Brands need definition and guidelines
Guidelines help promote consistency
Consistency improves brand recognition
Recognition leads to trust
Trust will help build your brand

I can help keep your brand aligned, strong and trusted across all touchpoints while enabling campaigns and territories to have their own identity

Rob Brailsford
Independent Brand Consultant

Brand Services
Health Check
Audit and Governance
Ongoing Oversight
Guidelines
Creative Direction + Problem Solving

See my work
brailsford.info

Common branding problems

Inconsistency

This can affect messaging, TOV, visual elements and construction, making things feel a bit off.

Comms not working as planned wastes time and money.

Just as importantly, it can make customers suspect your company is being impersonated. This can damage trust.

Problems of scale

The larger the system is, the more possibilities there are for inconsistency.

Maybe your company's brand hierarchy is expanding.

Maybe you have branches in new territories where the culture and brand has to flex.

It may be as simple as extending brand governance from print into digital and social.

Brand drift

Without oversight, even well-designed brands drift.

Colours and typography might shift. Marketing materials, websites, social posts and customer communications each begin to tell slightly different stories; and maybe not the story you intended.

When you work within a brand every day, inconsistency can become invisible.

It can take a fresh pair of trained eyes to see what's really happening across your brand.

Creativity vs Commerce

This kind of tension is inherent but it can impede progress and waste valuable time and money.

Guidelines and governance can help you decide what is mandatory and what is flexible within your brand.

Why fix them?

•

Your brand is something that should, work consistently, across every channel, every touchpoint and every interaction your customers and staff have.

••

Ensuring your brand system works well means your creative work will need fewer costly revisions. This in turn can save you thousands of pounds; no exaggeration.

•••

When your brand works well, it builds trust. When it doesn't, it subtly undermines everything you're trying to achieve.

Problems like these are worth paying attention to.

You've invested in your brand.
Is it working well? Let's find out.

Why me?

I will work to

Analyse all aspects of your brand.

Understand what your brand is about and where it's going.

Review your assets objectively to see if they reflect your brand vision and how your brand compares to your competitors.

Identify discrepancies that can affect the look and feel of your brand.

Ensure consistency across colours used in digital, print and other environments.

Identify gaps where there are no rules and suggest solutions.

What have I done?

I have 25 years of experience in branding. The projects I've managed or worked on are variously corporate, independent, global and local.

I've worked at every stage including concept, strategy, design, creative direction, brand implementation and global approvals.

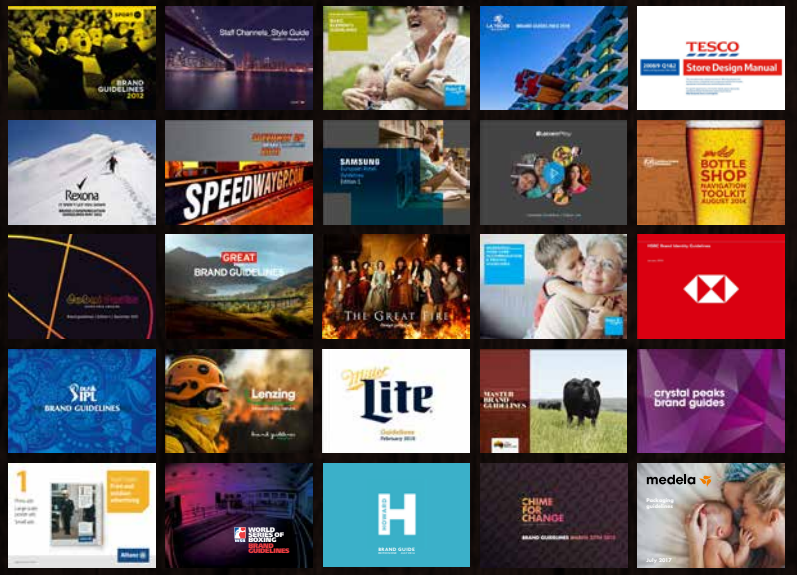
Brand guidelines are my forte. I've codified, written and produced more than 30 of them.

I spot things that others might overlook and can undermine an otherwise strong brand: inconsistencies in colour, typography, layout, message and functionality.

I can identify and fix what's not working.

Previous projects

HSBC
Allianz
Bupa
Britain is GREAT
Gucci Chime For Change
Sure / Rexona
Tesco Store Design
Indian Premier League
Miller Lite
LaTrobe University
Carlton and United Breweries
Dubai Parks
The Howard Group
Samsung Retail
Lebara Play
Lenzing
Crystal Peaks Shopping Centre
True Aussie Beef and Lamb
ITV The Great Fire
speedwaygp.com
Ramsgate Winery
Sport 24
SAMI
S26



Services

Health Check

A health check scaled to fit your business; from sole traders who've never reviewed their brand, to a growing organisation with multiple channels or touchpoints.

I review your logo use, typography, website, social media and key customer-facing materials.

Essential

For sole traders and small businesses.

Ideal if something feels 'off' but you can't pinpoint why. I deliver a concise report with clear findings and practical next steps.

Extended

For businesses with multiple channels or touchpoints.

I examine your visual identity systematically across digital, print, environmental and customer comms.

I'll compare against your competitors, and deliver a detailed report covering strengths, weaknesses, inconsistencies, and provide prioritised recommendations.

Essential £495
Extended £1950

What you get

A clear picture of where your brand is working and where it isn't.

Audit + Governance

For larger organisations with multiple teams, territories or agencies producing branded material.

Brand dilution at scale can be systemic. An audit can identify why and where breakdowns happen.

It could be due to absent or unclear guidelines, multiple production suppliers or simply the absence of someone responsible for brand standards.

I'll give you a prioritised action plan; practical steps your teams can actually implement.

Typically 5-15 days

£800–£1500/day

What you get

Stakeholder interviews, supplier review, guideline audit and a roadmap to restore consistency and build internal structures to maintain it.

Oversight + Protection

Ongoing objective oversight for organisations which want to maintain brand standards without hiring a full-time overseer.

I work alongside your teams, reviewing work before it goes out, advising on new applications, catching inconsistencies early and helping to steer brand evolution.

Access changes according to requirements. This can be reviewed and agreed as we go.

This is how you protect long-term brand value.

From £2250/month

What you get

An objective, experienced, senior creative and designer you can rely on.

Creative Direction + Problem Solving

Sometimes the issue is harder to define. It could be a brand system that isn't working, a campaign that doesn't feel on brand or a misalignment between brand vision and customers experience.

I can help diagnose creative and brand challenges, identify their causes and develop practical solutions.

It might be shaping a new direction, managing a difficult transition, or simply making helpful decisions to progress the work.

You might need brand guidelines. I can codify, write and produce these.

Price on application

What you get

A creative and practical consultant with 25 years of brand experience.

Case study 1

Britain is GREAT

Streamlining an inefficient process

Challenge

Building an advert previously meant wading through a 30-page process.

Solutions

Recodify the system to make production more efficient.

Reverse-engineer assets and build a basic sequence to work across nearly all formats.

Benefits

From ~30 technical pages to 10 or fewer stepsDramatic reduction of asset build times











Case study 2

Tesco Store Design Manual

A complete rebuild to increase usability

Challenges

Tesco has several retail formats e.g. express, petrol, each with different design specs that may or may not share assets, of which there are thousands.

The previous manual was A5, thick, and had diagrams and text which were too small to read.

Solution

A colour-coded, modular design system that scales across the business, so store design managers could find what they need quickly.

Benefits

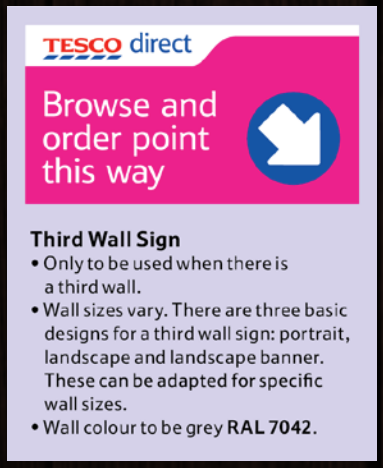
Faster access to relevant info for store design managers.

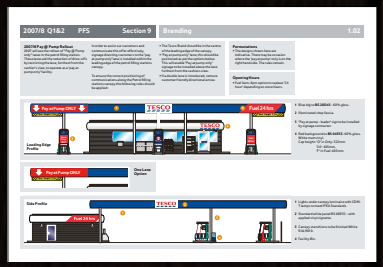
Colour-coded, modular structure built to extend across the whole business.

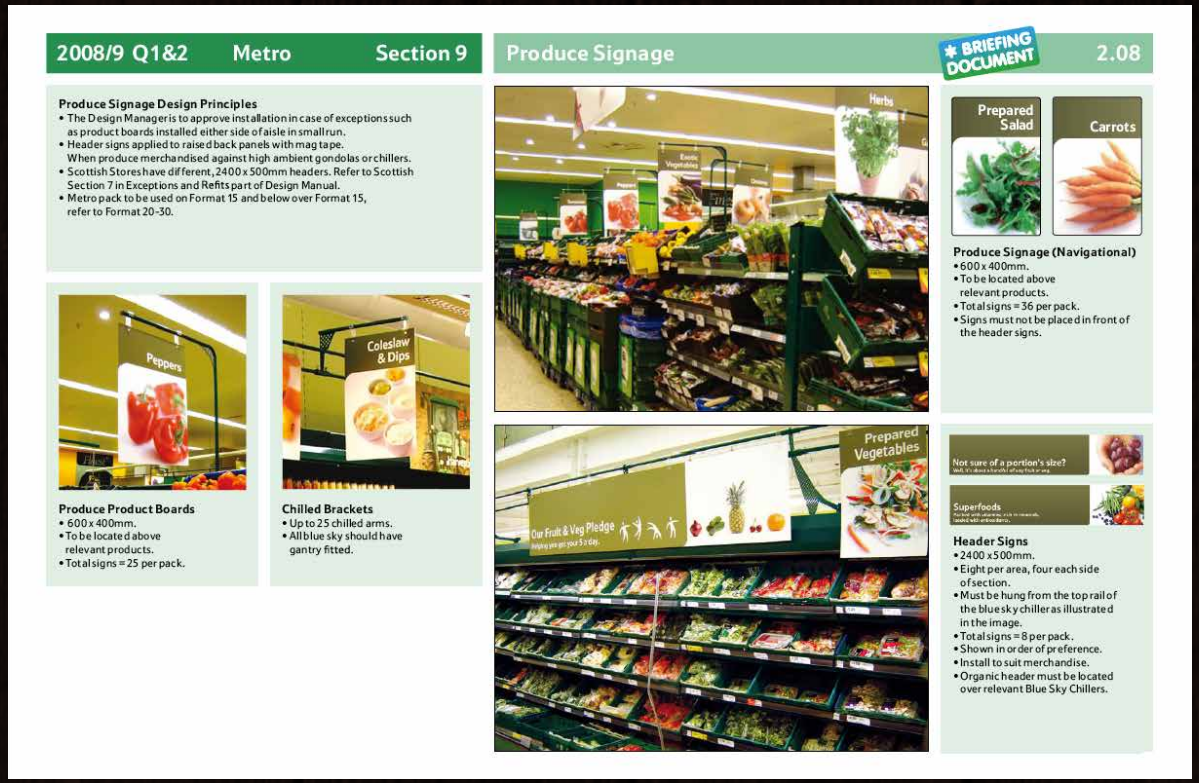


Section 1a	ATM
Section 2	F60-120
Section 4	F20-30
Section 5	Exceptions
Section 8	Metro Classic









Case study 3

La Trobe University Brand System

Turning brand elements into a system

Challenge

Codify existing design and develop new brand elements to create a cohesive system that was easy to use.

Solutions

We investigated the history and idea behind current elements to coalesce the look and feel.

Consulted the design team and involved them in building a system that worked well and was easy to apply.

Benefits

A unified logo, colour and font system.

Content and messaging aligned to the brand.

Flexible layouts, built for reuse.

Agency for the design team.



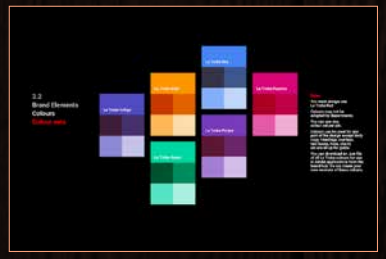














Contact

About me

I've designed letterforms and logos since I was a kid.

My background is in editorial and print; editing and designing papers and magazines.

I also worked on the ft.com news desk, contracted at many agencies and DJed professionally for 30 years.

What I've learnt in the last 25 years in branding and design has now been coalesced into one idea, Brand Services.

A few years ago I was diagnosed with ADHD. It reframed how I naturally understand systems and spot inconsistencies.

It's been great for the work I do and probably why I do it. It allows me to provide practical solutions.

Testimonials

"If you are after someone who will get the job done without beating around the bush, Rob is that person. He understands brands and what makes them work and what doesn't. He focuses in on what needs to be done and puts measures in place to ensure things are completed whilst eliminating other unnecessary distractions."

Steve Rando
La Trobe University
Creative, Brand and
Studio Manager

"Rob's attention to detail is second to none - exactly what you require when preparing Corporate/Retail brand guidelines. He is thorough and precise with all of his work. A breathe of fresh air to see someone take pride in the delivery and present it in a constructive, positive manner.

Great sense of humour and a pleasure to work with. I will definitely be working with Rob again."

Jinx Jeffrey
Creative Services Manager

Get in touch

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Download my folio + CV

Visit my website

Connect on Linkedin

I'm a sole trader and can work inside or outside IR35.



What’s included

	Health Check Essential	Health Check Extended	Audit + Governance	Ongoing Oversight	Creative Direction
Review of logo, typography, website, social media and customer material	●	●	●	●	
Competitor compare and contrast		●			
Full multi-channel audit digital, print, environmental + comms		●	●	●	
Written report with findings and recommendations	●	●	●		
Prioritised action plan or roadmap		●	●		
Internal structure and accountability report			●		
Working directly with suppliers and agencies			●	●	
Ongoing monthly access				●	
Review and sign off work				●	
Diagnosis and solutions for creative problems					●