

glued®

CLEAR & HONEST MARKETING

SUPPORTING CHANGE

MINDFUL REFRESH



Context: David from Glued met Kate Title at a Federation of Small Business Bootcamp at which Glued were exhibiting. Kate is a registered nurse, mentor, coach, hypnotherapist and mindset practitioner. With years of nursing and post registration teaching behind her Kate was attending the bootcamp to develop her thinking around creating a business to support nurses in there careers. The strain which being a nurse puts on people can not be underestimated and Kate was ready to develop a business that could offer coaching and courses to the address this.

The requirement: Kate had devised the expressive brand name 'Mindful Refresh' for her business. The brief was to create an identity with a flowing design that was playful, using curves and a bright spectrum of colours.

The outputs: A range of ideas and styles were developed using a range of iconography. As the refinements took shape it was concluded the brand logo should be based around a sun icon, and colour landscape. All housed in a container which could be applied to stickers or badges, to be worn with pride. The logo has a relaxed feel.

The results: The brand uses a strong slab serif typeface supported by the distinctive logo and a set of background patterns and icons. This gives the flexibility to create a wide range of communications. The brand will be applied to templates on the Mastermind.com platform in the near future.



'I love it. I saw it and my brain sighed a little bit. In a good way! I want to print it out and put it on my wall. It makes me feel calm when I look at it.'

Kate Title, Founder, Mindful Refresh



logo files.

rkKhXntgnqtydlUSQacsbwKbZdvc?usp=sharing

The logo comes in a range of different formats and colours. You'll find these folders in the link above:

jpg_white_background:

this has JPEG files with the logo on a white background.

master_vector: this file is for professional designers or print. It is in Adobe Illustrator format. This file can be scaled to any size without loss of quality.

transparent_background: these files have transparent backgrounds and can be used for web or in Office applications or Canva.



of illustrations that can be used on your documents to bring your brand to life.



Typefaces

Mindful Refresh uses Firelli Variable typeface in the logo.

Firelli Variable is slab serif font: it is bold and has a distinct style. It is available free with an Adobe Typekit account or can be purchased online:

Buy from My Fonts:

<https://www.myfonts.com/products/bold-firelli-241080>

Free if you have an Adobe Creative Cloud account: <https://fonts.adobe.com/fonts/firelli-variable>

If you need a similar free font use **Arvo** <https://www.fontsquirrel.com/fonts/arvo>

Body copy: use Open Sans, if it is not installed on your computer download for free from: <https://fonts.google.com/specimen/Open+Sans>

Use Firelli Variable Extra Bold for headlines and introduction copy

For smaller text such as body copy use Open Sans Regular or **Bold** to add emphasis



Brand assets – backgrounds

You have a range of coloured backgrounds that can be used on your thoughtout documents and your website



Download these assets
<https://drive.google.com/drive/folders/1NRQ387WU9>

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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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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