

Ashley Clarke

Communication consultants

A UK based startup providing “Tailored Communications and Cloud”

SITUATION ANALYSIS

Ashley Clarke Consultants are a UK based start up who are looking to provide cloud and communications to corporate and small business across the UK. Ashley Clarke will provide similar services to their competitors, but their USP will be the level of service and aftercare they will provide.

REQUIREMENTS

- Creating a simple/minimalistic brand.
- Creating a memorable brand (potentially playing on the word "Tailored").
- Give a sense of caring/transparent.
- Give a sense of protection/trust.
- The brand has to be eye catching.
- Easy use in print.

PLAN

After reviewing competitors, many of them use stereotypical graphic design to represent telecoms and data. I believe we should completely avoid the norm and strip things back to basics. The name "Ashley Clarke" itself gives a great sense of trustworthiness and professionalism, focusing on letter logo design in this case will be perfect.

- Avoid using stereotypical graphics
- Less is more
- Give a sense of pride

PROPOSED COLOUR SCHEME

Shade	HEX
LEAD GOLD	#FFD24D
SUPPLEMENTARY GOLD	#F2B418
LEAD GREY	#373737
SUPPLEMENTARY GREY	#606060

The color scheme above uses a combination of orange and yellow shades to illustrate gold. The gold colour gives a sense of “premium” and is a completely different approach to competitors which most often use blue/green colours. Using this colour scheme helps the brand feel established and classy.

ASHLEY CLARKE

TAILORED COMMUNICATIONS AND CLOUD

ASHLEY CLARKE

TAILORED COMMUNICATIONS AND CLOUD



ASHLEY CLARKE
TAILORED COMMUNICATIONS AND CLOUD

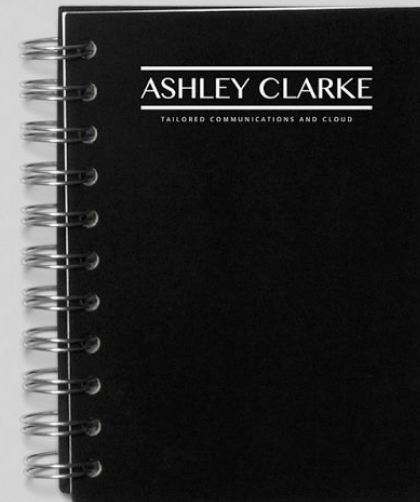
Lorem ipsum dolor sit amet,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor id= nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla. Phasellus nec eros mauris, et scelerisque orci. Donec malesuada orci vitae nulla accumsan porta a id massa. Quisque accumsan iaculis magna sit amet fringilla. Maecenas consequat, magna eget tincidunt semper, odio nibh rutrum mi, id feugiat ante nisi eu risus. Vestibulum nunc orci, rhoncus a placerat in, ultricies in mi. Cras mattis varius eros, vel fringilla nisi suscipit eget.

Quisque scelerisque sagittis nulla at porttitor. Mauris a justo et tellus interdum tristique. Sed id augue vitae urna euismod commodo aliquet a quam. Pellentesque arcu velit, cursus et malesuada ut, consequat et diam. Nullam erat sem, rhoncus id ullamcorper vitae, rhoncus et arcu. In ultricies ultricies nulla, ut rutrum nisi iaculis at. Donec eu magna a metus ornare faucibus. Fusce aliquet faucibus ultricies. Morbi semper, est id tincidunt gravida, sem arcu adipiscing lacus, ac bibendum nulla leo eu purus. Quisque nec diam sed risus consectetur a accumsan quis quis nibh. Vestibulum id purus lorem.

Vivamus vehicula accumsan lacinia. Aliquam erat volutpat. Pellentesque consequat venenatis velit non gravida. Etiam et sem et nulla congue aliquam sed eget augue. Nulla facilisi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nulla a elit at sem iaculis congue. Nullam mollis tristique lobortis.

07414228828
info@ashleyclarke.com
ashleyclarke.com



BRAND IMPRESSIONS

Here are the 5 most popular words people have used to describe the brand above, people were asked “What 3 words come to mind when seeing the Ashley Clarke branding?”

1. Professional
2. Trustworthy
3. Elegant
4. High quality
5. Classy



Copyright 2015 © www.connorwilliamscreative.com