

*glued*®

MORE POWER FROM YOUR BRAND

BRAND DESIGN AND DEVELOPMENT

KAJUL





**Context:** KAJUL is a Midlands-based design development company that specialises in delivering innovative, cost-efficient engineering solutions to meet your specific requirements.

**The requirement:** Glued was briefed to create a brand identity, proposition and marketing resources including a website to support a business growth plan. The brand needed to reflect the innovative engineering solutions offered by the expert team.

**The outputs:** In an ideal world progressive engineering businesses would have in-house design and development facilities. Tight financial gearing in the industry means few can afford to have the expertise offered by Kajul on hand.

The first stage of this branding project was to identify a core proposition. This first research phase resulted in a distinct proposition that described what the business did and the value it could add.

The next phase was to create an identity that could be used flexibly. The outcome was a stylised K with sharp lines and a metallic effect.

**The results:** The brand has been applied to on and offline marketing materials. The website and digital sales presentation have allowed for a more effective sales process. Ultimately the business has expanded significantly as its brand now shines a light on the valuable difference that clients will benefit from by partnering with KAJUL.



“They gave me a very good platform to go ahead and start promoting my business.”

Karl Hamlin, Owner, Kajul





## 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 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 ultimately your behaviour.

## SERVICES WE OFFER

Perception & propositions

Branding

Marketing

## FOR MORE INFORMATION ABOUT GLUED

[www.gluedlimited.co.uk](http://www.gluedlimited.co.uk)

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