

UPSHOT

Powerful brands lead remarkable businesses.

*Is yours driving you forward
or pulling you back?*

Introducing the
**Identity Clarifier
Process™**

Additional information

Please see upshotdesign.co.uk
for more about us.

Contact us on studio@upshotdesign.co.uk
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Your business has grown, but your brand hasn't kept up.

Your day-to-day to-do list doesn't make you think 'we need to rebrand', even though the problems you face are crying out for it.

And if you see rebranding as a visual exercise with questionable ROI, why would you? Because a modernised look doesn't fix a confused story. A sharper logo doesn't create clarity. Playing catch-up rarely moves you ahead.

The truth is, the most successful rebrands combine strategy and design. And they add incredible value for curious and brave leaders who crave growth and impact.

The rebrand you need isn't about your brand catching up. It's about positioning it to lead and drive you forward.

- ⚡ Stop losing out to competitors with clearer propositions
- ⚡ Dress to impress with distinctive, crafted design
- ⚡ Build an inspired, engaged team that pulls in the same direction
- ⚡ Confidently innovate, communicate and prioritise
- ⚡ Work to your strengths and remove distractions.

If your brand isn't doing these yet, the Identity Clarifier Process™ is going to change the way you think about branding.

If any of this feels familiar, you might recognise yourself in some of these common business leader struggles.

- ⚡ “We keep losing out to our competitors even though I know we are better than them.”
- ⚡ “We seem to get stuck with jobs and clients that just about cover costs rather than the ones that inspire and excite me.”
- ⚡ “We can’t get our foot through the door to give our pitch, if we could I know we would nail it.”
- ⚡ “I’m struggling to get my team as excited and focused as I am on what matters most.”
- ⚡ “When I ask my team to describe what makes us better than our competition they go blank.”

These are the problems your brand is meant to be solving.

Brand clarity is what creates confidence, consistency, momentum, and growth — visually and verbally.

Brand on the front foot

When most businesses start, clarity comes second to momentum. “Let’s just get moving”. But businesses mature fast. Even just a year or two on, that early-stage brand often lingers where you started, not where you’re going.

Your current brand might reflect who you were, leaving you chasing your tail and wasting valuable time and money. It actually puts the brakes on your progression. But a powerful identity articulates the future you’re creating — and becomes the engine that drives you towards it.

The Identity Clarifier Process is **for businesses at the point of change**, and when your identity is clear, everything shifts:

- ⚡ Your team aligns behind a shared direction
- ⚡ Your message becomes compelling and consistent
- ⚡ You attract the right partners, talent and opportunities
- ⚡ Your design system and strategy are aligned, making both work harder for your business.

A brand that leads **creates momentum**.

A brand that lags **creates drag**.

The Identity Clarifier Process™ — a clear path from confusion to confidence

It's a framework we work through together. It's flexible but intentional. It's collaborative but guided. It's creative but pragmatic. Here's how it works, in a nutshell.

1. Tell us everything

The hidden gems we need are normally already there somewhere and we just need to find and make sense of them.

2. Get Clear on What Makes You Different

Your strengths, your edge, the reason your customers need you — the solid foundation for every future decision.

3. Define Where You're Headed

Long-term ambition and direction, turning vague goals into a focused vision that unites your team.

4. Bespoke Internal Positioning

You'll have a defined identity that translates into behaviour, decisions and future direction.

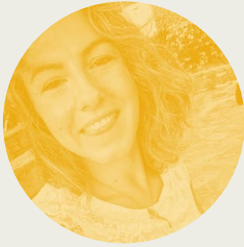
5. Design How You Show Up

A powerful bridge between strategy and marketing — this is where your big brand idea comes to life visually and verbally.

6. Equip You to Launch and Grow

You leave with the design toolkit and guidelines you need to show up clearly and consistently internally, in your marketing, and across your future expansion.

Real organisations. Real clarity. Real results.



“We came in wanting graphics. We left with a completely re-envisioned story and picked up numerous new accounts within weeks.”

Devonia Spring Water



“The way our values act as a foundation gives us confidence and pride. Without that deep sense of identity, our positivity, even in the toughest times, would be impossible.”

Connect Academy Trust



“Our brand always had a heart, but it was ambiguous. Now it’s distinctive, practical, inspiring, and a joy to market.”

Building Brands

These aren’t coincidences.

They’re the natural outcome of a brand that leads instead of follows.

Ready to build the brand that will lead your business?



If your business has outgrown its brand, if it's unclear, or you're unable to express the impact you're trying to make, the Identity Clarifier Process™ gives you the clarity, confidence and direction to move forward.

We'd love to walk you through it.

Book a call/video call, request a proposal, or let's meet up for coffee and we can show you what clarity could unlock for you.

Call
01752 506502

Email
**studio@
upshotdesign.co.uk**

**Visit the Identity Clarifier
Process™ web page here**



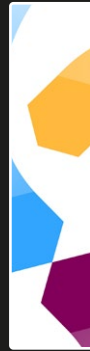
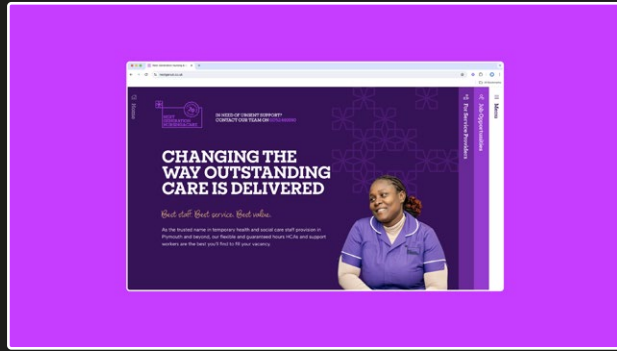
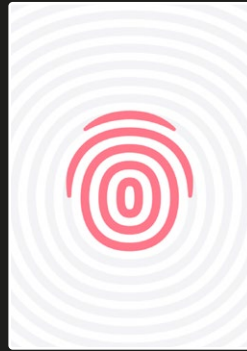


CONNECT
PEOPLE
CARE WORKS
CAUSES
MATTER



AS PART OF THE
CONNECT FAMILY,
WE BELIEVE...

Our vision is to be a big change
in a better kind of education
Education that gives our young people
the best academic, knowledge and skills
A safe environment to grow
To understand themselves and their peers
And to pay them an inspiring, big picture
because that's what our schools are for
to show prospective, profit or purpose
responsible grow and future success
That's what we believe. All children
and it's what we can do.



Continue >

FAQs

What exactly do I get at the end? A complete brand identity system: the final deliverable is a folder full of the strategic language and messaging we've uncovered together ready to use; clear value pillars that reference your audiences and benefits, various language around mission and purpose (often in the form of a brand manifesto), narrative, and brand voice direction. The brand guidelines also include logo guidance, colour references, fonts, graphics and layout best practice, and lots more. And of course, all graphic elements like logos and icons in a clearly labelled asset pack in all the file formats you'll need.

How long does it take? The Identity Clarifier Process™ typically runs across three to five months. That's not months of solid work, there are intensive phases of workshops and collaboration followed by periods where we're developing and you're reviewing. Good thinking needs room to breathe, and rushing that process is one of the main reasons brand work doesn't land. We'll map out a clear timeline at the start so you know what to expect and when.

How much does it cost? Although the exact investment depends on the size of your organisation, the complexity of your brand, and the outputs required, you can generally expect to budget between £10—20k to build the full package you need.

Do we have to do the full process, or can we do just part of it? The Identity Clarifier Process™ is designed as a complete process — the strategic foundations and the visual work depend on each other. If that's not where you're at or you're not ready for the full commitment, our Brand Sprint or Brand Therapy might be the right starting point.

What do you need from us? Your time and your honesty, mainly. The discovery phase requires real engagement from you — we can't uncover what makes your business distinctive if we're working with sanitised answers. Typically we'd need a lead contact on your side, access to key stakeholders for workshops, and a willingness to be challenged.

We've done brand work before and it didn't change anything — why would this be different?

Honestly, probably because there wasn't a focus on digging and uncovering something unique and remarkable. Those early stages aren't just fluffy management speak, when they're done right they change everything and lead to far more distinctive, authentic brands.

Is our business big enough to justify this?

We work with organisations of most sizes, but size isn't really the issue, ambition is. As a rough guide, if your turnover is upwards of £500k and you're actively prioritising growth, the return tends to take care of itself. Not sure? That's exactly what we can talk through before you commit to anything.

Should our branding work come from our marketing budget?

Many businesses categorise it that way, but although there are clear marketing implications, brand work is better thought of as infrastructure: you invest in it once and it makes everything else in your marketing budget work harder. The right foundations improve the return on every campaign, every sales conversation and every piece of content that follows.

Have you done this for businesses like ours?

We've worked across education, food and drink, charity, tech, and professional services — but we're not sector specific. The challenges our clients share are rarely about their industry; they're about identity. And you remain the expert in what you do — our job is to help you articulate it, not learn your business from scratch. Our case studies show the range.

What's the difference between the Identity Clarifier Process™ and a regular rebrand?

Lots of people offer branding, only Upshot offers the Identity Clarifier™. It's the result of years of development and, yes, it includes some similarities with what others offer, but its heart is in discovering and articulating identity, and building brands around that.

What happens after the project ends? We don't just hand over the files and disappear. There's a proper handover period, we'll check in after a few weeks, and we offer ongoing retainers for clients who need continued creative support and brand guardianship.

If you want effective marketing,
greater audience trust and better
internal engagement you must
have unshakable confidence in
your identity. We believe the best
way to achieve this is through
the Identity Clarifier Process™.

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