



**“couples therapy for  
you and your brand”**

**BRAND  
DISCOVERY**

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building cult brands

# Is this for me?

Your brand is more than a nice logo. Much, much more.

Think of your brand as a human being. You can style them with fashionable clothes, dye their hair, maybe add some make-up, some tattoos if you want to be rad. Now they look pretty cool. But they are much more than just looks, inside is a unique personality, a story, a history and substance. You need all these elements to come together to make them **them**.

Just like a person, it takes time to get to know your brand inside out. Their quirks, likes, opinions and who their friends are. Or maybe you knew all this once, but over time things have changed or you've forgotten.

It's time to learn & reconnect.

A **Brand Discovery** session with me is couples therapy for you and your brand!

## New brands & start-ups

Together, we look at your business ideas, goals and aims while they're fresh in your head, and get going with the best foot forward.

The session helps you:

- Pinpoint your brand ideals and ethos
- Find your audience and cater to their needs
- Set up clear aims and achievements for brand communication
- Write your story down
- Give your brand a tone of voice
- Make informed design choices for how your brand will communicate visually

## Established brands

If you kind of 'fell' into your business or it grew organically you may not have considered your brand in it's entirety. Starting a business is a not always a linear process but there will come a time where cracks will show and it's time to do some work!

The session helps you:

- Go back to the beginning and rediscover your brands meaning and purpose
- Who is your audience, how have they changed and are you still hitting the mark for them
- How can we communicate the brand in a clear and straightforward way
- Update (or write a new) brand story and timeline
- Found out if the current visual identity is still working now we have reconnected

**Standard service price £250**

## How the service works

After an initial chat I'll ask you to send me your current brand guidelines, website, social media link, or any other documents you may have that tells me about your business and brand

During a booked 1.5 hour session together we will discuss everything to do with your brand. I will direct the session to make sure we cover the important aspects and considerations and also provide my experienced input and advice.

Once I have all the information I need, I will take the results of the session and create a written report that you can use to make the next steps for your goals!

## Optional extras to the service

### Extra A: Make it a Playbook

If you want to go an extra step I will incorporate any existing brand guidelines or visuals you already have into the report to form a brand playbook.

### Extra B: Visual Tweaks

If you're an established brand it's common to find that just a few tweaks and tricks to your existing brand visuals will make all the difference. That could be updating the colours, cleaning up the logo or adding a catchy new slogan.

### Extra C: Marketing Ideas

During the session we may come across a great idea for a marketing campaign to boost your brand! This extra puts that idea into practice using your current visuals and is a great way for reconnecting with your audience.

### Extra D: Shopify Makeover

If we've added some visual tweaks, this takes the service one step further and implements this refreshed look to your existing Shopify website. It normally includes adding a new 'about' page, updating the logo or switching up the colour scheme.

**Because every brand has individual requirements,  
extras are quoted on request.**

## **Important info about this service**

Brand Discovery is a consultation service rather than a design service. It's all about the 'behind the scenes' work for your brand, and is a key starting point towards taking the next steps for your visual identity.

If you are looking for design work on your visual identity I have a different service for that!

Optional extras require you to provide me with your current brand assets so I can assess that I will have quality existing designs to work with, therefore they are mostly unsuitable for new brands or start-ups.

## **How do I book?**

Ready to go ahead? Great! Send me an email to organise a date for our session. I normally book in 2-3 weeks in advance, and after the session please allow a further 2 weeks for the report or additional work to be completed.

I take full payment in advance when you book your session.

## **More questions?**

My full portfolio and selection of services can be seen at [lucyelliott.co.uk](http://lucyelliott.co.uk).  
You can contact me using [lucy@lucyelliott.co.uk](mailto:lucy@lucyelliott.co.uk) or DM on instagram @imlucyelliott.

# ABOUT LUCY



I spent 10 years of my career growing and running my own food brand from scratch, opening three shops, stocking 250+ international stores and building a large, loyal customer following.

What ‘makes’ a successful cult brand is not just based on looks, but a combination of story, substance and connection with your audience. I’m not just your average designer. I get right under the skin of your brand before I even start on the designs to create clever, authentic branding that tells your unique story right to the heart of your audience.

## Feedback from my clients

“Lucy listened carefully to who we are, what we stand for and where we want to go”

Fiona McQuay, Becoming Mums



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