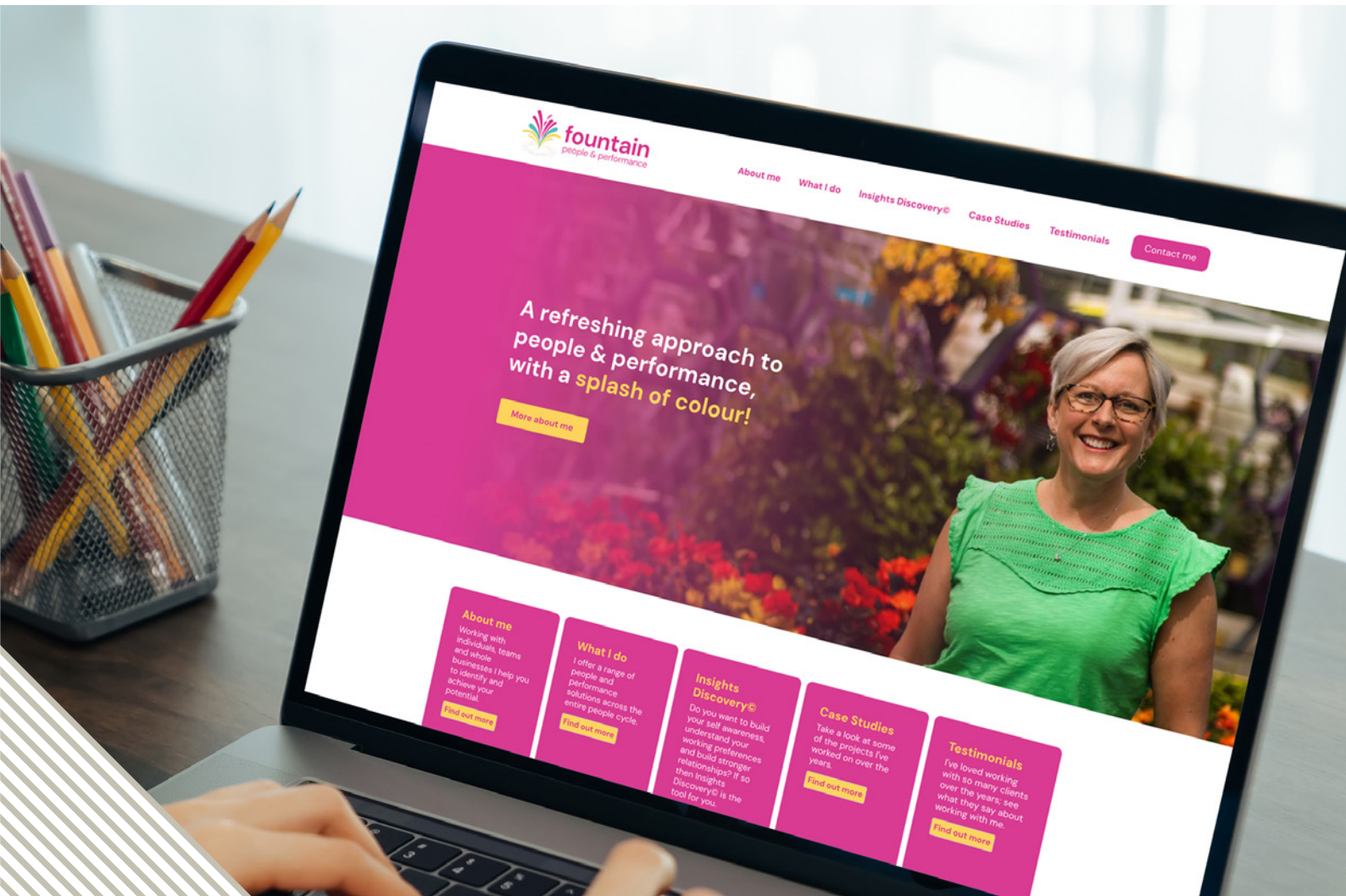




A SPLASH OF COLOUR

FOUNTAIN PEOPLE & PERFORMANCE



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A refreshing approach to people & performance, with a splash of colour!

More about me

About me

Working with individuals, teams and whole businesses I help you to identify and achieve your potential.

Find out more

What I do

I offer a range of people and performance solutions across the entire people cycle.

Find out more

Insights Discovery®

Do you want to build your self awareness, understand your working preferences and build stronger relationships? If so then Insights Discovery® is the tool for you.

Case Studies

Take a look at some of the projects I've worked on over the years.

Find out more

Testimonials

I've loved working with so many clients over the years; see what they say about working with me.

Find out more

“From the first time I met with David and Rob to discuss my re-branding they helped me to gain clarity on what was important to me, the story I wanted to tell and helped me create a brand that really reflected who I am and what I do and brought this to life through my brand and website.”

Sarah Fountain, Owner and Director

Context: Sarah Fountain attended a CIPD meeting where Glued were facilitating a discussion about business and personal branding. The discussion covered how your brand should reflect who you are and what your business does: creating a story that will attract your ideal customers. During the debate Sarah realised that since forming her business in 2017 she hadn't reviewed the importance of her personal brand on how the business communicated. The business was called ODF Consulting – Sarah started to realise that this name didn't reflect her business or its values.

Sarah offers a range of people and performance solutions across the entire people cycle. Implementing the right strategy.

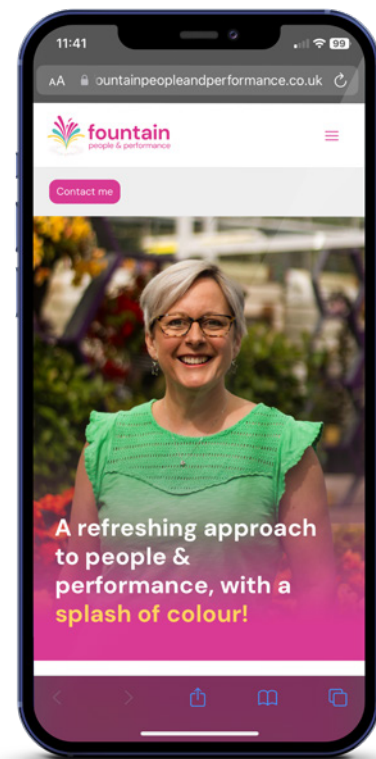
The requirement: Sarah wanted a brand, look, feel and website that reflected her approach and values. Sarah was clear that the business was closer to a personal brand rather than a very corporate business brand. The brand would be called 'Fountain'. Visually the brand should use a range of Sarah's favourite colours, put her at the heart of the brand and visually play on her surname.

The outputs: With such a clear brief, Glued created a range of brand logos with variations of visual plays on the word 'Fountain'. Sarah's son Will is training to be a photographer at college and provided a good set of photography for the new website.

The results: Three bright colours were used in a fountain shape, which reflected the growth of people and spread of knowledge. The words 'people & performance' were added to give the brand context.

Glued created a WordPress website, templates and banners to support a brand launch. The result was a personal business brand that reflected Sarah's bright approach.

Glued also provided a set of templates and guidelines to give Sarah the tools to manage and run her brand moving forward.



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.

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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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