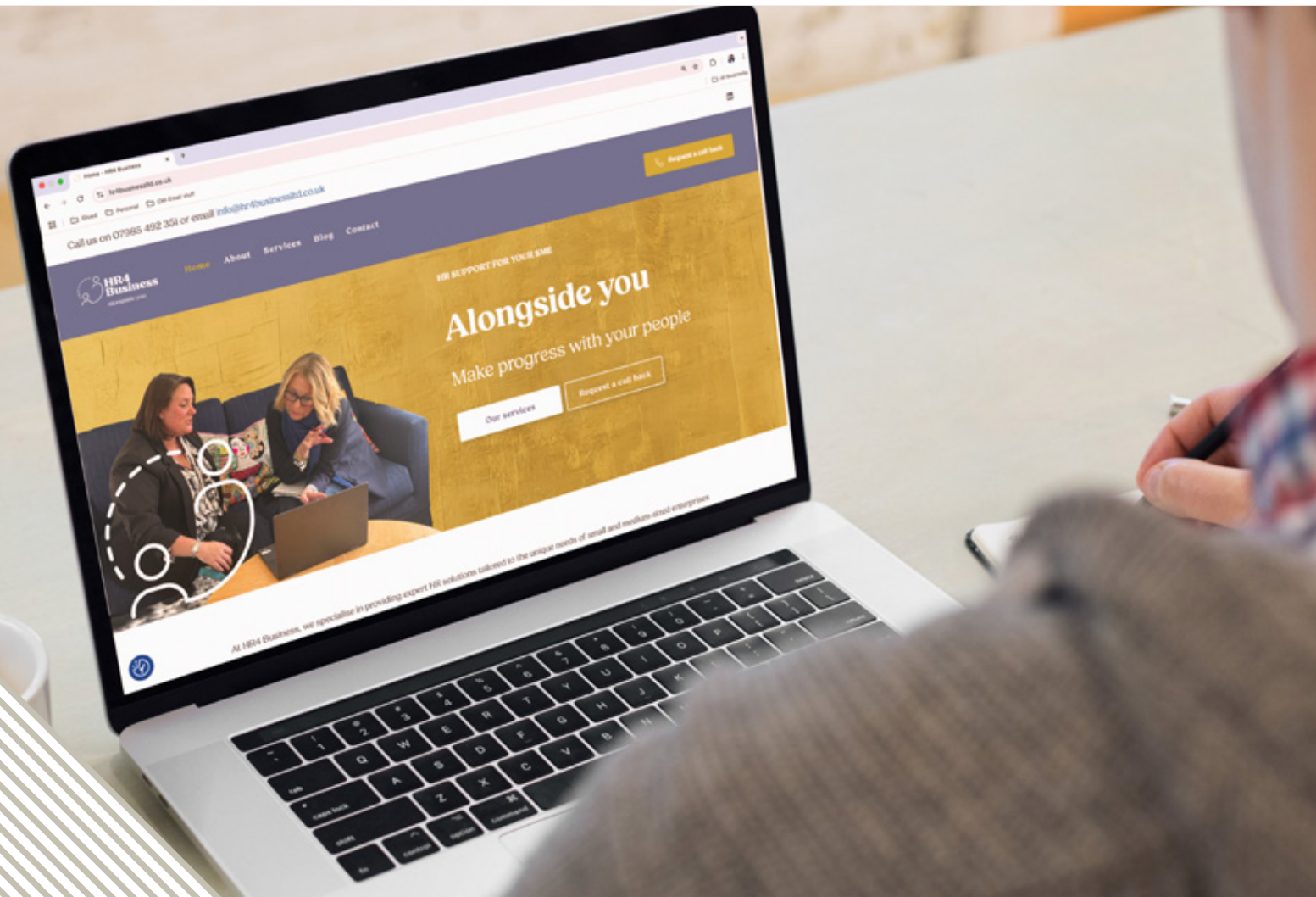




CLEAR & HONEST MARKETING

## BRAND IDENTITY AND WEBSITE

HR4 BUSINESS





**Context:** HR4 Business is a newly established HR consultancy founded by two highly experienced HR Directors, Heather McLean and Samantha Bonser. With over 30 years of combined experience, they identified a gap in the market for flexible, expert HR support tailored specifically to small businesses. Their mission is to provide the kind of high-level HR advice and services typically reserved for large corporations, but in a way that is accessible, pragmatic, and ethical for SMEs.

**The requirement:** The founders approached Glued with a clear vision: to create a brand and digital presence that would reflect their professionalism, integrity, and deep understanding of small business needs. They needed:

- A brand identity that would differentiate them from larger, impersonal HR providers.
- A visual brand style that was professional yet approachable, avoiding overused corporate tropes.
- A website that would clearly communicate their services, values, and unique selling points.
- A platform that would support their growth strategy, including both retained and pay-as-you-go service models.

**The outputs:** Working closely with the HR4 Business team, Glued delivered:

- Brand identity: a new logo and visual identity using a refined colour palette of navy, gold, and purple—chosen to convey trust, professionalism, and warmth. The typeface “Fields” was selected for its modern yet approachable feel.
- Brand guidelines: a comprehensive set of brand guidelines covering logo usage, colour specifications for print and digital, and typography to ensure consistency across all touchpoints.
- Website: a clean, responsive WordPress website that introduces the business, outlines their services, and includes a call-back form for initial triage calls. The site was designed to grow with the business, with a phased content rollout strategy.
- Messaging and brand propositions: Glued developed two key brand propositions to encapsulate the HR4 Business ethos: “Alongside you” – capturing the supportive, collaborative nature of their consultancy and – “Make progress with your people” – highlighting their focus on helping businesses grow through effective people management.
- Tone of voice: Support in refining their tone of voice—professional but not corporate, confident but not cold—to reflect their values of integrity, professionalism, and pragmatism.

**The results:** The new brand and website have positioned HR4 Business as a credible, trustworthy, and expert partner for small businesses. Early feedback from clients has been overwhelmingly positive, with particular praise for the clarity of the website and the professional yet friendly tone of the brand. The visual identity has helped them stand out in a crowded market and has laid a strong foundation for future marketing and client engagement.





**“HR4 Business engaged with Glued for our branding and website design, after another small business recommended them. We could not be happier with the result. Not only were Rob and David lovely people to work with, but they very quickly understood what we wanted for our brand personality and ran with it. From the colours, the logo and the type face to suggestions for images, they were incredibly diligent and right on the money. We love our website, and have walked away with our own brand guidelines, a website we can update ourselves. We’ve received lots of compliments on our branding, and we’re very happy to support and promote Glued to any other potential customers.”**

Samantha Bonser, Co-owner HR4 Business



## ABOUT GLUED

Glued was established in 2003 and is committed to clear and honest marketing and communications.

We want our clients to be proud of their organisation and brand, confident in their marketing and delighted with the results.

Our clients often feel that their business could deliver more or perform better, and our process and output is designed to address this.

If your potential customers or team 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.

## SERVICES WE OFFER

Brand creation and development  
Business Support and training  
Customer service  
Display  
Email marketing  
Literature design  
PPC campaigns  
Social media campaigns  
Team building  
Video and photography  
Website design and build



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**Glued is a research, design and marketing agency based in the Midlands providing everything for your business brand to help your marketing stick.**



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