

A black and white photograph of a skier in mid-jump, with snow spraying around them. The skier is wearing dark gear and has their skis pointed upwards. The background shows a vast, snowy mountain landscape with ski lift towers visible in the distance. The sky is filled with falling snow, creating a dynamic and high-energy scene.

What's Your 360° Story?

Cre8ion

Helping businesses tell the right story
to engage the right enquiry.

Our Mission

Using the media to create
community impact, globally.



Our Vision

When people think creativity
they think Cre8ion.



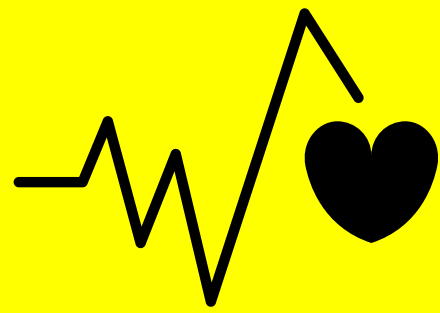
Our Values

Brands with **purpose**
that empower **people**
to create a better **planet**.





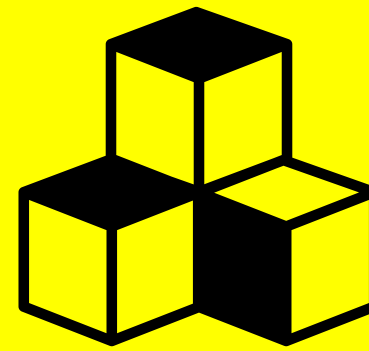
SUSTAINABLE DEVELOPMENT GOALS



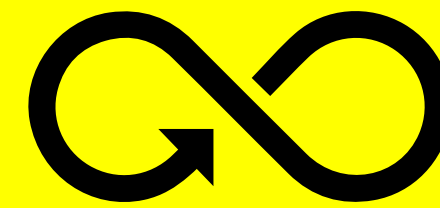
Good
Health



Work
& Growth



Industries
Innovations
Infrastructure



Responsible
Consumption



Climate
Action

The 17 sustainable goals are fast becoming a key factor in decision making. Cre8ion have chosen 5 at the heart of our business - From 4 day work weeks to Research and Development days our business is focussed on creating a healthy work life balance while helping brands express themselves.

Our Clients



Fulkers
Bailey
Russell



Our Clients



Cre8ion's passion is highly contagious and we feel confident we have a site built not only on our own company's values, but theirs too!

We are looking forward to working with them on future projects and cannot recommend them highly enough. The whole journey has been an absolute pleasure!

Paul Stephens

Communications Manager - WE Bridge Academy



"Our website needs to appeal both to the people we work with and to our funders, and to satisfy requirements of our regulators such as the Financial Conduct Authority whilst also appearing friendly and welcoming - so the right balance is difficult to strike. The Cre8ion team spent considerable time at the beginning of the process with us to ensure that they understood us completely. They recognized our vision and knew what was needed. The end result is exactly what we hoped for."

Karen Davies

Founder and Chief Executive - Purple Shoots



'Don't be afraid to give up the **good** to go for the **great**'

John D. Rockefeller

Why:

Brands with purpose.

Help your company establish its legacy by bringing the past, present and future into your brand narrative.

We do this by seeking to establish:

- Clarity
- Direction
- Application



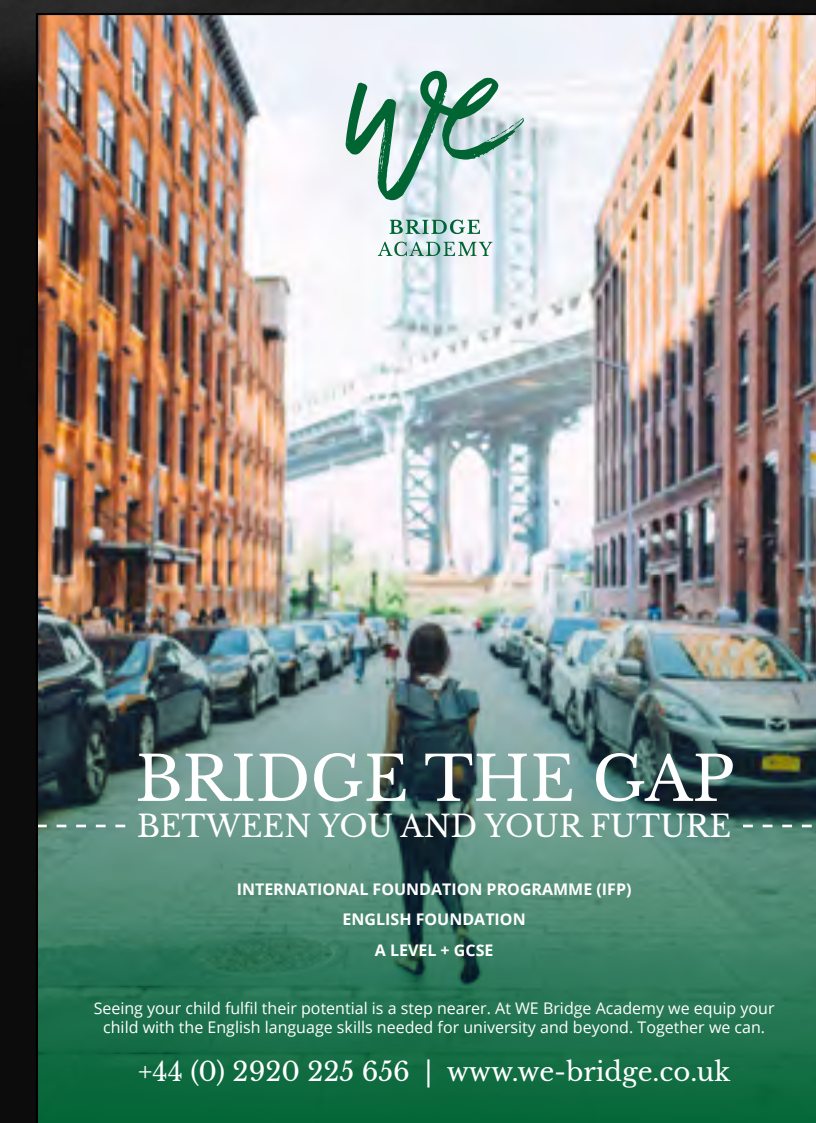
Marketing Workshop

Exploring your business
and how you need to
take it forward.



Creative Strategy

Build your creative narrative.



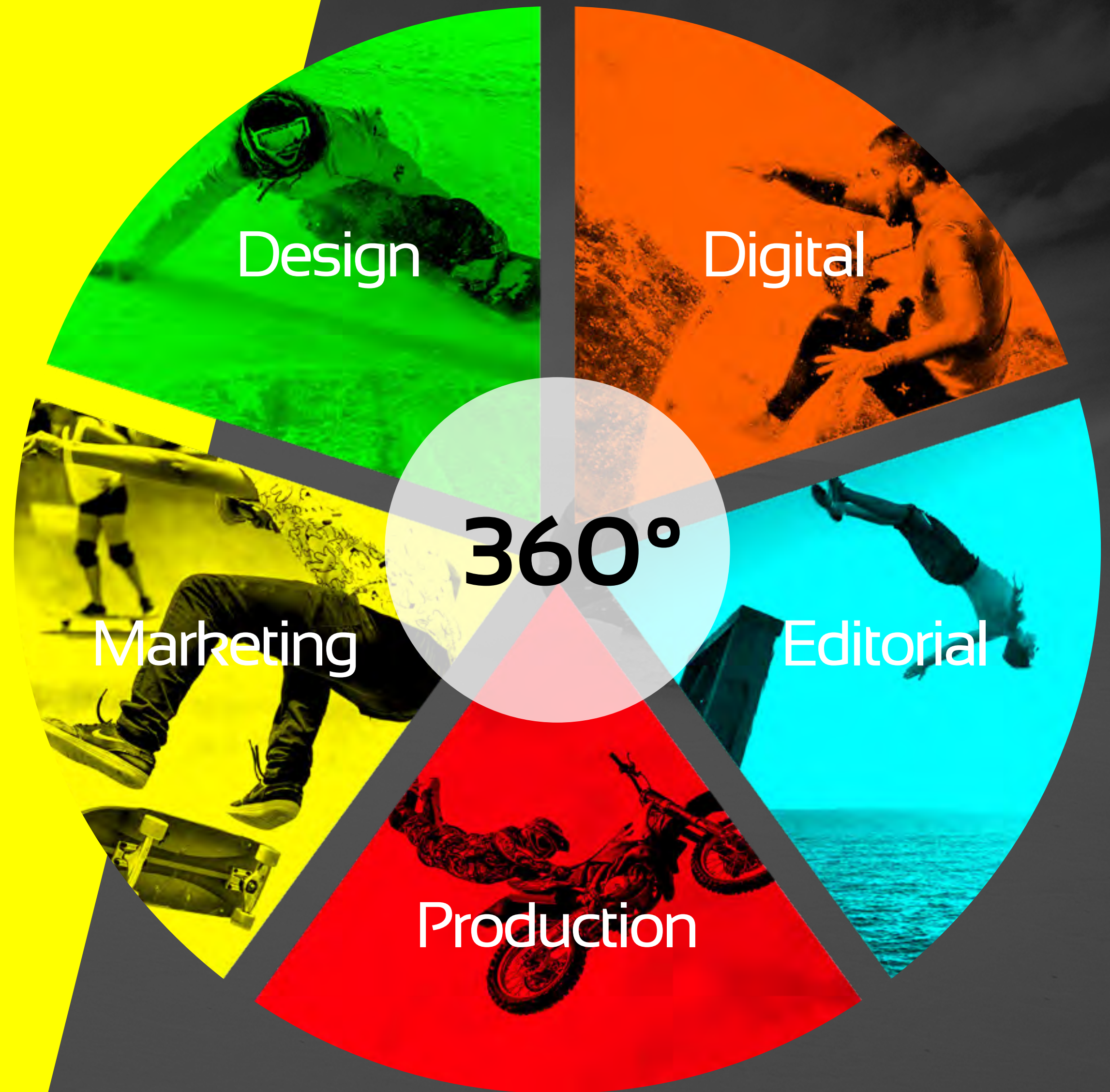
How:

Built With A 360° Strategy
that empowers people.

Our 360 process enables you
to create a joined up narrative
across multiple streams.

A Brand with purpose.

Here is a full example of the
journey, including Mission,
Vision and Values now at
the core of the brand proposition.



What:

With a strong brand narrative in place, everything you build now has the same message of consistency.

A black and white photograph showing a large number of hands stacked on top of each other in a circular formation, creating a sense of unity and strength. The hands are of various skin tones and are wearing wristbands. The text "KATE STRONG." is overlaid in a large, white, sans-serif font, with "KATE" in a slightly smaller size than "STRONG.". The background of the image is dark, making the hands and the white text stand out.

**KATE
STRONG.**

BRAND BOOK

WELCOME.



INTRODUCTION

If you are striving for something different, then you've arrived at the right place.

This brand is about communicating change, positive change. The key feature of this brand is to inspire. We want to inspire business leaders to be the change they want to see and a pioneer for action that impacts people and the planet for all the right reasons. I hope you will be inspired to create great things with the tools in this book as you prepare materials that will go on to affect even wider audiences. Anything is possible by raising the bar and I believe this brand does just that.

Kate Strong

ETHOS & STRUCTURE	2
LOGO	18
ICON.....	22
COLOURS.....	26
TYPEFACE & TONE	28
IMAGERY.....	34
BLOCKS.....	36
SQUARES	38
17	40
EXAMPLES.....	42
CARDS + STATIONERY.....	50

A high-contrast, black and white close-up of a human eye, looking directly at the viewer. The eye is the central focus, with the iris and pupil clearly visible. The surrounding skin and eyelashes are also in focus, creating a sense of depth and intensity.

VISION:

**A GLOBAL COMMUNITY
OF SUSTAINABLE
BUSINESS LEADERS
AND COMPANIES.**

VALUES:

**S
T
R
O
N
G**

SUSTAINABLE: MAKING A LASTING, POSITIVE IMPACT

TRANSFORMING: MAKING A DIFFERENCE

RELATIONAL: MAKING CONNECTIONS THAT EMPOWER

OPEN: ALWAYS TRANSPARENT AND STARTING CONVERSATIONS

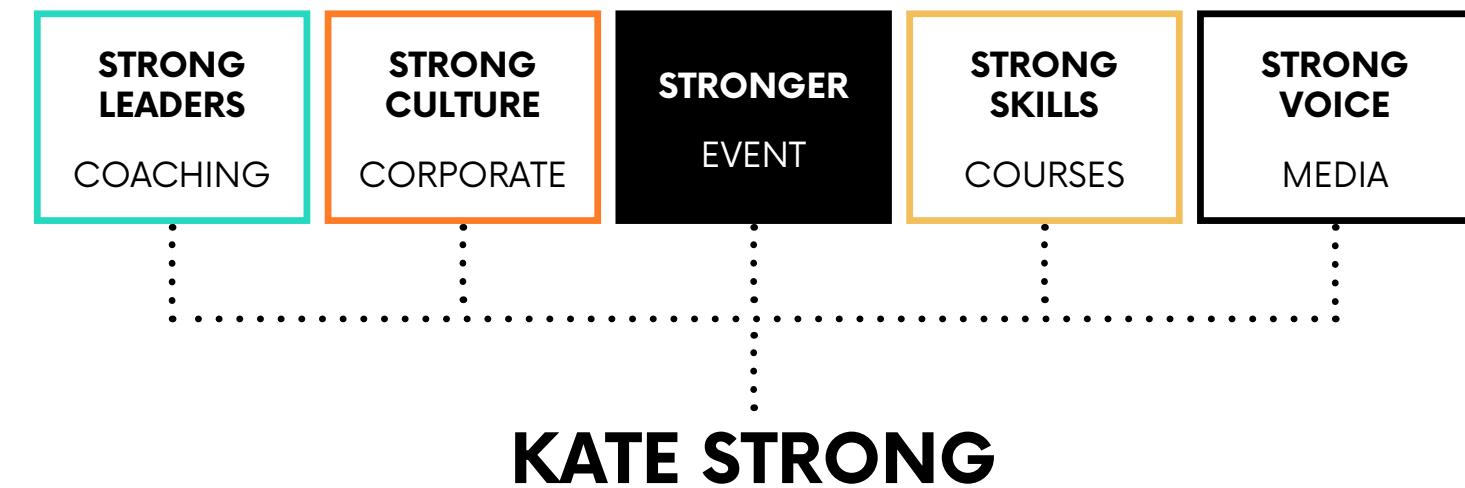
NURTURING: CREATING GROWTH - INDIVIDUALLY AND CORPORATELY


GOAL FOCUSED: OPERATING WITH THE END IN MIND

STRUCTURE.

KATE STRONG
STRUCTURE

THE STRUCTURE IS PART OF THE STRATEGY,
IT ENABLES FOCUSED CONNECTION AND
EFFECTIVE COMMUNICATION.





STRONG CULTURE.

CORPORATE CHANGE

**CULTIVATING AWARENESS
OF COMPANY IMPACT
AND EMPOWERING FOR
EFFECTIVE CHANGE IN
THE BUSINESS WORLD.**

LOGO.

LOGO CLEARANCE

To make sure the logo has full impact it is important to follow some basic guidelines. Many of them go without saying (e.g. placing images over it, using non-brand colours, disproportionate sizing etc.) but the clearance zone is worth noting as it uses a specific measurement. The height of a single line in the logo is the distance to maintain all around the logo - this is called the x-height (see below). Nothing should be placed in this clearance zone.



COLOUR.



COLOUR PALETTE

These are the main colours for the brand and are coupled with a couple of hues not listed here: Black (0,0,0,100 - 0,0,0 - #000) and White (0,0,0,0 - 255,255,255 - #FFF).



VIKING

C: 82
M: 0
Y: 11
K: 15

R: 39
G: 216
B: 192

#27D8C0



JAFFA

C: 0
M: 51
Y: 85
K: 0

R: 255
G: 124
B: 39

#FF7C27



ANZAC

C: 0
M: 21
Y: 62
K: 5

R: 241
G: 191
B: 92

#F1BF5C



COPY.

FONT USAGE
BODY COPY

TYPEFACE:
NOW

FONT CHOICE
EXPOSITION: THE BODY COPY IS A CLEAN
AND CLEAR TYPEFACE WITH MULTIPLE
EXPRESSIVE OPTIONS.

NOW - Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

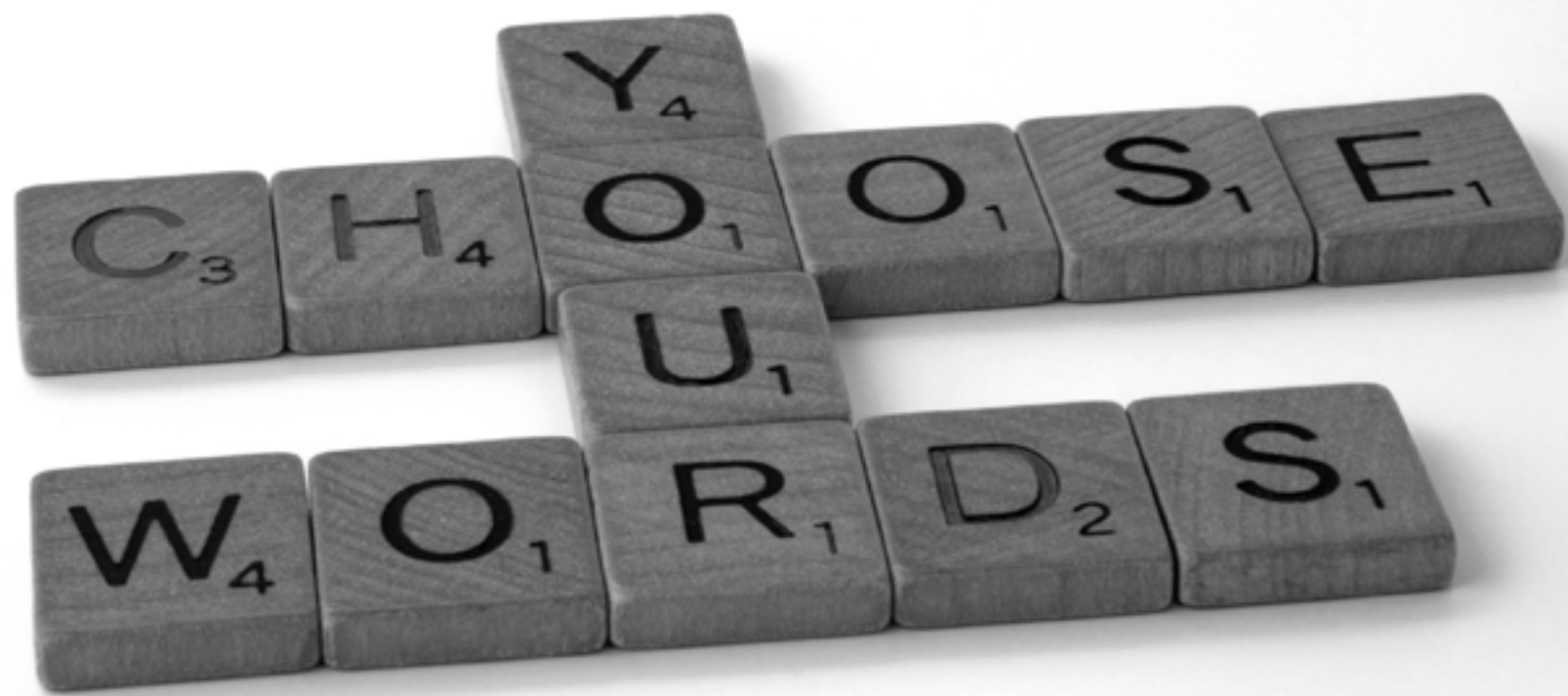
NOW - Light
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

NOW - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

NOW - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

NOW - Black
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

TONE.



COPY
TONE

Below is a selection of words that inform the tone for copy writing in order to maintain the brand style. Avoid terminology that resonates with the right hand column.

✓		✗
STRONG		WEAK
active - capable - stable - ready		effete - sluggish - spent
THOUGHTFUL		CARELESS
astute - careful - observant - gallant		inconsiderate - uncivil - idiotic
INSPIRING		DRAB
exciting - motivating - heartening		mundane - tame - insipid - vapid
INTELLIGENT		IGNORANT
profound - informed - exceptional		naive - obtuse - inexperienced

IMAGERY.



EXPOSITION ON IMAGERY

The imagery for the brand is black and white which allows the accent colours to show through. In terms of style it's always inspirational in theme and candid in execution. The pictures must always be of good quality and in focus, depth of field is permitted but not beyond good taste.



FLYER.



FOLDING FLYER

To maintain the strong, square imagery of the brand paper formats can match the layout. This square folded flyer emphasises the layout with its own shape.



BOOKLET.



A4 EDUCATIONAL BOOKLET

Square formats are not the limit, the brand can be applied in the same way to A formats such as this A4 booklet. The main elements to focus on in these situations are the square, blocks and imagery - headline combinations.

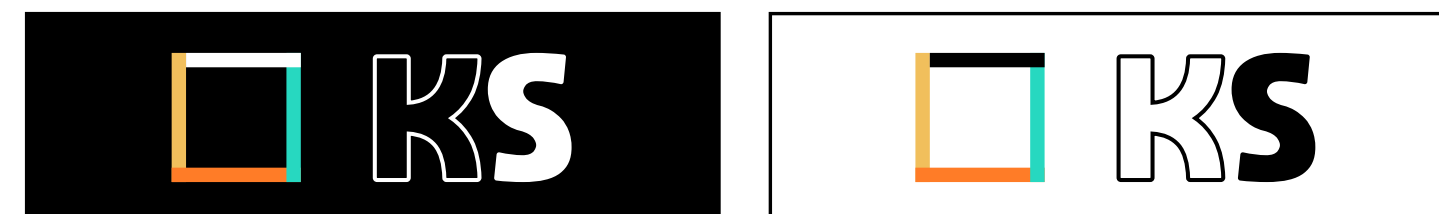


LANYARD.



LANYARD AND PASS CARD

On smaller items the square icon and the logo icon can be used to great effect, making the most of the brand in more challenging size constraints.



Alternating Inversions

BANNER STAND.



EXHIBITION ARTWORK

When the format is far from square, it is a good idea to use either the square element or a square image to help translate the brand across multiple spaces.



BUSINESS CARD.



BUSINESS CARD

Although a square card is an option, sometimes odd shapes can be annoying when your card is collected with others by a new contact (they can stick out of the pack and fall out more easily). Instead the bold elements of the brand make for an attractive impactful business card.

Name: 15pt


KATE STRONG


Line: 4pt


41 Friar Street, Cleator Moor
City Name, CA25 6XS

0123 456 789

info@katestrong.co

 strongkate1

 strongkate1

 strongkate

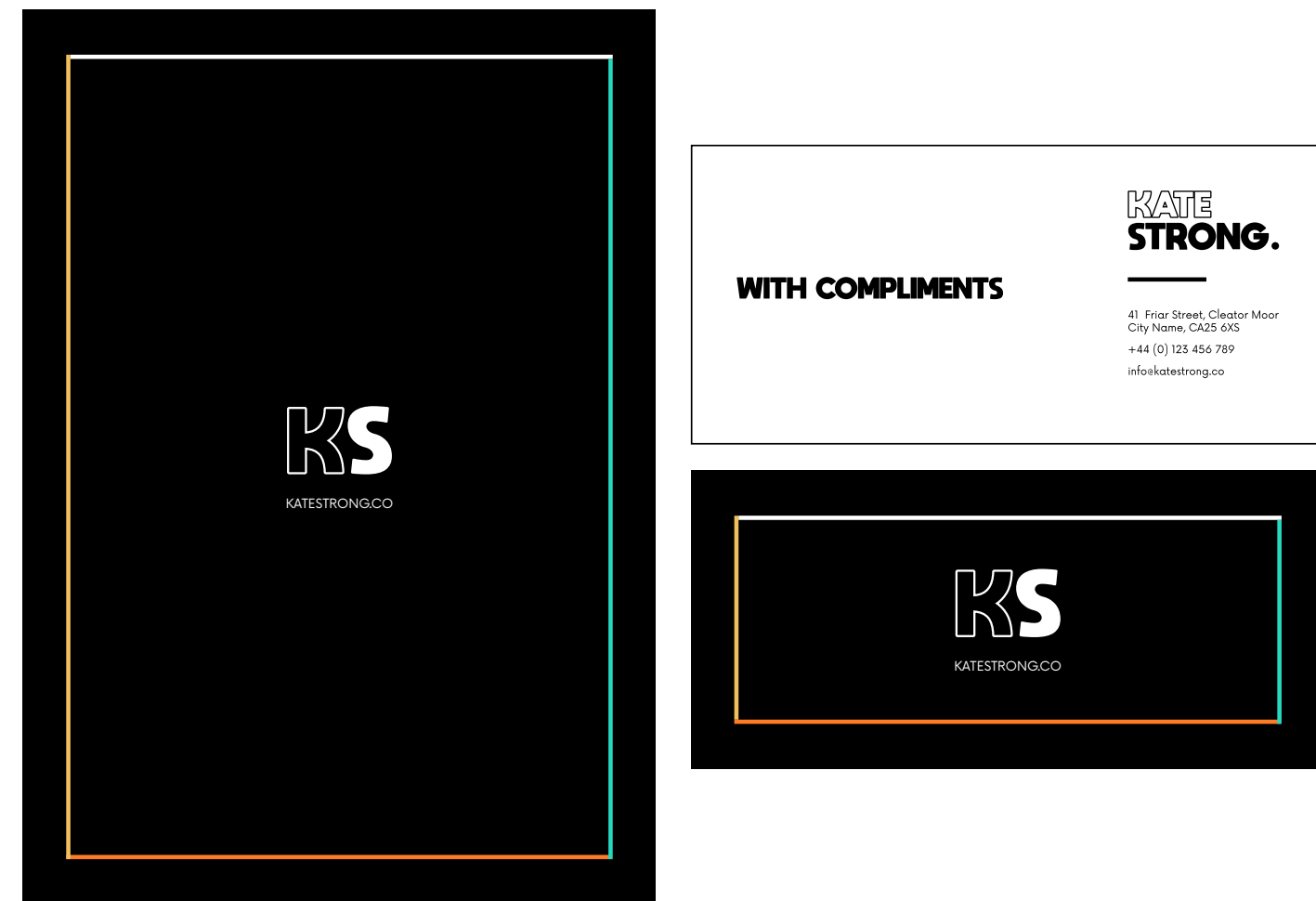
 strongkate1

Details: 8pt

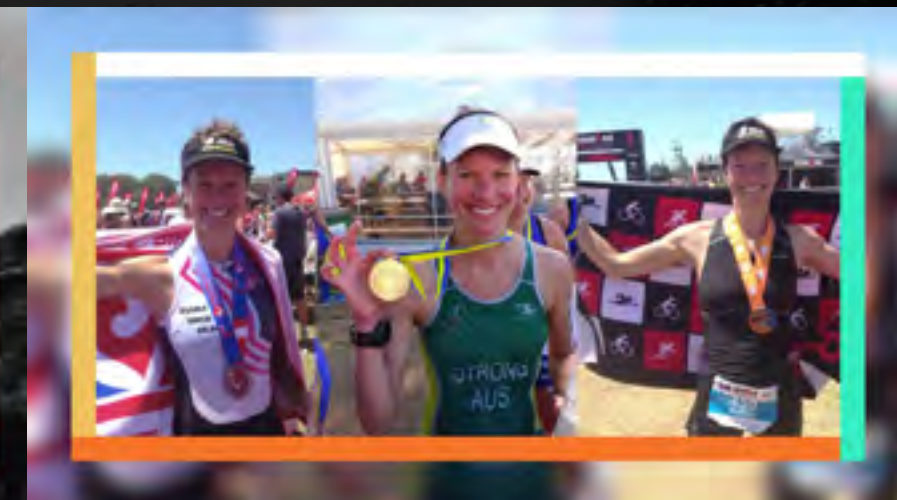
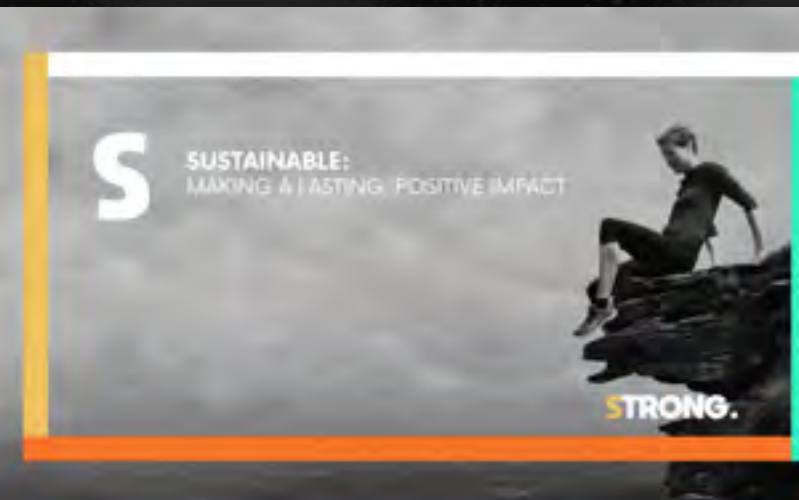
STATIONERY.

LETTERHEAD & COMP SLIP

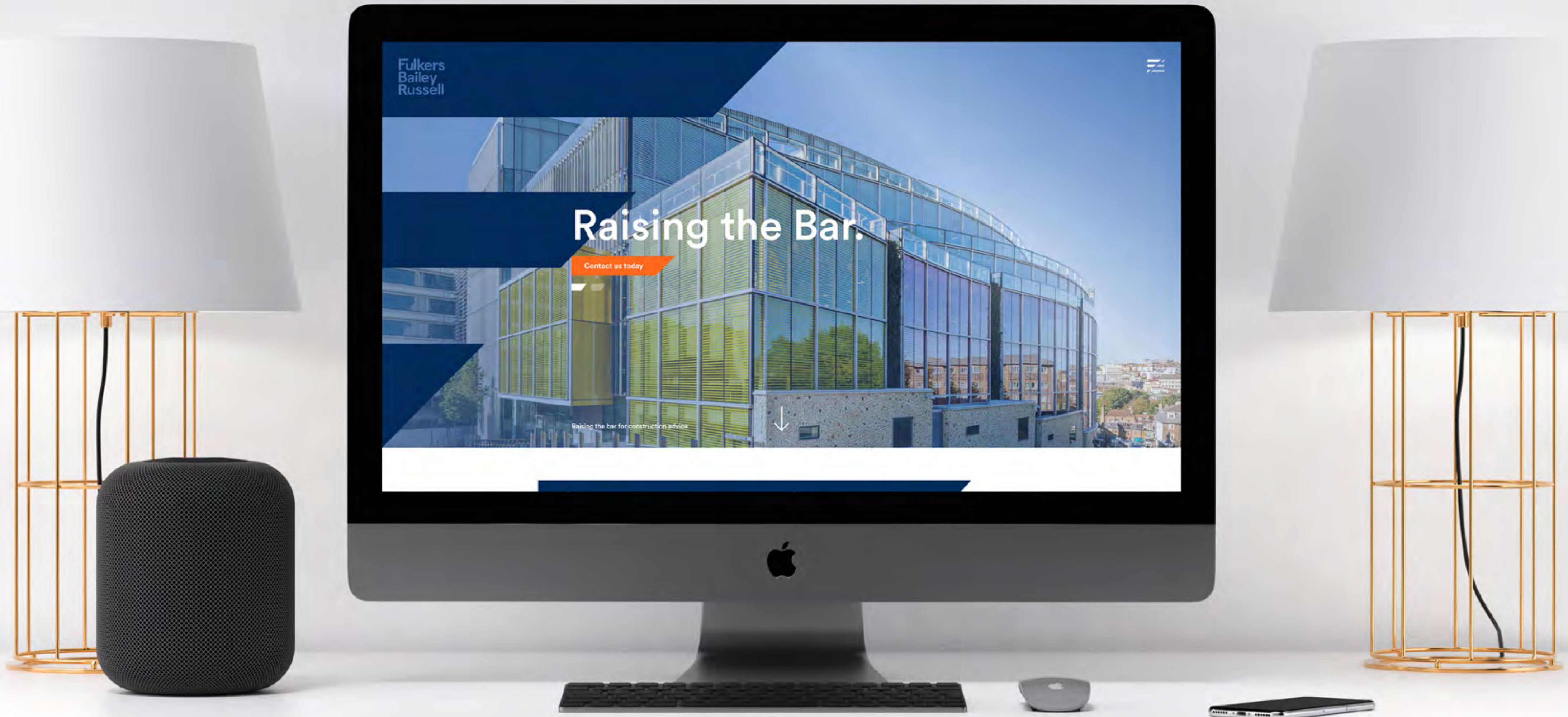
The brand's impact is shown well on the stationery, the black and white sides make a striking visual and none of the graphic devices are overstated, just emphatic.



Video



Websites - fulkers.co.uk



Websites - purpleshoots.org



Websites - glfinancial.co.uk



Wow:

Sustainable brands create sustainable opportunities.

We help companies transform the way they work by transitioning into a more sustainability focussed business, giving them greater purpose and legacy and meet the growing demands of a more accountable supply chain.



When:

Get in contact with us today
and let us tell your story based
around the power of three.

Why - Mission / Purpose

How - Vision / People

What - Values / Planet





What's Your 360° Story?



07828 900622 | darrelli@cre8ion.co.uk
WWW.CRE8ION.CO.UK