

# branding your business



## making your brand work for you

Building and managing a brand plays a big part in making you the business of choice for your customers.

A brand isn't just your logo. It's your core values, your tone of voice, use of language, even how you behave and dress, as well as how you represent yourself visually. It's your reputation and your customers' experience of interacting with you. You have a brand whether or not you consciously develop one, since it is how you are perceived in the marketplace. Taking charge of your brand is the best way to influence those perceptions and create customer loyalty. A brand is a powerful thing that can:

Provide credibility

Generate sales

Attract new customers

Inspire customer loyalty

Simplify a complex idea

Differentiate from your competition

Raise awareness of your business

Communicate your unique selling proposition (USP)

You're selling your brand as much as your product or service – which may be available from many suppliers. A strong brand can make any business stand out from the crowd, which is important in a competitive market.

## 8 things to consider when developing your brand

1. What are your core values?
2. Who is your target market?
3. Who are your competitors?
4. What are your marketing goals?
5. What are your brand values? What do you believe in delivering to customers?
6. What adjectives would you – or your customers - use to describe your business? E.g.:

Contemporary	International
Cool	Knowledgeable
Creative	Oblique
Cutting-edge	Professional
Edgy	Quality
Excellence	Quirky
Expertise	Reliable
Friendly	Robust
Funky	Solid
Innovative	Traditional

7. Every point of contact with your customers must reinforce your brand values. Consider:

Your business name  
Your logo  
Your strapline  
Your business stationery  
Your pricing  
Your packaging  
Your premises  
How you advertise  
How you and your staff dress  
How you and your staff behave  
Your company website  
Your promotional materials

8. Review your brand regularly. Invite feedback from clients, customers and colleagues

## how we can help

Our creative team is highly experienced in developing brands that work for business. We can provide all the leg work you need to get up and running, such as your logo, business stationery and marketing collateral such as leaflets. Once we have the artwork done, we'll even arrange printing for you.

Send us your brief and we'll get straight to work. On receipt of a 50% deposit (via PayPal or following our invoice), we'll set up an account for you on our project management system at <http://smallbusinessstudio.clientsection.com>. You can upload files here and this is where we'll upload your proofs and final artwork. You can also have it delivered on disk if you prefer.



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## branding packages



### Logo design

- 6 logo options for you to choose from developed from your creative brief
- Additional logo iterations: £50 each



### Stationery design concept

- Your logo applied to business stationery, e.g. letterhead, compliment slip, business card, fax cover sheet, invoice pad.
- £120 for one stationery item
- £70 for subsequent stationery items



### Website design concept

- Graphic to show look and feel of website based on your brand
- £150 for one design concept
- £100 for second and subsequent concepts



### Full design concept

- 6 logo options
- One chosen logo developed into brand style
- Chosen logo applied to stationery suite of: letterhead, compliment slip, business card
- 2 x website template designs



### Leaflet design (A4)

- £250 for design of template based on your brand
- £125 for setting of one A4 PDF leaflet (up to 3 pages) based on your copy, that can be printed or downloaded
- £25 per additional page thereafter

We can also help with other branded items such as merchandise or exhibition material.

## stationery printing price list

### Business cards

Printed CMYK on 350gsm art board and matt laminated both sides to size 88x55mm

	250	500	1000	2000	2500	5000	10000
Single	£42.78	£57.28	£86.28	£158.78	£202.28	£288.55	£564.05
Double	£71.78	£86.28	£115.28	£202.28	£231.28	£288.55	£564.05
Deluxe (UV varnish)	£115.28	£129.78	£216.78	-	-	-	-

### Business Packs

Based on all products being single sided

- 1,000 A4 letterhead
- 1,000 compliment slips
- 250 business cards

**Only £285**

All stationery products are subject to £4.50 p&p. Orders must be paid for within 14 days of receipt of stationery.

### Letterhead and compliment slips

Printed CMYK on laser compatible 115gsm bond double or single sided

Single sided	500	1000	2500	5000
A4 letterheads	£158.78	£173.28	£231.28	£289.28
A5 letterheads	£129.78	£144.28	£202.28	£245.78
210sq letterheads	£144.28	£158.78	£216.78	£274.78
Compliment slips	£86.28	£100.78	£144.28	£187.78
Double sided	500	1000	2500	5000
A4 letterheads	£274.78	£289.28	£361.78	£434.28
A5 letterheads	£202.28	£216.78	£289.28	£361.78
210sq letterheads	£245.78	£260.28	£332.78	£405.28
Compliment slips	£144.28	£158.78	£231.28	£274.78

**Small Business Studio** is a new one-stop web design and marketing agency working exclusively with small businesses and startups. We help you grow your business with the latest, low-cost online marketing tools including blogs, podcasts, video and social networking.

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