that not all clients will want or need a single “tag line” – but it helps to discuss what one might be as this tends to get to the heart of the brand values.

Photographic Themes

There are lots of possible themes. Often it's the selection of the particular images rather than the theme that's important. This list is not intended to be exhaustive, it's just designed to get you thinking about how people use different themes (and why).

Photographic Theme	Commonly used to convey...
Local landmarks	We're local...rooted in the community
Sport	We're winners (you will be too)
Cityscapes	We're well connected; at the heart of the business community
Flowers	We're caring and considerate
Architectural excellence	We're strong, powerful, deliberate
People	If you relate to these people (pictured) then you will relate well to us
Motion	Delivery is what matters; action is more important than words – we get the job done
Abstract	Creativity and flexibility
Illustrative	Unique, boutique services, hand crafted excellence

Photographic Style

There are a wide range of photographic styles; the important thing is that the images end up looking uniquely yours. This can be achieved partly by the selection of the image but also by post-manipulation to ensure a distinctive and consistent presentation.

This list is not intended to be exhaustive; it's just designed to get you thinking about how common images can be manipulated by an experienced designer to make them unique to your organisation.

Photographic Techniques	How this can impact on
Black and White	Can often lead to a very distinctive, confident style
Manipulated colours	A common technique: the image is colour manipulated to echo the colours and tones selected for the brand identity
Cropped	Images can often be cropped in unusual ways
Filters	Images will often be manipulated to introduce blur (to focus attention) or to introduce a sense of motion
Selective colouring	One element of a monochrome photograph may be coloured to reflect the primary colour

Stationery and Other Items

There's a wide range of print materials that you will probably need re-developed.

- Letterhead
- Business cards
- Compliment slips
- Corners
- Brochures
- Barrister profiles (print and/or PDF)
- Adverts (e.g. Yell)

In addition we also recommend that clients design templates for

- HTML eMail
- PPT presentations
- Word letterhead (when sending letters via email)



Figure 1 - Sample of Print Designs



Figure 2 - Sample of Print Designs