

your
lightbulb
moment
your idea : your business



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What is a BRAND?

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Logo?

Name?

Sign?

is it your
company's

Colour
Combination?

Symbol?

Slogan?



Yes! But it's more
than these...

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IDEA...

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Idea

Execution

IDEA

Design

Audience



Idea

- Concept - Be unique and creative with your name and idea
- Colours - Different colours evoke different emotion
- Creation - Explore fonts, symbols, icons and styles that speak to you



Design

- Great (not good) design is VERY IMPORTANT
- Be clear, consistent and coherent with your overall message
- Your brand is YOU so make sure it reflects your personality



1

PIXEL PROJECTS

Global Multiroom AV, Home Cinema & Automation Specialists
See us online info@pixelprojects.com

Select Language

Search



Residential AV Installation

Control Media, Lighting, Climate & Audio Visuals at the Touch of a Button

Our team of experts take state-of-the-art technology and simplify its control enabling everyday ease of use in both our customers homes and businesses. Pixel Projects AV installations enable clients worldwide to benefit from the convenience and enjoyment of a fully integrated Audio Visual System. Our AV technicians specialise in providing simplified operation for Audio Visual systems including media, lighting, volume, climate and CCTV all from one device such as a Creative Clicker or iPad. Here is just a brief overview of some of the Audio Visual solutions Pixel Projects offer that may be of interest to you...

- Fully Integrated AV System
- Complete Home Cinema System

Connect with us:



Job Vacancies



Pixel Projects currently has several vacancies available in various locations.

Global



Pixel Projects International can provide your local contact.

Maintenance



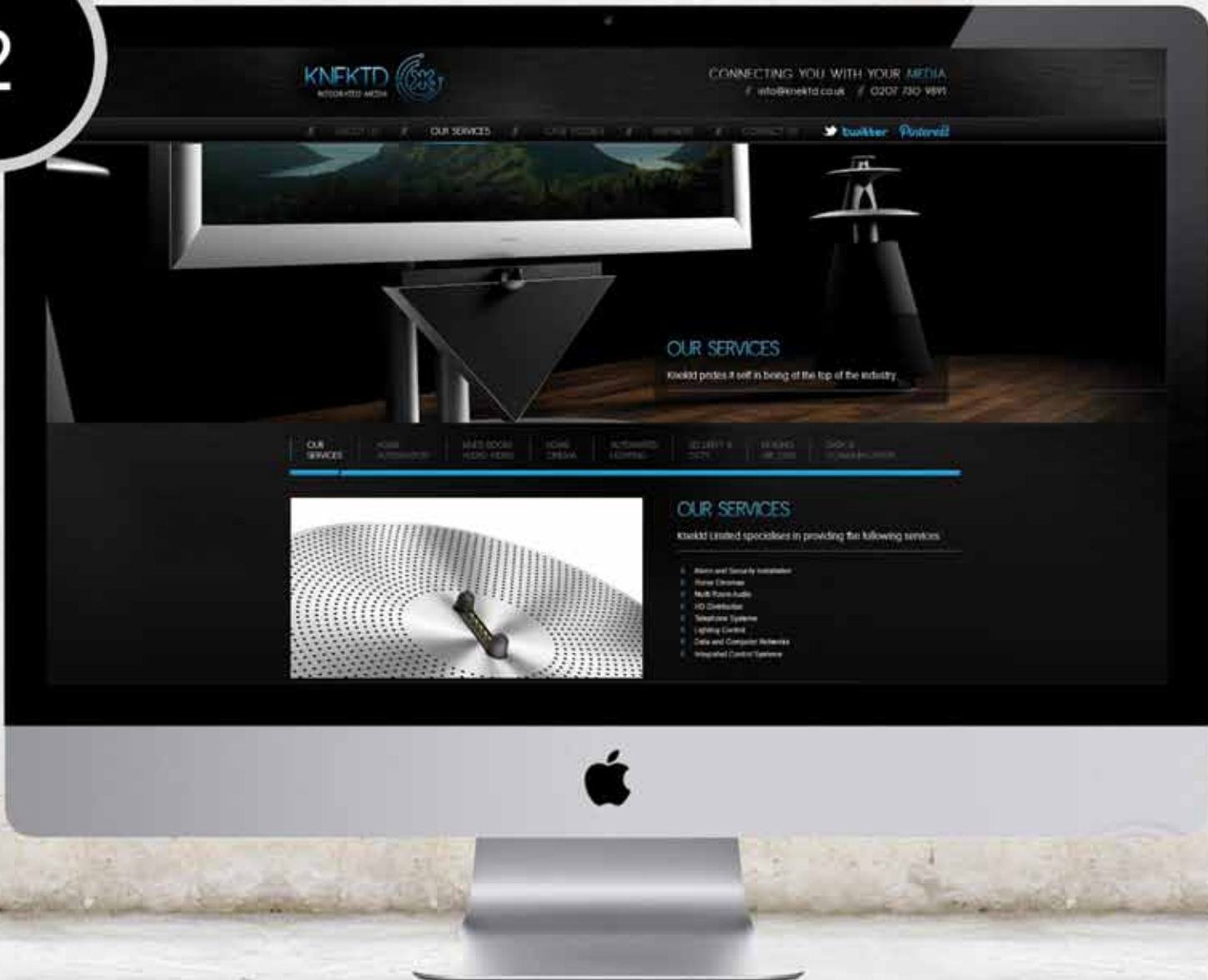
Pixel Projects provides Service and Repair solutions.

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2



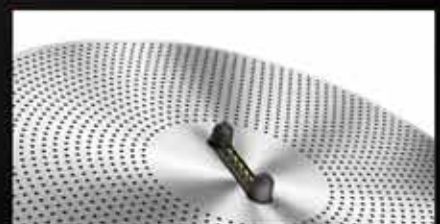
KNEKTD
INTEGRATED MEDIA

CONNECTING YOU WITH YOUR MEDIA.
info@nektd.co.uk 0207 730 9891

OUR SERVICES

OUR SERVICES
KnektD prides it self in being at the top of the industry

OUR SERVICES HOME MEDIA SOCIAL VIDEO DESIGN CUSTOMER SERVICE



OUR SERVICES

KnektD Limited specialises in providing the following services:

- Home and Commercial Installation
- Home Cinema
- Multi Room Audio
- HD Distribution
- Telephone Systems
- Lighting Control
- Data and Computer Networks
- Integrated Control Systems

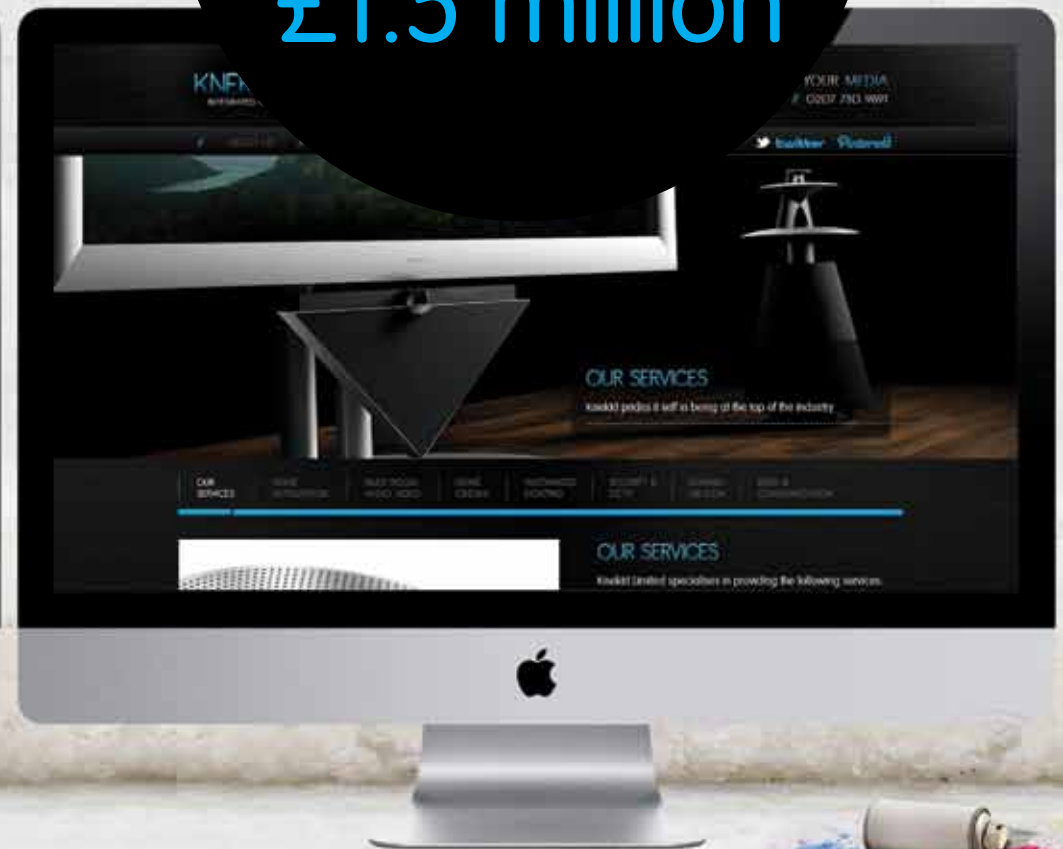
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60 Employees
Global Offices
Turnover in excess of
£6 million

5 Employees
Based in London
Turnover in excess of
£1.5 million



Execution or Application

- Make sure it is fit for purpose
- Make sure your messages reflect reality
- Keep your BRANDS PROMISE!



Audience

- Engage everyone in your branding efforts inside and outside your company
- Listen you your audience - you may own your brand but it exists in other peoples minds and you don't own those
- Your brand may need to evolve - LET IT - as you can't always control it





CIRCUITCARS

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Company Established 1973



CROYDON AIRPORT SERVICE



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POD Operator Ref: 00701/01/01



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By Afters

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- Sutton
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- Local Areas
- Theme Parks
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- Coastal Resorts

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Before

the CUTTY SHARP
hair & beauty

- Free Customer Parking
- Cut, Blowdry & Finish from £37
- Highlighting/Lowlighting from £36
- Luxury Facial from £37
- Full Body Massage from £42
- Mobile Service available, we'll come to you

We are a highly experienced hair and beauty salon based in Greenwich specialising in Afro & European hair types. We are a luxury and child friendly service provider. We have a full beauty service offering treatments such as Massage, facials, manicures, pedicures, waxing and eye treatments. We have something for everyone and can help provide all this from the comfort of your own home. Mobile service available.

Are you having a corporate event?
Planning a Party? Special occasion? We aim to encapsulate your special person with our best to toe service, so why not give business?

25 Corbridge Court | Gushier Street | London | SE18 3ES |
phone: 020 8091 9048 | mobile: 07706 091986

After

QR Code

New Name
New Look
PREVIOUSLY CUTTY SHARP

CUTS • SHAMPOO • STYLING • HIGHLIGHTS • DYEING

Waves of Change

EXHIBITIVE AND PROFESSIONAL HAIR AND BEAUTY SALON BASED IN GREENWICH

Specialising in Afro and European hair types, we are a luxury and child friendly service provider. We have a full beauty service offering treatments such as Massage, facials, manicure and pedicure, waxing and eye treatments. We also offer home and mobile services.

NATASHA WALKER
www.natashawalker.co.uk



Marketing... What is it?

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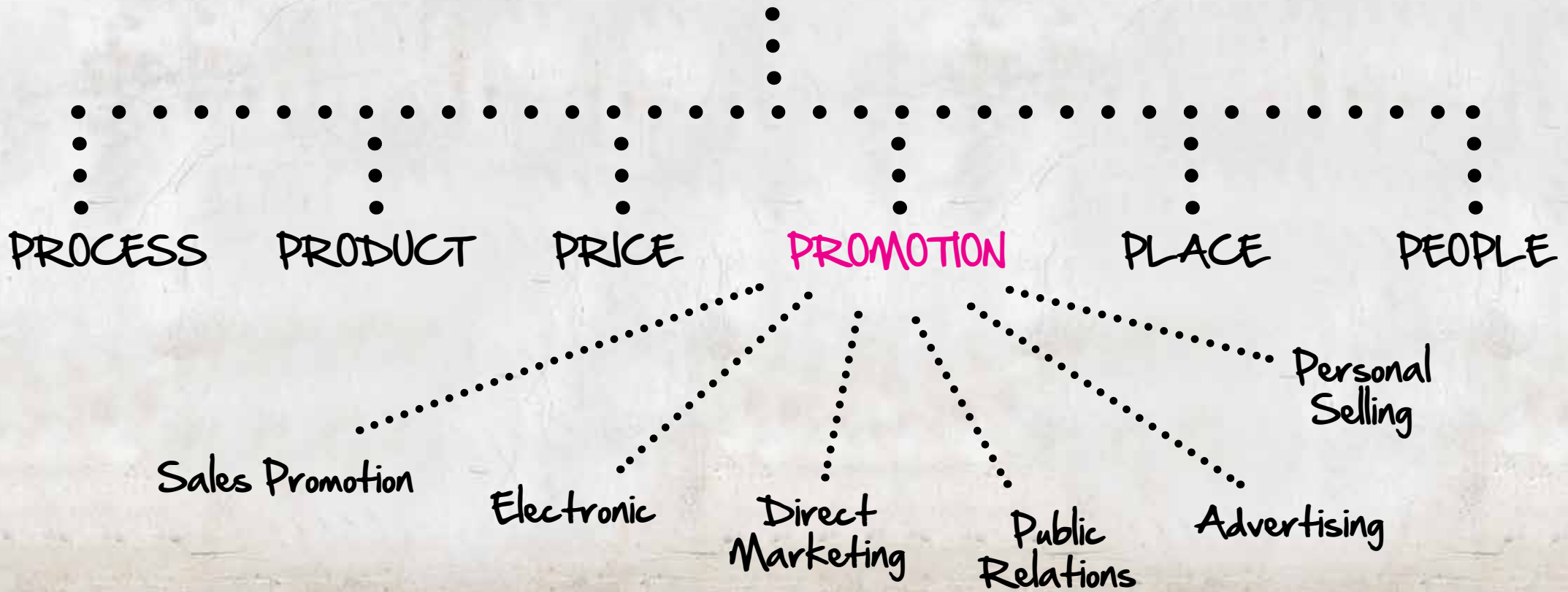
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Marketing

Marketing is getting the right product or service in the right quantity, to the right place, at the right time and making a profit in the process



A
SMART IDEA...

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Measurable

Realistic

Specific SMART

Achievable

Time
Specific



Specific

Are your objectives stated in a way that is precise about what you are hoping to achieve?

Measurable

You must provide a way to measure the success of a campaign

Achievable

Are your objectives achievable or are you setting your sights too high?

Realistic

Can you handle the success of the campaign?

Time Specific

When are you hoping to achieve these objectives?
Today, tomorrow, next year?



Do I need a Marketing Plan?

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YES!!!

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YES!!!

A good marketing plan will provide you with clear SMART objectives so that you can benchmark your achievements and measure the success of your marketing endeavours.



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So in summary...

When it comes to a strong brand you need to remember your **SMART IDEA**

- An original **Idea**
- Strong **Design**
- Well Thought Out **Execution**
- Involve Your **Audience**
- **Specific Objectives**
- **Measurable Success**
- **Achievable Objectives**
- Be **Realistic**
- **Time Specific**



BRAND BRAVELY!

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What is a brand?

Your brand is the experience people have when they come in contact with you or your business. It encompasses the positioning, the messaging and communications, the visual design, the target market and the voice, the marketing and promotions etc.

What is a Logo?

It is a recognizable, reproducible design element, often including a name, symbol, specified colors or trademark. It is a visual representation of YOU and your company.

