

Piece of Cake™

TRY IT, WE
THINK YOU'LL
LIKE IT.

Uniform

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Piece of Cake™

Branding is our business and our passion. We've spent years sifting through ingredients to find where the mixture becomes magic and earns that third Michelin star. Products and services are only part of the blend. Great brands become an immediate, distinctive focal point for everything unique about the organisation or product.

Now, we've found an exciting, reliable way of getting it right. Four easy steps, and completely different every time. It's a process, not a cake mix. We use only fresh, natural constituents, and the whole exercise is good wholesome fun.



The Ingredients

Finding the right mixture is different every time. We gather information by listening, looking, asking. We interview people within your organisation, from top to bottom, to build a picture of the how and the why of what you do. We look at all your publicity and marketing material, from packaging to business cards and web presence. We look at your potential customers (and, with your permission, your existing customers too) to find out what they really want.

We search out everything we need. The secret is knowing where to look. Then, when we have a clear picture of the possibilities, it's on to the next stage. Do some mixing and tasting...

FINDING the
RIGHT MIXTURE
• is DIFFERENT
EVERY TIME



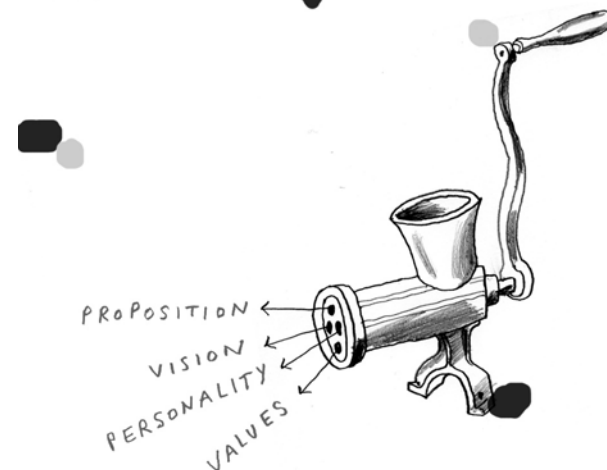
The Recipe

Now, we think about what's in the basket and how it's all going to work together. Again, we have a tried and tested method. At a workshop with your key people, we develop four strategic strands.

Sound a little dry? It's not. There will be talk, but probably music and pictures too. Added zest, in whatever form seems useful. We keep it lively and open, productive and positive. It's an adventure, a voyage of discovery.

By the end, we will have defined the vision, values, personality and core proposition that make your organisation unique. Four characteristics that define your brand. When we feed it back to you, you'll recognise it immediately.

WE DEVELOP
FOUR STRATEGIC
STRANDS



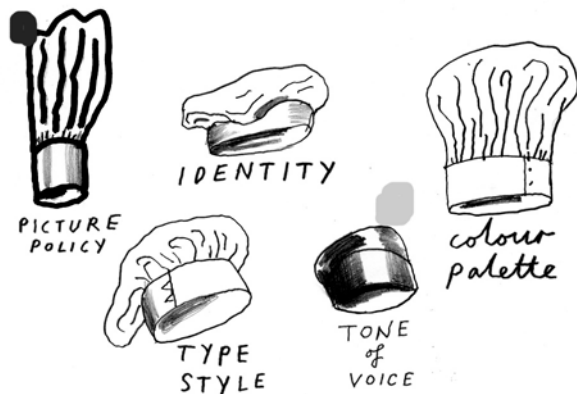
The Icing

This is where we take our thinking and mould it into the brand identity that the world sees and hears. A reflection of who you are and what you're about.

A strong visual identity is vital. It's much more than a logo, though — it's a colour palette, an approach to photography, a visual style that gets recognised in the street. And it's a tone of voice, a way of speaking. Your brand should be as recognisable as your friends.

Consistency is crucial. We'll create a manual covering the whole look and feel of your brand. Guidelines to ensure that people remember and trust you.

A REFLECTION
of WHO
YOU ARE



Serving Suggestions

Time to share the fruits of all that work. If your brand is going to make a clear impression on people outside your organisation, it's pretty crucial that the people on the inside understand what it's about. We can provide an internal introduction that lets your people understand their role in making it a success.

Once that's done, we can take it to the market with a full launch, and prepare a strategic plan for rolling it out across the whole range of your present and future activities.

Then, for as long as you want, we'll look after it and make sure it's used as directed.

Bon appétit.



Piece of Cake™

Our step by step process to
defining your brand essence.
Effective, powerful and very tasty.
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