

So, what's
your brand
consist of?



brandmotive

Brand or identity?

Most business brands still reflect the *design first approach* that's created many business focussed 'brand identity' schemes.

Great when businesses dictated what they stood for and logo's were an identity badge.

Today, your logo is only a small part of your brand.

The world has changed and our business approach to branding needs to do the same.



*Today, brands are
what customers
say they are.
They now have a
stronger influence
and expect much
more...*



Our belief

That B2B businesses need to seriously define what they stand for and mean to their audience.

To connect with customers, a business needs to find its 'heart' and why it's special. This, developed into a core brand foundations strategy and integrated across the business, empowers it to reach its goals.

Without these strategic brand foundations, business sales, marketing and communication become disconnected and consequently, detrimental to the long-term goals and success of the business.



Our goal is...

to help **B2B businesses** build better brands that;

- create a lasting foundation for their business
- defines the 'heart' of what makes them special
- positions their business to be audience relevant
- delivers internal and external brand clarity
- integrates brand with business objectives.

We achieve this through our strategic process, putting thinking to work first to build the relevant components of your brand foundation.

Only then are we clear about how your brand should appear and communicate.



This takes your brand to another dimension that goes way beyond your logo, typeface and colour scheme.



Concerned that
your brand
should be more
effective?

DM me and set up a
Free Discovery
Session.



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