

Branding for pension and benefits

*I need a brand
that will reflect
my **ambition**
for the business.
We must evolve.*



branding and
communications



*This one's for the dreamer,
the driver, the decision maker.*

The logo consists of the lowercase letters 'sjw' in a stylized, rounded font, centered within a light blue circular background. The letters are a slightly darker shade of blue than the circle.

sjw

How we can help:

Where are you in your journey... Are you looking to align your external image with the company's growth? Are you changing strategy either through choice or necessity? Or are you taking a new proposition to market? Whichever it is we can bring value to the process and work with you to explore these answers and help you think big when it comes to your brand. We'll show you how to modernise and use content to build relationships. This is how:



Discover

An interactive workshop to explore your proposition, business goals, positioning, key findings from your market and opportunities for innovation and disruption.



Imagine

This is the first look at your potential brand identity displayed as a series of mock ups. These will be accompanied by an explanation of our thinking.



Be

At a minimum we will tidy up your logo to ensure the technicalities of the design align with today's needs. In some cases a redesign is required and would include an discovery phase of its own. Either way you will be supplied with a range of logo file types to suite any print, digital or social media scenario.



See

A palette of colours, individual to your brand, and designed to work across print and digital. These will be supported by a selection of fonts and recommend typography.



Accessorise

Your brand is likely to be accompanied by a suite of assets that further make it individual to you. Items such as icons, graphic/shapes and imagery will be custom made to maintain your brand's individuality



Liberate

To fully realise your new look brand identity we will hand you all the assets you need to bring your brand to life. The assets will be accompanied by a short summary of how to use your identity in the form of a brand book.



Share

We will work with you throughout the process and give you our professional advice. We include provision for further meetings until launch and unlimited support over phone, Skype and email.

More

For further information

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A large, light blue circular graphic containing the lowercase letters 'sjw' in a stylized, lowercase, sans-serif font, matching the branding.