

glued[®]

THE BUSINESS OF BRANDING

A PLATFORM FOR THE FUTURE

HELPING HANDS COMMUNITY PROJECT



“We have been bowled over by the amount of support we have received from Glued. We wanted a strong, recognisable logo that looks professional: we are delighted with the logo that Glued has created for us and would like to say a huge thank you for all their hard work.”

Lianne Kirkman,
Project Co-ordinator/Trustee,
Helping Hands Community Project



Context: Helping Hands Community Project Charity operates in Kenilworth, Warwick and Leamington, working with the homeless, victims of domestic abuse and those with drug and alcohol addictions.

Volunteers collect donations of household goods, furniture, toiletries, clothing, toys and bedding to distribute to individuals and families in need.

The requirement: The project was started informally with donations from local people and promoted through social media. A logo had been developed in-house and, once formal Charity status had been secured, plans were developed to open a hub and shop in Leamington. With the prevalence of professionally developed high street charity brands, it was clear

that Helping Hands would also need a professionally developed brand, enabling it to be clearly identified by stakeholders, local agencies and supporters.

The outputs: A fresh, flexible brand was created for the charity. The hub in Leamington, known as The Lighthouse, uses the same styling, giving the facility its own personality while identifying it with the parent charity.

The results: The new brand gives Helping Hands the confidence and foundation to build its recognition locally. With a professional yet informal feel, it is accessible for those who need support yet business-like enough to draw donations, funding and grants from agencies.





ABOUT GLUED

Glued is a brand consultancy 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 shortfall.

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

We use a six-stage process to uncover the unique essence of your business and identify your winning ways. 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 ultimately your behaviour.

SERVICES WE OFFER

Insight mapping
Finding your core
Shaping your brand
Telling your story
Making it happen
Brand life cycle

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