











DESIGN&PRINT™
GRAPHIC DESIGN STUDIO
& PRINT CONSULTANCY

A GUIDE TO BRANDING · BY DESIGN & PRINT

A BRAND, NOT JUST A LOGO

Strategy before style. How Design & Print build a brand that is clear, consistent and ready for real print, signage and the web.

Call 0161 4424439 • Email hello@designandprint.studio
Visit Dale House, Tiviot Dale, Stockport SK1 1TA

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HOW TO USE THIS GUIDE

Read it from start to finish, or dip into the sections that matter most to you. Where a page on our website goes into more detail you will find a QR code and the web address. Point your phone camera at the code to open it. A complete index at the back lists every topic with its page numbers.



WELCOME

YOUR BRAND IS HOW PEOPLE SEE YOU

A logo is only one part of a brand. This guide explains what branding is, how Design & Print create it and why it matters.

Your brand is the sum of how your business looks, sounds and behaves: your logo, colours, typography, tone of voice, marketing materials, website and the experience customers have. When those elements work together consistently, customers recognise you, trust you and remember you.

Phil is a graphic designer, branding expert and print consultant. He designs the identity, specifies how it should be used and manages its production, so your brand looks the same on every job.

STRATEGY BEFORE STYLE

Work starts with your customers, competitors and goals, so every choice can be explained.

DESIGNED FOR REAL PRINT

Identity and guidelines are created with signage, packaging and merchandise in mind.

Want to talk about your brand?
For a quote ring **0161 442 4439** or visit
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01

SECTION ONE

UNDERSTANDING BRANDING

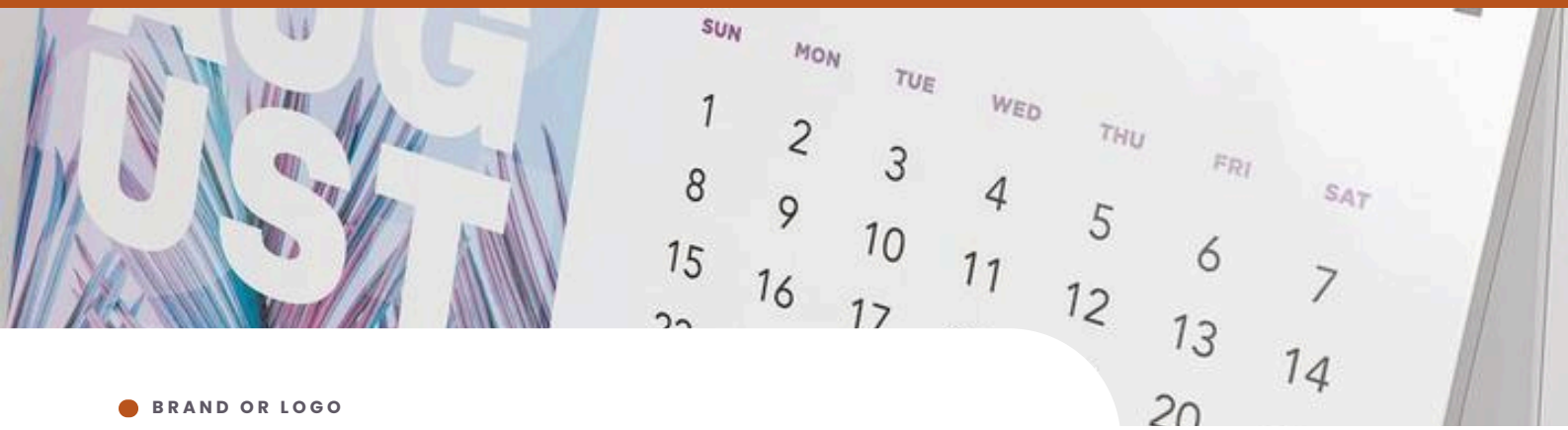
What a brand is, how it differs from a logo, and what a brand audit shows.

BRAND OR LOGO? 5

BRAND CONSULTANCY 6

THE BRAND AUDIT 7





BRAND OR LOGO

WHAT IS THE DIFFERENCE BETWEEN A BRAND AND A LOGO

A logo is one element of your identity. Your brand is much broader.

It can include your logo, colours, typography, messaging, tone of voice, positioning, marketing materials, digital presence and the overall experience customers have when interacting with your business. Effective branding ensures those elements work together consistently.

That is why a new logo on its own rarely transforms a business, and why a carefully considered refresh of the whole identity can make a substantial difference.

VISUAL IDENTITY	Logo, colours, typefaces, imagery and layout style.
VERBAL IDENTITY	Tone of voice, names, taglines and the way you write.
POSITIONING	Who you are for, what you offer and how you differ from competitors.
CUSTOMER EXPERIENCE	How people feel when they deal with you, online, in print and in person.

Ready to talk about your project?
For a quote ring **0161 442 4439** or visit
designandprint.studio/branding



CONSULTANCY

WHAT IS BRAND CONSULTANCY

Brand consultancy looks beyond an individual logo or piece of artwork.

It examines how your business is positioned and perceived, then helps align your visual identity, messaging and customer experience with your business objectives. This can include brand strategy, visual and verbal identity, brand architecture, customer experience and internal brand alignment.

BRAND STRATEGY	Clear positioning that guides every later decision.
BRAND ARCHITECTURE	How your products, services and sub-brands fit together.
VISUAL AND VERBAL IDENTITY	The look and the voice of your business.

Ready to talk about your project?
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designandprint.studio/branding



BRAND AUDIT

A COMPREHENSIVE LOOK AT EVERY PART OF YOUR BRAND

A brand audit is a structured review of your existing brand.

We examine how your brand currently presents itself, identify strengths, inconsistencies and opportunities for improvement, and provide recommendations designed to strengthen your market position and overall brand presence. Every aspect of your identity is examined, so you see what works, what needs attention and where change will have the most impact.

WHAT WORKS	Elements worth keeping and building on.
WHAT NEEDS ATTENTION	Inconsistencies, dated styles and missing pieces.
WHERE CHANGE HELPS MOST	Priorities, so effort goes where it counts.

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SECTION TWO

CREATING A BRAND

The five steps, designing for real print and knowing when to rebrand.

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WHEN TO REBRAND 11–12





THE FIVE STEPS

FROM BRIEF TO BRAND GUIDELINES

A clear process turns a conversation into a brand you can use with confidence.

1 DISCOVER	Understand your business, customers and competitors.
2 AUDIT	Review every part of your brand as it is today.
3 CREATE	Develop the logo, colours, typography and tone of voice.
4 GUIDE	Pull it together in clear brand guidelines.
5 ROLL OUT	Apply it to stationery, signage, print and web.

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For a quote ring **0161 442 4439** or visit
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DESIGN FOR PRINT

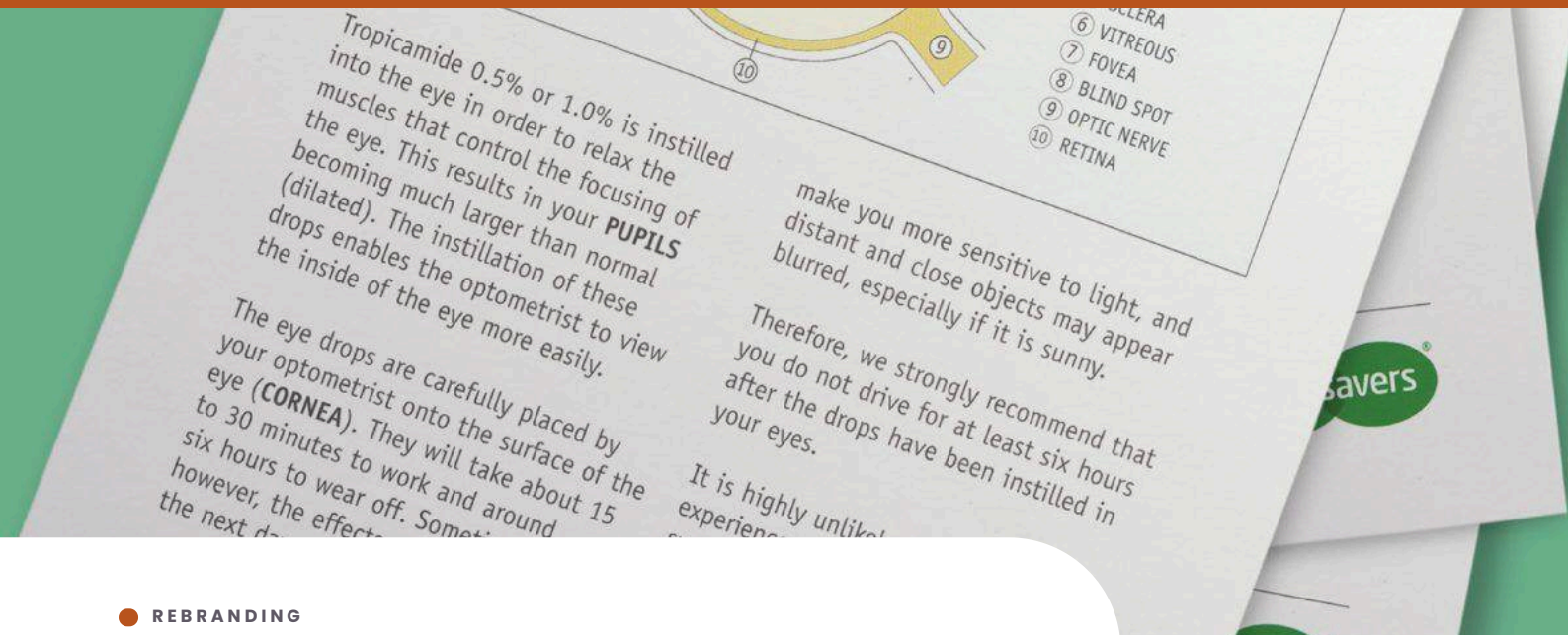
DESIGNED FOR REAL PRINT

Logos are tested at small and large sizes, on dark and light backgrounds and on real materials.

You receive files and guidelines that printers, sign makers and web designers can follow. Business cards, vehicle graphics, workwear and the website all come from one source, so colours match, logos are never redrawn and new work builds on what you already have.

STATIONERY	Business cards, letterheads and forms.
SIGNAGE AND VEHICLES	Shopfronts, banners and van graphics.
PACKAGING AND MERCHANDISE	Labels, boxes, clothing and gifts.
DIGITAL	Website, email and social media graphics.

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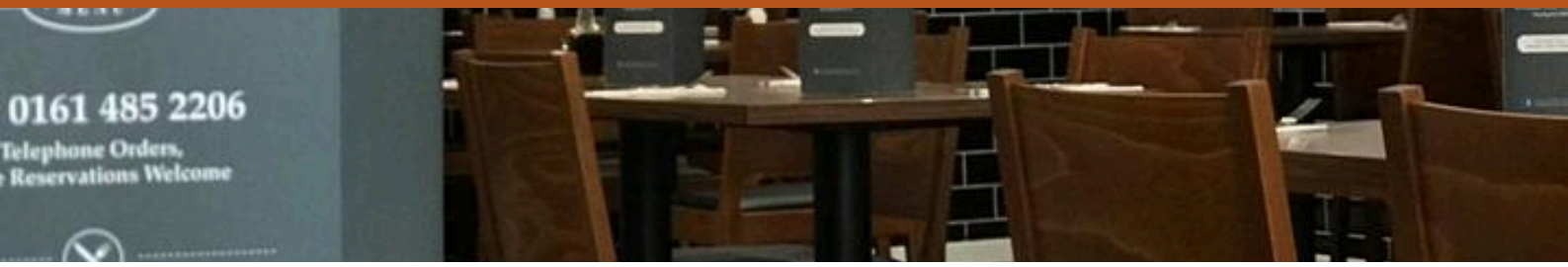
REBRANDING

HOW DO I KNOW I NEED A REBRAND

You may benefit from reviewing your brand in these situations.

A complete rebrand is not always necessary. Sometimes a carefully considered refresh makes a substantial difference. For a completely new business, we help establish the foundations: positioning, target audience, visual identity, messaging, tone of voice and overall direction. Starting with a clear strategy avoids inconsistent marketing and expensive changes later.

YOUR BUSINESS HAS CHANGED	but your visual identity has not.
YOUR BRANDING LOOKS DATED	compared with competitors.
YOUR MATERIALS ARE INCONSISTENT	across print, signs and web.



WHEN TO REBRAND · CONTINUED

CUSTOMERS CANNOT TELL WHAT MAKES YOU DIFFERENT	
YOUR IMAGE NO LONGER REFLECTS	the quality or price of your services.
YOU FEEL UNCOMFORTABLE	directing customers to your website or marketing materials.

Starting a new business? Read our guide to branding.
For a quote ring **0161 442 4439** or visit
designandprint.studio/new-business-branding

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03

SECTION THREE

PROOF AND EXAMPLES

Recent work, the evidence for consistency and what customers say.

RECENT BRANDING WORK	14–15
THE EVIDENCE FOR A JOINED-UP BRAND	16–17
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BRANDS WE HAVE HELPED BUILD

A selection of brand and print work from the Stockport studio.



Anything Legal Brand identity and tri-fold brochure.



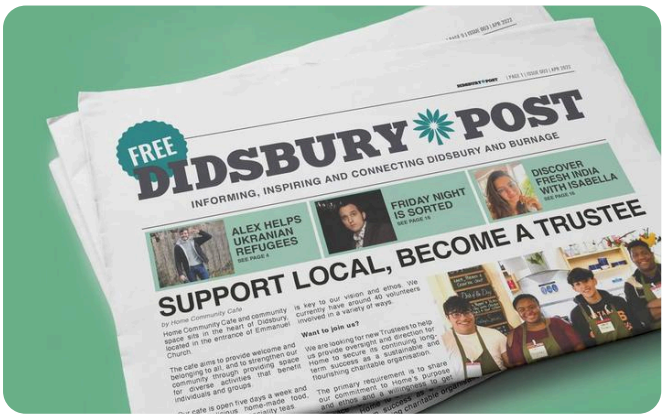
Gatley Carrs Leaflet and badges for a conservation group.



The Soccer Archive Logo engraved on branded merchandise.



Milkers Website design for a gloves brand.



Didsbury Post Newspaper design and print for a community title.



Venture East Africa DL leaflet for an ethical safari company.



Lashious Brand identity and packaging for a beauty business.



Emerald Gin Label design for a craft gin brand.

Start a similar project.
For a quote ring **0161 442 4439** or visit
designandprint.studio/featured-case-studies

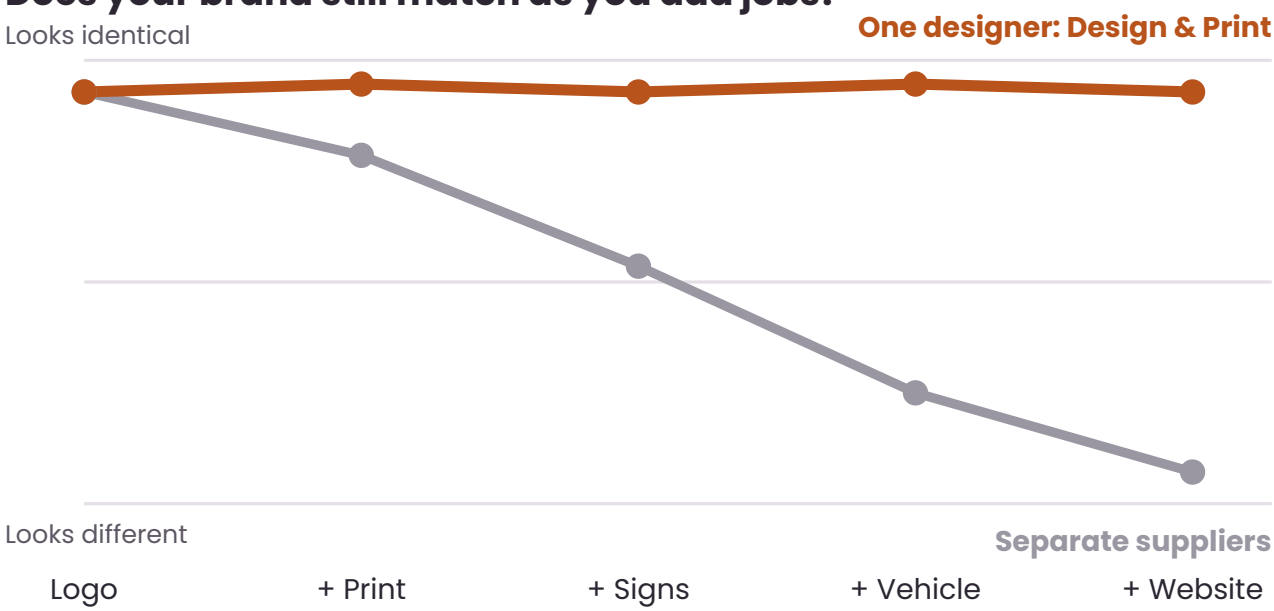


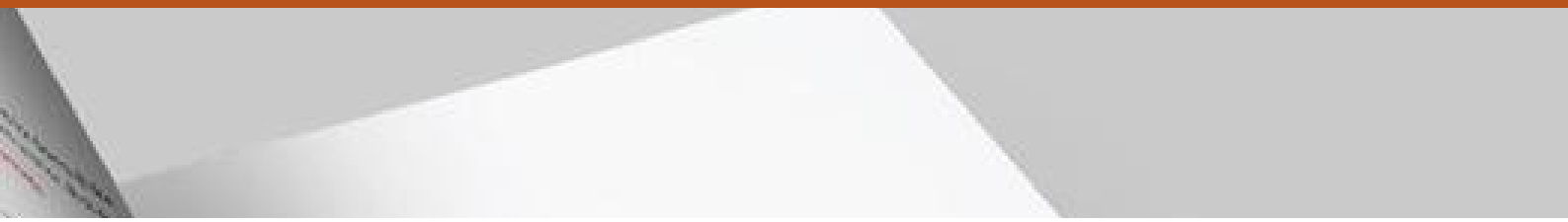
THE EVIDENCE

CONSISTENCY IS THE POINT

Brands are built through repetition. Each time a customer sees the same logo, colours and tone, recognition grows. These charts show why one person looking after your brand makes that easier.

Does your brand still match as you add jobs?

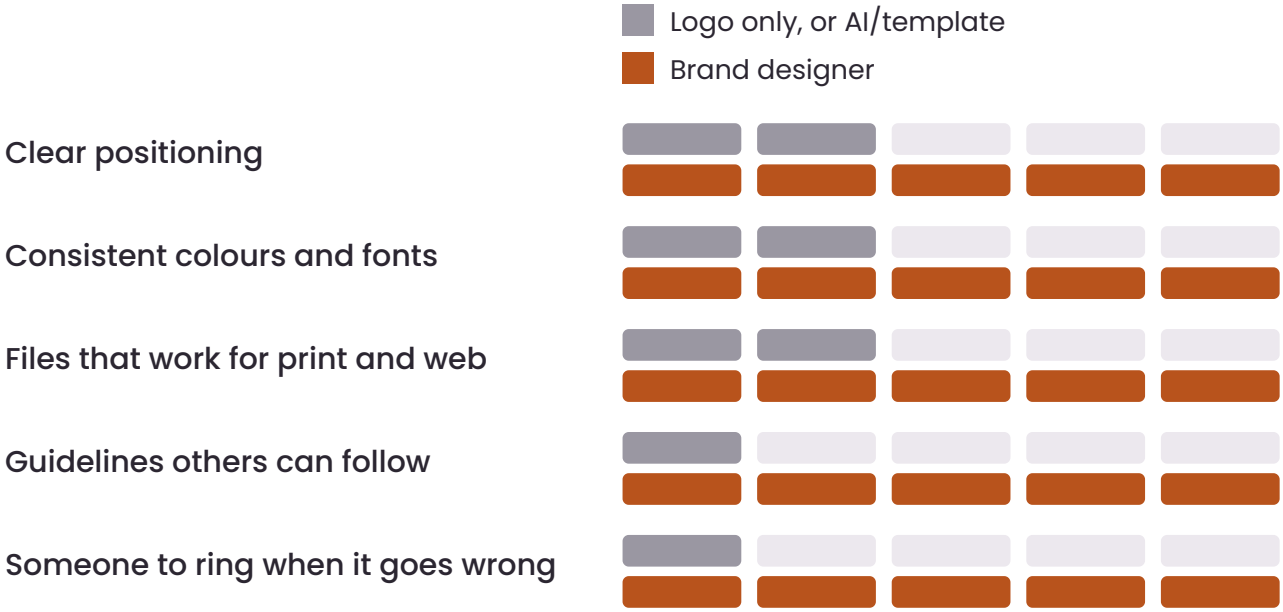




THE EVIDENCE FOR A JOINED-UP BRAND · CONTINUED

An illustration of the typical pattern, not measured data. When one person looks after every element, colours, fonts and logo versions stay identical.

Where a brand designer makes the difference (our assessment)



Scores are Design & Print's own assessment on a scale of 1 to 5, to illustrate the typical difference. They are not measured survey data.

A CAFE REFRESH THAT LIFTED SALES BY 30%

Phil is proud of results you can see, including a cafe refresh that lifted sales by 30%. Design & Print have also been recognised with a Best Customer Service award and a Small Business Saturday nomination.

Want a brand that works everywhere?
For a quote ring **0161 442 4439** or visit
designandprint.studio/branding



CUSTOMER REVIEWS

WHAT CUSTOMERS SAY ABOUT PHIL

These are comments from Design & Print customers, taken from Google reviews and messages, in their own words.

"Outstanding service and experience. Phil is both professional and knowledgeable; his advice on logo, brand and business paraphernalia is second to none."

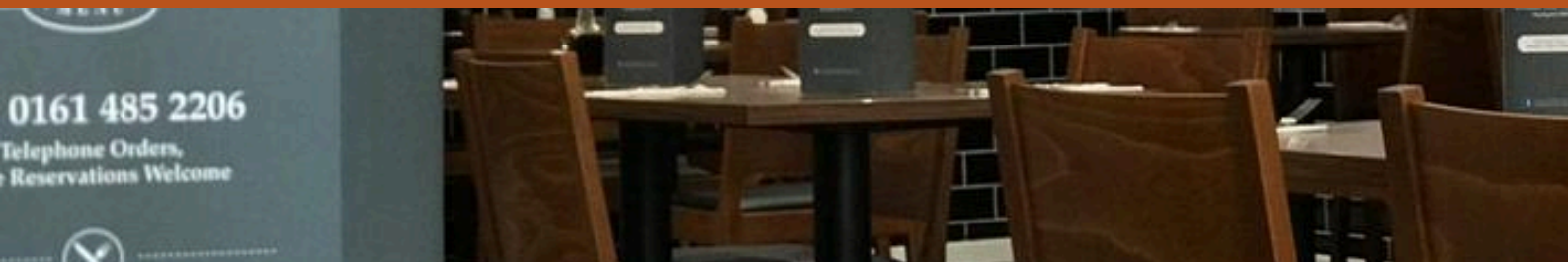
DYLAN, B2H SOLUTIONS

"I wanted to give the team something they would genuinely be proud to use, and Phil absolutely delivered. The quality is fantastic, they look incredibly professional, and the attention to detail was spot on."

LOUISE ECCLES, BNI EXECUTIVE DIRECTOR

"Phil is incredibly knowledgeable, patient, and transparent about every step, from layout and materials through to costs and timelines."

JACK BRIDGE, SONOVO GROUP LTD



WHAT CUSTOMERS SAY · CONTINUED

"Huge thank you for the incredible work on our business cards and vinyl signage! They look absolutely stunning, professional, sleek, and exactly what we were looking for."

BUKKY, MCR PROPERTIES

"Phil genuinely cares about matching people to the correct products and guides them through each step. Fantastic service, very thorough and professional."

MEGAN

"Phil is great to work with. He printed some postcards for me. Perfect results and on time. 100% recommended."

KATIE COOMBES, DIRECTOR AT PROJECT2

Read more about Phil and his customers.
For a quote ring **0161 442 4439** or visit
designandprint.studio/about-phil



FAQS

QUICK ANSWERS TO COMMON QUESTIONS

WHAT IS BRAND CONSULTANCY?

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WHAT IS THE DIFFERENCE BETWEEN BRANDING AND A LOGO?

A logo is one element of your identity. Your brand also includes colours, typography, messaging, tone of voice, positioning, marketing materials, digital presence and the experience of dealing with you.

WHAT IS A BRAND AUDIT?

A structured review of your existing brand. We identify strengths, inconsistencies and opportunities, and give recommendations to strengthen your position.

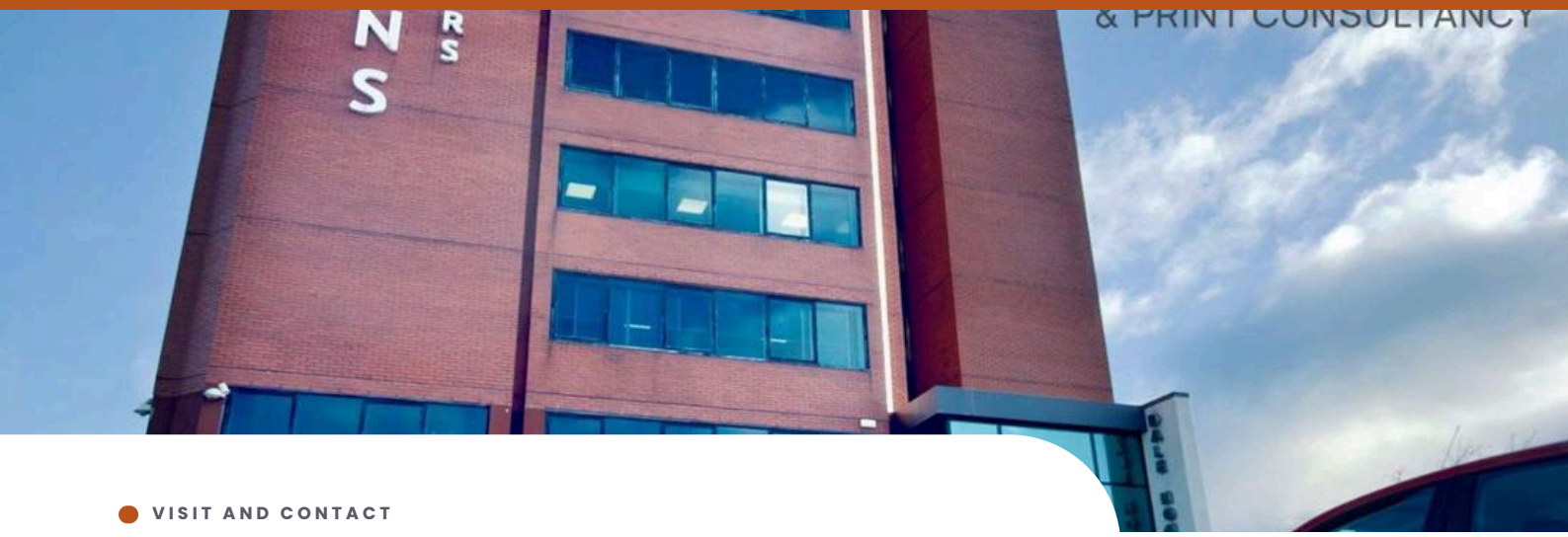
CAN YOU HELP A COMPLETELY NEW BUSINESS?

Yes. We help establish positioning, target audience, visual identity, messaging, tone of voice and overall direction.

More questions? See our online FAQ.
For a quote ring **0161 442 4439** or visit
designandprint.studio/new-business-branding

TERMS EXPLAINED IN PLAIN ENGLISH

Bleed	Extra image beyond the trim edge, usually 3mm, so there is no white edge after cutting.
Brand architecture	How the different parts of a business and its products relate to each other.
Brand audit	A structured review of an existing brand.
Brand guidelines	A document that explains how to use your logo, colours, fonts and tone of voice consistently.
CMYK	The four inks used in printing: cyan, magenta, yellow and black.
Positioning	How you want to be seen compared with competitors.
Proof	A preview of your job to approve before it is printed or published.
RGB	The red, green and blue light used by screens.
Tone of voice	The way your brand writes and speaks.
Typography	The choice and use of typefaces.



VISIT AND CONTACT

COME AND SAY HELLO

Design & Print is based at Dale House in the centre of Stockport, close to the train station, and Phil is always happy to talk about your project in person.

FIND US

Suite 13, Ground Floor, Dale House, Tiviot Dale, Stockport SK1 1TA

CONTACT

Landline 0161 442 4439
Mobile and WhatsApp 0772 678 4439
hello@designandprint.studio

OPENING HOURS

Monday 6am to 3pm
Tuesday and Wednesday 8.30am to 5pm
Thursday 11am to 3pm
Friday 8.30am to 5pm
Second Saturday of the month 10am to 4pm
Sunday by appointment only

Thursday mornings, 6.30am to 10am, are with BNI Royal. Walk-ins are welcome, but an appointment is recommended as Phil may be on a site visit or in a meeting.

Book a visit or ask for a quote.
For a quote ring **0161 442 4439** or visit
designandprint.studio/contact

SCAN TO SEE MORE ONLINE

Point your phone camera at any code to open that page. The web address is printed under each one so you can also type it in.

Branding
designandprint.studio/branding

Branding a new business
designandprint.studio/new-business-branding

Graphic design
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Print consultancy
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Websites
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Our work
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Case studies
designandprint.studio/featured-case-studies

Help guides
designandprint.studio/help

FAQs
designandprint.studio/faq

About Phil
designandprint.studio/about-phil

Contact and quote
designandprint.studio/contact

Downloads
designandprint.studio/downloads

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READY WHEN YOU ARE

TALK TO PHIL ABOUT YOUR BRAND

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or visit the studio at Dale House in Stockport town centre.

SCAN FOR MORE ONLINE

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