



BRAND IDENTITY

Make your brand easier to recognise, trust and choose

If your brand looks inconsistent, even if you have a strong story, you will fail to capitalise on the moments that matter: on shelf, on pack, in a buyer meeting, and on product pages. A strong identity makes you quicker to recognise and easier to trust, so packaging and content do more of the selling without extra explanation.

When identity is weak, you pay for it. You spend more to win attention, buyers feel more risk in ranging you, and customers struggle to find you again. Over time that can mean higher acquisition costs, lower repeat, and a weaker position on shelf.

Who this is for:

This service is designed for consumer brands who:



Have a strong product, but their brand isn't being recognised quickly enough



Are preparing for a range refresh, launch, or step-change in retail presence



Feel inconsistent across pack, POS, sell-in and digital



Are finding it hard to command price because the brand cues don't support the value

Two routes, depending on what you actually need

Sometimes the identity is broadly right, it's just being used inconsistently. Other times the look itself is holding you back: it feels dated, it blurs into the category, or it's hard to spot quickly.

That's why there are two routes below. Both are designed to make the brand feel clearer and more consistent, without creating change for the sake of it.

OPTION ONE

Brand guidelines refresh

What it is

Keep your existing logo, but stop the brand drifting. You get a practical set of guidelines and templates so the brand looks and feels consistent across pack, POS, sell-in and digital.

What you get

- A tightened look and feel: colour, type, layout and image style
- Simple rules that remove guesswork, so different people can create work without it going off-brand
- A small set of commercially useful templates (sell-in, POS layout, digital basics)
- Examples of how it should look in the real world (on shelf, on pack, online)

Commercial value

A guidelines refresh reduces inconsistency, improves recognition, and speeds up production. It makes comms feel more credible, which supports conversion and rate of sale over time.

Best when...

The message is right and the logo is fine, but the brand looks inconsistent or improvised.

OPTION TWO

Full brand identity

What it is

If your brand feels generic, dated or blends in on shelf, guidelines alone won't fix it. You need an identity that builds credibility, stands out at the point of choice, and supports stronger sell-in, premium cues and repeat recognition.

What you get

- A refreshed core identity (logo and supporting assets), designed to stand out and scale
- A clear visual system: colour, type, layout principles and image style
- A usable brand guidelines document your team and partners can follow
- Starter templates so it's easy to apply straight away

Commercial value

A stronger identity removes the "who is this?" hesitation. It gets you recognised and trusted faster, and taken more seriously, which supports premium cues, sell-in confidence and repeat recognition.

Best when...

You need a clearer, more distinctive look that helps people recognise you quickly and take you seriously.

What you get:

Exact shape varies by route, but the principles stay the same.

1

Align

Confirm the message, audience and goal, and review what's working or drifting. If Brand Story & Messaging is completed, this stage moves faster.

3

Build

Create the guidelines and core assets, with practical templates that make application easier, and help teams use the brand consistently.

2

Explore

Define or refine the visual system that will make the brand recognisable and credible in the real world (pack, shelf, sell-in, digital).

4

Rollout-ready

Provide examples and starter templates so the identity can be applied immediately across priority touchpoints.

Pricing and what moves it:

The range depends on three things:

- How much is changing (tightening what you have vs creating a new identity system)
- Complexity (one range vs multiple ranges, formats or sub-brands)
- What needs to be ready on day one (a small set of templates vs a broader rollout)

Indicative ranges (to help you plan):

- Brand Guidelines Refresh: Typically £3k-£10k
- Full Brand Identity: Typically £12k-£25k



What happens next:

Brand identity isn't the end point. It's the system that makes everything else easier and more consistent. Some clients take the guidelines and implement them with their in-house team.

If you want support, we can help apply the identity to packaging, POS, buyer presentations, content and campaigns, scoped as separate projects.

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