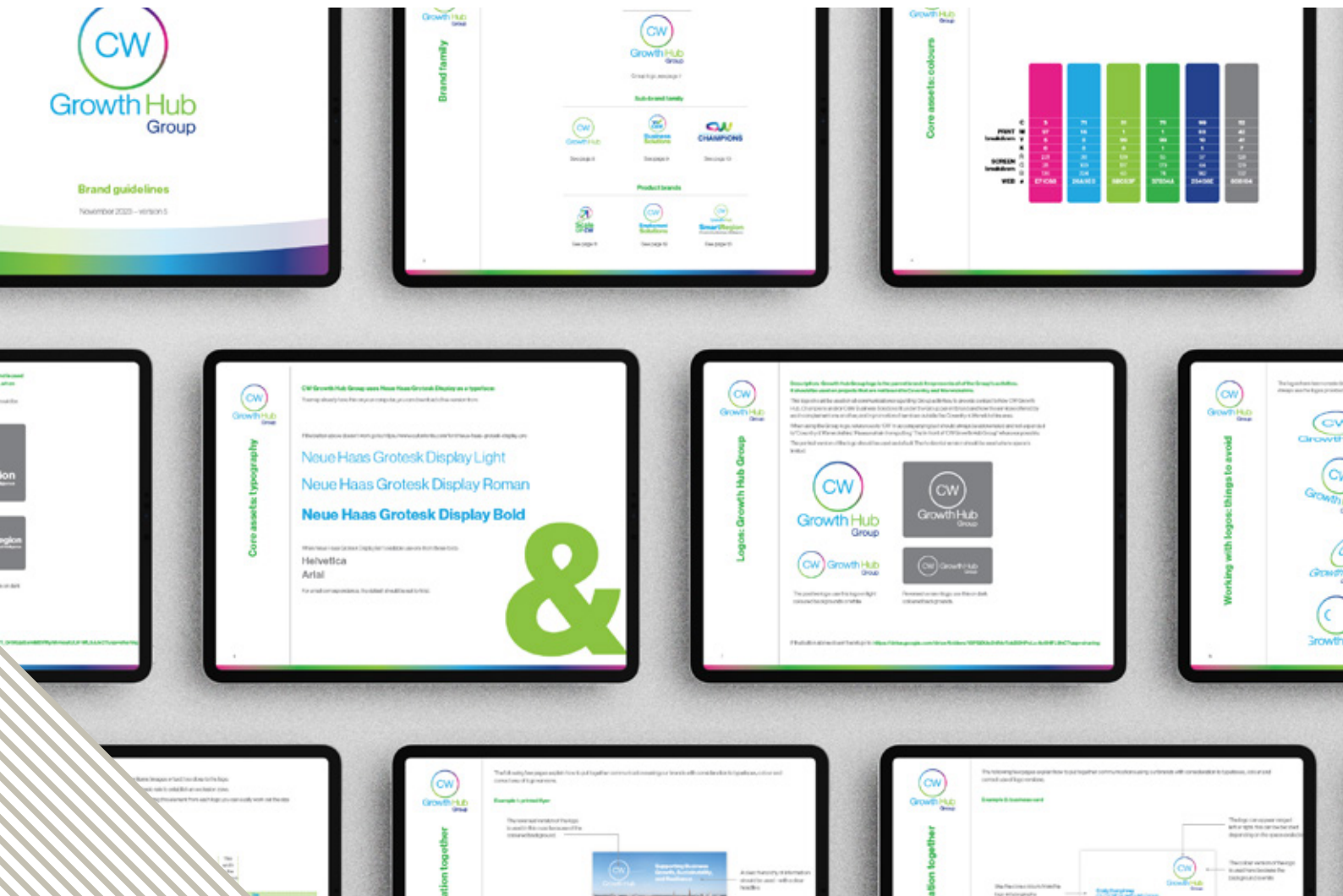




CLEAR & HONEST MARKETING

CREATING BRAND STANDARDS FOR GROWTH

CW GROWTH HUB GROUP



“The team at Glued created guidelines that are easy to understand by everyone in the group. Publishing our brand in a clear form has allowed us to harness its power of recognition.”

Helen Morgan-Parra,
Head of Marketing,
C&W Business Solutions, Part of
the CW Growth Hub Group.

Context: CW Growth Hub Group is a government supported organisation, which offers one-to-one advice and ongoing support to businesses in the region.

The business consists of a group of brands that have their own audiences and offer.

The requirement: Over the last ten years the group had added new sub-brands, these had been developed independently of each other. Rationalisation of the parent brand, sub-brands and product brands was needed to develop cross-recognition and consistency in communications. Glued were asked to make updates to the brand family, give each brand a consistent feel and create a set of easy to use and share guidelines to allow the brands to be managed.

The outputs:

After auditing each of the brands, guidelines were written: the information needed for ease of understanding for both non-marketing and brand professionals. The guidelines provided readers links to access logos and resources.

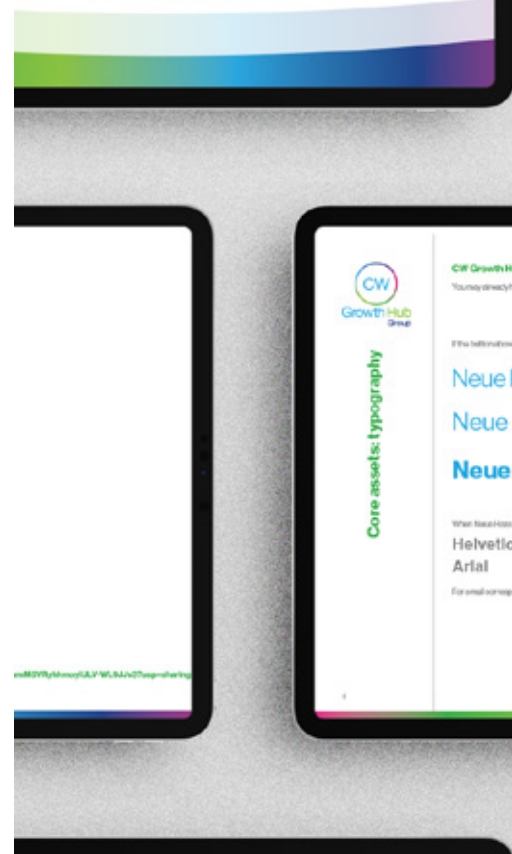
Email signatures, PowerPoint templates, pull-ups and social media assets were all designed and produced to support and create consistency across each of the brands.

The results: the internal team are now able to easily access and use the appropriate brand by following the guidelines and downloading the templates. Simple to use guidelines make it more likely that everyone works with the brand. As a result recognition of the group will increase throughout the region.



Brand guidelines

November 2023 – version 5



Each of our logos you should not place other items (images or text) close to the logo or above the logo space to clutter it. Follow this basic rule to establish an exclusion zone. Ignore the size of the 'CW' or 'GWH' as a baseline, by using this element from each logo you can easily work out the size of how large the logo is.



ABOUT GLUED

Established in 2003, Glued is committed to clear and honest marketing and communications. We help organisations connect people – externally through brand creation and marketing campaigns, and internally through immersive team-building experiences.

Our clients want to be proud of their organisation and brand, confident in their marketing, and delighted with the results. Many feel their business could deliver more or perform better, and our process is designed to unlock that potential.

If your potential customers or team are struggling to see what's at your core, the solution lies in articulating your valuable difference in a compelling, engaging, and relevant way.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded internally as a foundation for staff to build on, and externally as a basis for communication through effective branding and marketing.



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gluedlimited

To strengthen your grip on what constitutes your core values, the answer lies in both your internal and external communications. That's why we now offer 'Teams Glued', a virtual reality team-building programme that helps people work better together—boosting productivity, collaboration, and staff retention.

SERVICES WE OFFER

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

Glued is a brand and marketing agency based in the Worcester, helping your brand and marketing stick – inside and out. We connect people externally through compelling branding and campaigns, and internally through our VR team-building programme, Teams Glued.



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