

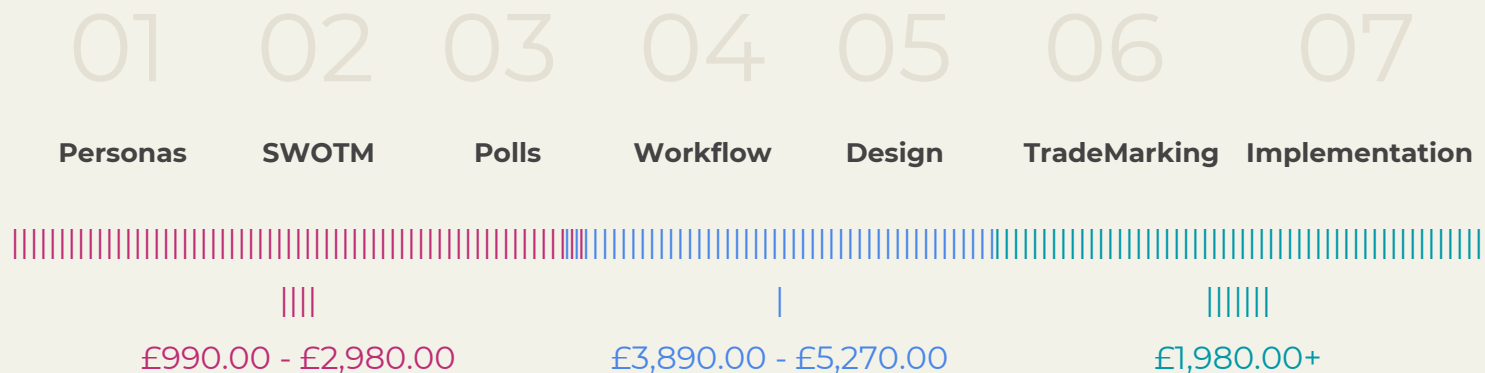
# Branding



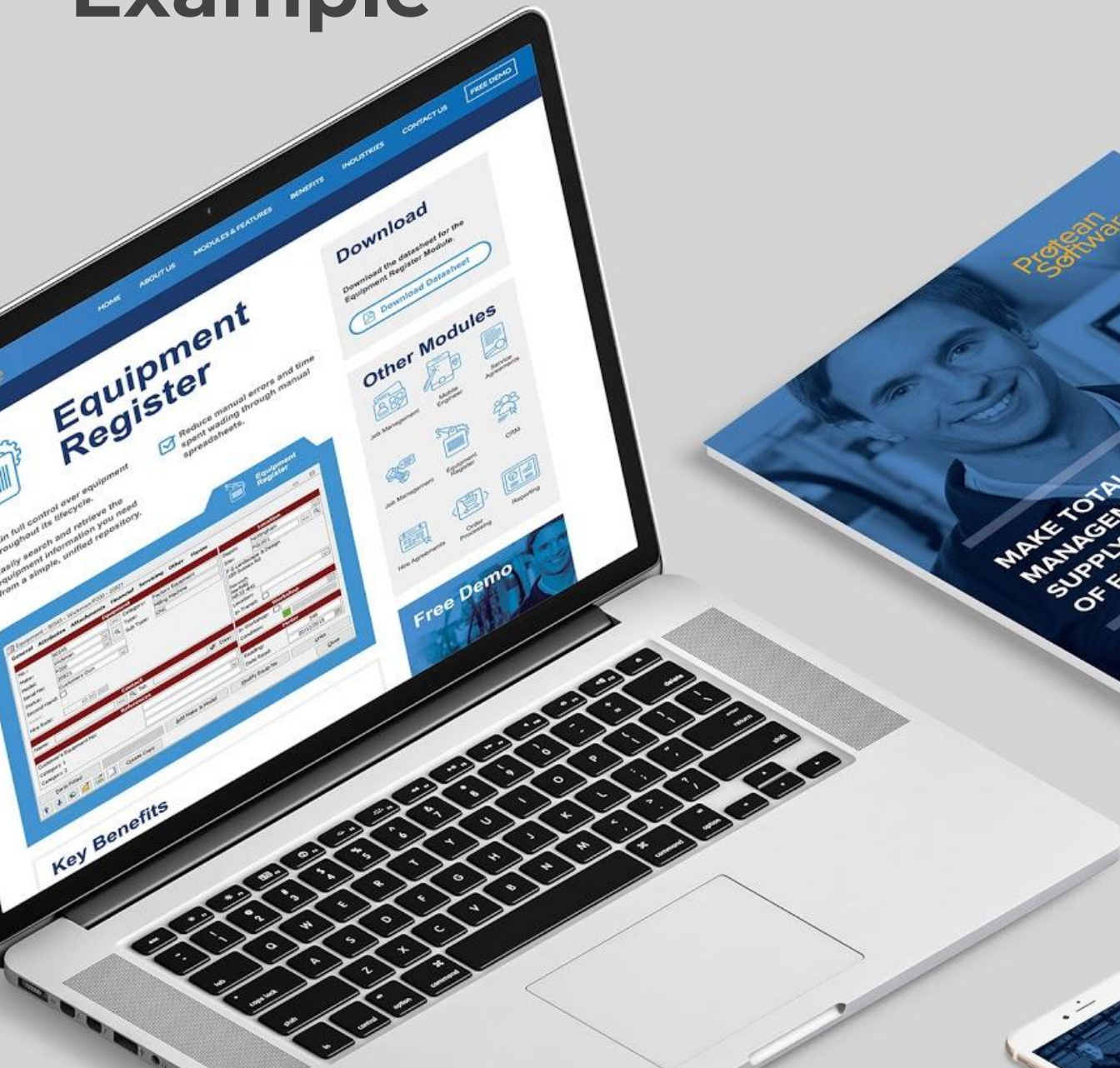
# Branding

**Remove the subjectivity and delays associated with design.**

Using our proven framework of tests and profiling, followed by designing, implementing and trademarking we help teams align their beliefs and expectations and deliver powerful brands.



# Example





# Branding Polls

## External Experts

Build 20x Panel Marketing Professionals  
Build Online **Competitor** Branding Tests (<5)  
Invites sent and tests run

## Internal Stakeholders

Establish Internal Stakeholders  
**Competitor** (Confidential) branding tests run

## Key Client Interviews

Establish Upto 5x Clients / Suppliers  
Schedule Interviews with UM Expert

## Example Tests

- Appeal
- Trust
- Modernity
- Clarity
- Mnemonics
- Distinctiveness
- Meaning

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## Example Interviews

- Top 5 Strengths
- Feedback
- Objections
- Decision
- Feature Requests

## Insights Report

1. Aggregate and score responses
2. Summary of Critical Insights
3. High Impact Recommendations

# Branding Workflow

## Workshop

Establish key stakeholders  
Aggregate opinions  
Create Brief  
Market / Products / Services  
Value Props / Adjectives  
Examples  
Word Association

## Creative Searches

Spelling Variants  
Domain Variants  
URL Availability  
Hyphenated Variants  
Structured Variants

## Pre-Trademarking

Page 1 domination results  
Companies House Check  
Domain Sales / Costs  
Social Media Sentiment  
Secure Domain(s)

## Naming Appeal Tests (Internal)

Memory  
Relevance / Meaning  
Competitor Differentiation  
Appeal ranking

# Design Process, Phase 1

## Creative Brief

Brand Audit (on-/off-line)  
Establish Objectives  
Core Proposition  
Segmentation  
Value Props  
Build Moodboards  
Colour Profiles  
Features  
Type of identity required  
Brand Hierarchy Chart

## Execution

Design of Logotype  
Variants / Formats  
Associated Design Furniture  
- Photography  
- Graphic Devices  
- Fonts  
Situations - Examples

## Pre-Trademarking

Google 'Visually Similar' Test  
Show Logotype (& variants)  
Show Strapline(s)  
Show Icons  
Show Tone of Voice  
Design System / Scheme

# Trademarking Process

## Legal Searches (2 weeks)

Instruct UM Lawyers  
Establish Regions (UK / Other)  
Establish Markets  
Establish Product Class(es)  
Insights Report

## Trademark Definition

Discuss Insights report  
Refine Logotype & run  
retests  
- (from searches & advice)  
Approve with client  
Provide new Logotype  
- (& assets required)

## Trademarking (4-5 months)

(As Required)  
Provide Logotype (& variants)  
Provide Strapline(s)  
Certificate issued

# Design Process, Phase 2

## Brand Guidelines

- Build Brand Guidelines
- Brand Hierarchy Grid
- Logo usage
- Colour Palette(s)
- Black and white variants
- Typography
- Do's & Don'ts
- Purposeful Imagery
- Key Messages

## Execution

- Design assets (agreed)
- Offline Stationery
- Offline Livery
- Email Signatures
- Website / Header
- Social media Profiles
- Animations
- Infographics
- Other\*

## File Handover (.eps and .jpg)

- Portrait Logos in Colour
- Portrait Logos in Black and White
- Landscape Logos in Colour
- Landscape Logos in Black and White
- Icons
- Photography
- Charts / Infographics
- Fonts



# Contact

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Hubspot Partner

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