

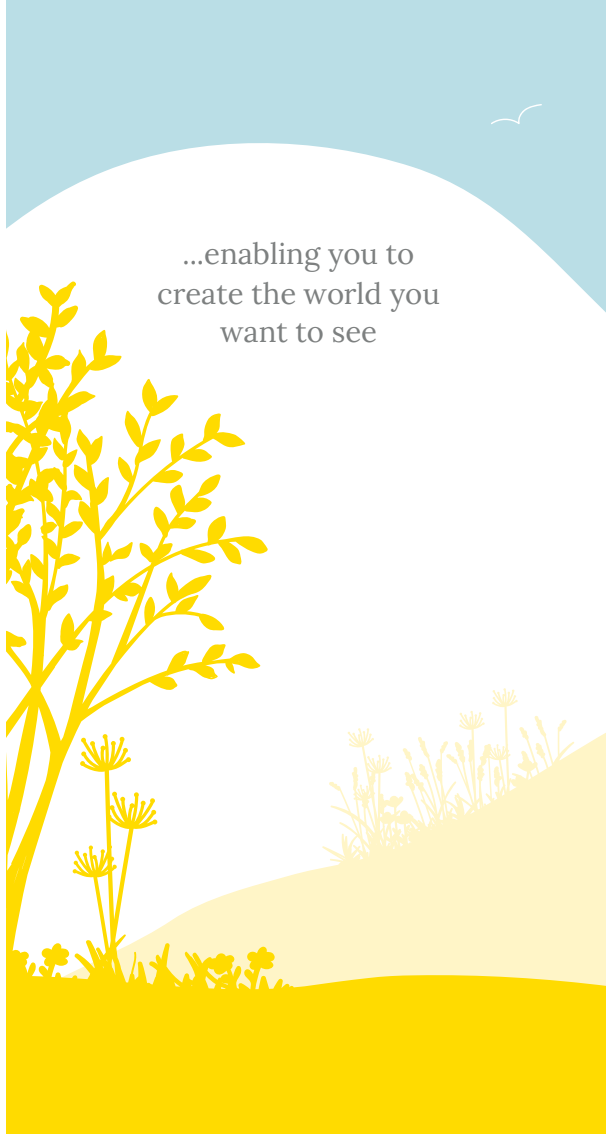


*turning your passion*  
into your brand



BECKS NEALE  
DESIGNER & BRAND CONSULTANT

hello



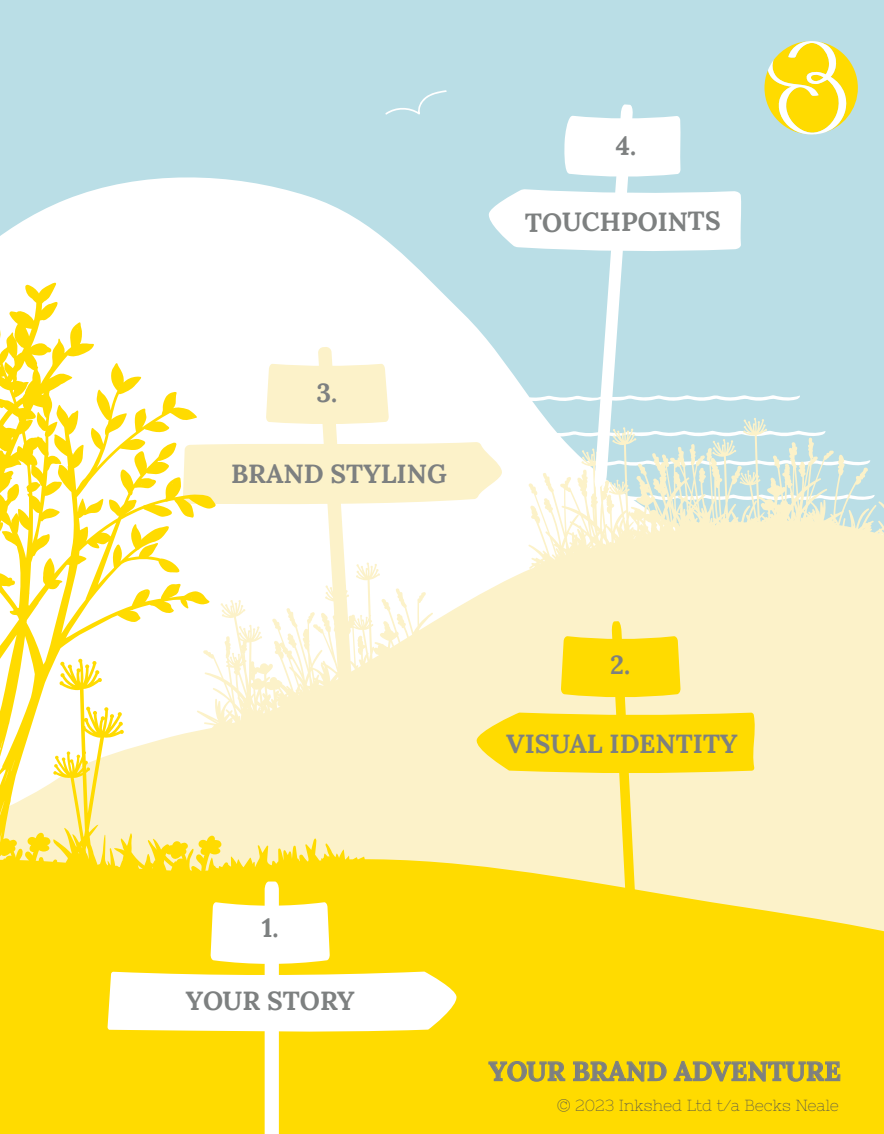
...enabling you to  
create the world you  
want to see

bespoke design

I am passionate about helping businesses for good who inspire hope in people and our planet.

Together we develop and evolve an authentic brand that is fully aligned with your story and all that you stand for, transforming feelings of overwhelm and doubt into a renewed energy, confidence and clarity, to enable you to meaningfully connect with your ideal audience and create the world you want to see.

It all starts with your story, which is held at the heart of your brand to develop meaningful and original brand assets, illustrations and content that transform how your organisation is seen, heard and felt.



considered design



**Brand Strategy**  
wholeheartedly aligned with your purpose, values and vision

**Creative Direction**  
meaningful brand touchpoints that communicate the difference you make

**Brand Illustration**  
share your purpose and sustainability journey to engage and inspire more positive actions

# illustration & storytelling

a way of seeing, understanding  
and communicating your story  
with the world, through  
each carefully considered  
design detail

design to tell your story

Helping you to authentically show  
up for all that you stand for.



## Ripple effect

On a mission to inspire and kindle agents of change for nature and wellbeing - through the projects I work on, collaborations, and the stories of hope shared - we're on this journey together and every action counts no matter its size. One positive action always leads to another..

## my why

I love the fact that the brand work we do together makes a positive impact far beyond the fundamentals of the design brief.

When you lead and live by your purpose and values, you wear your heart on your sleeve. A brand for good thinks, acts and talks in the same way - authentically aligned to resonate through:

- personal connection with your people (team, clients, suppliers, supporters)
- what you care most about
- how you demonstrate that

Your brand purpose strategy forms the solid foundations to build and evolve a consistent visual identity and brand personality that re-energises, inspires and builds confidence, internally and externally.

The result? A brand you love, one that you can fully step into and bring alive through all that you say and do, so that your purpose-led organisation grows and thrives organically. This enables you to do more of what you love, whilst increasing the positive impact you make in others lives.



Inspiring hope & courage

 **CHRIS LUBBE**  
INSPIRATIONAL KEYNOTE SPEAKER

e: [info@chrislubbe.co.uk](mailto:info@chrislubbe.co.uk)

[@sawubona.chris](https://www.chrislubbe.co.uk)    

[www.chrislubbe.co.uk](http://www.chrislubbe.co.uk)

“Education is the most  
**POWERFUL**  
weapon that we can use to  
**CHANGE**  
**THE WORLD”**


NELSON MANDELA

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**COURAGE**

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**CHANGE**

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**HOPE**

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‘Remaining  
silent  
is no longer  
an option’



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[Read case study](#)





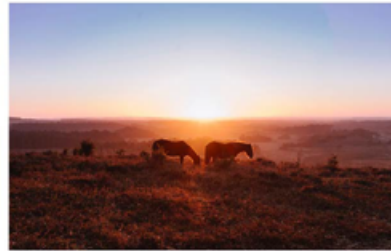


hospice

wellbeing

care

kitchen



Brand identity design with sub brands  
© 2023 Inkshed Ltd t/a Becks Neale

[Read case study](#)

## {Testimonial}

“What a pleasure and a delight it was to work with Becks. From the outset she understood who we were and what we wanted to achieve. Professional, timely and competent.”

Amanda Clapham. Head of Fundraising & Communications,  
Oakhaven Hospice, New Forest, UK



## YOUR WILD ACTIVITY OPTIONS



Brand identity design,  
brand resources and  
bespoke illustration.



## {Testimonial}

“You are absolutely amazing!! I’ve been reading over the Foundations over the weekend and I’m blown away by how you’ve encompassed everything and more that’s been whirling around my head for months now.

I think you go above and beyond what’s expected and that you read and judge the climate just right in terms of the impression the client wants to give and what their client needs to see/experience.

Our new brand embodies everything we're trying to do and why and how  
– THANK YOU SO MUCH!!”

Jess Latchford – Founder & Pioneer of Leading Wild,  
Surrey, UK



## LEADING Wild DAY

Join us for a unique opportunity to reconnect with nature in order to discover and reclaim your personal and collective purpose.

With wellbeing and the environment at the heart of all we do, we bring together regeneration through leadership and farming, all within a space designed for reflection, integration and recalibration.

We can't wait to welcome you,  
Jess

### ARRIVALS

Contingent of approx 20-30 people collected from Manningtree Station by a convey of Land Rovers

### BRUNCH ON THE FARM

Made with local produce

### INTRODUCTION

By Director of Leading Wild, Jess Latchford and owner of Thompson's Farm, Pete Thompson

### WILD ACTIVITY 1

Your chosen activity

### LUNCH

Chat demo or cooking on fire demo (weather dependent)

### WILD ACTIVITY 2

Your chosen activity

### WILD ACTIVITY 3

Your chosen activity

### THANK YOU

Collective thoughts and goodbyes

### DEPARTURES

Convey back to Manningtree Station

### Don't want to leave so soon?

Why not add on extra wild activity and try some foraging? We know the perfect spot. Be sure to ask us about our weekend of wild glamping!

t: 020 3370 4285

e: [info@leadingwild.org.uk](mailto:info@leadingwild.org.uk)

Due to seasonal and unpredictable weather conditions that we are so blessed to have in the UK, specific dates, itineraries and the format of the day will be developed in order to best serve our valued landscape.

## LEADING Wild

restoring soul and soil

Reconnect with nature  
and realise your potential

[leadingwild.org.uk](http://leadingwild.org.uk)

Plan your Leading Wild day...

Read case study





## Discovery

It all starts with your story and drawing out the beautiful details, values, and connections. We look at your heritage, purpose and vision to review and plan your brand adventure from where you are, to where you want to be.



## Creative Thinking

Research and creative thinking to connect your values with innovative ideas and approaches for your project to help make your passion authentically visible. This is an integral step of the design process, forming and shaping all the details, with every element considered and selected purposely to align and elevate your message whilst telling your story.



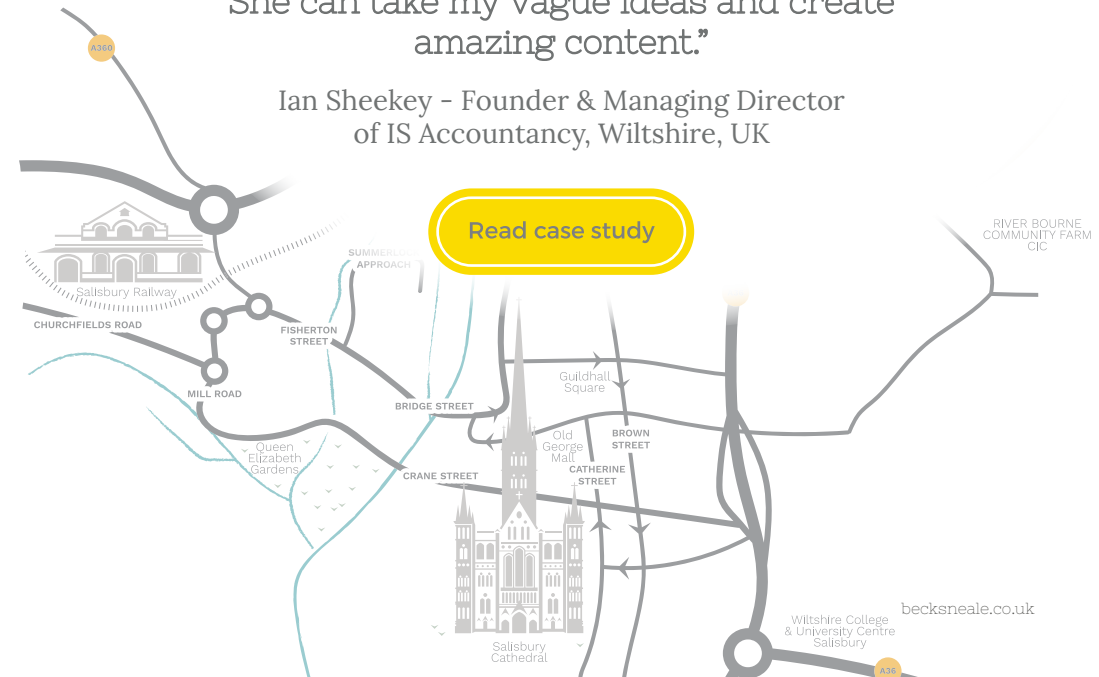
## Designer Ink

Transforming your thoughts into visual concepts, with clarity and meaning, to bring your brand alive.

# {Testimonial}

**“Outstanding!**  
Becks has been such a great help to me, right from the start of my business. She designed my logo (and brand identity) and has continued with other projects as they arise. She can take my vague ideas and create amazing content.”

Ian Sheekey - Founder & Managing Director  
of IS Accountancy, Wiltshire, UK



# {Testimonial}

“I had always loved her creative work...  
I had no idea she would have  
such a huge impact on my business,  
and life, and happiness!”

Jeanne P. - Career Coach  
USA

OVERVIEW & SCOPE

FOR YOUR BRAND ADVENTURE

## 1. The Foundations

brand process

### *branding starts with your story*

#### brand worksheets

These are all about your brand story; core values, vision and purpose. We share this over email allowing you to dedicate time to reflect upon and consider your answers. Identifying what is most important to you and your organisation. This forms the solid foundations to develop your brand.

#### research and exploration

From here I draw out the connections and unique qualities that inform the character and tone of your brand development which we will review together on a call ensuring you are completely happy with the design direction & brand strategy:

- your values
- your brand vision
- who you help
- look & feel inspiration mood board
- brand positioning
- brand personality
- brand messaging

#### Deliverables: (digital pdf files)

- brand worksheets
- design direction & strategy
- design approval

#### Impact:

With your brand foundations in place you have a powerful asset and north star to filter your business decisions and opportunities through, to ensure what you say and do is aligned with your brand values and personality.

## 2. Visual Identity

### *design to tell your story*

#### Developing your core identity

Creating a fresh look for your next chapter, that honours your heritage and communicates your vision, aligning to your values and purpose.

#### Identifying and establishing your core brand colour palette

- main brand colours
- navigation colours
- supporting colours

#### Logo design development

- collection of co-ordinating layout variations
- main logo
- secondary logo
- full colour
- monochrome
- scalable

#### Brand integrity guidelines

- placement
- usage, clear space, on backgrounds
- colour references for print and web
- brand font guidelines for logo

#### Deliverables:

(digital files for print + screen)

- **brand colour palette**
- **logo design collection**
  - stacked
  - horizontal
  - abbreviated
  - with website or tag line
- **secondary logo / favicon**
  - saved ready for your social media profiles
- **brand style guide**

#### Impact:

A distinctive, unique visual identity that captures the ethos of all that you are about and reflects your brand personality to attract your ideal client.

Having a brand you love gives you the confidence to step in to your vision to enable you to share your story consistently and inspire others in a way that feels authentic and fully aligned with you.

## 3. Styling

Example layouts, references and the creation of illustrative design assets to build your image library and provide design guidance that helps you, your team and web developer to emanate your look and style consistently across your brand touchpoints.

### Part A: Typography Styling

#### Brand fonts (font references for print / screen)

Establishing font styling and hierarchy within your text content to make your layouts and content scannable and readily accessible for your clients whilst establishing a consistent recognised presence.

- heading/subtitle
- body
- character font

#### Stationery design (print ready digital pdf files)

- A4 letterhead design (210 x 297mm)
- business card design, double sided (85 x 55mm)
- complimentary slip (210 x 99mm)
- email signature design concept

### Part B: Illustration & Icon Design

Creating your brand illustrative style - commission the design of the icons and illustrations you need to help convey your message and ease accessibility - for example this could be infographics, icons to aid navigation, artwork or patterns for backgrounds and packaging etc

### Part C: Photography Styling

The creation of guidelines for the styling of photography to ensure subject content and feel are aligned with your brand message.

## 4. Brand Touchpoints and Support

Following the creation of your brand, your unique styling can be rolled out to refresh and align your resources and marketing materials, for screen and print, to help you confidently share your story.

- signage / banners / packaging
- brochures / resources / downloads
- social media graphics
- presentation slides
- web design concepts
- project management (print / web development)

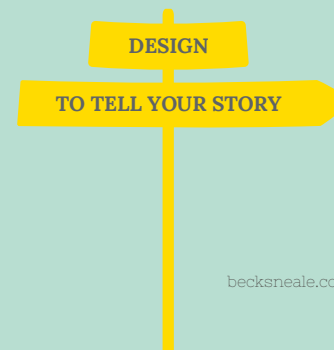
6 to 12 monthly brand support and creative direction

Schedule in a virtual call each month to support your work, direction and brand alignment; review your current resources/projects, bounce ideas for upcoming projects/events/plans and identifying creative solutions for challenges and opportunities. We'll together create a bespoke package for your regular monthly needs. For example it could be:

- 1 x virtual call (60 minutes)
- followed by a digital pdf report of ideas/content discussed, together with inspiration and bespoke recommendations
- collection of 5 x artwork files for social media assets etc

**Outcome:** One-to-one bespoke brand support, creative problem solving and inspiration to help you confidently and consistently communicate your brand story and identity in each detail

Enabling you to do more of what you love, whilst increasing the impact you make in others lives and the world...





next steps

...creating your bespoke design  
proposal to support you on

*your brand adventure*

*hello*

e: [becks@becksneale.co.uk](mailto:becks@becksneale.co.uk)



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Company No.14151418 Registered Office: Inkshed Design Studio,  
133 High Street, Cricklade, Wiltshire SN6 6AQ



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