



MARKETING DEPARTMENT

**HOW DO I
KEEP MY
BRAND
CONSISTENT?**

BLUMILK.COM



You may be experiencing some of these challenges:

PHILOSOPHICAL PROBLEMS

“Why does our brand always look different?”

“Why do competitors brands look better than ours?”

“I wish we had more central control of our brand.”

INTERNAL PROBLEMS

The logo is the only brand asset.

Brand guidelines are not followed by designers internally.

Everyone in the business produces things that look different.

There is no unique or consistent brand style.

EXTERNAL PROBLEMS

Brand guidelines are not followed by designers externally.

The brand doesn't look as polished or consistent as competitors.

There is a lack of confidence in the brand.

The brand doesn't reflect business growth plans or ambitions.



We can help you with the following simple steps, which take you through our process, ensuring you the best possible chance of keeping your brand consistent.

1. INITIAL MEETING

An initial discovery meeting with you and your team to get to know you and understand how your brand is currently managed as well as the aspirations for the brand.

2. BRAND REVIEW SESSION

A series of facilitated workshops with the Blumilk design team to review all existing brand collateral from online to offline resources and everything in between.

3. FINDINGS AND SUGGESTIONS PRESENTATION

We'll use our findings and come back to you with a plan to outline the best approach for you and bring consistency to the brand.

4. BRAND MANAGEMENT PROPOSITION

We will create you a unique Brand Management solution, look and feel (internal and external) that will help safeguard your businesses brand, ensuring consistent use. This could include updated brand style and assets, creation of or updates to brand guidelines or the production of brand templates and collateral.

5. ASSET AND COLLATERAL CREATION

Based on the brand management proposition suggestions, we will create all of the assets you require for enhancing your brand and ensuring consistency.

6. BRANDKEEPER

We will discuss and show you our Brandkeeper software solution that will transform how you police and manage your new consistent brand for the future.

7. ONGOING SUPPORT

Even when a your project is finished, we are on hand to help and support as an extension of your team; a long term partner to ensure your brand stays perfect.



**IF YOU REQUIRE
ADVICE OR GUIDANCE
WE CAN HELP.**

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