

# VOCAL™

Branding



# Welcome to Vocal



**Allow us to introduce ourselves!**

**We are Vocal. A small creative agency with big ideas. As part of the award-winning Hudson Outsourcing, we're ready to stand up for our clients and get loud!**

**Whether you're a small, micro business or a large organisation, we'll make sure you're heard.**

# Why choose Vocal?



**At Vocal, we understand that branding is everything.**

**We know that branding can make or break a business, so you want to get it right. We have a range of branding services on offer, and we work with you to achieve your branding goals. We understand the great trust and responsibility that comes with handing it over to us.**

**A well-branded business leaves a lasting impression on a customer or client. It also helps your audience to know what to expect from your company. Great branding can change how people perceive your brand, help increase brand awareness and ultimately drive new business. It can create a deeper connection with your audience and bring greater value to your business. It's what instantly sets you apart from your competitors.**



# Meet your Branding Team



## **Jill Hudson – Project Director**

**Jill will oversee your entire project, from the initial idea through to the final product. With other 20 years of experience working in the creative industry, Jill knows the importance of branding for business development.**

## **John Hudson – Marketing Director**

**John knows how to make a business stand out! With a wealth of marketing experience, he can work with any business and make them pop, in person and online.**



## **Kathryn Johansen – Head of Creative**

**From eye-catching designs to striking logos, Kathryn is Vocal about your brand! With her team of experienced creatives, she'll give you a brand worth shouting about.**

## **Charlotte Jarvis - Digital Communications Manager**

**Charlotte heads up our Marketing Team. With her extensive background in digital communications, Charlotte knows what it takes to get noticed.**



# Meet your Branding Team



## **Megan Snowball - Designer**

**Megan's creativity knows no bounds. She gives brands an entire makeover, from a new logo to personalised stationary. No matter your project, she's itching to get started.**

## **Ajay Kumar Nimmala - Designer**

**Ajay's talents are hard to match when it comes to digital marketing projects. Allow him to show you how your business can stand out!**



# Other services

**We aren't just Vocal about branding! From copywriting to illustration to digital marketing, we offer a full service to make your business stand out.**

**Let us introduce the rest of the team...**



## **Hayley Honnor - Marketing Executive**

**Hayley knows just how to make your brand stand out. See how a marketing expert can help your brand appeal to your desired audience.**

## **Millie Newbold - Copywriter**

**Through engaging content, Millie will make your brand pop! Whatever you have to say, she'll help you say it with confidence, clarity and courage.**



## **Kathryn Wright - Copywriter**

**With a wealth of writing experience, Kathryn makes sure your brand is heard. She crafts engaging content for our clients to help them speak up and stand out!**

# Other services



## **Jourdan Whelan - Copywriter**

Nitin will work hard to bring your brand to life with a new and improved website. Alongside the rest of the Vocal Team, Nitin will give your brand something to be Vocal about.



## **Prashant Swami - Developer**

Ajay's talents are hard to match when it comes to digital marketing projects. Allow him to show you how your business can stand out!



## **Gaurav Khandelwal - Developer**

Gaurav, one of our talented and dedicated web developers, knows how branding can make or break a business. He is always ready to jump into a project and help our clients see their desired results.



## **Nitin Baluni - Developer**

Nitin will work hard to bring your brand to life with a new and improved website. Alongside the rest of the Vocal Team, Nitin will give your brand something to be Vocal about.



# Our Experience



**Our Project Director, Jill, created Santa Academy to encourage children to fall in love with reading. Born from a conversation with her son, Jill has now turned Santa Academy into a global Christmas favourite, with multiple websites, an app and a novel on the way.**

**As part of Santa Academy, Jill, our Vocal Team and our team of awesome freelancers, have created an entire new world. Shops, emergency services, products – you name it, it had a brand.**

**In total, the team created 40+ brands, as well as 70+ characters and more!**





# Our Experience

**HUDSON**<sup>TM</sup>  
OUTSOURCING

**Our parent company, Hudson Outsourcing, needed a brand overhaul – and the Vocal Team, alongside a team of talented freelancers, were ready to get to work!**

**The company consists of six divisions, each with multiple services and software solutions within them. The new brand needed to reflect our values and innovative ideas, showing we're ready to work hard for our clients.**



# Our Experience



## HEALTHCARE TENDERS™

FROM HUDSON OUTSOURCING

**Healthcare Tenders source tenders on a daily basis from thousands of buyers across the whole UK. Created during the Covid-19 pandemic to fulfil the high demand for healthcare services, Healthcare Tenders was designed to fill a gap in the market.**

**For this project, the Vocal Team needed to create something appealing to businesses in the healthcare sector, as well as brand guidelines for internal use.**

**In just 12 months, this new branding took Healthcare Tenders to the next level. The number of unique website visitors more than doubled, increasing by 69% in total.**

# Our Experience

**LACUS  
HERALD**  
Christmas Christmas read all about it!

**Part of the world of Santa Academy, the Lacus Herald is the place to keep up to date with all things Christmas. As the Lacus Island's daily newspaper, the Lacus Herald needed to maintain the same look and feel as the Santa Academy brand.**

**Jill, the Vocal Team and our awesome freelancers worked quickly and efficiently to create the brand's logo and brand guidelines, ensuring the magic of Christmas was upheld at all times.**



# Our Experience



**Princess University was developed to bring cultural acceptance to the minds of children. The brand aspires to dispel negative stereotypes and biases about cultural groups, and to help them see from different perspectives within their world, through fun and educational activities.**

**The Vocal Team, alongside our talented freelancers, wanted to create a brand that reflected these values. As part of this project, a brand-new logo and brand guidelines were created, with Jill and the team at the help of every decision.**





# Our Experience



**Hudson Publishing Company is a modern-day publishing house, publishing books, games, media and online resources.**

**Working with an external branding agent, the Vocal Team, with our team of talented freelancers, managed the creation of a new brand, from the initial idea through to the final product. Brand guidelines were also created for all internal materials, ensuring the brand's tone, voice and colour remained the same throughout.**



# Our Experience

# Alpha\_

powered by Hudson

**Alpha is an online learning platform, aimed at changing the learning experiences of home learners, employees and students.**

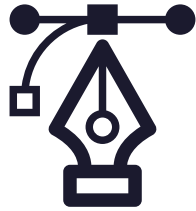
**The Vocal Team, working with a team of exceptional freelancers, managed the branding of Alpha, overseeing the creation of a new logo and brand guidelines. The final product needed to reflect Alpha's innovative, pioneering approach – and we think that has been delivered and more!**

Alpha\_ Education powered by Hudson    Alpha\_ Enterprise powered by Hudson    Alpha\_ Home powered by Hudson



# How we work

Here's how we get the job done at Vocal...



## 1. Exploration and discovery

We'll start the project by assessing your brief and the needs of your company. This includes things such as business type, aspirations, target audience, competitors and your existing brand.



## 2. Idea generation

Next, it's time to generate ideas for your brand! We'll create a mood board, explore different concepts and develop mocks to bring our ideas to life.



## 3. Pitch

Now you get your say! We'll pitch our ideas to you, explaining our choices and how they will work for your business.



## 4. Development and revisions

Throughout the entire process, you remain in control of your brand. We'll take your feedback and develop our ideas based on your suggestions.



## 5. Implementation






As soon as you give us the go ahead, we'll get to work on your new brand. Depending on the package you choose, we can produce a new logo, develop a style guide and create stationary options.



# Pricing



Check out our pricing options below!

	Cost
 Naming ideas	£250.00+VAT
 Strapline options	£250.00+VAT
 Logo concepts	£1,000.00+VAT
 Style guide PDF, covering basic usage of logo and initial sub brand style, tone of voice, values, collateral guides, typeface and colour	£450.00+VAT
 Creation of a suite of stationary in brand styling with all press ready artwork supplied	£250.00+VAT



# A message from our Project Director



**Branding is so important for your business. A good brand will leave a lasting impression on your customers and clients, and have them coming back for more.**

**At Vocal, it's our mission to help other businesses reach their goals. Whether you're an SME or large organisation, the Vocal Team are ready to get to work on your brand.**

**- Jill Hudson, Project Director.**



# Contact us

**Get in contact to see how we can make  
a big difference to your business.**

**02030512217**

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