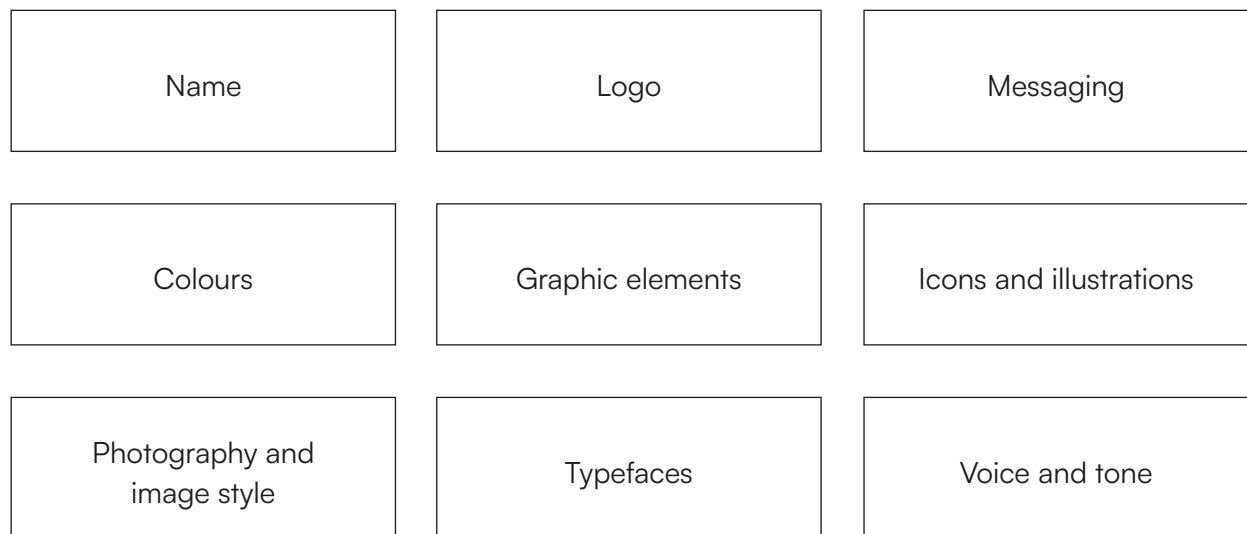


## *Building blocks of branding*

Your brand is visible to potential customers using all these elements.



And I can help with *all these elements*.

During the design process, we will discuss which building blocks you require and also what brand touchpoints you will need to launch or update your business.

Touchpoints are ways in which your potential customers can engage with your brand e.g. website, social media, digital docs, brochures, signage, posters, postcards, podcasts.

All these ingredients need to fit under the main brand umbrella.  
They need to be consistent and clear to build trust.

