Type
Twenty
Five

BRAND IDENTITY SOLUTIONS

Strategic brand identity for startups and established businesses.

Your partner in design



WHY IS BRANDING IMPORTANT TO YOUR BUSINESS?

Your brand identity shapes how people see your business before you've had the chance to explain it. When your business has evolved, but your brand has not kept pace, the gap starts to show.

Your offering may be strong, but if your identity no longer reflects where you are now, it can weaken confidence within your business and customer perception becomes blurred. This makes growth harder than it needs to be.

If you are just starting out, getting noticed is one of the many challenges you face as an early-stage business. A strong visual identity and engaging marketing materials are the tools you need to grab attention, deliver your message and create sales.

WHO THIS IS FOR

Rebranding projects are often driven by one of two perspectives. Sometimes the issue is being felt day-to-day by the person responsible for marketing. Sometimes it is being recognised at a wider business level by the person shaping the future of the company. In most cases, both are seeing different sides of the same problem.

For marketing managers
You may already be feeling the effects of an underperforming brand in the day-to-day work.

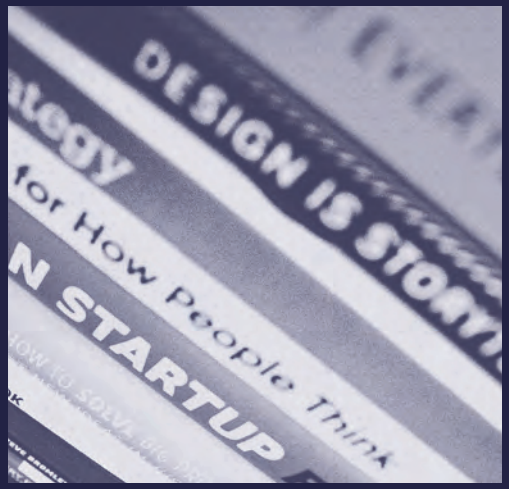
Campaigns take more effort than they should. Materials do not always feel consistent. The business is doing good work, but the identity is not helping you present it with enough clarity or confidence.

When that happens, branding stops being a purely visual issue. It becomes a strategic one.

For founders and decision-makers
You may be looking at the business more broadly and asking whether the brand still reflects where your company is now and where it wants to go next.

A brand that no longer fits can give mixed messages, making your business appear less focused and less credible than it really is.

Brand identity work helps close that gap, so your business is presented in a way that is aligned with where you are now.



Startups
If you are starting a business on your own, you are not just launching an offer. You are building trust from scratch.

That can feel exciting, but it also adds pressure.

From the outset, you want to look professional to build trust for potential customers. But when you are doing everything yourself, branding is often an area that will become overwhelming.

Perhaps you have a firm idea of what you do, but no real clarity yet on how the branding should look. You know you need to put the right foundations in place before you launch, but unsure where to begin.



IS YOUR BRANDING PROBLEM NOW A BUSINESS PROBLEM?

You are unlikely to invest in a brand identity project because you simply want a different look. You'll do it because you have realised it has become a business problem.

Perhaps your company has grown, but the current identity feels like an earlier version of it. Or your offering has evolved, but the presentation has not.

That matters because brand identity affects far more than appearance alone.

It influences first impressions, shapes trust and affects how clearly your business communicates its value. Branding sets the tone for marketing, sales material, proposals, presentations and everyday visibility.

An inconsistent visual identity that feels dated or not appropriate to your business can't support your next stage of growth properly.

In a nutshell, a strong brand identity does not just improve how your business looks. It enables your business to communicate with clarity and confidence.

Branding Solution

For Established Businesses:

ReBrand / ReFresh

See Package Details >>



STARTUPS: BUILDING STRONG FOUNDATIONS FOR GROWTH

When you are starting out, your brand identity will do a lot of heavy lifting.

As a founder, you face many challenges during the existence and survival stages of starting a business. Hiring talent, finding premises and obtaining funding are just a few of the obstacles.

Another challenge is to be seen as an accomplished business which attracts customers who buy into, remain loyal and become evangelical for your product or service.

Strong branding will inspire your target audience to pay attention, enabling you to cut your own unique path.

An investment in brand identity will give your target market the visual signpost to your place in the world.

Without that foundation, it is easy to fall into the cycle of tweaking, doubting and starting again.

Branding Solutions

For Solo Startups:
Launch Identity (Lite)
See Package Details >>

For Startups:
Launch Identity
See Package Details >>

77%
of companies deal with off-brand content

Without a clear identity system, brand drift becomes normal.

10–20%
estimated revenue increase if branding was more consistent

Consistency is not just about looks; it has a direct commercial upside.



CLARITY BEGINS HERE

Start with clarity
Your brand identity shapes how people understand your business before you've had the chance to explain it. Done well, it gives your offer focus, your message structure and your audience a clear reason to pay attention.

Build trust from day one
For startups, strong branding creates the professional foundation you need to launch with confidence. It helps you look credible, show up consistently and avoid the cycle of tweaking, doubting and starting again.

Grow with confidence
For established businesses, rebranding is rarely about wanting a new look. It is usually about closing the gap between where the business is now and how it is being perceived.

Make marketing easier
A clear identity system gives your marketing, sales material, proposals and everyday communications a stronger platform. It reduces inconsistency and helps every touchpoint feel more connected.

Support the next stage
Whether you are launching, growing or repositioning, the right brand identity makes your business easier to understand, trust and will be better equipped for what comes next.

TAKE A BRAND HEALTH SURVEY

Assessing your brand's health helps you develop a better understanding of the competitive environment. With this knowledge, you can respond strategically to shifts in the market and actions taken by your competitors.

COMPLETE YOUR BRAND HEALTH SURVEY



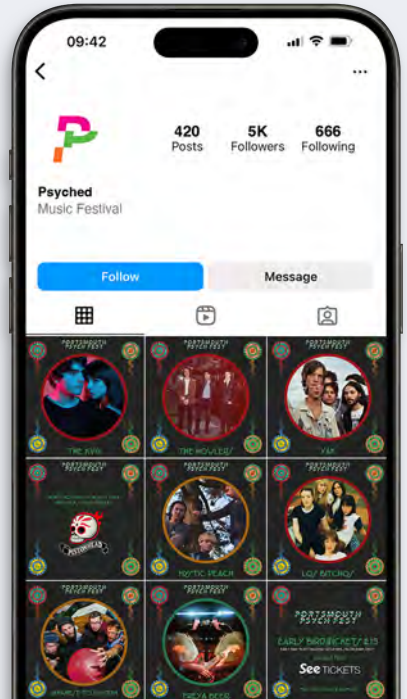

City of Portsmouth College
A great education can lead to great things
Admiral Lord Nelson students,
Find your brilliance
copc.ac.uk
GREAT THINGS come from PORTSMOUTH
Freda Swain
Composer


Flude
PROPERTY CONSULTANTS
Transactions
and Market Review
2024


Shentons
Solicitors
Shentons
Solicitors and Mediators
Shentons
Solicitors
Katie Wood TEP
the law work for you


MAX CHAMPION
WHAT A RACKET!
WHY, WHY, WHY?
THE SPORTING LIFE
DEAR OLD MUM
WHAT A RACKET!
THINK OF THE SHOW!
HEALTH & SAFETY


THE INSURANCE CHARITY
We're helping brokers like
Rachel
THE INSURANCE CHARITY
Supporting insurance people when they need us most
We offer financial support and practical guidance to current and former insurance professionals in the UK and Ireland.


09:42
420 Posts
5K Followers
666 Following
Psyched
Music Festival
Follow
Message
See TICKETS

ReBrand / ReFresh

Who it's for

For established or growing businesses that need a more distinctive, mature brand identity aligned to who you serve now

Your investment

From £4,500

What's included:

Stage 1: Brand Alignment & Audit

- Clarify the business, audience, positioning, and creative requirements.

Stage 2: Creative Direction

- Present two distinct visual directions based on the agreed foundation.

Stage 3: Identity Development

- Refine the selected direction into a complete identity system.

Stage 4: Brand Applications

- Apply the identity to priority touchpoints.

Stage 5: Guidelines and Rollout

- Document the system and provide a practical plan for full branding implementation.

Visual Identity Assets

- logo primary + secondary
- submark / icon
- typography system (primary + secondary)
- core colour palette
- Brand pattern or graphic device
- social avatar + header
- 6–10 social post templates



Launch Identity

Who it's for

For small businesses that need a solid identity foundation that gets you live confidently and consistently across your key touchpoints.

Your investment

£1,500

What's included:

Discovery Session

- questionnaire + 60–90 min workshop

Brand Positioning Basics

- purpose / audience snapshot
  core differentiators
- simple messaging hierarchy

Visual Identity Assets

- primary logo + responsive logo variants
- submark / icon (where useful)
- typography system (primary + secondary)
- core colour palette
- brand pattern or graphic device

Starter Assets

- social avatar + header
- 6–10 social post templates
- business card design

Branding Guidelines

- logo rules, spacing, colours, type, basic usage



Launch Identity (Lite)

Who it's for

For sole traders and one-person startups who want to look professional from day one – without complexity of a full brand build.

Your investment

£850.00

What's included:

Discovery Sprint Session

- 30–45 min call + short questionnaire

Visual Identity

- 1 primary logo
- 1 simplified / icon version (for social use)
- colour palette
- typography pairings

Branding Assets

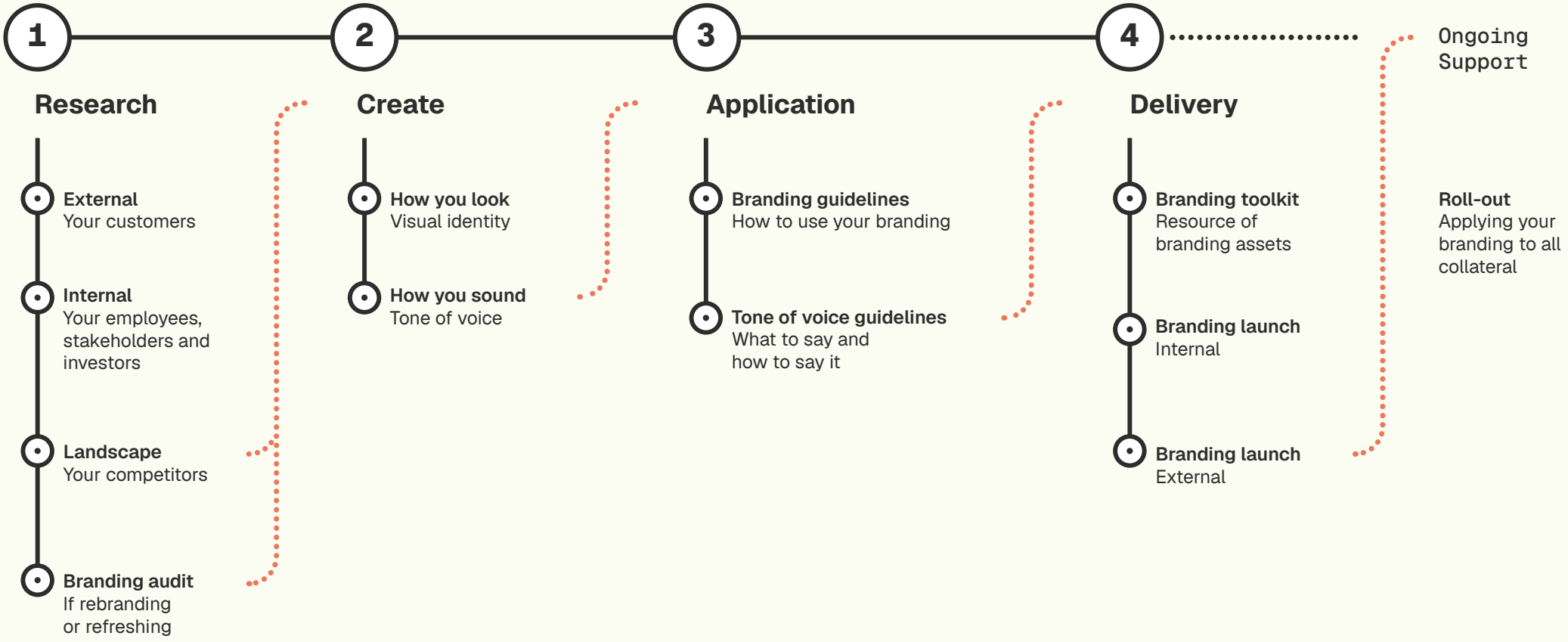
- social avatar + cover/header
- 3 social templates (for posts or announcements)

Mini Branding Guide (2-3 Pages)

- a 2–3 page PDF showing how to use your logo, colours and type



PROCESS


1
Research
External
Your customers
Internal
Your employees, stakeholders and investors
Landscape
Your competitors
Branding audit
If rebranding or refreshing
2
Create
How you look
Visual identity
How you sound
Tone of voice
3
Application
Branding guidelines
How to use your branding
Tone of voice guidelines
What to say and how to say it
4
Delivery
Branding toolkit
Resource of branding assets
Branding launch
Internal
Branding launch
External
Ongoing Support
Roll-out
Applying your branding to all collateral

FREQUENTLY ASKED QUESTIONS

Common rebranding questions.

Do we really need this, or do we just need a visual refresh?

Sometimes a lighter design refresh is enough. But where the real issue is clarity, consistency or alignment, surface-level changes rarely solve the problem properly.

If the business has outgrown the brand, small tweaks tend to postpone the decision rather than resolve it.

Is now the right time to invest?

That depends on the business, but if the current brand is already making communication, marketing or perception harder, delaying the work often means carrying the same friction into everything else.

A stronger brand identity usually makes future activity easier, not harder.

Could we do this internally?

Internal teams often know the business well, but may not have the time, objectivity or specialist focus needed to lead this kind of work clearly.

External brand identity support brings perspective, structure and experienced creative judgement to the process.

How do we justify the spend?

The value is not only in the finished identity itself. It is in the clarity, consistency and confidence the business gains afterwards.

A better brand identity supports stronger communication, sharper perception and a more credible platform for future growth.

A simple way to explain this internally

We believe the business has outgrown its current brand identity.

Investing in the right level of support would help us present the business more clearly and consistently, strengthen credibility, and give future marketing a much stronger foundation.

FREQUENTLY ASKED QUESTIONS

Questions startups often ask before a project begins.

Do I really need brand identity support this early?

If you are serious about launching properly, then yes, it can make a real difference.

You do not need every possible brand asset under the sun, but you do need a clear and professional foundation. Without that, it becomes much harder to show up consistently or build trust early on.

Can I not just do it myself for now?

Of course you can make a start yourself, and many founders do.

But DIY branding often ends up costing you more in time, hesitation and inconsistency. If you are constantly changing fonts, colours, logos or layouts you are not really moving forward. You are circling.

Professional support helps you make better decisions earlier.

What if my business evolves?

That is completely normal.

The point at this stage is not to create a brand that never changes. It is to create one that gets you up and running properly and gives you a strong platform to build from.

Is this worth the investment when I am just starting out?

If the brand helps you launch more confidently, show up professionally and saves you time across everything that follows, then yes, it usually is.

A strong start removes a lot of friction.

A simple way to think about it

You do not need a huge brand system on day one. You need the right identity for the stage you are at — clear enough to launch with confidence, professional enough to build trust, and strong enough to grow with you.

YOUR NEXT STEP

If your business has outgrown its current branding, or you're a new business needing an identity, a discovery call is the best place to start.

We'll talk through where your brand is now, and where you need to be.

A discovery call will give you more clarity on what the right next step could look like.

Book your discovery call and we'll figure out the best next step for your business.



Dean Howard
Your partner in design

/in/typetwentyfive

BOOK YOUR DISCOVERY CALL



Trusted Partners

City of Portsmouth College

The Marketing Spaces

resolution

Flude PROPERTY CONSULTANTS

The Handbook Group

MJH Architects

HAMPSHIRE CULTURAL TRUST

ClientWise

UKSA

Shentons Solicitors

BATON OF HOPE DERBY/DERBYSHIRE

THE INSURANCE CHARITY