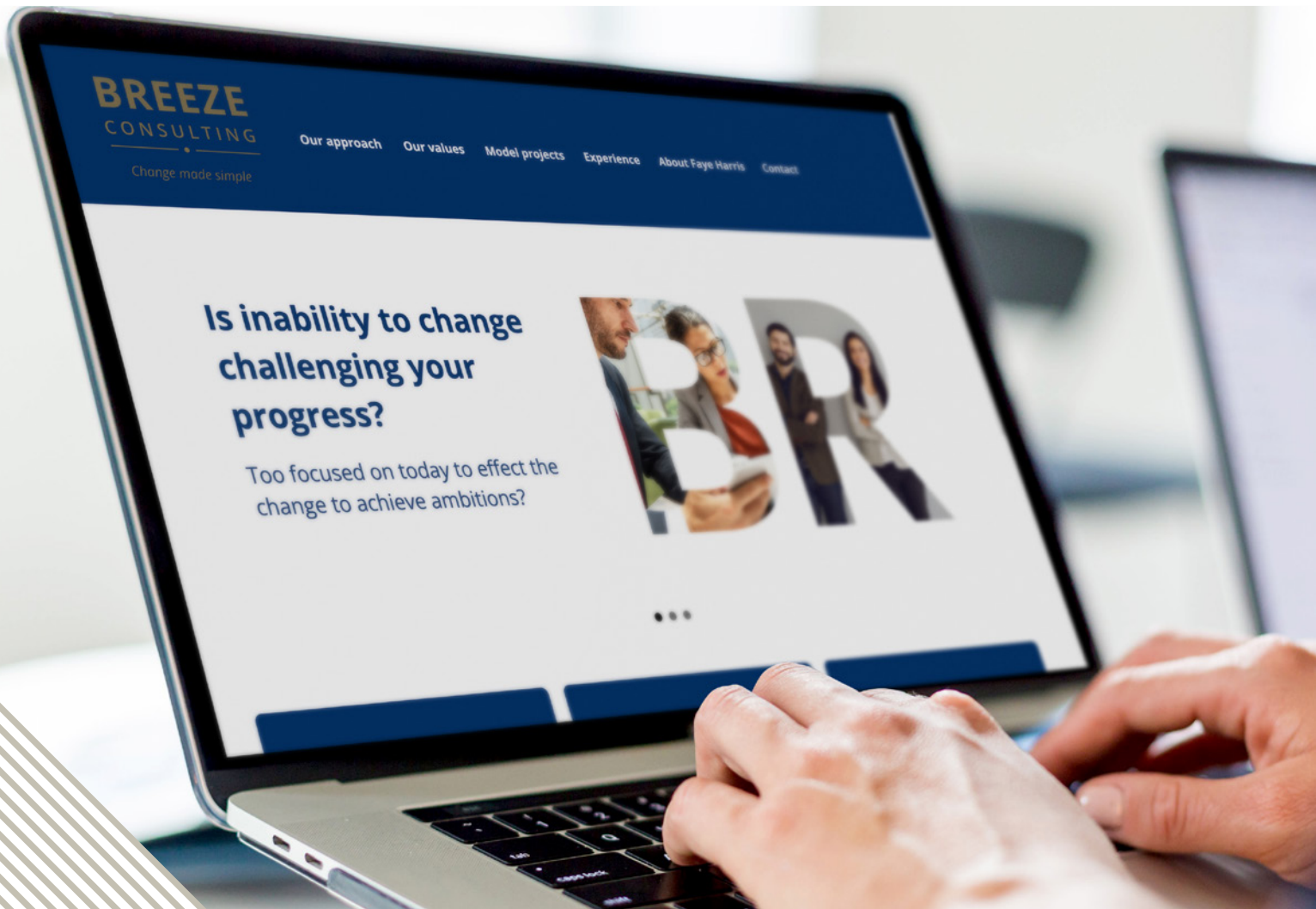




research, design & marketing

CHANGE MADE SIMPLE

BREEZE CONSULTING



Context: Faye Harris of Breeze Consulting had been trading successfully for six years. Having moved from an employed position within a corporate, Faye built a successful track record delivering challenging change programmes on a contractual basis. Sensitive to the potential ebbs and flows of business Faye recognised the need to market whilst fulfilling a contract to avoid slumps in turnover. Faye was also keen to create a foundation for potential growth drawing in her associate network to increase capacity.

In order to start marketing Faye's Breeze Consulting would need an identity. Having been involved in branding projects for corporates Faye was keen to ensure that her identity was meaningful rather than simply cosmetic. On asking the manager of her serviced offices she was referred to Glued. Following a couple of outline

discovery meetings Glued were able to offer a cost efficient way of delivering on Faye's requirements.

The requirements: In consultation with Faye Harris, Glued proposed a research exercise with clients and associates – looking into the valuable difference that they experienced from working with Faye. This provided an in-depth insight into the way Faye works and enabled Glued to write a rationale, proposition and client avatars for her business. This in turn formed the creative brief for Glued's studio to start work on the identity for Breeze Consulting.

The outputs: Glued generated a spectrum of logo options which were progressively honed down through several phases of feedback and development. Interestingly Faye selected a traditional professional services style to reflect the weight of

corporate experience and ability she has to offer. Glued have taken considerable pleasure from Faye's reaction to something as simple as her business card which she has described as 'making it real' for her.

Glued created a brand proposition for Breeze to capture the viable difference: 'Change made simple'.

Glued created a set of guidelines to support future rollout and management of the new brand.

The results: The new brand has allowed Faye to confidently talk the offer to potential customers. Glued have also completed a digital brochure, office templates and social media graphics. A WordPress website is under development and will be launched soon.

"I have so enjoyed the creative development with Glued. Having my own brand gives me a real feeling of establishment and great hopes for the future. I've already had encouraging feedback about it and look forward to seeing how it performs in earnest."

Faye Harris, Director, Breeze Consulting





ABOUT GLUED

Glued is a research, design and marketing business established in 2003.

Our clients often feel that their business could deliver more or perform better, and our process and output is designed to address this.

If your workforce or potential customers are struggling to see what is at your core, the solution lies in articulating your valuable difference in a compelling, engaging and relevant manner.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded in your organisation, internally as a foundation for staff to build on and externally as a basis for communication through effective branding and marketing.

To avoid losing your grip on what constitutes your core values, the answer lies in your internal and external communications, and the consequences on your behaviour.

SERVICES WE OFFER

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Glued is a research, design and marketing agency based in the Midlands providing everything for your business brand to help your marketing stick.



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