

original
ideas
&
bespoke
solutions
to help
promote
your
business

design



1 churchlands business park, ufton road, harbury, leamington spa, warwickshire cv33 9gx
t: 01926 614488 e: info@kscope.co.uk www.kscope.co.uk



Is your brand losing you business?

Trust us, the quality of your branding can mean the difference between success and failure. No matter what size your business is, branding is essential to differentiate yourself from the competition. It's your personality. How you're perceived will depend on the effort you put into your marketing communication.

Your logo is central to your brand. Compare your logo with your competitors. If it's not better or at least as compelling, then you need some logo surgery. A great logo will help your customers identify with you and is more likely to help you succeed.

It isn't just about your logo though. Keep a similar "look and feel" through all your communications to help people become familiar with your brand. Familiarity leads to trust. Trust leads to sales. And we don't have to tell you what sales lead to. Apply a consistent look and feel to any marketing material, products and advertising through a coherent use of colours, themes, design elements and typefaces. We'll help you with this. We've got loads of experience creating great logos.


After an initial meeting, we will formalise an appropriate strategy and usually offer an example of our ideas as well as a quote and a critical path. We find it works better if our clients can easily visualise whatever solution we have put forward.

We have included three examples of our work, with a brief explanation, which we hope illustrates the standard and quality of our work.

Other services

We also offer print - including large format, exhibition services, web, stock management and logistics. Please call us on **01926 614488** to discuss your requirements!.


Client | Acorn Fencing



Logo

Mr. Jones from Acorn Fencing had taken over this traditional family business and wanted his new company logo to reflect the 21st Century. We produced 6 options for proofing and then printed the new corporate stationery earlier this year.

Client | Coventry and Warwickshire Training



Course Directory 2008/09

After rebranding CWT in 2006 we were asked to produce their annual course directory. Several sets of proofs and customer amends were undertaken before this 32 page, A4 colour booklet had a high gloss finish and was distributed to 5000 local businesses.

Client | Isola



Corporate Identity

In Spring 2008 Isola Garden Design requested a new corporate identity and new promotional materials. We produced a new logo, stationery, promotional literature, exhibition stands, numerous adverts and van graphics.