

# FASTBRAND

From BDX

“I need to create a brand, and I’d like to work with a team who are experienced but cost-effective; collaborative but speak with conviction; full of creativity but down to earth.”

# FASTBRAND FOUNDATIONS

The starting point to articulating your brand - delivered in 2 weeks

The diagram consists of three overlapping circles arranged horizontally. Each circle has a vertical gradient from light purple at the top to light blue at the bottom. The text is centered within each circle.

Brand workshop

Brand essence

Brand manifesto

**£15K**

# FASTBRAND FRAMEWORK

A menu of potential next steps, once the foundations have been laid

Communication  
cornerstones

Tone of voice  
guidelines

Elevator pitch

Visual identity  
concepts

Indicative design  
applications

**£5K - £25K**

## **WE DELIVER**

Big picture thinking  
Bold differentiation  
Daring perspectives  
Fast and agile creativity  
Your brand's 'North Star'  
Stimulus that can scale

After that, we can harness our talented pool of freelancers to spend time crafting you a meticulous brand system, assets, and campaigns. Alternatively, we can take your Fastbrand outputs and optimise them for...

# THE PLAIGROUND

Human-powered creativity + AI-powered delivery

Where your brand meets generative AI to unlock its creative potential. Using your brand assets and our bespoke platform, we'll show you how to generate exceptional, distinctive creative content fast, at a fraction of the usual cost, with our ongoing support to refine your inputs and outputs. **Coming soon.**

"Quarterback has gone from a standing start to a turnover of £100m plus. Would that have happened without BDX's work on our brand and identity? We'll never know."

**Jim Garvey**  
**QBRE**

"We had taken the brave step of setting up an insurance business that behaved differently from its competitors. We needed a brand that reflected that. BDX are the perfect partner on our growth journey."

**Konstantinos Tampakakis**  
**Amphitrite Underwriting**

"It doesn't matter how good your business is if no one knows you exist. BDX grasped the complexity of our business and produced a powerful and future-proof brand in double quick time."

**Dr Nicky Black**  
**SG&**

For more information on BDX's  
**Fastbrand** or the **PLAIGROUND**,  
please contact:

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