

A FOUR-WEEK ENGAGEMENT

The Brand Sprint.

A four-week branding sprint for ambitious B2B businesses.

• SPEC SHEET

Brand Sprint

DURATION

4 weeks

IDEAL FOR

B2B businesses

INVESTMENT

£4000

INCLUDES

Strategy

Messaging

Identity

Applications

Guidelines

OUTCOME

A complete brand foundation, ready for growth.

- INTRODUCTION

Brands that help B2B businesses grow.

This isn't a brochure about design.

It's about making your business easier to understand, trust and buy from.

We work directly with founders and leadership teams to build a complete brand foundation, in four weeks.

- IS THIS FOR YOU?

The Brand Sprint is designed for...

- ✓ B2B SaaS companies
 - ✓ AI companies
 - ✓ Enterprise software
 - ✓ Businesses preparing to raise
 - ✓ Technology businesses
 - ✓ Professional services
 - ✓ Startups preparing to scale
 - ✓ Companies with complex products
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It's probably right if...

You struggle to explain what makes you different.

Your business has outgrown its current brand.

Marketing feels inconsistent.

Sales takes too long.

You're launching something new.

You're preparing to grow.

- WHAT YOU'LL ACHIEVE

Not deliverables. Outcomes.

AFTER FOUR WEEKS, YOU'LL HAVE

- 01 A brand your buyers understand.
 - 02 Clear positioning.
 - 03 A consistent visual identity.
 - 04 Better messaging.
 - 05 A website direction.
 - 06 Confidence across every touchpoint.
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THE SPRINT — WEEK 1

Discover

Understand the business.

— — — WEEK 1 OF 4

ACTIVITIES


- Founder workshop
- Market review
- Competitor review
- Audience
- Positioning
- Goals

OUTCOME

Clear strategic direction.

Define

Build the brand.

 WEEK 2 OF 4

ACTIVITIES

- Positioning
- Messaging
- Personality
- Creative direction
- Identity concepts

OUTCOME

A brand with
purpose.

THE SPRINT — WEEK 3

Design

Create the system.

— — — — WEEK 3 OF 4

ACTIVITIES

- Logo
- Typography
- Colour
- Components
- Imagery
- Brand guidelines

OUTCOME

A complete identity system.

THE SPRINT — WEEK 4

Apply

Put the brand to work.

— — — — WEEK 4 OF 4

ACTIVITIES

- Website
- Sales deck
- Social
- Templates
- Business cards
- Launch assets

OUTCOME

Everything ready to use.

• DELIVERABLES

Everything included.

✓ Brand strategy

✓ Positioning

✓ Messaging

✓ Logo

✓ Identity system

✓ Colour palette

✓ Typography

✓ Brand guidelines

✓ Website direction

✓ Key applications

- WHAT HAPPENS AFTERWARDS?

The sprint isn't the finish line.

Some clients leave with everything they need.

Others continue working with us on:

Websites

Product launches

Marketing

Presentations

Campaigns

Ongoing creative support

No pressure. Just available if it's useful.

• INVESTMENT

One sprint. One price.

£4000

Timeline

4 weeks

Includes

Strategy, messaging, identity, guidelines,
applications

- FAQs

Questions people actually ask

Why only four weeks?

Because a tight scope keeps momentum and decisions moving.

What if we need a website?

We deliver a direction in the sprint, then can build it after.

Who do we work with?

Founders and leadership teams, directly.

How much time do I need?

A few focused hours a week, mostly in week one.

Do you work internationally?

Yes, the sprint runs entirely remote.

Who owns the files?

You do, everything is handed over at the end.

Can we continue afterwards?

If it's useful, yes. If not, that's fine too.



Ready to build a
brand that helps
your business grow?

Book a call

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