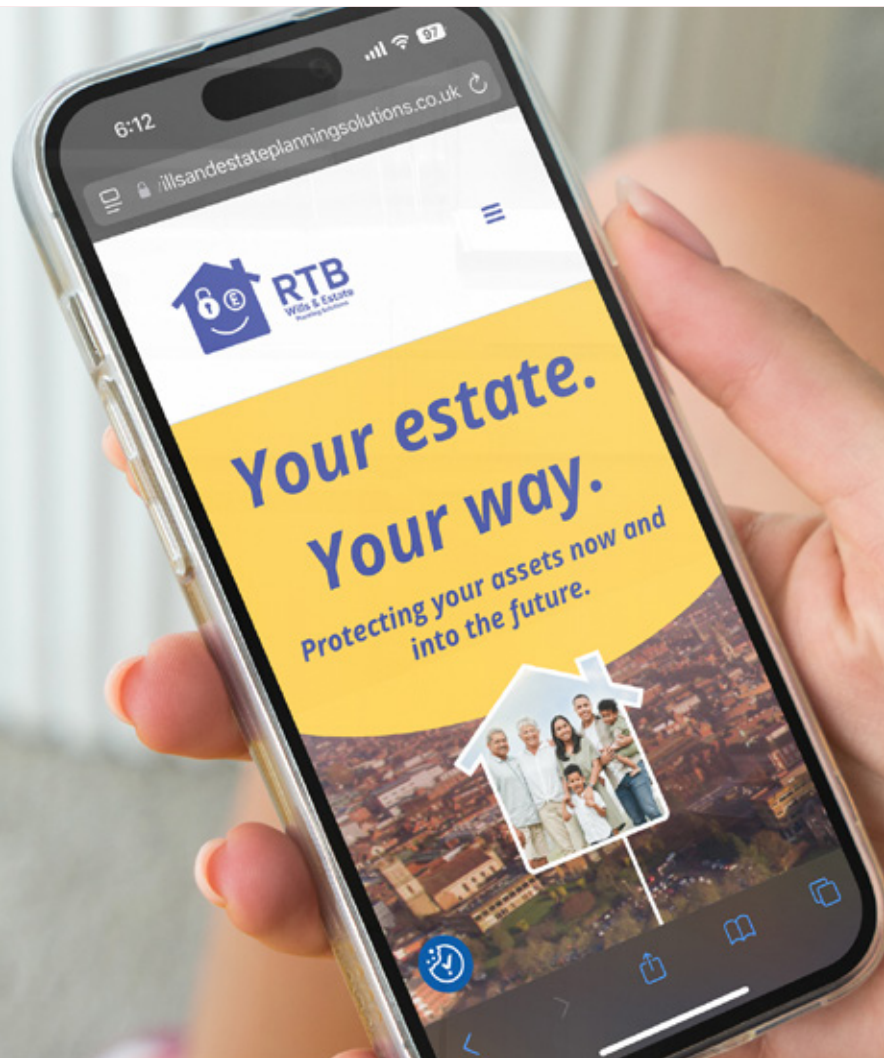




CLEAR & HONEST MARKETING

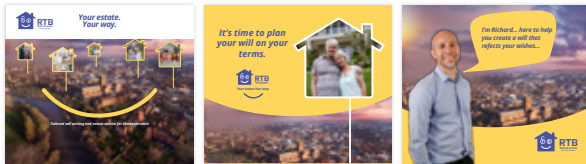
YOUR ESTATE. YOUR WAY.

RTB WILLS & ESTATE PLANNING SOLUTIONS



Examples of how to use your brand

By combining your colours, font, logo, and assets you can create a brand that is unique and expressive.



Brand assets

Your brand has a couple of visual tools that can be used to create recognition in communications:

The 'smile' shape from the logo can be used as a shape in communications



The house shape can be used as a container for images or text



The curved shape from the 'smile' can also be used as a shape in presentations like this:



“Glued captured precisely the brand feel I was looking for: I have the tools to grow my business”

Richard Booth, Founder

Context: David Wilson met Richard Booth at a local networking event in Worcester where David was giving a 10 minute talk about brand and marketing.

Richard has over 20 years of experience in both business and advisory roles, he is a qualified Chartered Tax Adviser. Richard has worked as a Mortgage and Protection adviser helping clients secure the right financial products to purchase their homes and protect their families. During this time, he noticed that a lot of clients had not written a Will. This gap in their long term planning as well as a general lack of awareness of the importance of having a Will was a driving force and motivation to establish RTB Wills & Estate Planning Solutions.

The talk that David gave resonated with Richard who realised his business would benefit from a strong, engaging and communicative brand..

The requirement: 50% of adults in the UK do not have a valid Will so the new brand would help people to resolve that. Richard asked David to create a friendly brand, his preferred colours were blue and yellow. The brand would be rooted in

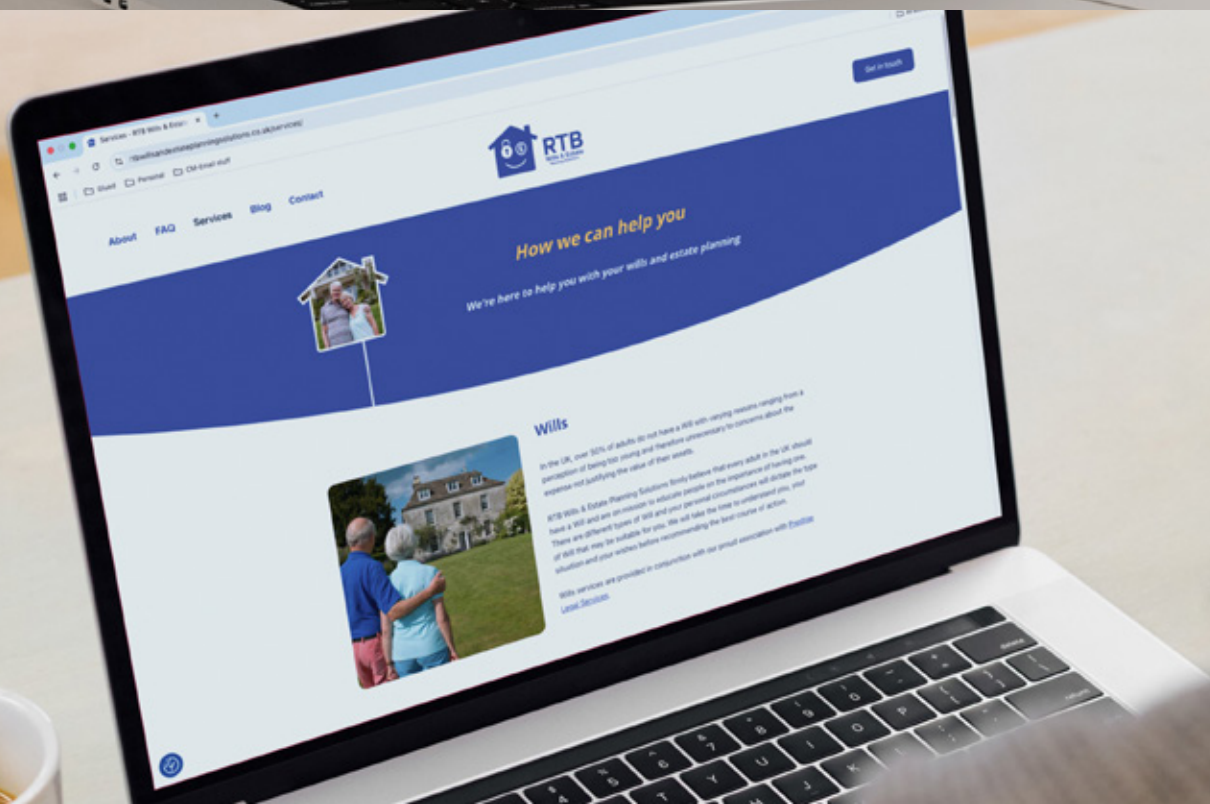
Worcester where Richard was based and help to overcome the misconception many have that you have to go to a solicitor to write a Will.

As well as a brand identity, a WordPress website and Canva templates were also required, to give Richard the option to manage his own online presence and marketing.

The outputs: After a range of visual concepts were developed the outcome was a friendly 'house- face' logo, with symbols for security and money making up the 'eyes' or windows for the house. A curved smile shape was used to complete the 'face' of the house. The strapline 'Your estate. Your way.' was also devised: reinforcing the idea that the formal solicitor route wasn't the only way.

A set of brand guidelines were produced to help build consistency as the business grows.

The results: The resulting brand has an eye-catching, bold and friendly feel that can be easily applied to literature, templates and the website. The result looks approachable, engaging and yet professional.



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.



David Wilson
Founder

0777 900 3818

davidwilson@gluedlimited.co.uk

in www.linkedin.com/in/davidwilsonglued

www.gluedlimited.co.uk

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.



GLUED. 106 Astwood Road, Worcester WR3 8EZ
www.gluedlimited.co.uk

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