

Introducing ClearBrand to Food and Drink Businesses

Introduction

We aim to deliver distinctive and intelligent design and communications – changing perceptions and raising your profile.

As a small Reading based agency, we offer a personalised dedicated service at affordable rates compared to larger London based agencies, but with comparable levels of expertise, ability and service. Being local, we are on hand to assist you through the design and marketing process as needed.

This introduction and rate card details information about ClearBrand, our approach, examples of our work and finally our general rate card for project pricing.

About our Food & Drink services.

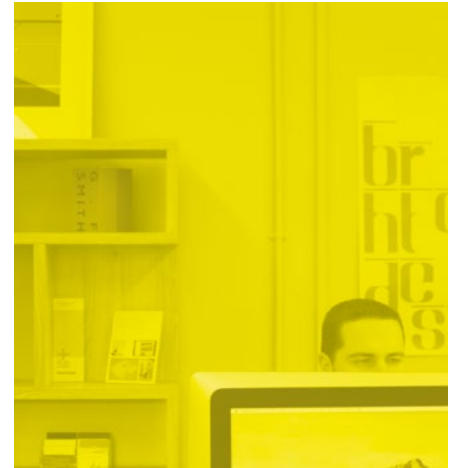
Good design helps sell products. We are passionate about food and beverage products (FMCG) with a experience as a Packaging Design Agency within the print and digital industry.

We produce dramatic results with attention to detail, which help your products sell. We are dedicated to creating beautiful packaging that your customers will fall in love with. This means products that stand out on the shelves and become best sellers.

We've worked as the lead designers for the UKs top dairy free chocolate company MOO FREE along with start up breweries. We are increasingly working as a Packaging Design Agency with FMCGs and would love to work with other ambitious brands.

Taking Brands Beyond.

Why ClearBrand?



Who are ClearBrand?

ClearBrand is a design and branding agency based in Reading. We help our clients express their company and their products or services through creative ideas leading to iconic brand identities.

We invest time listening to our clients needs. With us you get a digital branding team that understand good principles of design. We develop and look after brands and projects that look great, build businesses and last the test of time.

We have a simple philosophy of design — to produce intelligent, concept-driven outcomes that are bespoke and relevant to their market. We help our clients connect with their audience — from startups to international brands.

We Listen

We listen, we discuss, we advise. Sounds obvious but we listen to your ideas, plans and objectives for your business. We then select the best solution to fit. We don't shoehorn projects and if we feel we're not a good fit we'll be honest and tell you from the outset.

Award Winning

We all know we want to see a design that inspires and amazes us as well as having an excellent user experience. At ClearBrand we're noted for our design capabilities and have been featured in industry magazines and are proud to have won an award for Designers of the Year by Computer Arts magazine.

Experience

We've worked on many projects and campaigns - we've seen the fads come and go and understand what works and what doesn't. We want to help you make your brand excel on the web and in print.

Competitive rates

As always, the scary thing about engaging with an agency tends to be the cost. With us you'll get open, honest rates that present excellent value for money and a great feeling of being looked after.

Support

We value long-lasting relationships and don't say goodbye the moment you see the completed project. Today's Internet technologies make communications simple, so you can quickly reach us via phone or e-mail. We encourage our customers to contact us with their concerns and are happy to help with anything.

Passionate, reliable and trusted

We love what we do and our enthusiasm remains until the very end. We always want to be proud of everything that is released – it's our reputation on the line and we want to hold onto it. Please do take a look through some of our more recent work over the next few pages.

The Creative Team



Josh White – Creative Director

Josh has worked as a designer at award winning branding and corporate communications agencies in London, Brighton and Reading before setting up ClearBrand. Connect on LinkedIn or email him to discuss how ClearBrand can help you connect with your audience.



Ed Jones – Lead Designer

Ed joined ClearBrand after working short term in a range of London-based Creative Agencies. He graduated from NUA – Norwich University of the Arts. Alongside his degree Ed has won a D&AD (Design and Art Direction Awards) pencil from 2016.



Mia Large – Designer/Developer

Mia is a passionate designer and developer who has joined ClearBrand after taking part in our internship programme. Mia studied her craft at Falmouth University before relocating to Reading.



**Jag Chohan,
Web Developer**

Jag is always on the cutting edge of technology and trends. His innovative solutions always grabs attention & helps brand's websites stand out from the crowd and allows them to become industry leaders.



**Ilona Billington,
Copywriter**

Ilona is capable of writing and editing for different audiences, in a range of styles as well as working well under pressure and to tight deadlines. Her experience includes longer and more in-depth features as well as snappy blogs across a range of platforms.



**Tasnima Ali,
Designer**

Tasnima has just newly graduated from Hertfordshire University and is a talented and young designer with a lot to give. She has a keen eye for detail and illustration.



**Eddie Thomas,
Web Developer**

Eddie is a multimedia designer and developer with over 35 years experience in print and web design and web/application development. He has provided services for both the public and SME sector.

Project support

For larger projects we can introduce our network range of freelancers and contractors including designers, developers, photographers, animators and more.

Our Approach



1. ASSIGN A DEVELOPMENT TEAM TO THE PROJECT

Your primary contact will be assigned to oversee the project and communicate between your company and our team. We will normally assign designer/s who will be assisted by a project manager.

2. FINDING YOUR 'CORE IDEA'

We help our clients find out what makes them different. We call this your 'core idea'. With ClearBrand, you get an agency that listens to you and asks the right questions to get the best out of your Brand. Where do you want to be? What do you want people to think when they see your brand?

3. CONCEPT STAGE

This is the fun bit! We produce an 'ideas wall' where we submit initial concepts for you to look at, whether this is initial logo ideas or colour combinations, this is where you get to see the brief come to life and where most of the hard work is done ensuring we create a strong visual presence for your business.

4. CONCEPTS REFINED

We want you to be totally happy with your company's final look. This stage is important as we take on board your initial reactions and start to look at refining the visual working towards the final concept. This process is usually broken down into two stages and will incorporate the tweaking of all the visual elements used to create the finished article.

5. CREATE

Creating brands and communications is not a mystic science, it is really common sense. We use our imagination and experience to create compelling stories, which resonate with customers, employees and other stakeholders.

6. MANAGE

In the corporate world your brand is your reputation and your reputation is driven by people's experience of you. We work with our clients to create the tools and resources they need to effectively manage their brands.

But it doesn't stop there. All brands need to be nurtured. Left to grow organically or to stagnate, you will quickly be back where you started. We work with our clients over many years, interrogating, investigating and developing their brands to ensure they grow as they do.

Select Packaging Clients



MOO FREE

– MOO FREE Chocolates are a manufacturer of delicious dairy free chocolates.

– www.moofreechocolates.com



Design.Build.Eat.

PROJECT PIZZA

– ClearBrand developed brand guidelines alongside menus, on site signage, digital signage and photography

– www.project-pizza.co.uk



THE FLOUR POT BAKERY

– A simple identity for a Bakery & Kitchen in Brighton.

– www.theflourpot.co.uk



SIREN ROCK

– ClearBrand were approached by Siren Rock with a brief to create everything from logo to full brand guidelines.

– www.sirenrock.com



LATITUDE BREWING COMPANY

– Design and branding for a range of craft beers that shows off attention to detail - both in design and in flavour

Testimonials

“Fantastic service and quality every time. Quick turnaround times for material and excellent communication and design ideas. Would highly recommend if you're looking for a full service design agency.”

Eva Cannon – Marketing Manager – Barco /wePresent

“An excellent, personal and highly professional service. I approached ClearBrand having met with several creative agencies to re-brand our organisation and develop brand guidelines. I chose ClearBrand as their approach to the project was more hands on, creative and very competitive. Their service throughout was very consultative, professional and Josh and the team always made themselves available when needed. Since the initial project they have always been very responsive to further design tasks and very forthcoming with advice when requested. Would highly recommend.”

Matthew James, Marketing – GreenBrook Healthcare

“ClearBrand have helped us build our online presence through revisiting our website strategy and given us a brand which stands out in the industry.”

Reagan Nyandoro, Marketing Manager – 3T logistics

“My letting agency recently used ClearBrand for a new logo, stationery, fascia, etc. and they were excellent from start to finish. They offered a number of designs to choose from and made amendments promptly. Very happy with the final product.”

Adam Lewin, Director – Reading Lettings

“Really pleased with how everything looks. Thanks for all your hard work, we are all very impressed!”

Megan Lazenby, Marketing Manager – ForburyTECH

“As a group of established recruiters looking to rebrand a new Professional Services Recruitment company, we were referred to ClearBrand to partner with us in creating a brand and a website. We had decided on the company name - Ernest Hunter Green, but each had our own thoughts and feelings on how the brand should look. ClearBrand were able to bridge the gap and create a brand we felt represented our business, an image we would be happy to use over the years as the business grew. The website allows us to post roles and for candidates and clients to easily see our areas of specialism. We were given expert advice from Josh and his team ensuring we were able to manage the website independently once he set us free”

Sue Palmer, Director – Ernest Hunter Green

“We are really happy with the outcome and partnership with ClearBrand and look forward to continuing our work towards making Daily Poppins a household brand.”

Nigel B, Director – Daily Poppins

“Professional and Creative with great communication and feedback. I approached ClearBrand after months of searching for the right business to create my brand and website, from the very first meeting they believed in the brand and were genuinely excited to work with us. Would highly recommend for Branding and Website design for any complexity or functionality.”

Peter Campbell, Founder – Add2Kitty

“Always a fantastic quality of work produced at Clear Brand. The staff have always been incredibly helpful and understand all individual or business needs. Would highly recommend.”

Jane Younger, Director – Ocean Sports Therapy.

“We approached ClearBrand within the last year to undertake a large design project incorporating a variety of print and digital assets.

Each project has been completed on time, on budget and to an exceptional standard despite often tight deadlines. We look forward to continuing our work with Josh and the team and will continue to highly recommend.”

Adam Norton, Marketing Manager – Bentham Instruments.

“The site looks great and thanks to you and your team for the extra effort you have gone to get our branding right for us.”

**Sheraz Khan, Owner – PCMS
(Primary Care Management Solutions)**

“I approached ClearBrand needing company branding and website design and build. I have nothing but praise for the excellent service and creativity from Josh and the team. They translated my ideas, outline website structure and copy into something which truly articulates how I want to be seen in business. I'm absolutely delighted with the end results and have had incredibly positive feedback from anyone viewing my website.

They delivered to my timescales, added huge creative value and were lovely to work with. I continue to work with them for all my creative needs.”

Sue Austin, Director – Austin Consulting

Portfolio - Branding & Design

We're proud to create brands and websites that stand the test of time. Here's a small selection.



Design.Build.Eat.



sohogrey



alpha



3T Group

inspirata



DATONIQ



Ernest Hunter Green

liquid violet

Portfolio - Web Design

A small selection of our website work. Click the buttons to see the full site.

3TGroup

3T approached ClearBrand wanting to modernise their previous site. We created a strong UX and enhanced the brand identity by decluttering. We allowed 3T Group to communicate their expertise.

The site also features a custom calculator to allow the user to see which service is right for them.

View the site:
3t-europe.com



Our new website design for Daily Poppins has a built-in postcode finder functionality, So you can find your nearest branch hassle free. There are over 50 franchises which each have their own pages, booking forms and paypal information to receive payments. We utilised a 10,000 line postcode database to send people to their correct branch.

View the site:
dailypoppins.co.uk

sohogrey

London based property developer Soho Grey focus on extensions, refurbishments and renovations across West, South and Central London. ClearBrand updated Soho Grey's branding alongside designing a new portfolio website, photography, guidelines, vehicle design and more to help create a consistent and unique brand.

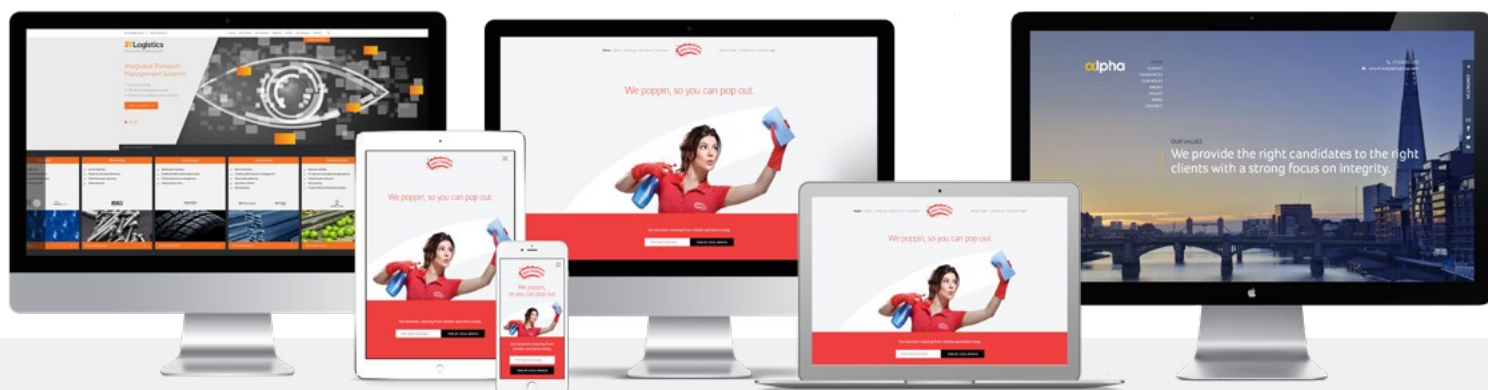
View the site:
sohogrey.co.uk

alpha

Alpha are a Thames Valley based recruitment agency. ClearBrand were tasked with a re-brand and website overhaul to reflect the new direction of the company.









We coupled a sophisticated but lively palette of navy blue with yellow, which also features subtly in the imagery.

View the site:
alphagroup.org.uk











WEB DESIGN: Our Services and Process




Our Web Design services:

-  Creative web design
-  Online strategy & marketing
-  eCommerce shops
-  Mobile app development
-  Content management systems
-  Social media & email marketing
-  Website copywriting
-  Hosting solutions

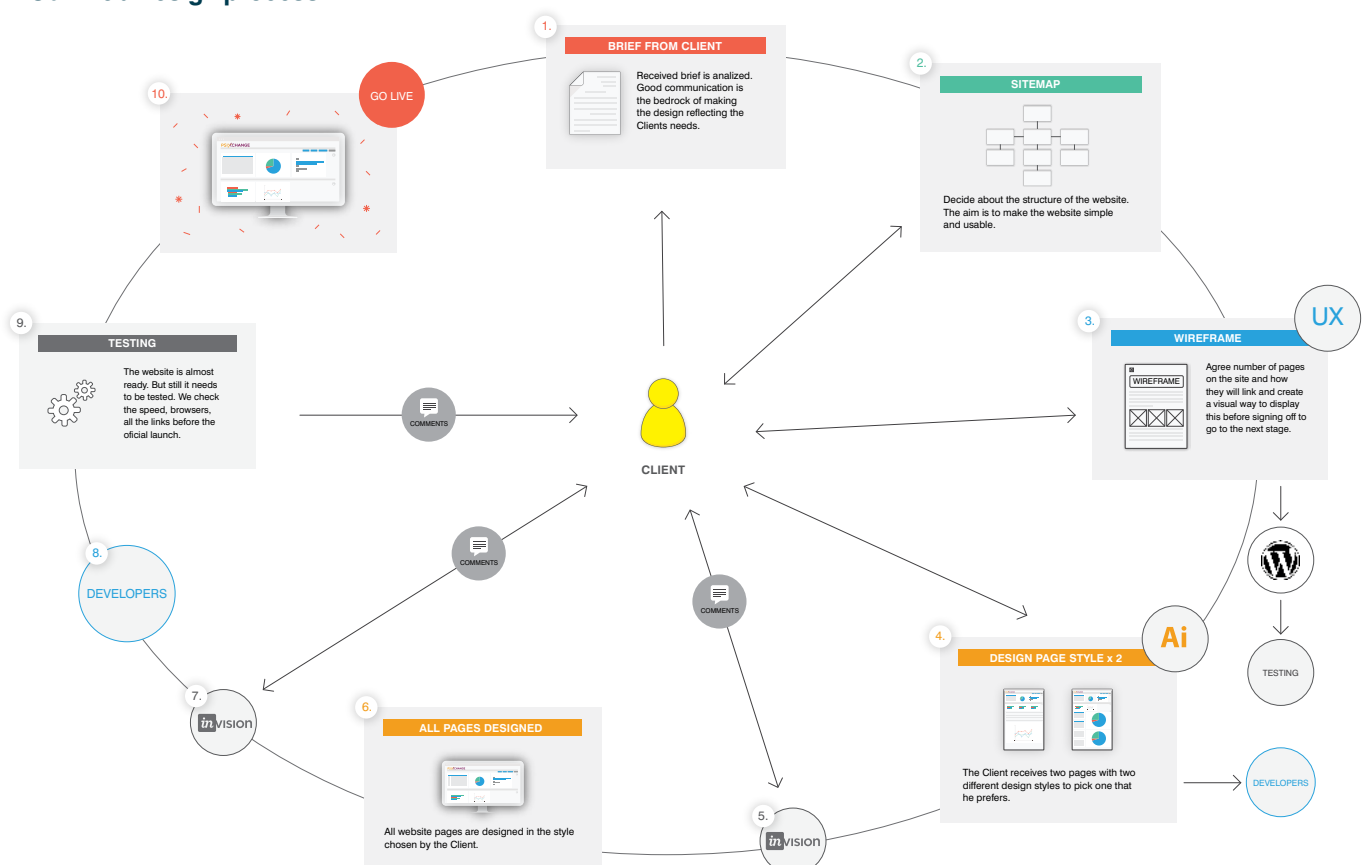
Our websites:

-  Are optimal on all platforms
-  Maximise your branding and get results
-  Connect to your specific audience
-  Are highly engaging and intuitive
-  Feature strong imagery
-  Have strong UX (User Experience)
-  Utilise modern web techniques
-  Feature user-friendly content management systems

Other design services

-  Branding, logo design, stationery
-  Video production & photography
-  Online & printed marketing

Our Web Design process



The ClearBrand Digital Marketing Solution Plan

Including our full range of services available.



Thank You

We hope you like what you have read here, and want to find out more. We would jump at the opportunity to help you build your business and grow your brands.

If you have any more questions please don't hesitate to email us at info@clearbrand.co.uk.

We look forward to hearing from you.