Stobbs Scaffolding
Brand Identity

Client: Mr Peter Stobbs

Project: Brand Identity for Stobbs Scaffolding Co.

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BRANDGARDEN

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STOBBS

SCAFFOLDING

www.stobbsscaffolding.co

BRAND COLOURS

CMYK:
C48% + M68% + Y43% + K39%

RGB:
R109 + G71 + B84

HEX:
#6D4754

CMYK:
C16% + M39% + Y31% + K3%

RGB:
R212 + G165 + B159

HEX:
#D4A7A1

CMYK:
C62% + M39% + Y36% + K19%

RGB:
R99 + G122 + B132

HEX:
#637A84

CMYK:
C4% + M30% + Y20% + K0%

RGB:
R242 + G195 + B192

HEX:
#F2C3C0

FONTS

AMPHION BOLD

ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£$&*()+-=\?/‹›{}[]:;,.

SWISS THIN

ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£$&*()+-=\?/<>{}[]:;,.

EDWARDIAN SCRIPT ALT

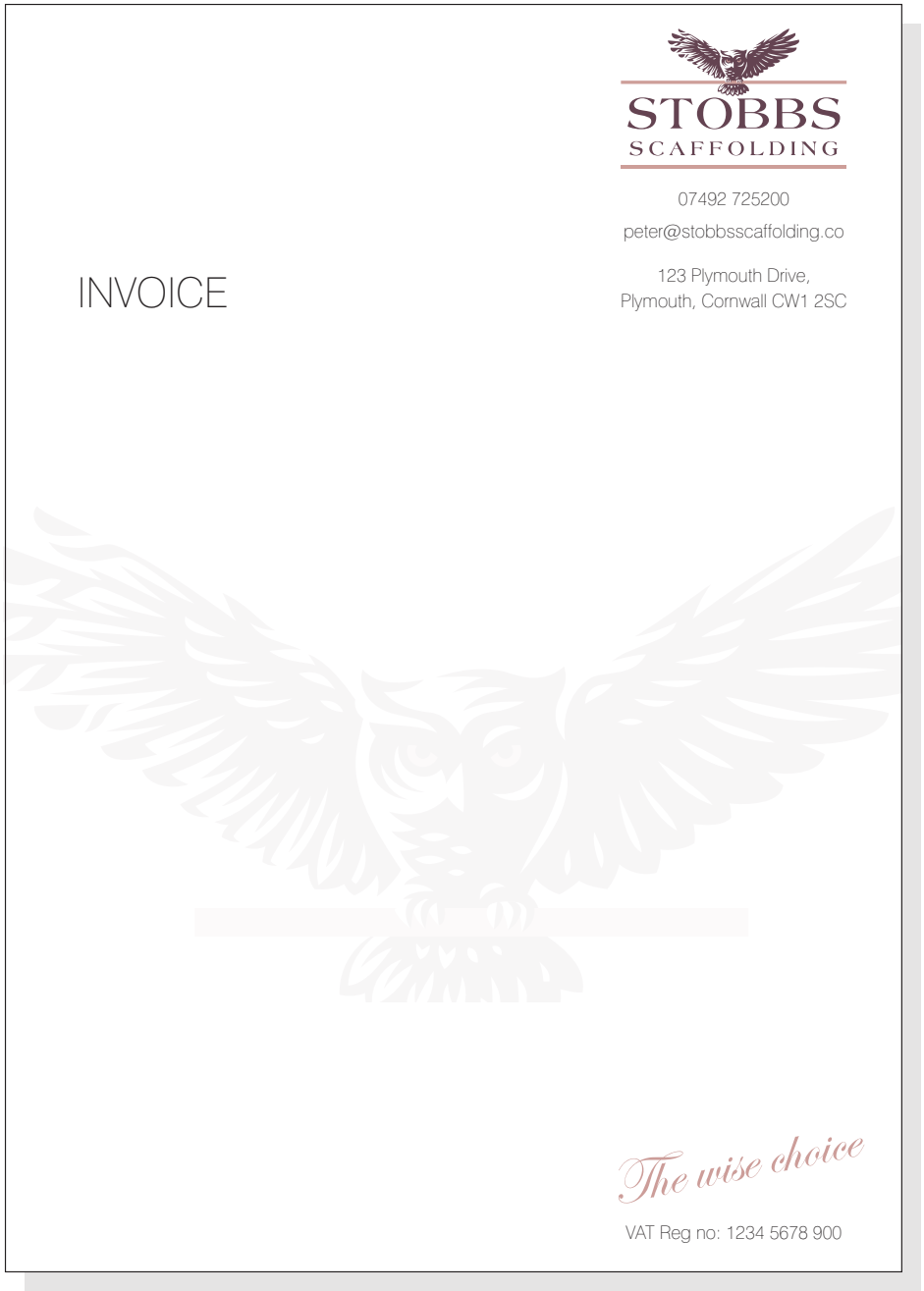
ABCDEFGHIJKLNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@ £$&&()-+?/<>{}[]:;,.

The wise choice

BUSINESS STATIONERY



BRANDED LEISURE WEAR & MERCHANDISE

BRANDED WORK WEAR

STOBBS
SCAFFOLDING
07492 725 200

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STOBBS
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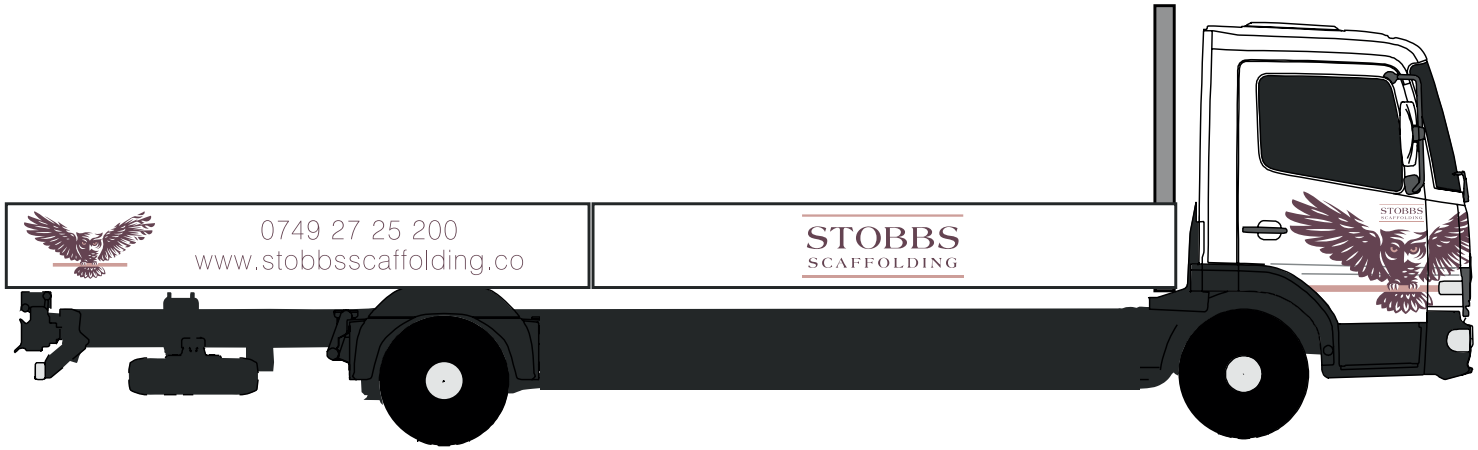
07492 725200
STOBBS
SCAFFOLDING

VEHICLE LIVERY



VEHICLE LIVERY

BRAND DEVELOPMENT & PRODUCTION LIST

DIGITAL:

Website Holding Page (Artwork)

Email Signature (Artwork)

Invoice (Artwork - Ink Jet Printer)

SOCIAL MEDIA:

YouTube Profile
Create Promotion Video(s)

Instagram Profile
Create Images and Posts

Facebook Profile
Create Stories

PROMOTION RESEARCH:

Owl Sanctuary Visits (Research)

Images & Video (Content)

Joint Initiatives:
Discount Voucher Offer
Host Local Events
Sponsorship of Events
Networking for Leads
Create Brand Awareness

PRINT:

T-Shirts - Thermal Transfer Test (Artwork)

T-Shirts - Production Run (Artwork)

Business Cards (Artwork - www.moo.com)

Promotion Cards (Artwork - www.moo.com)

LIVERY:

DAF Truck - Decal/Wrap Design (Model?)

Van/Car - Decal/Wrap Design (Model?

SIGNAGE:

Banner Style - Digital Print (Artwork)

Metal Frame - (Artwork)

LOCAL ACTIVITY:

Local Press - Articles & Images

Local Business - Networking Event

Local Actvities - Cycling, Fete etc

Local Community - School/Owls Sanctury Visit

CONTENT CAPTURE:

Time Lapse Video of Jobs (Video Camera)

Video Editing Software (MAC or PC?)

Client Rewards (T-Shirt or Owl Sanctury Vouchers)
[For permission to use video/photographs]

Client Testimonials (Written)

Client Testimonials (Talking Head Videos)

General Video Footage

General Photography

Browser/YouTube Video Capture Software

HARDWARE & SOFTWARE:

Desktop Computer (iMac?)

Ink Jet Printer (HP printer/scanner)

Video Camera (Time Laps Capable)

Mobile Phone (With High Quality Camera)

Video Editing Software?

Image Software?

General Software (Microsoft Office?)

Business Administration Software (Intuit Quickbooks?)

PLANNING:

Mission Statement (Word)

Target Market (Word)

Business Plan (Word)

Profit and Loss Spreadsheet (Excel?)

Promotion & Marketing Plan (Word)

Calender/Schedule (Excel?)

DIRECTORY LISTINGS:

Yell.com (Yellow Pages)

Google.com (Website links)

Local Trades Directories (?)

Notice Board Display Cards
(Builders Merchants, Supermarkets, Newsagents)

Trust Pilot?