



# Brand & Design

A business's brand is its first impression. It tells potential clients whether to take you seriously before they've read a word of your copy or spoken to anyone on your team. Many small businesses underestimate how much an inconsistent or unprofessional visual identity costs them in credibility.

Mel helps businesses look the part with cohesive design, a strong visual identity and branded materials that mean business.

Brand & Design services include:

## **Visual identity:**

Developing or refining a consistent look and feel for a business including colours, fonts, logo usage and overall aesthetic.

## **Branded materials:**

Design of documents, presentations, proposals, social media graphics, email templates and other materials that need to look polished and on-brand.

## **Brand consistency:**

Reviewing existing materials and bringing them into alignment so everything a business puts out looks like it came from the same place.

## **Design for marketing agencies:**

Mel works with marketing agencies as a trusted behind-the-scenes designer, producing client-facing materials that meet agency standards.



Mel's design work is described by clients as beautiful, completely relevant and always aligned to the brief. She takes the time to understand a client's brand inside and out before producing anything.

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