

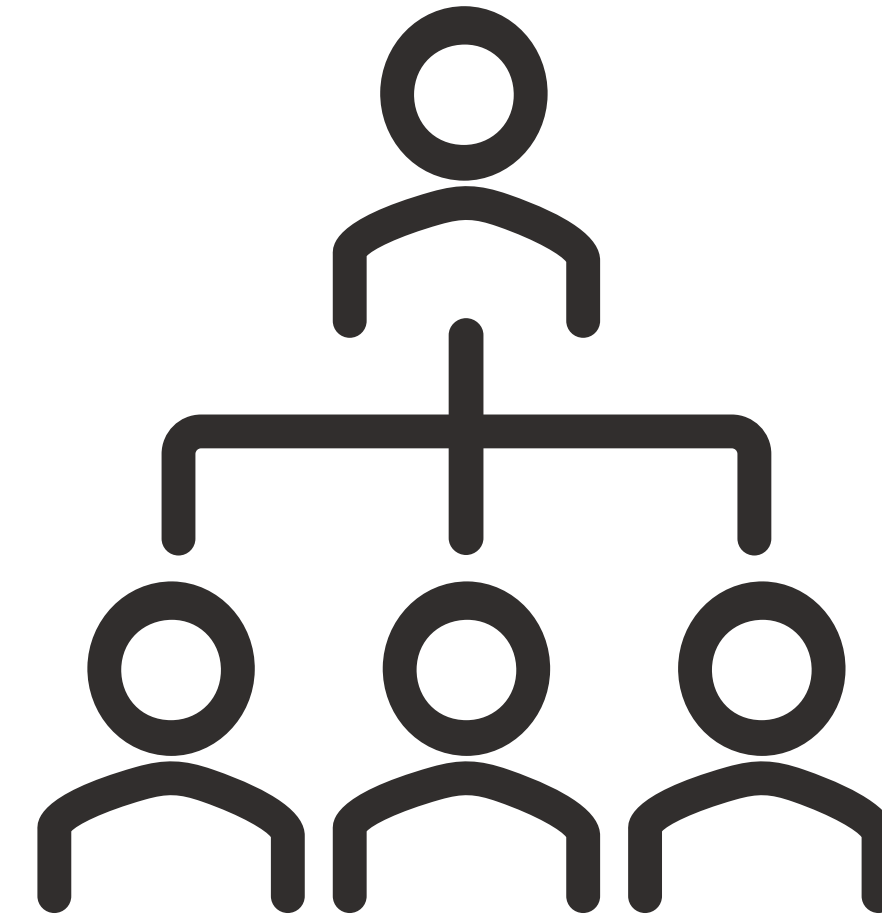
Consultancy Agency Branding

Zee, Jon, Jack, Elliot

Target Market

Local (M25 Corridor)

- CEOs
- MDs
- SMEs



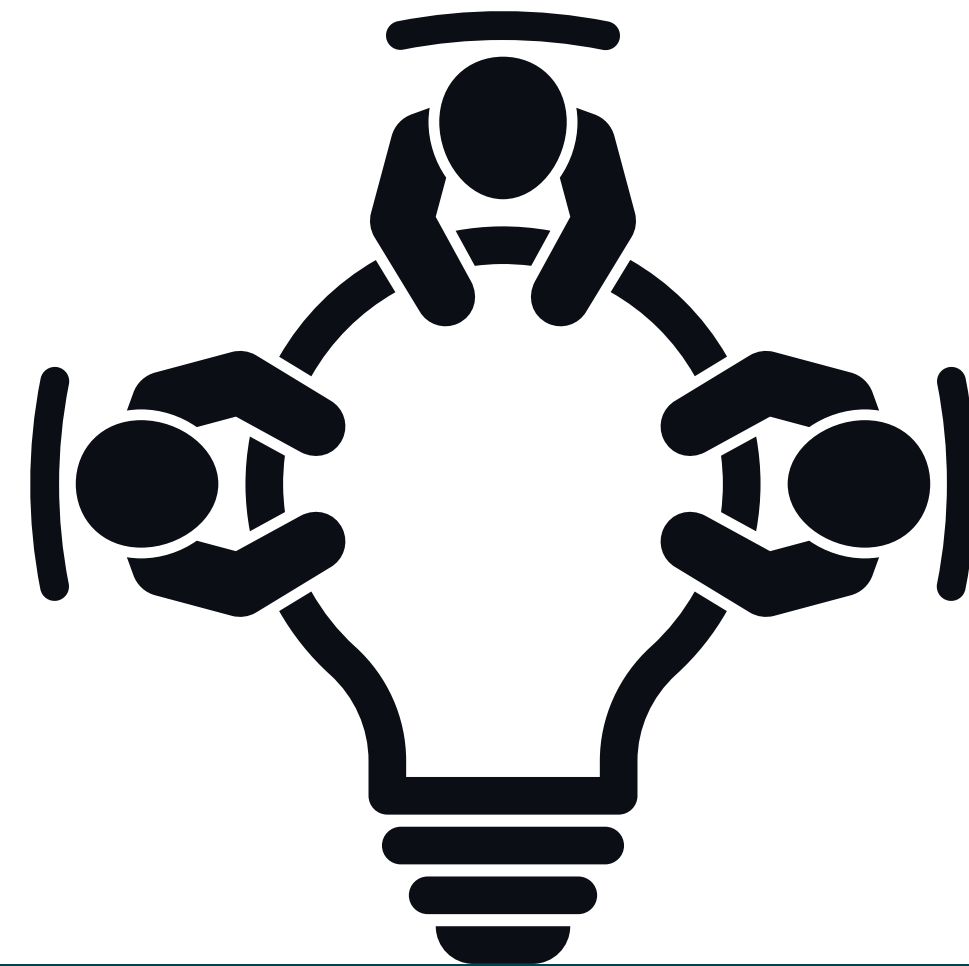
Affordability

Through group based workshops



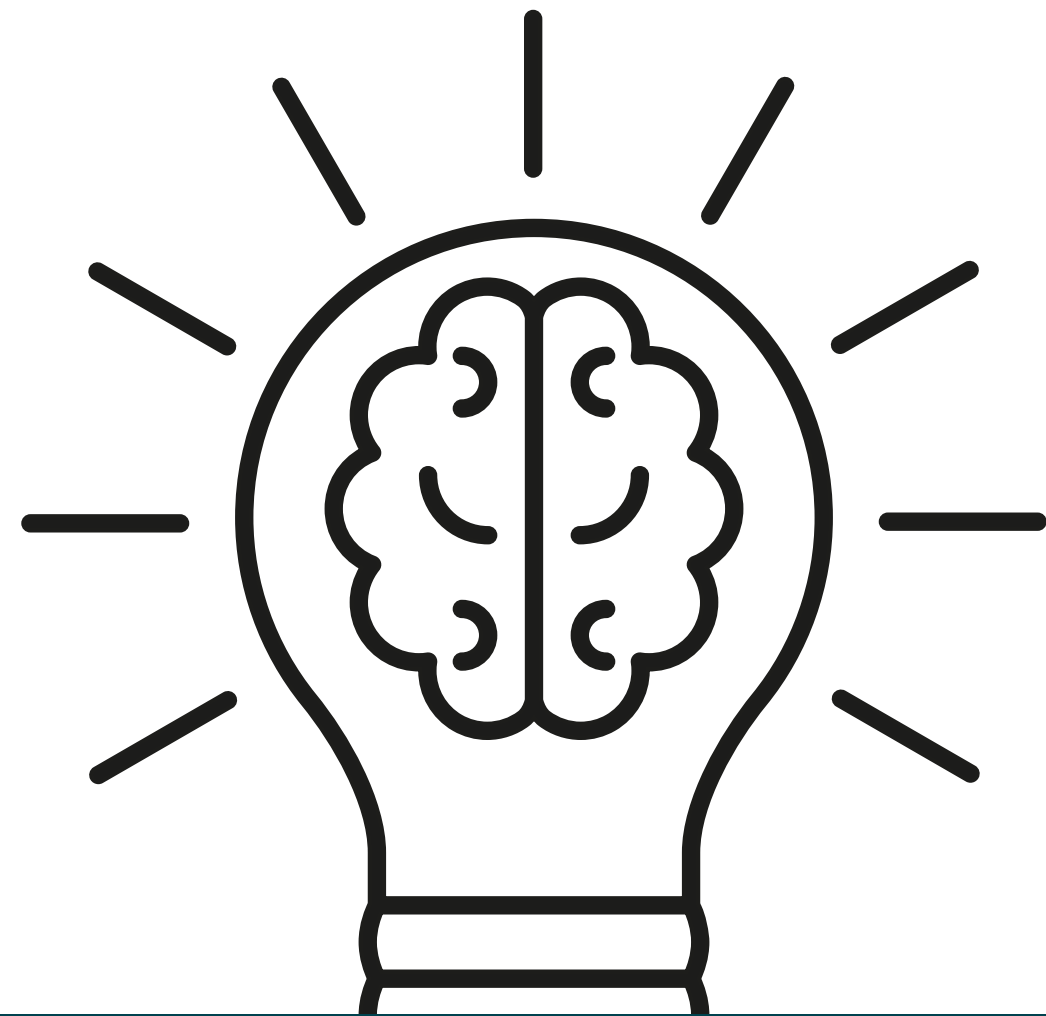
Professional

Guidance in an informal environment



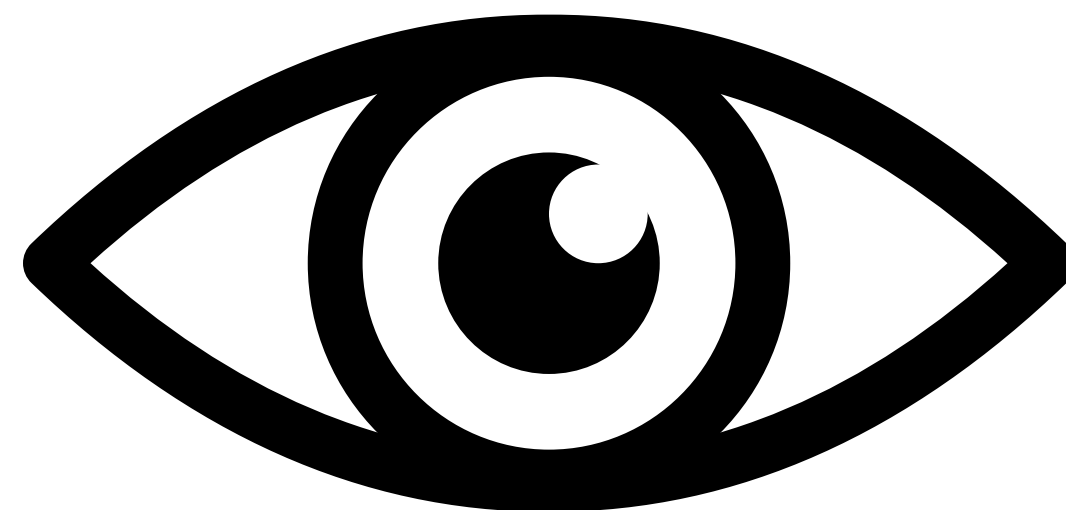
Clarity

Through 40 years combined experience



Refreshing

Your brand with new perspectives



Success

Through open discussion and feedback



Bridging the gap between perspective and clarity

Encouraging insightful discussions

Revitalising your brand

Supporting your business to reach
your goals

In a nut shell

Mission

Values

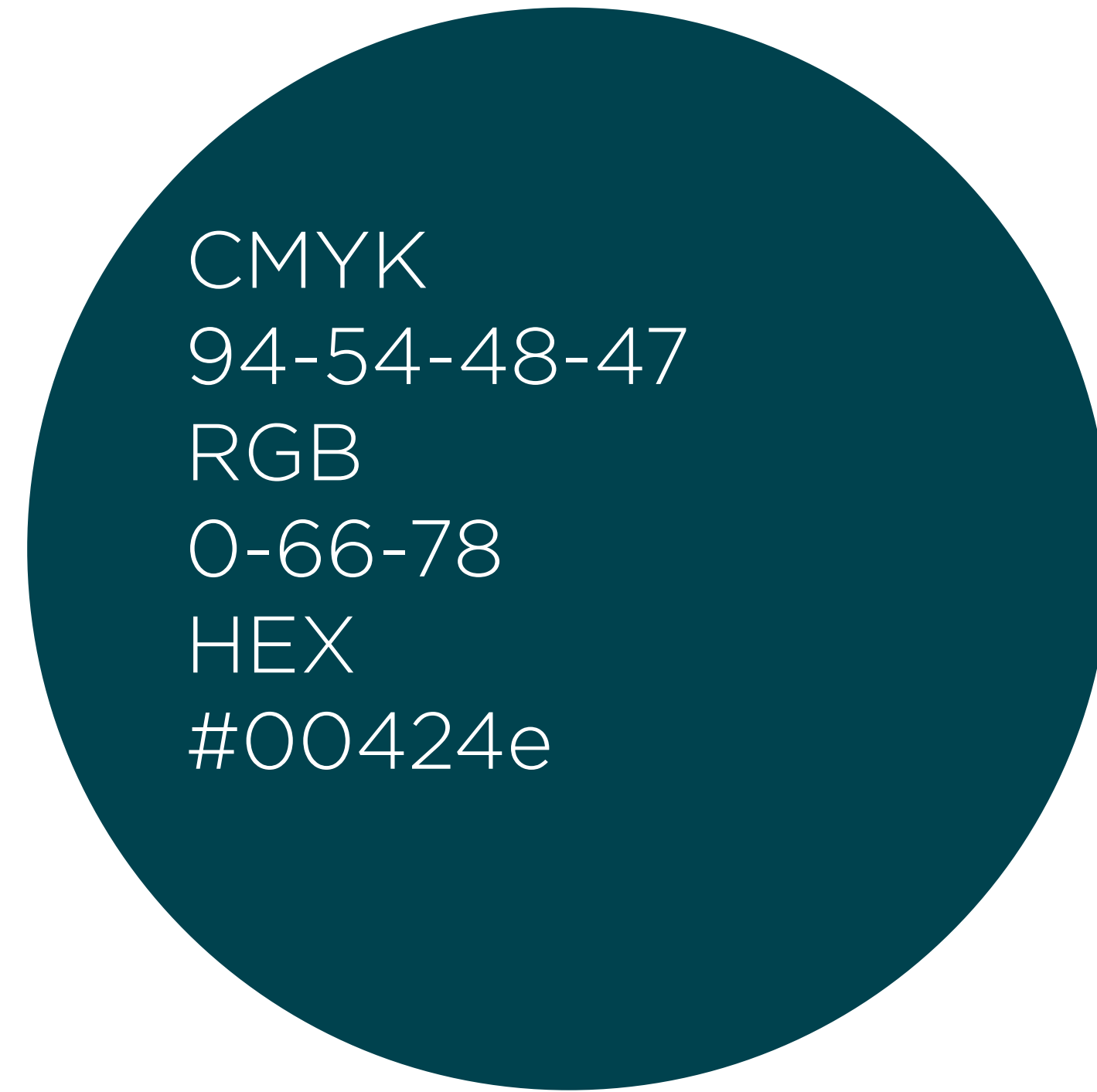
Vision

Differentiation

Colour Wheel



Primary Colour

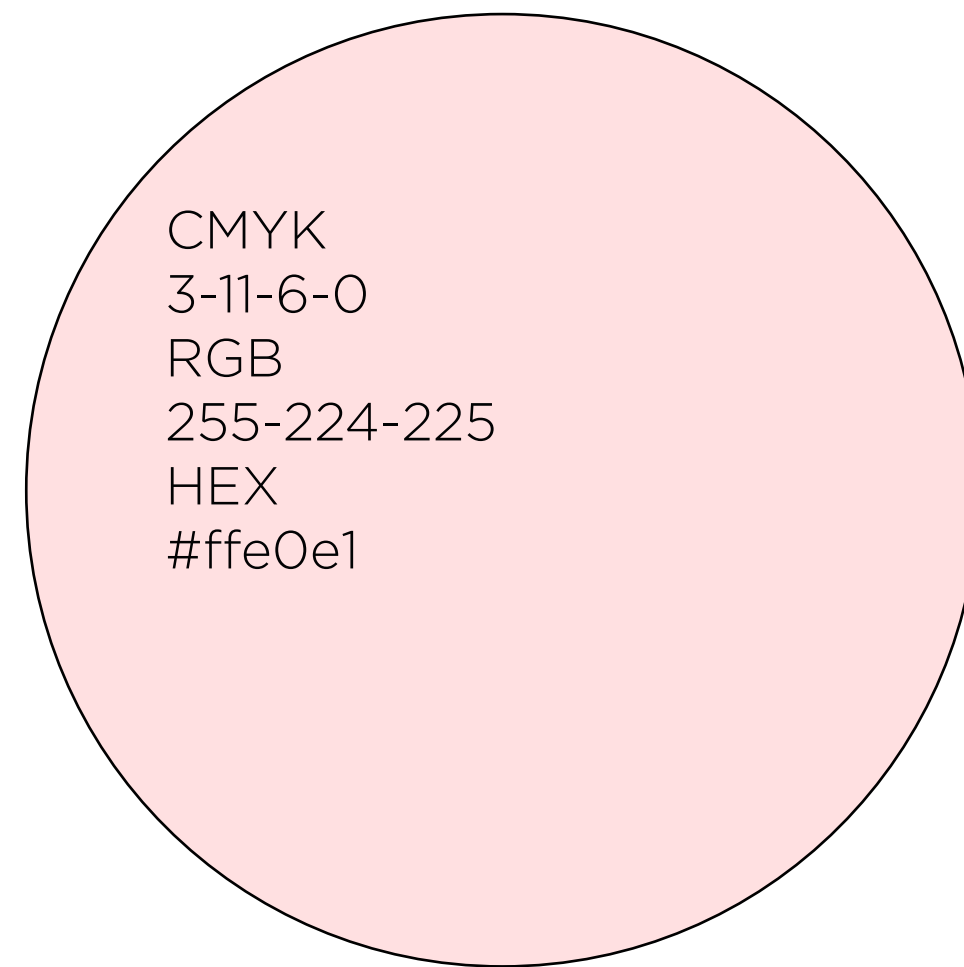


Trust

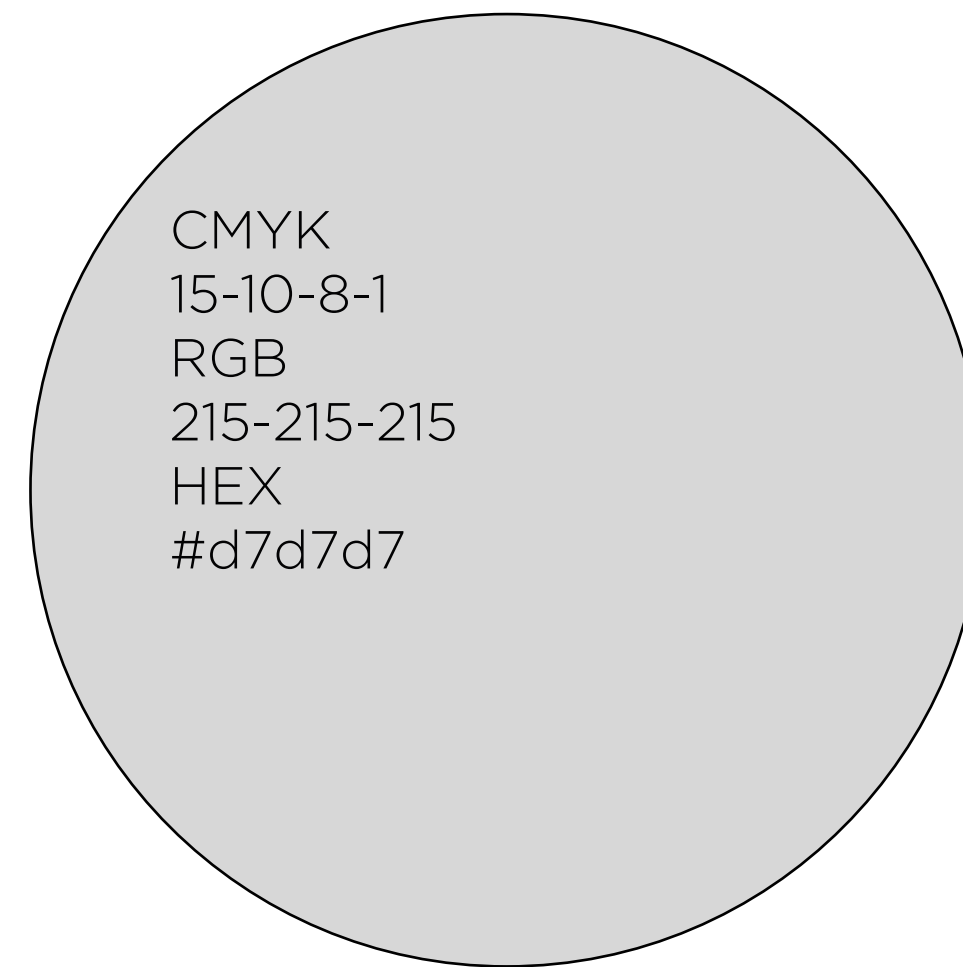
Rational

Wisdom

Secondary Colours



Respectful

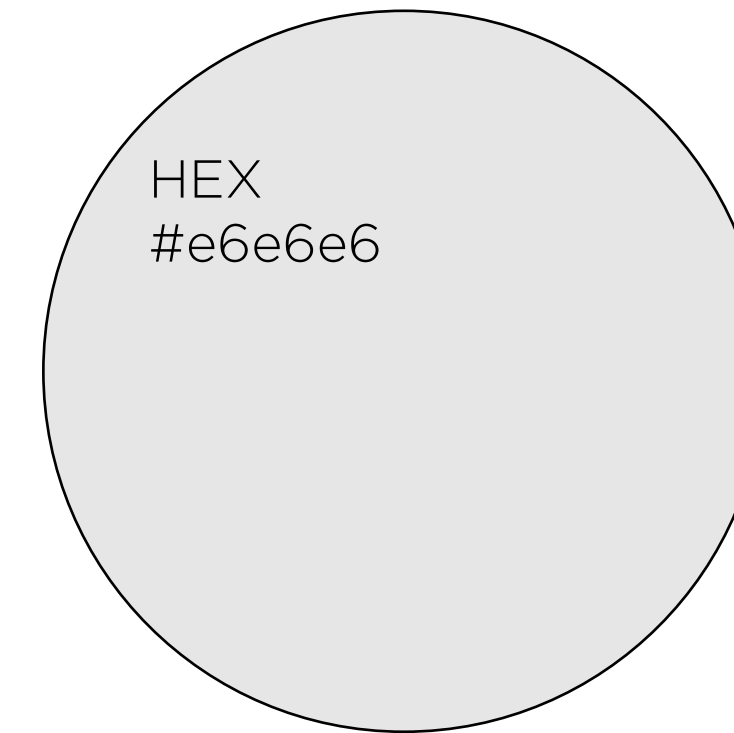
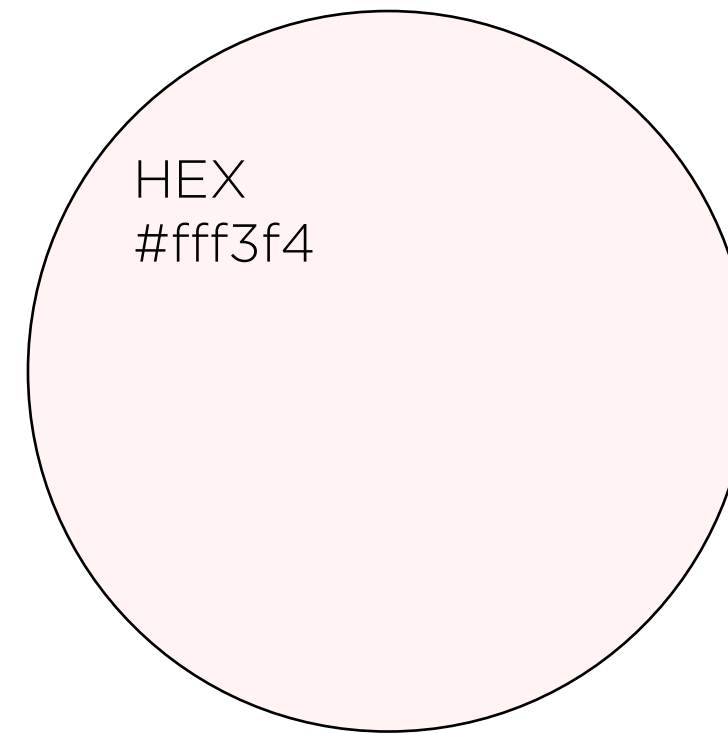
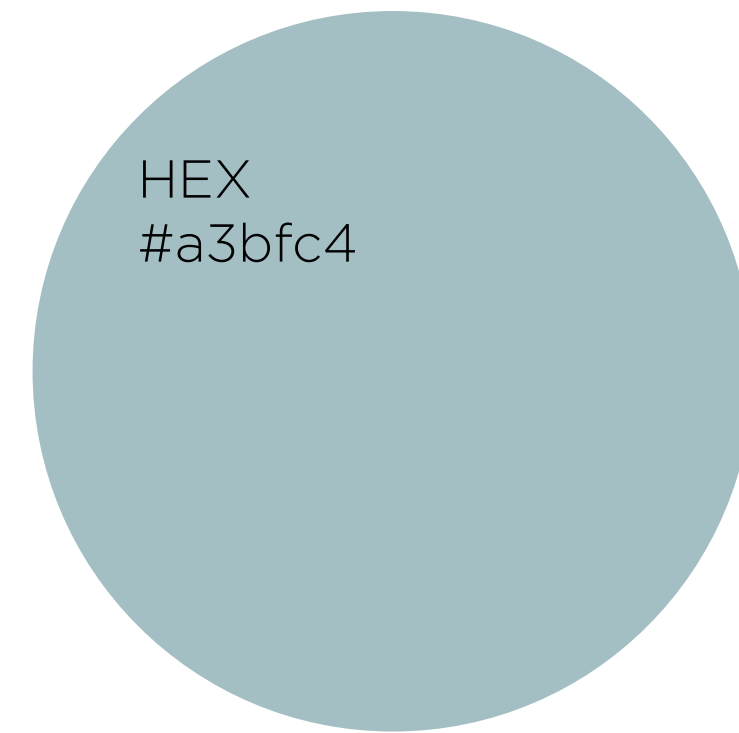
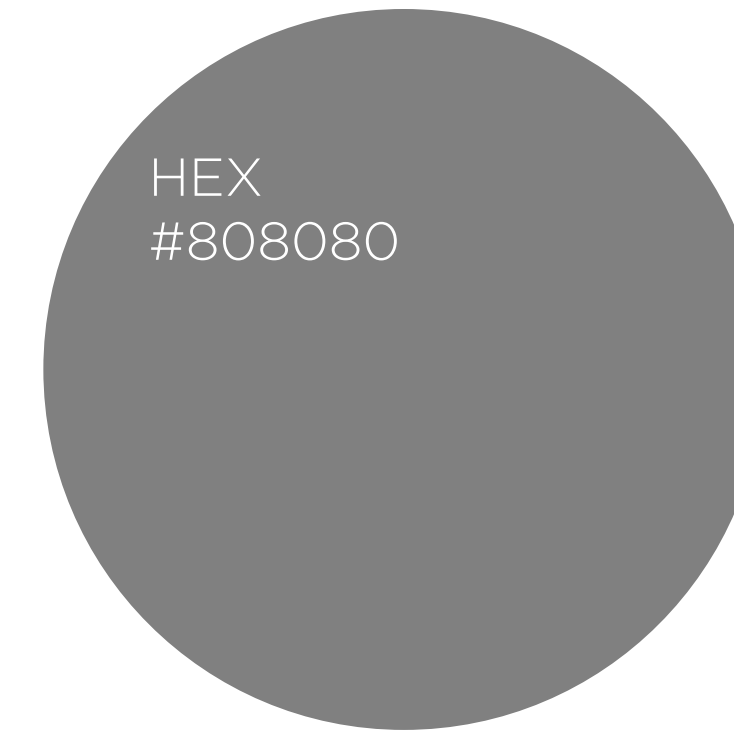
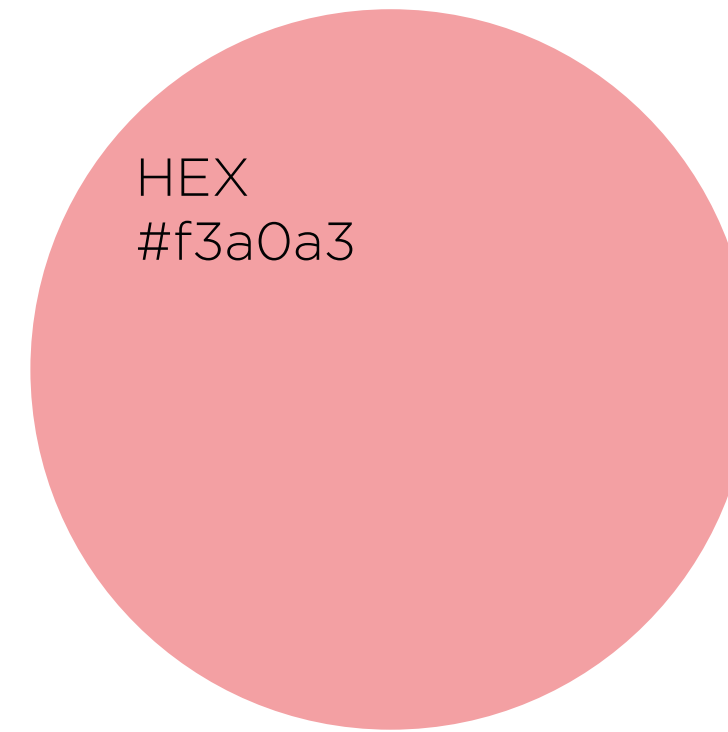
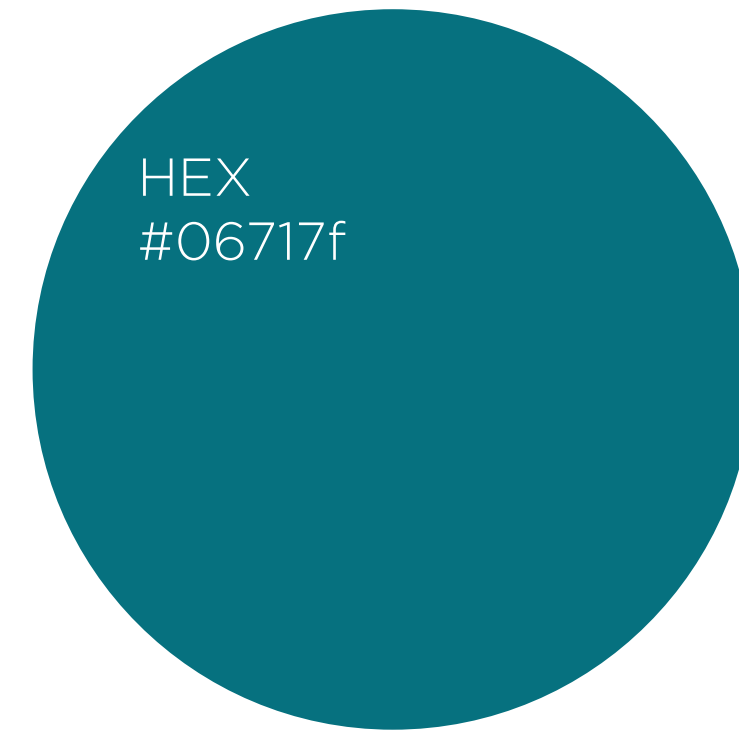


Reliable



Fresh

Colour tints

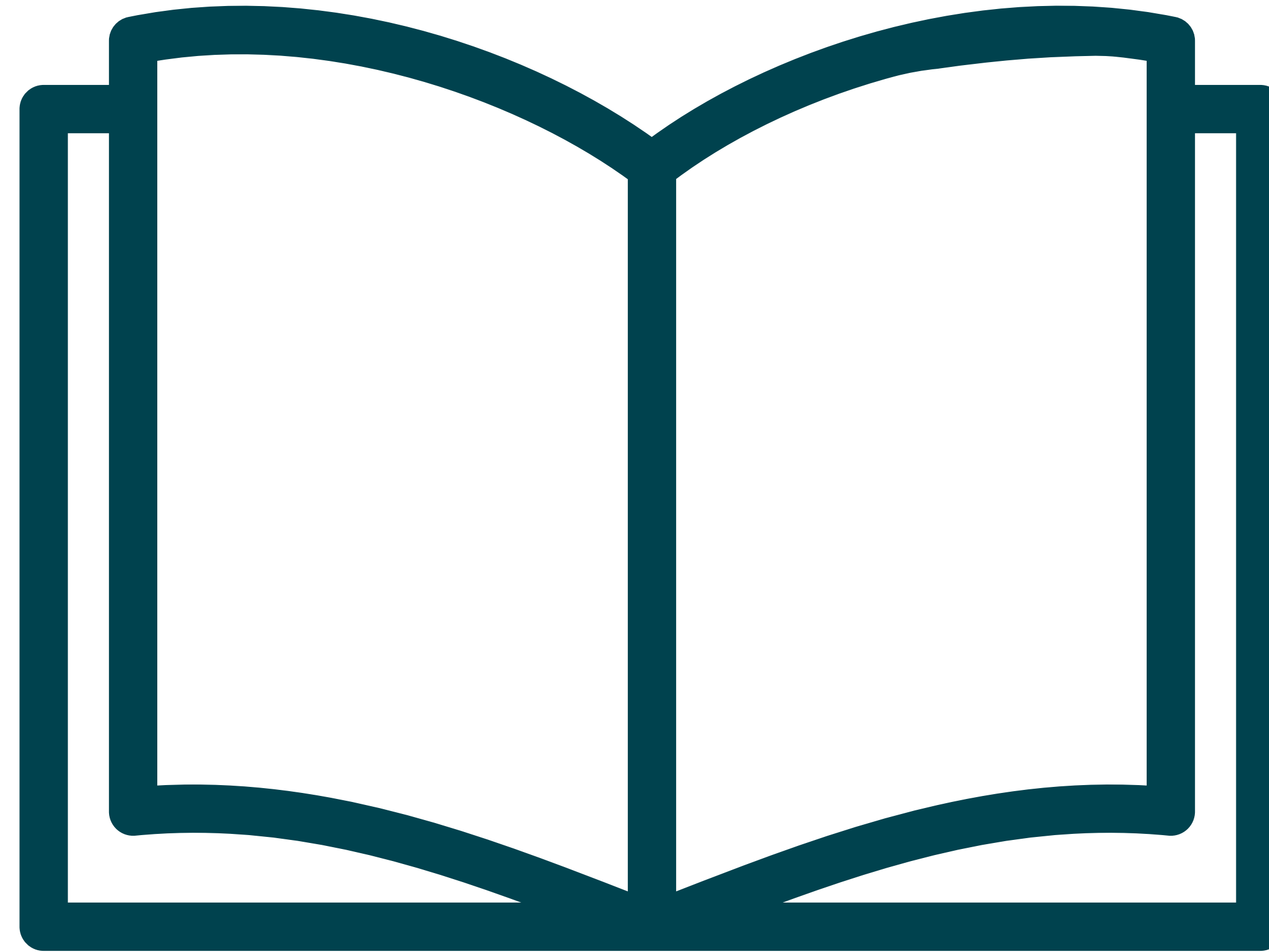


For website/promotional material

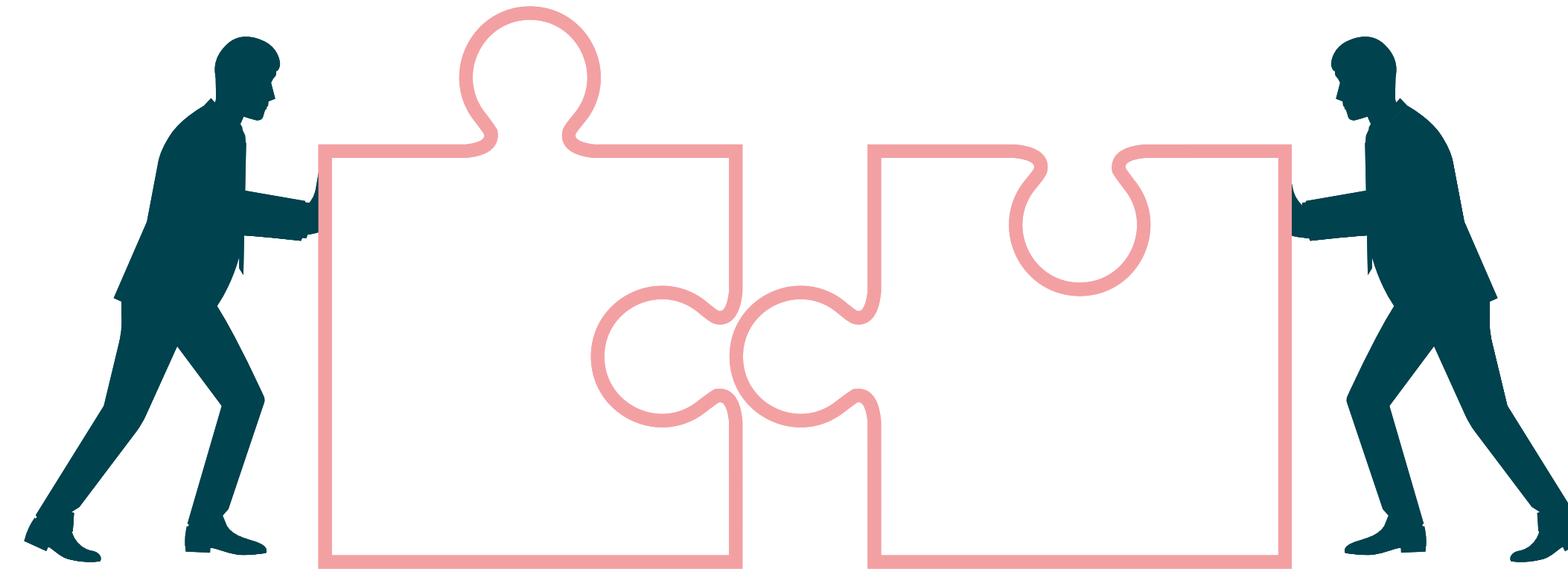
Brainstorm



Research



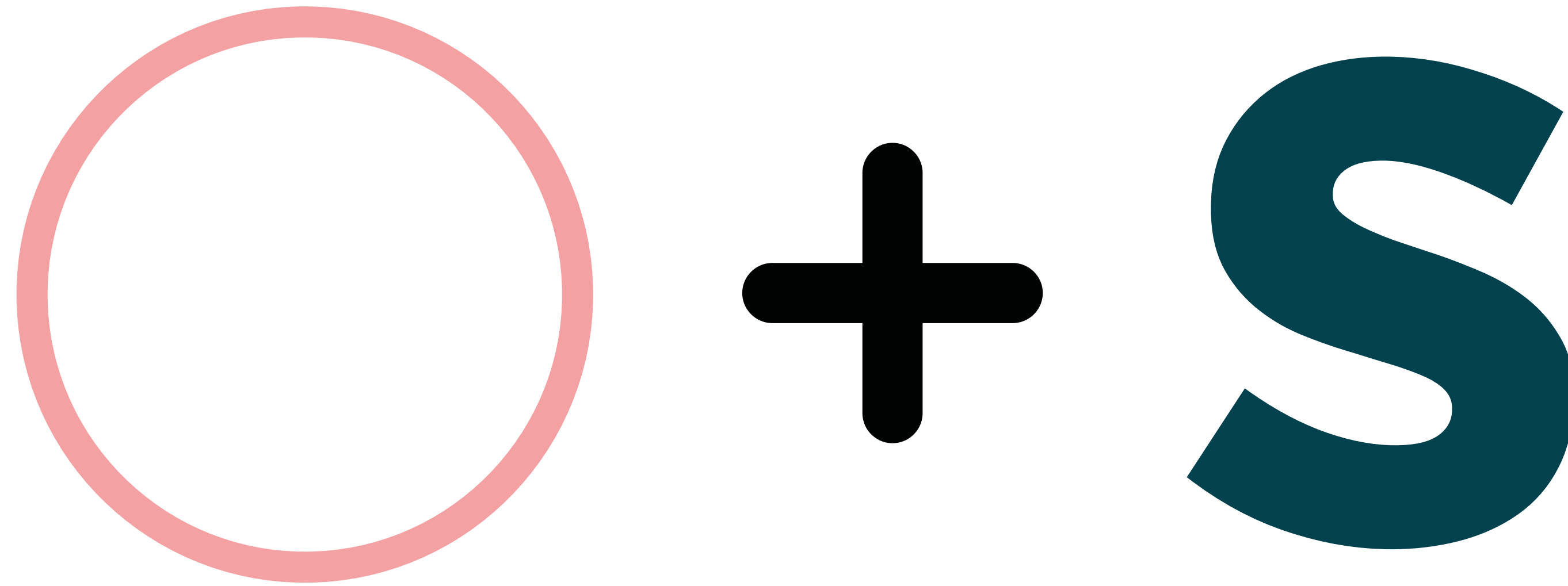
Component



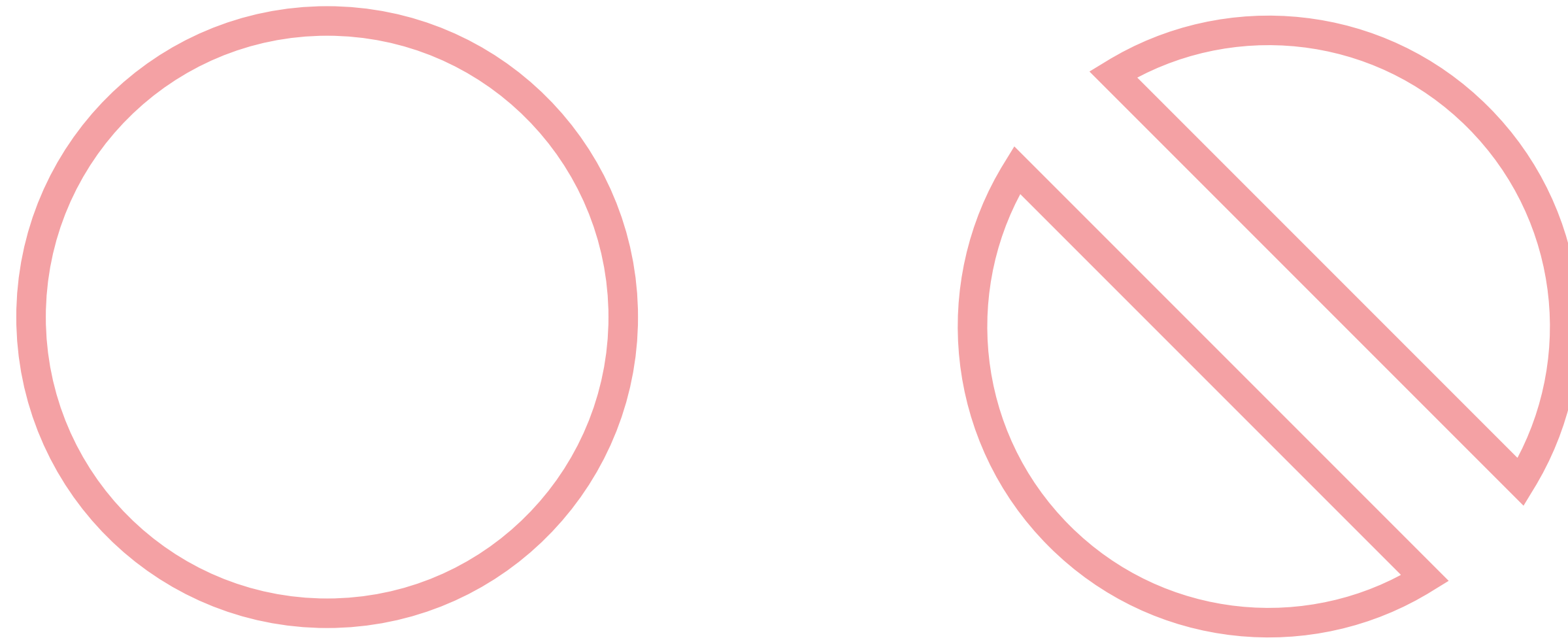


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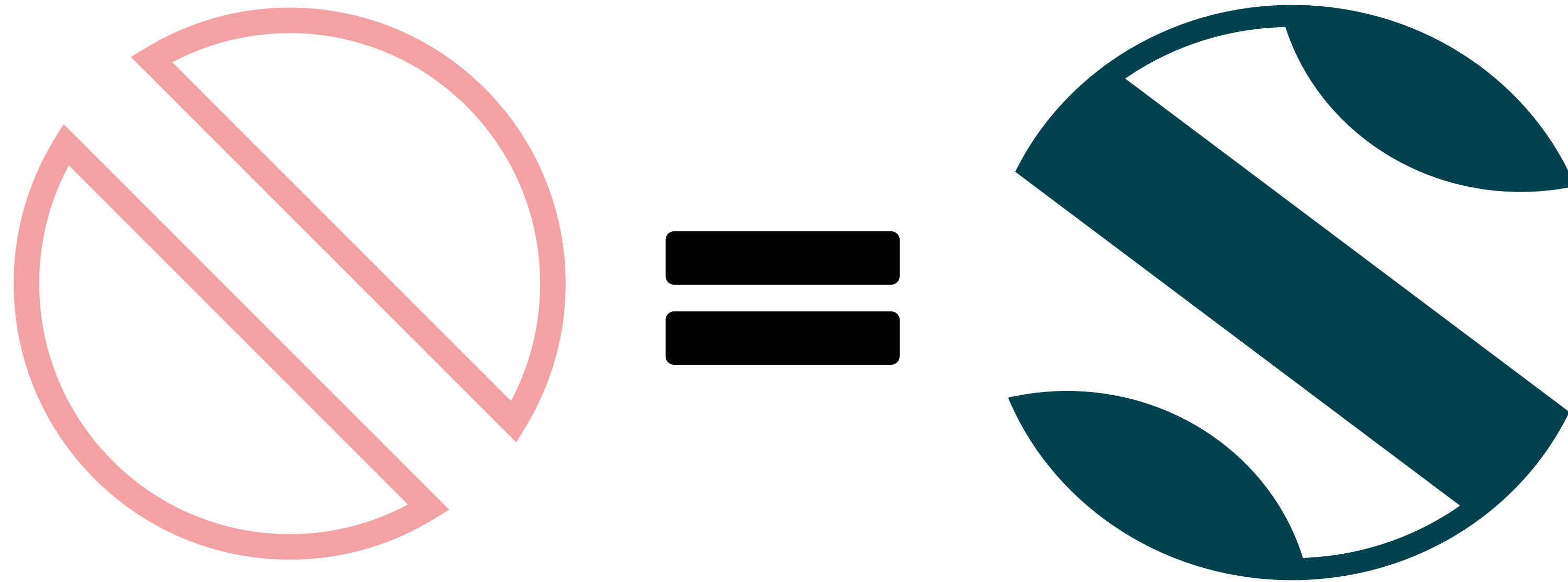
Logo Concept Page



Logo Concept Page



Logo Concept Page



Logo type / headings

Gotham
Bold

Logo Type /
headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold

Gotham
Medium

Sub headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium

Gotham
Light

Bulk text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Light

Brand Imagery

Brand identity

Group meeting

Warm and inviting

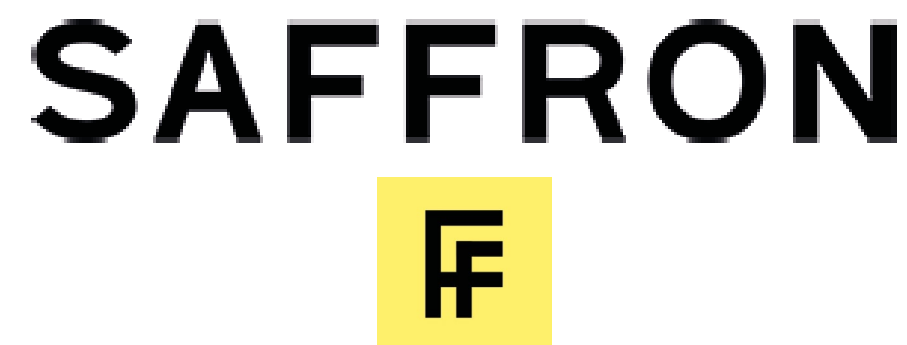
Consistency is key



Market Positioning



Creative Clicks



think. studio

Prices are hard to find

Website pages are bland

Cost effective group based workshops

A top-down view of a group of people in a meeting. In the center, several hands are stacked on top of each other, symbolizing teamwork and collaboration. The people are smiling and looking towards the center. On the table, there is a laptop, a smartphone, a coffee cup with latte art, a bowl of donuts, a glass of water with a lemon slice, and some papers with diagrams and a green highlighter. The overall atmosphere is casual and fun.

Informal and Fun

Tone of voice

Open Minded

Why?
Considerate

How?
Accepting

Tone of voice

**Straight to
the point**

Why?
Direct

How?
Clarity

Tone of voice

Point of view

Why?
Connecting

How?
Relatable

Web page

Research

Wireframe

Colour Scheme

Brand Imagery





Bridging the gap between perspective and clarity



Mission

The Mission workshop aims to define why your business exists, leaving you with a jargon-free mission statement that has been critiqued by other business owners and marketing managers. You will be all set to take your business forward into the future.

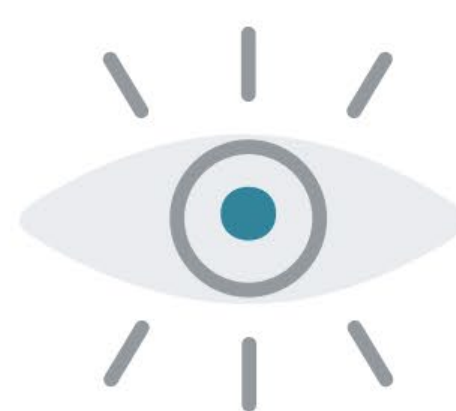
[Find out more...](#)



Values

The Values workshop aims to find out what your company believes in and how it behaves, leaving you with a set of values that are not only true to your business but also ones you can live by and use as a foundation to make decisions that will last into the future.

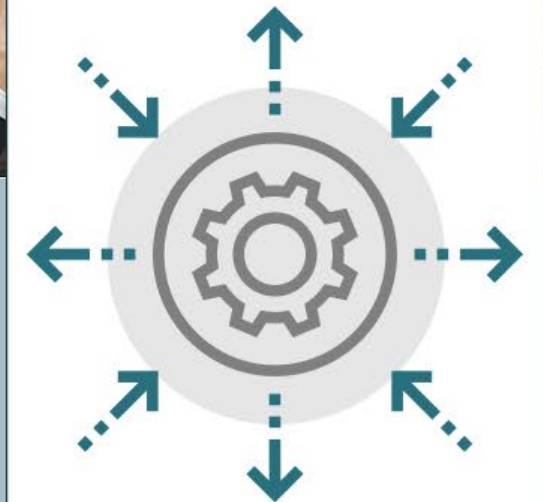
[Find out more...](#)



Vision

The Vision workshop aims to define where your company is heading along with what you wish to achieve, leaving you with an inspirational and aspirational vision statement. The statement will give your business the direction it needs to progress and grow.

[Find out more...](#)

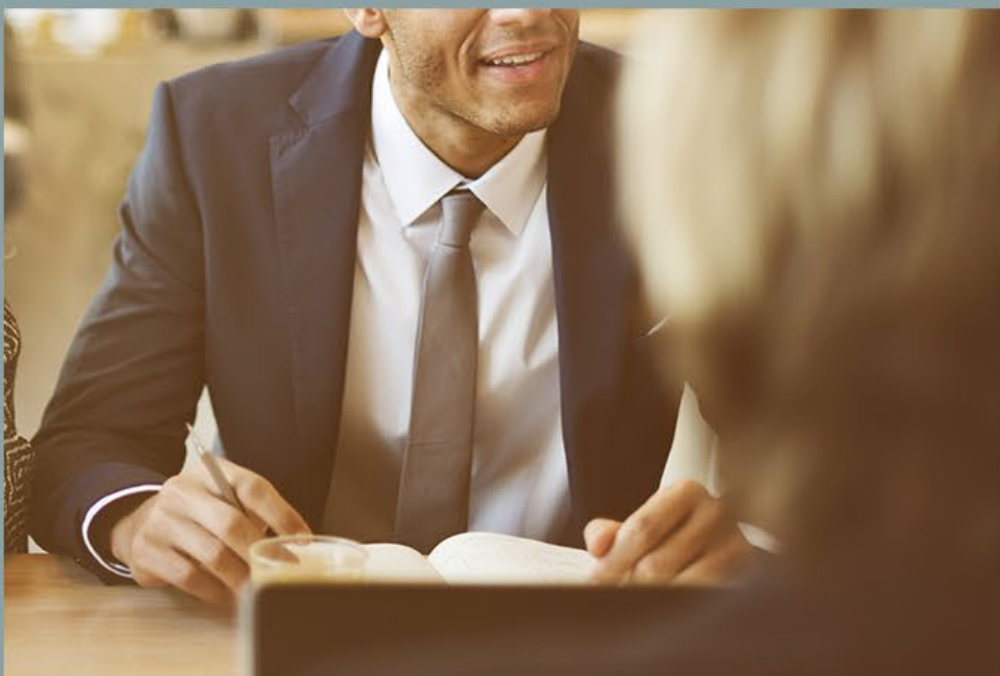


Differentiation

The Differentiation workshop is about positioning your business, in order to give it the clarity it needs to grow quickly. If you want to find your niche, have defined proposition and make it easy for potential customers to pick you, then this is an absolute must.

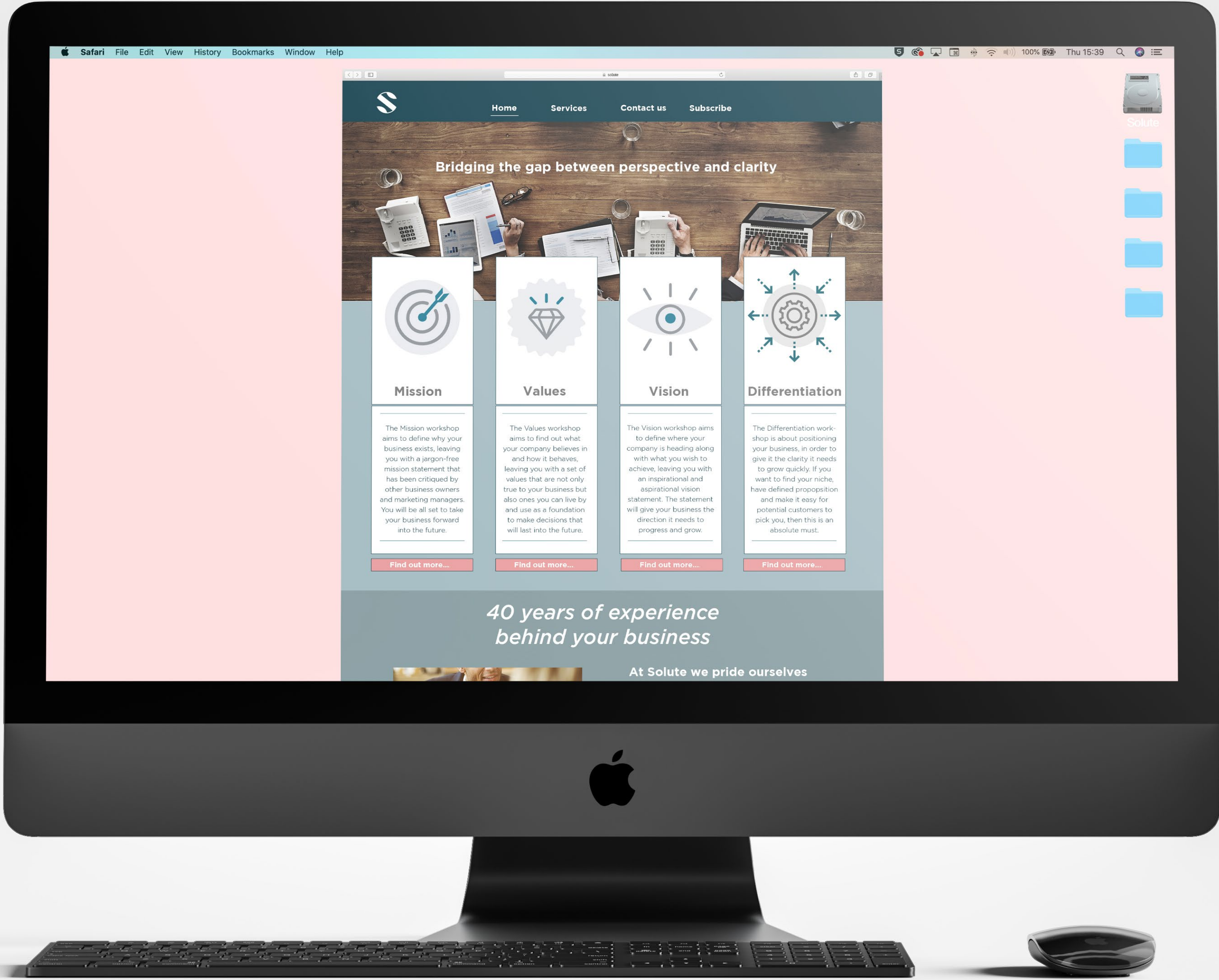
[Find out more...](#)

40 years of experience behind your business



At Solute we pride ourselves on our workshops and helping you understand your business and its values, the journey we take together will not only be energetic and fun but will define your future. This will be the best decision you make for your business.

[Book now](#)







CALENDAR

2020



Solute

JANUARY

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31





Are you looking to
improve your business?



Solute



**BRIDGING THE GAP BETWEEN
PERSPECTIVE AND CLARITY**
SOLUTE CONSULTANCY SERVICE
CANTERBURY, 01227 387387



Four Brand - Brand Proposal