CAPABILITIES 2026

Look as good as the work

Joe Blowen
Designer

INTRODUCTION

Welcome.

Branding. Design. UI.

I help businesses look like they mean it. No jargon, no account managers between you and the person doing the work.

This deck shows what I do, how I do it, and what it's like to work with me. If it sounds right, the last page tells you what happens next.





Joe Blowen

DESIGNER, FOUNDER

Twenty-five years in design and branding, including Dyson, Silver Agency and Havas Helia, one of the largest agency groups in the world. Currently Head of Design at a UK B2B company, so I sit on the client side of the table too.

That's the bit that matters. I've briefed agencies, been let down by agencies, and watched good work die in approval loops. Joes Design Co exists so you don't have to go through that.

Straight-talking, strategy-led, results first.

Two kinds of client.

If you recognise yourself in either of these, we'll get on.

MARKETING MANAGERS

You're running the brand day to day without a designer in the building. You've been burned by agency costs and jargon, and you need someone who can take a brief, push back when it's wrong, and deliver without the drama.

BUSINESS OWNERS

You know the brand isn't right but you don't know where to start, and you're cautious about paying an agency to find out. You want one person, plain answers, and work that's yours to keep.

What's different, in practice.

YOU TALK TO THE DESIGNER

No account manager translating your feedback. You brief me, I ask the awkward questions, I do the work. Fewer loops, faster answers.

FIXED PRICE, AGREED UP FRONT

Every project is scoped and priced before it starts. If the scope changes, we agree the change before the invoice does.

YOU OWN EVERYTHING

Every file, every format, the fonts, the colour values, the working masters. Handed over properly, with a one-page guide so it stays consistent after I've gone.

If I think you don't need something, I'll say so.

Two ways to buy design.

THE PACKAGED APPROACH	HOW I WORK
Priced from a menu before anyone understands the problem	Discovery first. Price second.
Scope set by what's easiest to deliver at volume	Scope set by what your business actually needs
Deliverables you didn't ask for, because they're in the tier	Deliverables agreed together, line by line
Account manager between you and the designer	You talk to the person doing the work
Extras appear once you're committed	Fixed price, agreed before anything starts
You find out what you needed after you've paid for what you didn't	You own every file, in every format, in writing

Twenty-five years of this has taught me that the expensive mistakes come from buying before you've diagnosed.

Some projects genuinely need the full programme. Most don't, and you should find that out before you pay for it.

WHAT I DO

Services.

A core of brand and identity work, with a trusted network of specialists for anything outside it, so the team fits the project rather than the other way round.

BRAND STRATEGY

- Discovery and research
- Positioning
- Messaging
- Marketing campaigns

BRAND IDENTITY

- Logo and identity systems
- Brand development and rebrands
- Brand guidelines
- Collateral and print

DIGITAL AND UI

- Website design
- UX and UI
- Information architecture
- Wireframes and prototypes

Five steps. Every time.

Nothing gets designed until we agree what good looks like and who's signing it off. That one rule saves more time than anything else on this page.

01

DISCOVERY

Your business, your audience, your competition, and who actually approves the work.

02

STRATEGY

Positioning, purpose and messaging, written down in one page you'll actually use.

03

IDENTITY

Logo, type, colour and the visual system. Three routes, one recommendation, and the reasoning.

04

GUIDELINES AND ROLLOUT

Applied across every touchpoint that matters, with a guide so it survives without me.

05

HANDOVER AND REVIEW

Every file, every format, ownership in writing. Then a check-in once it's been live a while.

Discovery is bespoke to each client. Everything after it is built on what discovery finds.

Brands I've worked with.

Organix

WALES&WEST UTILITIES

Targus

pets at home

SUBWAY

CLIFTON COLLEGE

HONDA

DELL

Taylor Wimpey

Bristol Zoo Gardens

VOLVO

Wincanton

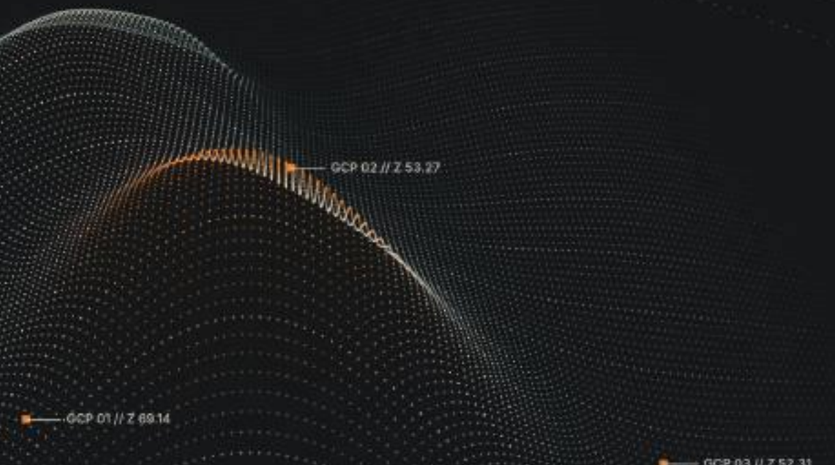
Showing the work.

Benchmark: brand identity and rollout

BENCHMARK

CASE STUDY 01 · BRAND IDENTITY

GROUND TRUTH.



CLIENT	SECTOR	LOCATION	YEAR
BENCHMARK	DRONE SURVEY & GROUNDWORKS	BRISTOL, UK	2026

OVERVIEW

The firm everyone recommends. Now it looks like it.

A new identity for Benchmark, the Bristol survey and groundworks firm trusted to fly inside a live airport.

CHALLENGE

Benchmark wins work by reputation. But anyone checking them out after a referral found an old logo, an unbranded report and a website with no proof. The brand was losing them the second conversation.

APPROACH

One idea, **Ground truth**, drawn from the trade itself. Then a system built on one square module, tested on the things that matter on site: a truck at 30 metres, one colour on hi-vis, a black-and-white tender PDF.

OUTCOME

A complete identity across 60+ assets, from the fleet to the survey report, with a 100-page guide so it holds together after I hand it over.

SCOPE

- Brand strategy
- Naming refinement
- Messaging & voice
- Logo & identity
- Colour & type
- Patterns & scans
- Iconography
- Photography direction
- Vehicle livery
- Workwear & PPE
- Survey report
- Capability statement
- Website design
- Social & motion
- Brand guidelines

THE CLIENT

They've dug the ground as well as flown it.

Benchmark surveys construction sites from the air with survey-grade drones, and checks them on the ground with a team that has spent years doing groundworks. Jobs run from 20-home developments to Bristol Airport, where they flew inside live controlled airspace while the runway was closed for them.

That combination is rare. Drone firms that survey are pilots, not engineers. Survey firms with drones have never done the groundworks.

30yrs
on site

EGGD
airport-cleared



THE CHALLENGE

THE TRUST LIVED IN TWO FOUNDERS' PHONES. NOT IN THE COMPANY.

Every referral ended in the same place: a procurement lead looking them up and deciding they were too small for the scope.



WHAT WASN'T WORKING

01

It looked smaller than the work.

A regional name, a dated logo and red that read as prohibition on site. Nothing said "cleared to fly at an airport".

02

The proof was invisible.

No case studies, no accreditations online. The survey report, the thing clients actually read, went out unbranded.

03

It sounded like everyone else.

"Accurate. Experienced. State-of-the-art." The whole category says the same three things.

BENCHMARK
SOUTH WEST LTD

BEFORE
Old Benchmark Southwest logo



BEFORE
Old website / unbranded report



BEFORE
Old van or site board (if available)

CATEGORY AUDIT

Navy, hi-vis and the same three words.

I audited four groups competing for the same jobs. Visually, they blend into a site full of navy workwear and yellow plant. Verbally, they're interchangeable.

So distinctiveness was cheap to win. The aim: look like the best supplier a tier-one firm has, not a copy of its clients. Precise, not glossy.

DRONE OPERATORS ADDING SURVEY

Pilots, not engineers

SURVEY FIRMS ADDING DRONES

Never built on the ground they survey

BIG CONSULTANCIES

Overheads, slow on mid-size jobs

ENGINEERING-LED DRONE FIRMS

Already own "engineers who fly"

CATEGORY DEFAULT

"We deliver comprehensive geospatial survey solutions leveraging cutting-edge UAV technology."

BENCHMARK

"We fly it, measure it, and get the report to you when we said we would."

THE INSIGHT

THE BRAND'S JOB WASN'T TO WIN LEADS. IT WAS TO PASS THE CHECK.

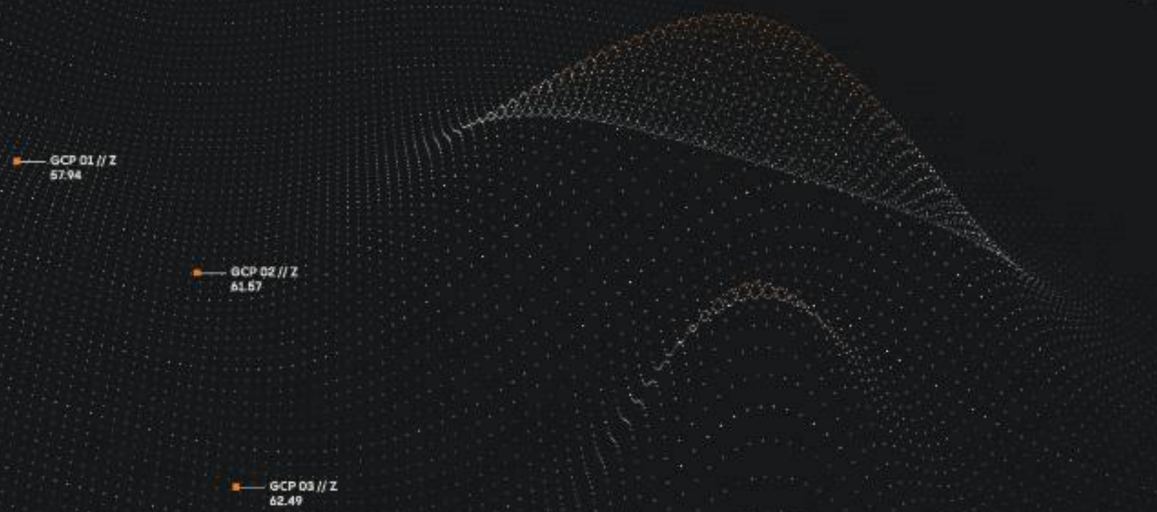
Referrals already bring the work. What loses it is the moment after, when a tier-one supply chain team looks Benchmark up.

So the brief changed: move the trust off the founders and onto the company, so it holds up in vetting today.

And in a sale later. Buyers discount businesses that depend on their owners (John Warrillow, Built to Sell).

THE IDEA

GROUND TRUTH.



GROUND TRUTH (N.) · SURVEYING

Data captured from the air, checked against the ground. That's literally what Benchmark does, in two words a site manager gets without explanation.

It also means telling it straight, which is why people refer them in the first place.

STRATEGY ON A PAGE

Everything after it is measured from here.

One discovery workshop with the founders became a one-page platform the whole identity answers to.

POSITIONING	The mid-market survey specialist that has also been the contractor, so its data is built for the site, not just the file.
MISSION	To give every site its ground truth: precise data, delivered when promised, by people who know what it's for.
VALUES	We're straight. We're on it. We're exact. We bring people through.
CHARACTER	Sage, with an Everyman voice. Expert, calm, plain-spoken.
PILLARS	Precision · Reliability · Trusted access · People
NAME	Benchmark Southwest became **Benchmark**. The region was smaller than their patch.

PROCESS

Six territories, three routes, one system.

01 · DISCOVER

Founder workshop, category audit, customer pains.

02 · DEFINE

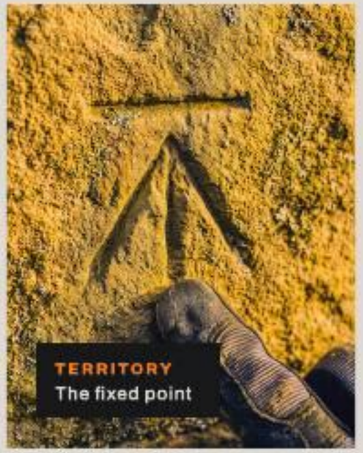
Strategy on a page, Ground truth, voice and pillars.

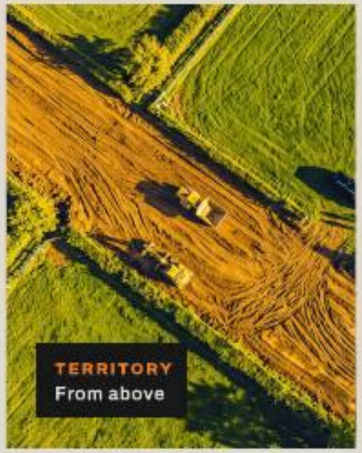
03 · DESIGN

Six territories, three stylescapes, seven mark concepts.

04 · DELIVER

60+ assets, templates and a 100-page guide.









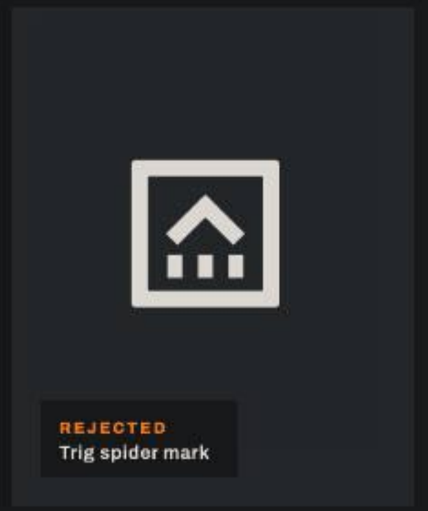




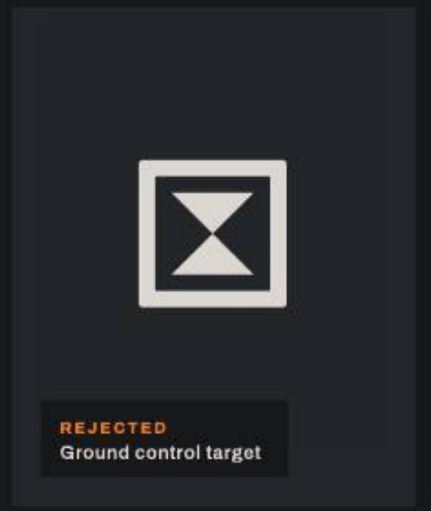
WHAT I THREW OUT

The work you don't see is the work.

Seven mark concepts, three type pairings and two palettes didn't make it. Each one taught the system something.



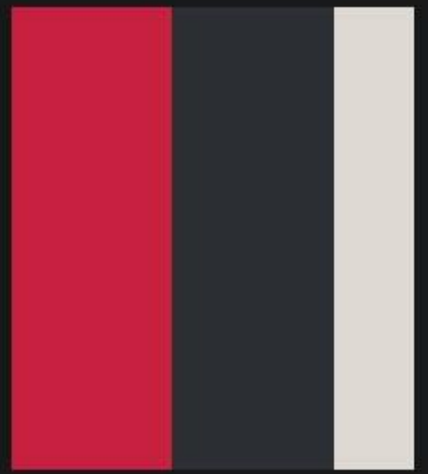
Read as a crosshair.



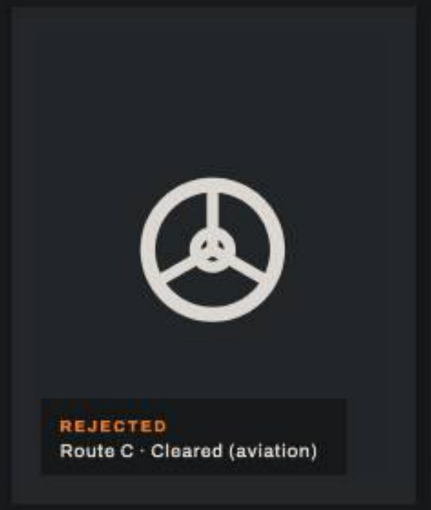
Generic. Every drone firm owns it.



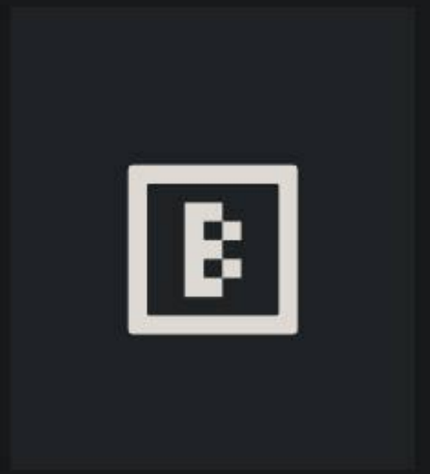
Too close to Ordnance Survey's own heritage.



Survey red. Means prohibition on a site (ISO 7010).



Built the brand on one airport job.

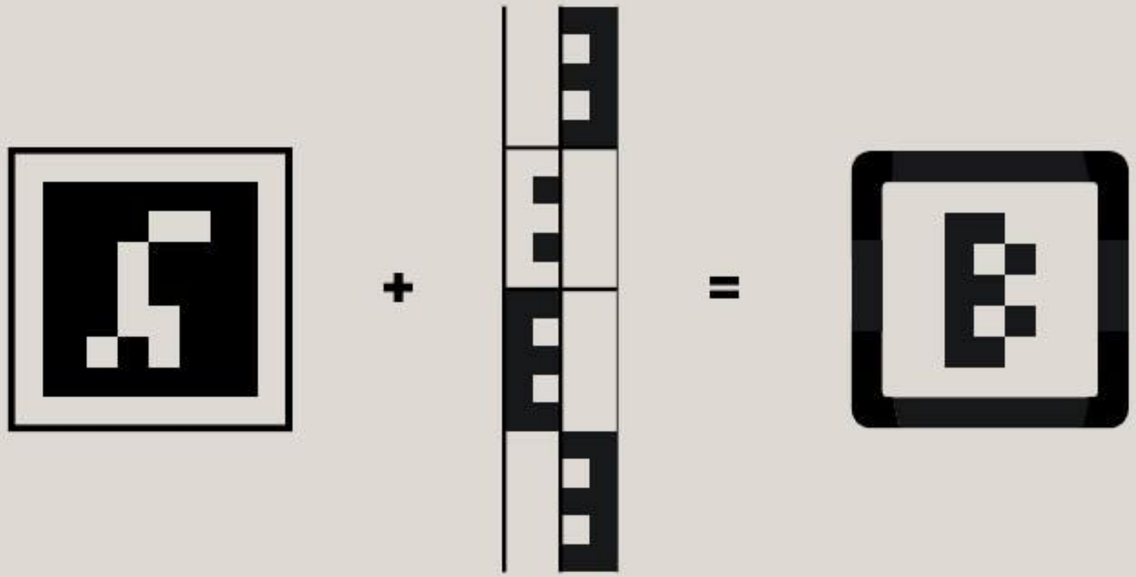


Chosen. The staff B. Measuring tool and reference point in one.

Tools sped up the making. Twenty-five years of judgement did the choosing.

Two things every site already has.

A drone landing pad and a surveyor's levelling staff. Put one inside the other and you get a mark that site managers have seen a thousand times, just never as a logo.

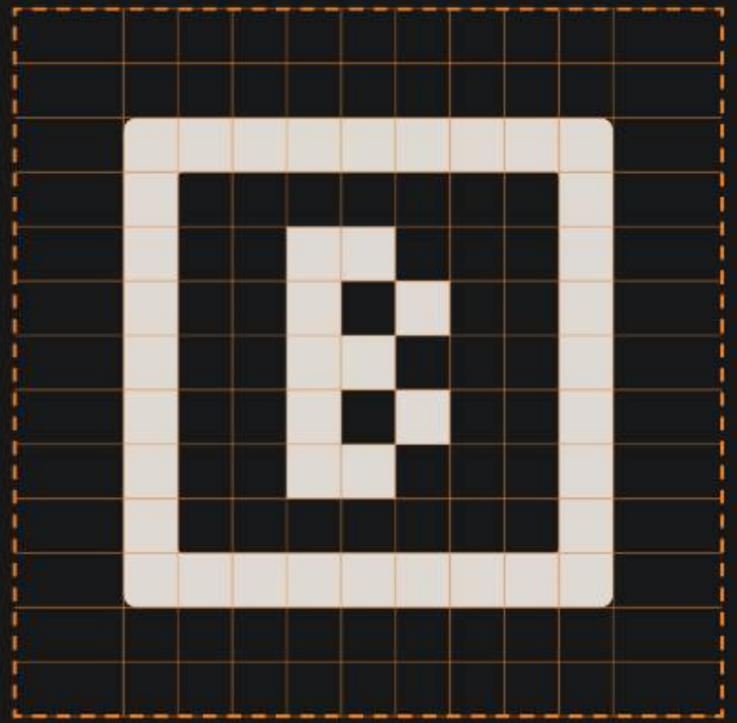


Drone landing pad Measuring staff The mark

PART 02

THE IDENTITY.

One square module drives the mark, the patterns, the chequer on the trucks and every gap in between.



THE MARK

A benchmark, and the staff that reads it.

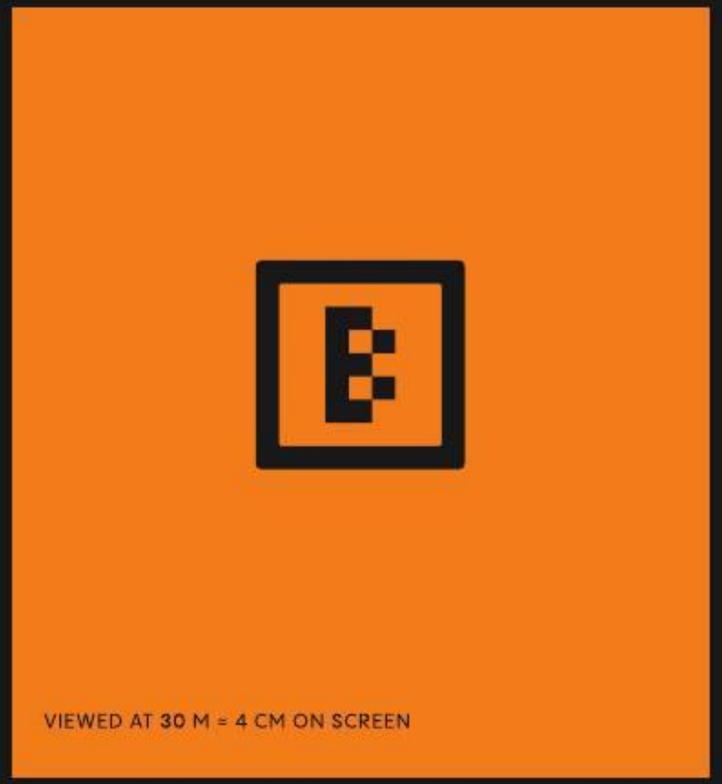
The frame is the fixed point: the benchmark, the site boundary, the square every survey starts from.

The B is drawn from the face of a surveyor's levelling staff: a solid bar beside an alternating chequer. It's the instrument used to read heights from a benchmark.

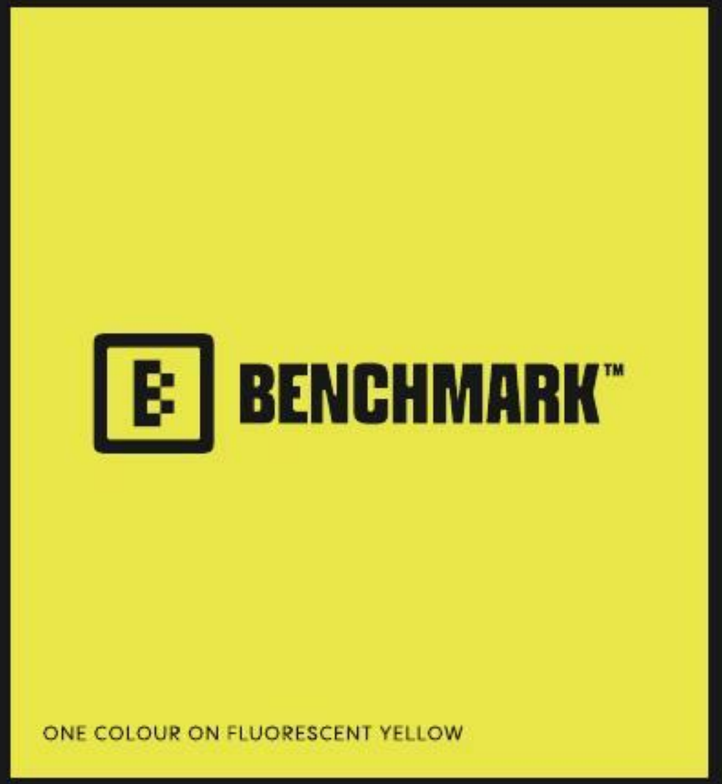
So the logo is the measuring tool and the reference point in one.

GRID	GLYPH	EVERY GAP
9 × 9 modules	3 × 5 modules	2 modules

BUILT TO PASS THREE SITE TESTS



Readable on a truck at 30 metres.



One colour on hi-vis.



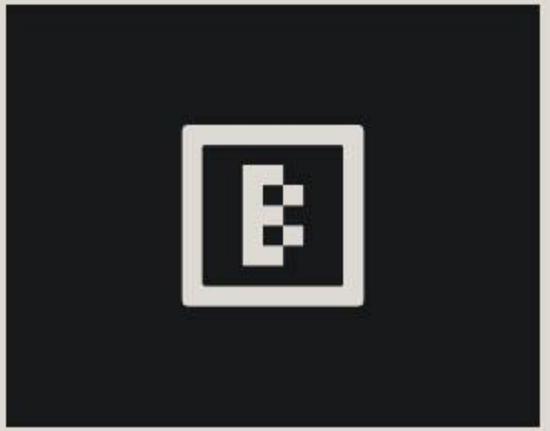
Survives a black-and-white tender PDF.

LOGO SYSTEM

One mark, five ways to fit the space.









COLOUR

Sage, stone and one signal orange.

Taken from the ground itself, and chosen to stand out on a site full of navy, hi-vis and JCB yellow.

Three families of light, mid and deep, plus Datum, a near-black. Twelve approved pairings, every one passing WCAG AA.



Beacon orange is rationed to under 10% of any layout. If everything's orange, nothing stands out.

GROUND LIGHT	BEACON LIGHT	TRIG	DATUM #16181A
GROUND #839D96	BEACON #F37C1A	FIELD #9C9284	
GROUND DEEP	BEACON DEEP	STRATA	

TWELVE APPROVED PAIRINGS



BENCHMARK

DISPLAY

Panell Compressed

Stencil-sign confidence. Caps only, used big and rarely: one line per layout.

TEXT

PP Pangram Sans

Plain, engineered and legible from a 7.5 pt drawing note to a 50 px headline.

Aa

TYPE IN USE

Set like an engineer would want to read it.

Survey data is where clients read Benchmark most closely. Tabular figures, units in the headings, a double slash between label and value. Borrowed from survey drawings, so it feels native to the people reading it.

SITE // BRISTOL AIRPORT, NORTH APRON
DATUM // ODN · OSGB36 (OSTN15)
CAPTURE // UAV RTK · 14 GCP · 3 CHECK

POINT	E (M)	N (M)	Z (M ODN)	Δ MM
GCP 01	350 412.081	165 110.472	183.420	+4
GCP 02	350 498.315	165 076.904	182.976	−7
CHK 01	350 470.902	165 118.337	183.611	−11

Example data.

ON THE DATE WE SAID.

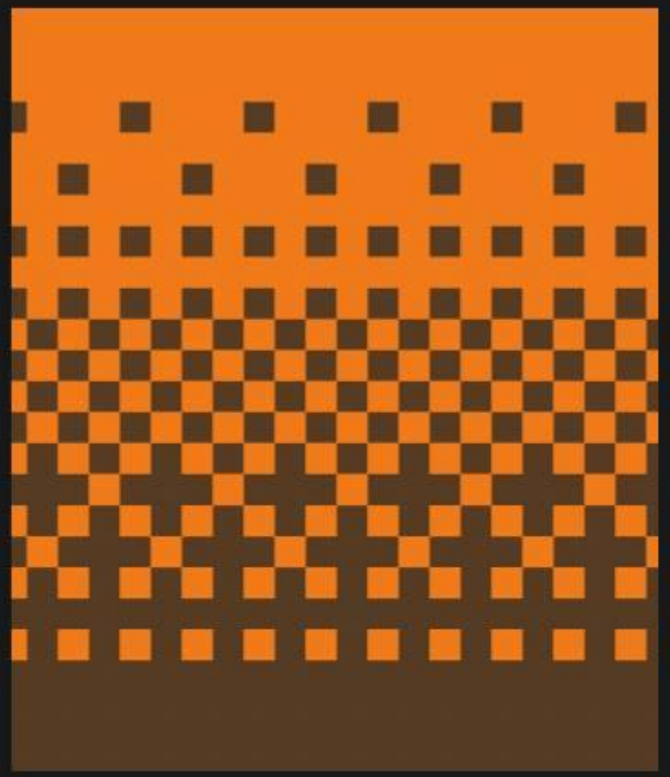
GRAPHIC LANGUAGE

The logo becomes the measuring instrument.



STAFF

The B, turned on its side and repeated. Livery, hoardings, page edges.



RAMP

A sunrise gradient made of modules. Hard-edged, like everything else.



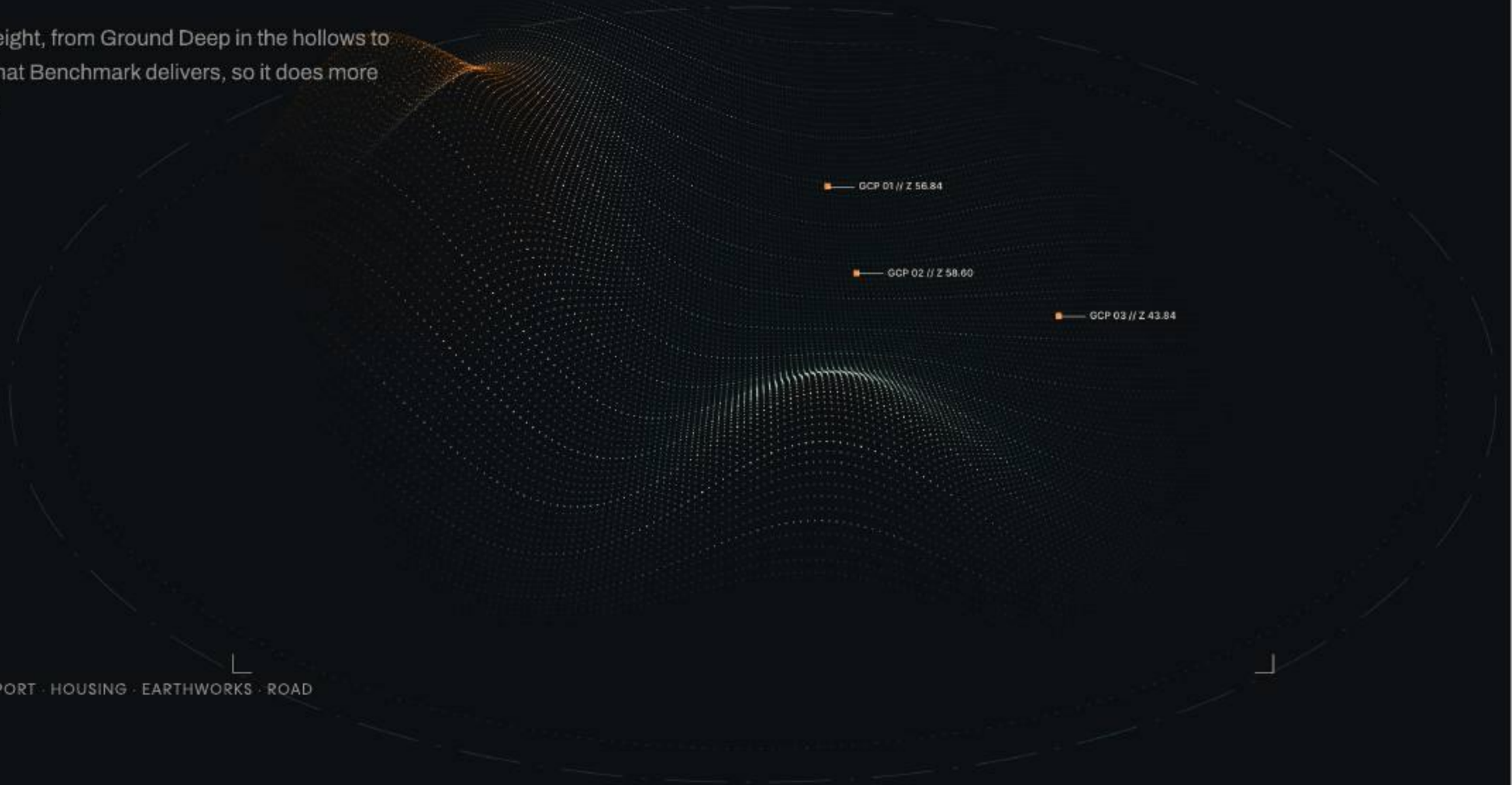
GROUND

Pixel contours, tone on tone. A quiet fill for reports and web.

TERRAIN SCANS

Their own data, turned into the brand's texture.

Point-cloud terrain coloured by height, from Ground Deep in the hollows to Beacon on the peaks. It shows what Benchmark delivers, so it does more work than any stock image could.



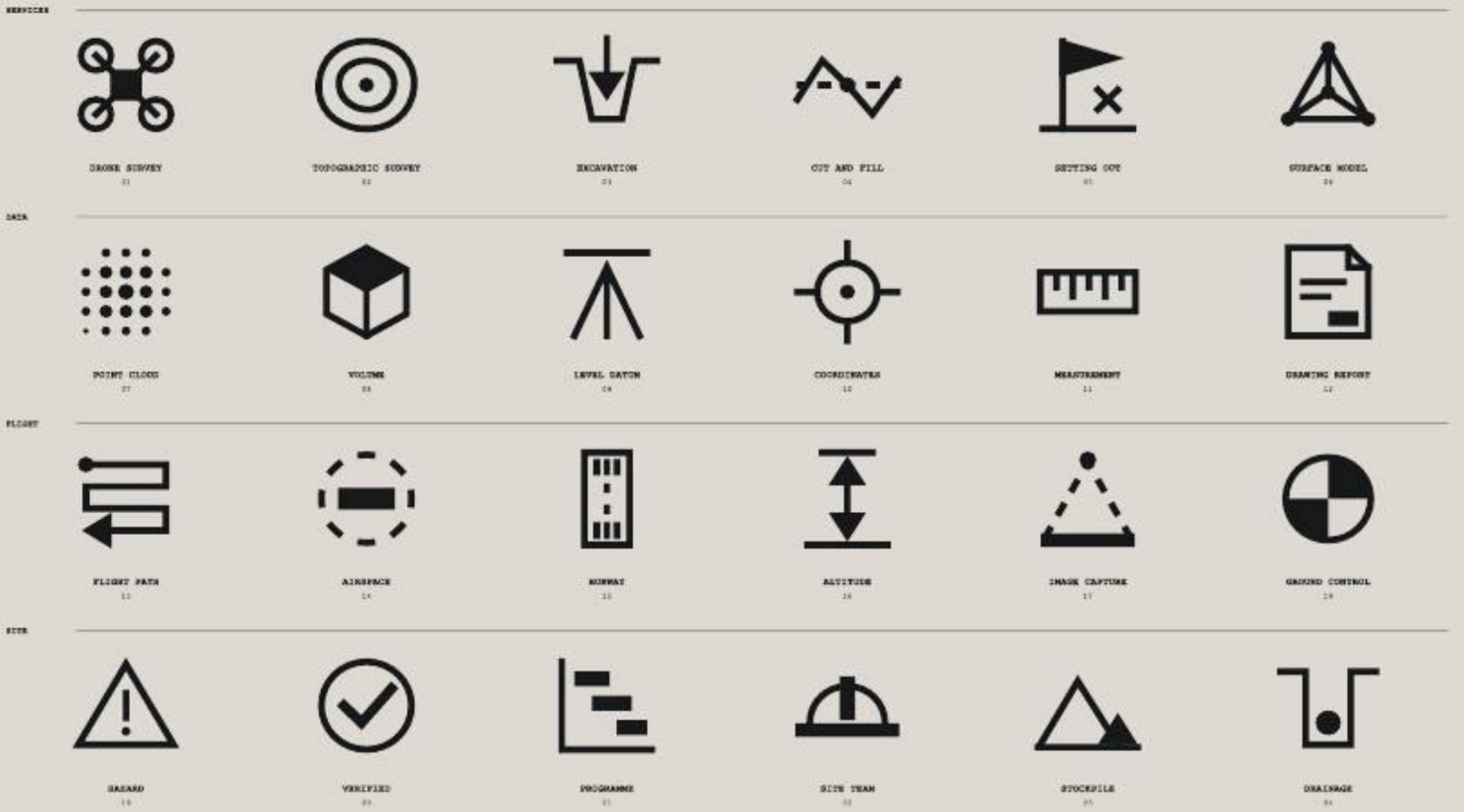
A BANK OF 16 SCANS: OPEN LAND · AIRPORT · HOUSING · EARTHWORKS · ROAD

ICONOGRAPHY

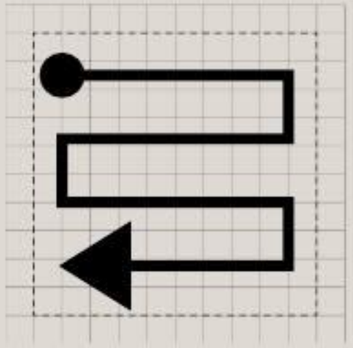
Drawn like survey symbols.

24 icons on a 48 px grid, in four families: services, data, flight and site.

The solid fill is always the thing being measured. A dashed line is always something invisible: airspace, a design level, a flight path.



CONSTRUCTION



01 48 PX GRID, 4 PX CLEAR EDGE

02 2 PX STROKE, SQUARE ENDS, MITRED CORNERS

03 ANGLES SNAP TO 45° AND 90° WHERE POSSIBLE

04 SOLID FILL = THE ONE THING BEING MEASURED

05 DASHED LINE = INVISIBLE (AIRSPACE, DESIGN LEVEL, SIGHT LINE)

TONE OF VOICE

SAY THE THING. CALM, NOT KEEN.

NOT THIS

Benchmark Southwest Ltd is committed to delivering excellence.

THIS

We've been on sites like yours for years. We know where the surprises are.

NOT THIS

We're thrilled to be part of this incredible project!

THIS

Bristol Airport, surveyed from inside live airspace. Our kind of job.

HEADLINE LINES

Measured from here.
On the date we said.
No spin. Just levels.
We've dug the ground we measure.



CONCEPT VISUAL · AI-GENERATED

PHOTOGRAPHY

Shot from above. Shot for real.

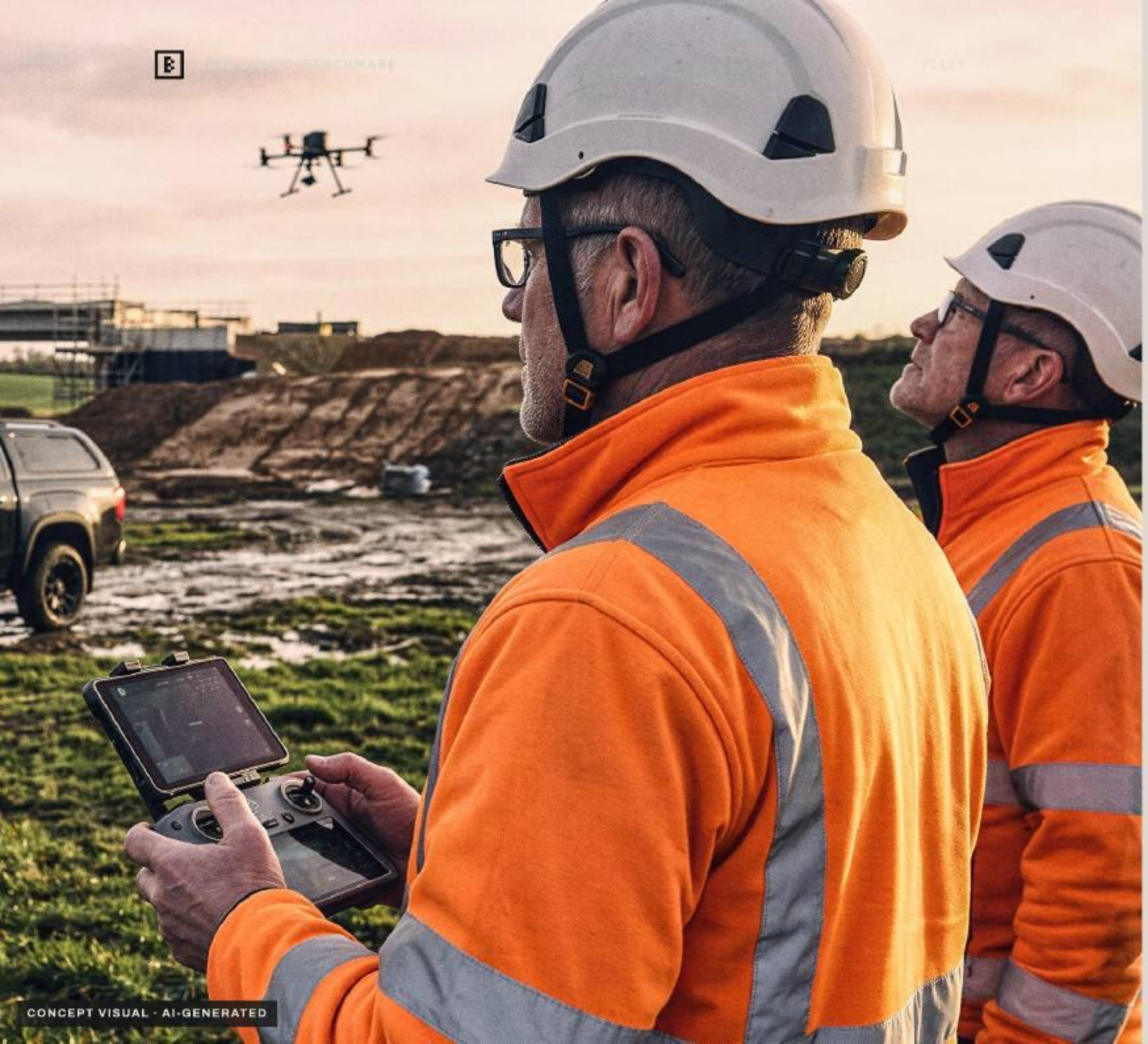
UK sites, low sun, correct PPE in every frame. A custom LUT holds the whole library together.










CONCEPT VISUAL · AI-GENERATED

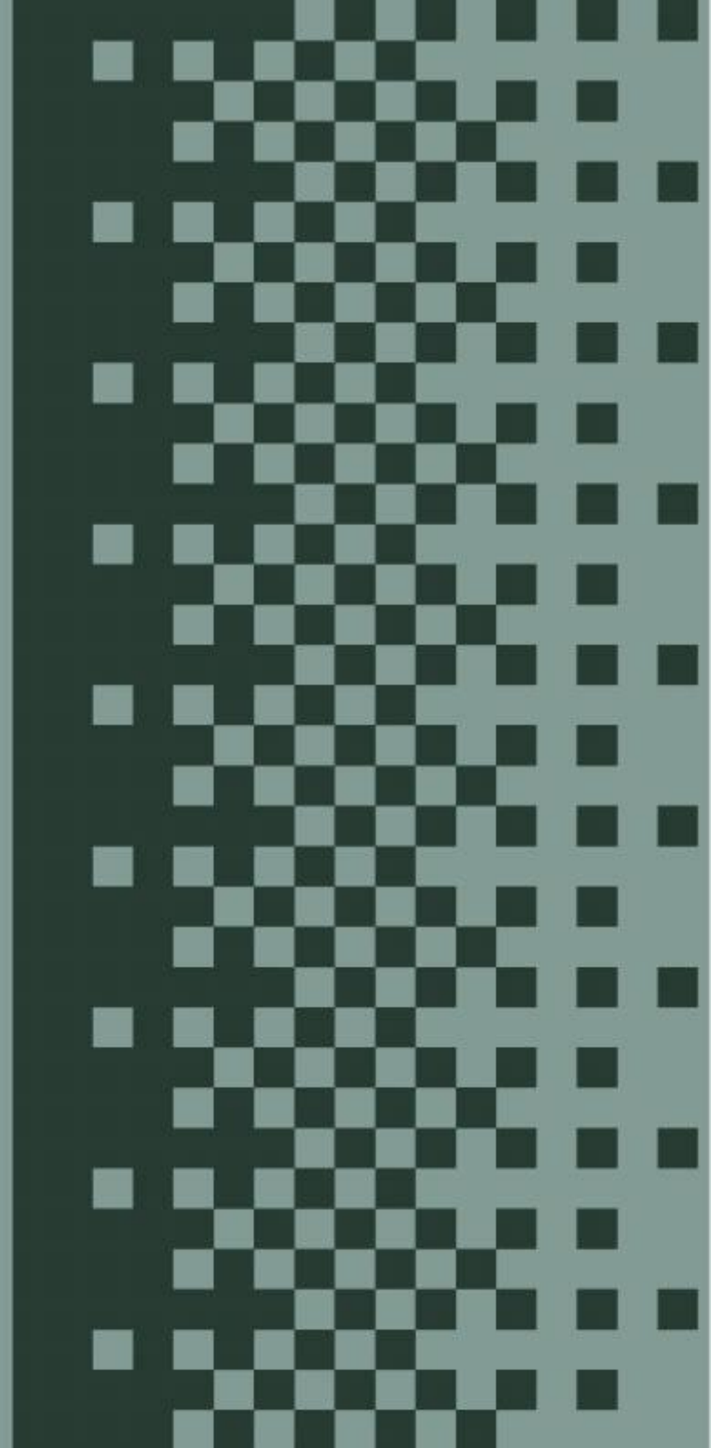




PART 03

EVERY SURFACE.

From the truck at the gate to page 14 of a survey report.



FLEET

The truck arrives before they do.

The most-seen piece of the brand, so it was designed first. Beacon wrap, the staff chequer across the doors, the fleet number inside the mark's frame on the bonnet.

The roof carries the chequer too, so a Benchmark truck can be picked out from the air.




BENCHMARK
BENCHMARK
CONCEPT VISUAL · AI-GENERATED


BENCHMARK



WORKWEAR & KIT

Good enough to wear off site.

Ground Deep softshells, embroidered in Trig. Hi-vis with the mark on a Datum back panel, never eating into the reflective area.

Hook-and-loop patches for role and qualification: pilot wings, crew tapes, apprentice badges.











SITE

Heras banners and hoardings: one line, one logo, one URL. Advertising that stays on site for months.

DOCUMENTS

The thing clients actually read.

The survey report went out unbranded. Now it has a cover, a document grid, data styling and an A3 drawing title block.

A two-sided capability statement answers a supply chain team's questions before they ask them.







CONCEPT VISUAL · AI-GENERATED



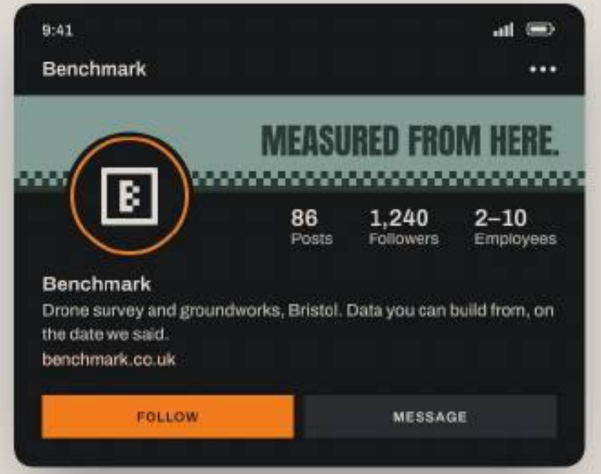


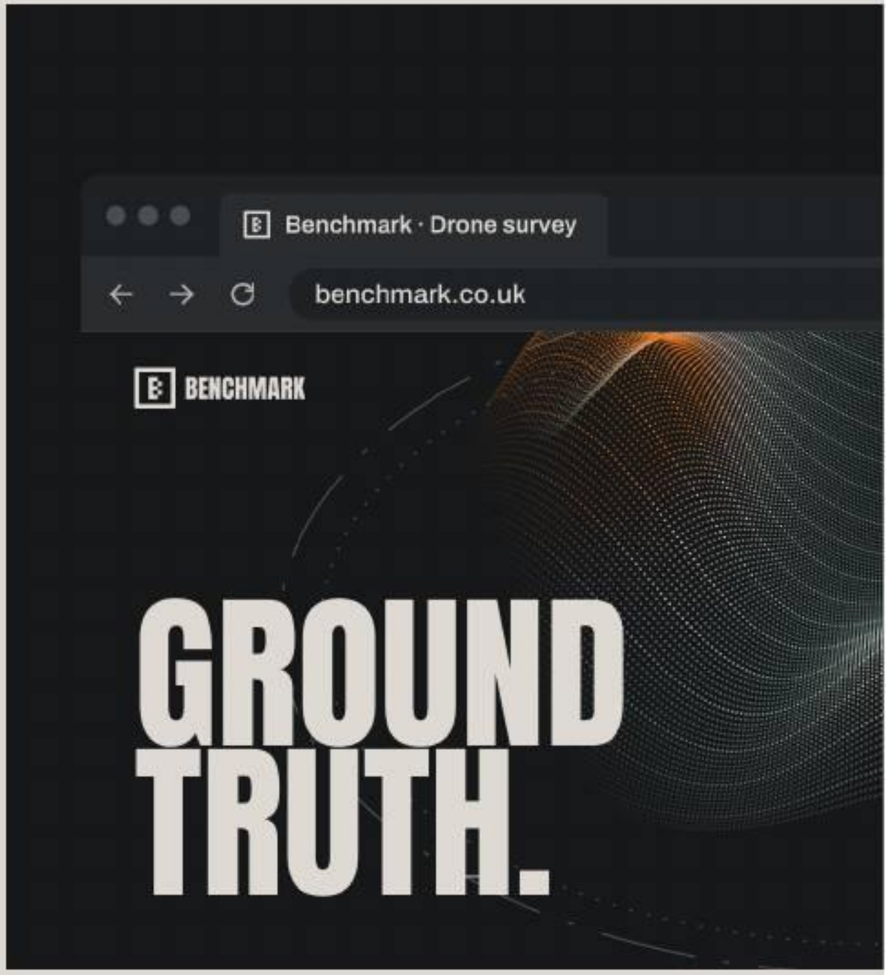
LINKEDIN

A profile that passes the check.

It's the page a supply chain team lands on after a referral. The mark reads at 16 pixels, the banner says what they do, and the bio answers who, where and how fast.







LINKEDIN

Three post types. One voice.

Job done (photo and data tags), straight answer (type only) and people (crew portrait). Built for the feed procurement teams actually scroll.

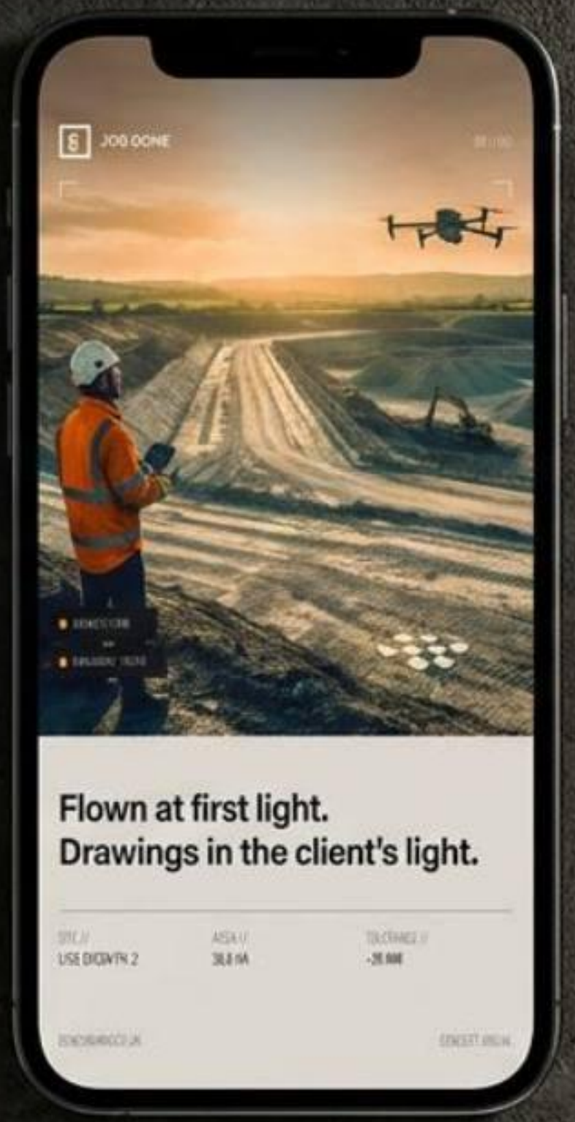











JOG GONE
Flown at first light.
Drawings in the client's light.


STRAIGHT ANSWER
NO SPIN.
JUST LEVELS.


KIT
WORKWEAR & PATCHES
Earn the patch, wear the patch.

DOCUMENTS

The card in the site manager's pocket.

Heavy uncoated board, with the contour scan on the back. It survives a hi-vis pocket and still looks like the firm that handed it over.







BENCHMARK

BENCHMARK
[UNIT 6, STREET NAME]
BRISTOL BS68 0AX

T / [0117 000 0000]
E / HELLO@BENCHMARK.CO.UK
W / BENCHMARK.CO.UK

[Name Surname]
[Job title]
[Company]
[Address line]
[Town, Postcode]

DATE / 28.10.2025 OUR REF / BM-6142

Topographic survey, Lyde Green Phase 2

Dear [Name],

Thank you for sending through the drawings for Lyde Green Phase 2. We've reviewed the site extent and can fly the full 88.6 ha in a single morning, weather permitting.

Our proposal covers a topographic survey to ±20 mm, tied to ODN, with a 0.5 m contour plan, spot levels on a 10 m grid and a classified point cloud. The drawings will be issued five working days after capture.

Registered office, [address] VAT no. 000 0000 00.

BENCHMARK

BENCHMARK
[UNIT 6, STREET NAME]
BRISTOL BS68 0AX

T / [0117 000 0000]
E / HELLO@BENCHMARK.CO.UK
W / BENCHMARK.CO.UK

Benchmark Ltd. Registered in England and Wales, company no. [00000000].

WITH COMPLIMENTS

BENCHMARK

[Name Surname]
Survey Director

M / [07000 000 000]
E / [NAME]@BENCHMARK.CO.UK
W / BENCHMARK.CO.UK

BENCHMARK

CONCEPT VISUAL · AI-GENERATED


BENCHMARK
WITH COMPLIMENTS
BENCHMARK





CASE STUDY · BENCHMARK

WEBSITE

Built to be checked on site.

Most visits happen on a phone, in a van, between jobs. So the proof comes first: projects, accreditations and turnaround times in the first scroll, and a quote form that's quick to fill in on a phone.




MEASURED
FROM HERE.


WHAT DOES
THE GROUND
ACTUALLY
LOOK LIKE ON
YOUR SITE?

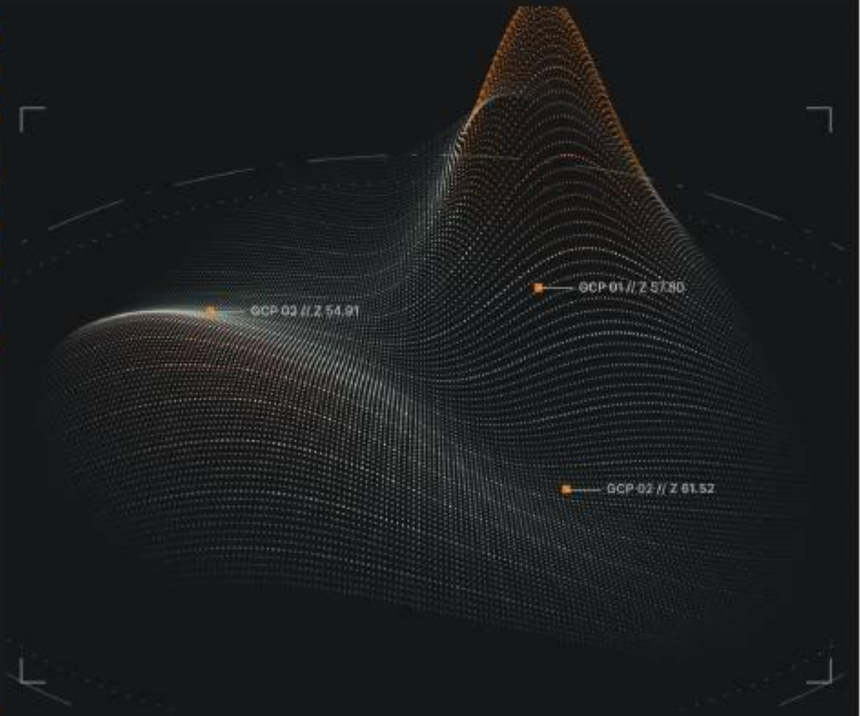

GROUND
TRUTH.


BENCHMARK
GET A QUOTE
CASE STUDY
Bristol Airport, from inside live airspace.
BENCHMARK
GET A QUOTE
CASE STUDY
Bristol Airport, from inside live airspace.
Flown while the runway was closed for us, then checked against the ground. Every check point inside tolerance.





ON THE DATE.











BENCHMARK
GROUND TRUTH



60+
ASSETS, ONE SYSTEM

HANDOVER

A system that survives without me.

A 100-page guide covering strategy, voice, logo, colour, type, patterns, photography, every application and the approvals process. Plus templates in Word and InDesign, a swatch library and a bank of terrain scans.

Because a brand only works if the next printer, fitter and new starter can use it properly.





CONCEPT VISUAL · AI-GENERATED

IMPACT

Built to be measured.

60+
Assets designed in one system

100
Pages of brand guidelines

6
Weeks, workshop to handover

6
Months to roll out the full fleet

“

Placeholder: what did people say the first time they saw the trucks or the report?

Adam Ridgeway
MANAGING DIRECTOR, BENCHMARK



PORTRAIT
Founder on site, natural light

BENCHMARK

GROUND TRUTH



STRATEGY & IDENTITY
JOES DESIGN CO

CLIENT
BENCHMARK, BRISTOL

IMAGERY
CONCEPT VISUALS, AI-ASSISTED

GOT GROUND TO BREAK?
JOES.DESIGN.CO

CASE STUDIES

Showing the work.

02 Pure Trails: brand identity



CASE STUDY 02

A one-man trail business that launched looking established.

CLIENT

Pure Trails

THE CHALLENGE

Charlie Knights wanted to build a small-group trail running holiday business. He had the routes, the guiding experience and the network. He had no brand, no name recognition, and no assets. He also had the worst possible timing — a travel startup launching during Covid, when nobody could go anywhere.

DELIVERABLES

Brand workshop, vision, mission and values, persona development, full brand identity system, social setup, asset library.



CASE STUDY 02

The situation.

Pure Trails started from nothing. No logo, no positioning, no idea who the customer really was beyond "runners."

The instinct with adventure travel is to sell the destination. Big mountain, big photo, big price. But everyone sells the destination, and Charlie was launching against established operators with budgets and back catalogues.

The harder question was what Pure Trails was actually for. That's what the workshop set out to answer, before anything got designed.



The process.

Ran the full brand workshop with Charlie. Vision, mission and values first, then persona work to get specific about who was actually booking. That persona work found the thing the identity was built on. These trips aren't bought by groups of mates. They're bought by people going alone - and the real product isn't the trail, it's who you meet on it.

Everything after that decision got easier. The identity needed to feel capable and expedition-grade without being macho or exclusive, because the person booking is often nervous about turning up on their own.

Built the full identity system, then the asset library and social setup so a one-man business could look consistent from day one without a designer on hand.



CASE STUDY 02

The outcome.

A complete brand identity system, built to be run by the founder rather than by an agency. Charlie took the assets and built the site himself.

The test of a system like this isn't the launch, it's whether it still holds five years and 21 destinations later. It has.



CASE STUDY 02

Identity.



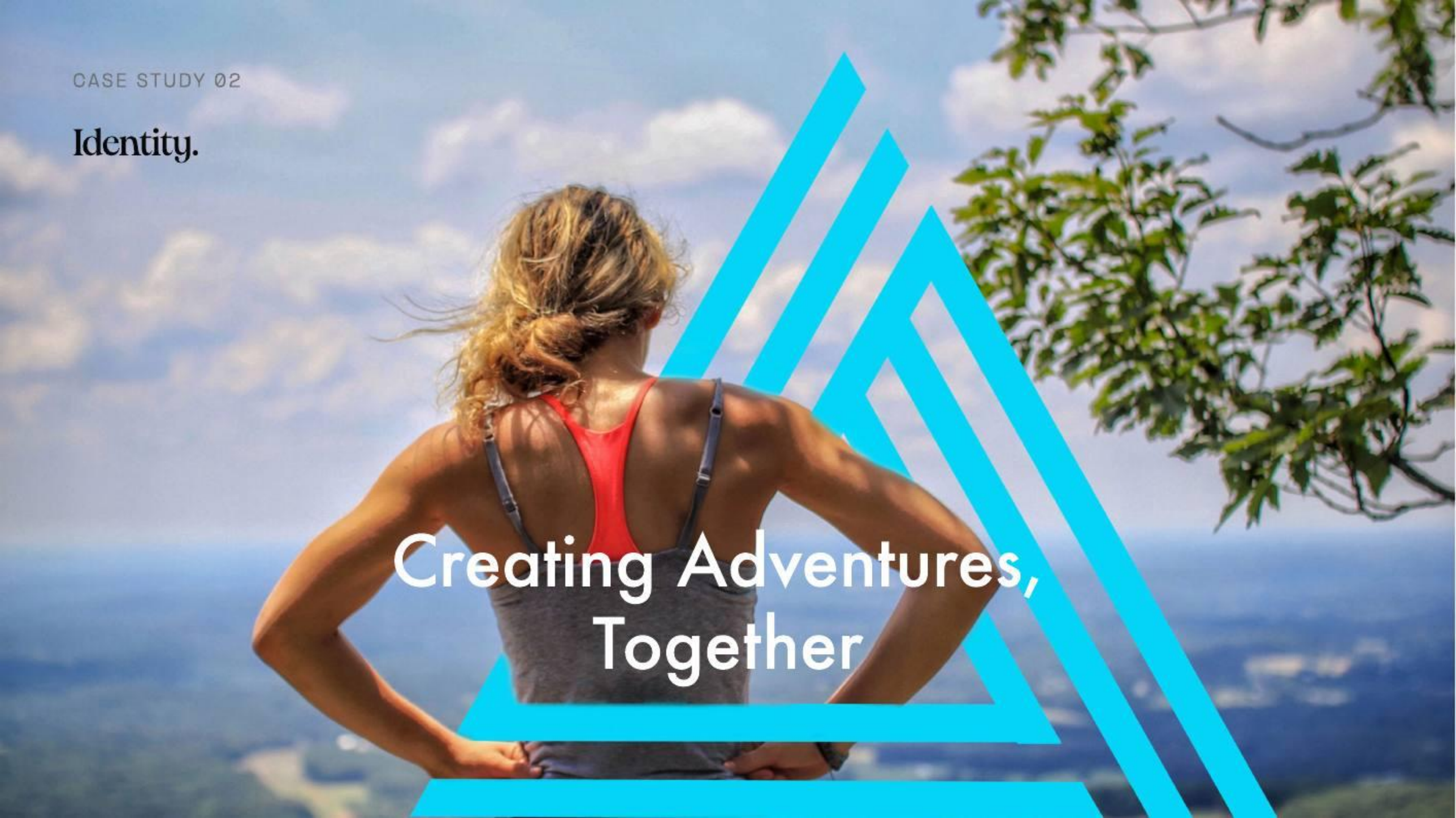






CASE STUDY 02

Identity.



Creating Adventures, Together

Colour palette TDS

TRUSTED

Colour palette TDS

WELCOMING

Colour palette TDS

RIGOROUS





Colour palette TDS

WELCOMING





1. Futura

Typeface

Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

0123456789

Medium

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

0123456789

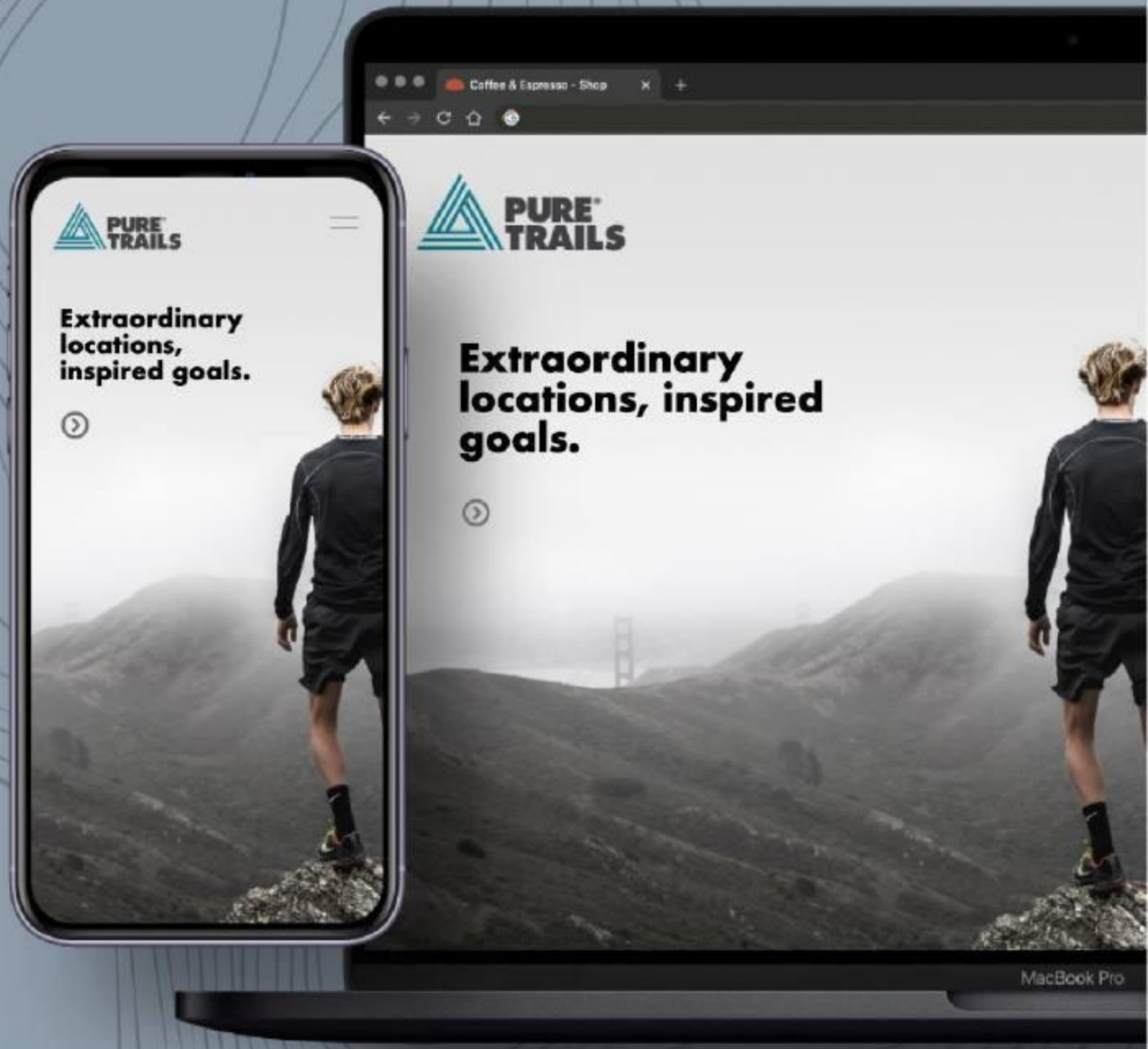
CREATING ADVENTURES, TOGETHER

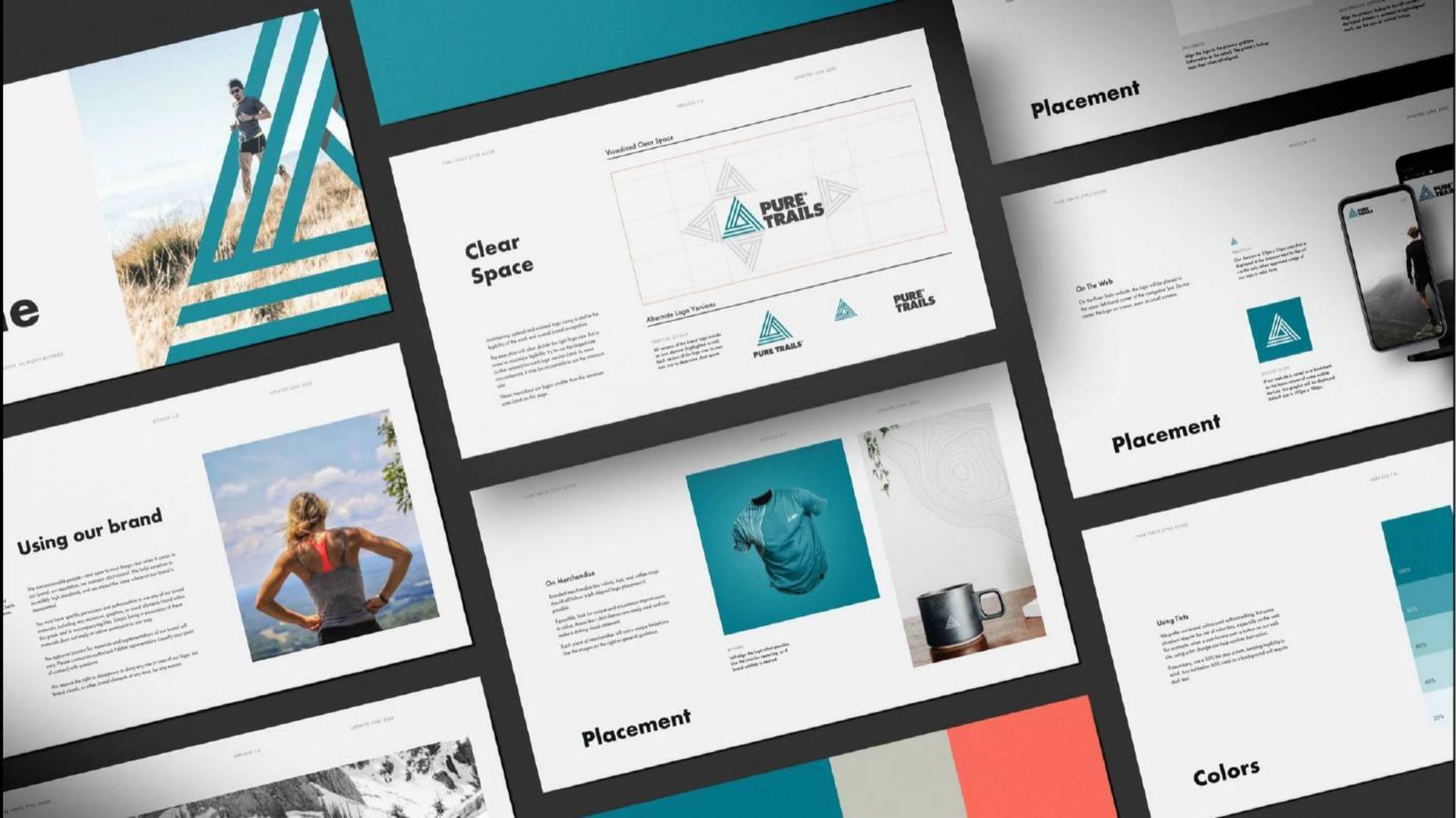
Conceived as a revolutionary visual experiment, Futura encapsulates modernism in miniature. Unlike its visual contemporaries, Futura never went out of style: it gained momentum with each new generation, from the Apollo missions to Nike, high art, Hollywood, and elections past and present.

PURE TRAILS

Website Concept






Clear Space
Visualized Clear Space
PURE TRAILS
Alternate Logo Versions
PURE TRAILS
Placement
On The Web
Placement
On Merchandise
Placement
Using our brand
Colors
Using Tints




PURE TRAILS


PURE-TRAILS.COM
FIND YOUR PATH


PURE TRAILS®
PURE® TRAILS


PURE TRAILS
PURE-TRAILS.COM
FIND YOUR PATH
PURE TRAILS
PURE-TRAILS.COM
FIND YOUR PATH

CASE STUDY 02

The impact.

> Charlie launched with a brand that looked established from day one. Five years on, it's carried him to 500+ guests and 21 destinations, with partners like Montane and Ellis Brigham. He's run it himself the whole time, which was the point.

BY THE NUMBERS

500+
GUESTS TAKEN ON ADVENTURES

21
DESTINATIONS WORLDWIDE

100+
VERIFIED FIVE STAR REVIEWS

PARTNERED WITH

MONTANE

ellisbrigham

SCOTT

FEATURED IN

FT FINANCIAL TIMES

THE TIMES

NATIONAL GEOGRAPHIC

TESTIMONIAL

“

Joe nailed it on the head, and patiently took us along our journey until we captured what our brand looked like on paper. He delivered a bold, memorable design that resonates with our audience.

Charlie Knights
Founder, Pure Trails



HOW IT WORKS

Nothing gets priced until we know what you actually need.

I don't sell brand identity as a package. Packages are priced for the agency's convenience, not your problem. So we find the problem first, agree the scope together, and then it gets costed. Once.

01

KICK–OFF CALL

Your business, your audience, your competition, and who actually approves the work.

02

DISCOVERY WORKSHOP

One session. Your business, your customers, what good looks like, and every place the brand has to work. Everything after this is built on what we find here.

03

AGREE THE SCOPE

We work out what you actually need, and what you don't. Sometimes that's a full identity. Sometimes it's a tidy-up and a one-page guide.

04

FIXED PRICE

Scoped, costed, agreed before any work starts. If the scope changes, we agree the change before the invoice does.

Discovery can be bought on its own. Plenty of businesses take the strategy away and stop there — that's a fine outcome.

WHAT YOU GET

Every project, every time.

This is the handover. Most people never get it. You will.

FILES	VERSIONS	DETAILS
Vector masters (AI, EPS, SVG)	Full colour, mono, reversed	Colour values: HEX, RGB, CMYK, Pantone
Print PDFs	Stacked and horizontal	Fonts and licences
Transparent PNGs	Icon on its own	Clear space and minimum size
Favicon and social versions	Dark background variants	Ownership confirmed in writing

Your brand, set up for AI.

Every brand I hand over comes with an AI brand file: your voice, colours, rules and templates, written so Claude follows them. I set it up with your team, plus a bank of image prompts, so you can make on-brand work yourselves from day one.

YOUR TEAM CAN MAKE	STILL COMES TO ME
Social posts and LinkedIn copy	New logos or identity changes
First drafts of quotes and tenders	Vehicle livery and signage artwork
Emails, letters and internal docs	Anything printed at scale
Images from your starter prompt bank	A quarterly check that it's still on brand

Most agencies keep the keys. You get them.

CLAUDE.MD — BENCHMARK · V1.0

```
# Benchmark brand
Read this before making anything.

## Voice
Plain, direct, technical when it helps.
Say what we do, then prove it.
Never: "solutions", "world-class".

## Colour
Primary [Hex] · [CMYK] · [RAL]
Secondary [Hex] · [CMYK] · [RAL]

## Type
Headlines [Typeface], sentence case
Body [Typeface], 11pt minimum

## Rules
- Logo from /assets only. Never redraw.
- One accent colour per page.
- Tenders: use /templates/tender.

## Image prompts
Start from /prompts. Change the subject,
keep the style lines as they are.

## Ask before
New logos, livery, print over 500 units.
```

Includes a 60-minute setup session and a starter bank of image prompts.
Set up for Claude. Readable by any AI tool.

INVESTMENT

Where projects usually land.

Every project is priced on scope, so these are ranges, not menus.
But nobody should have to ask for a proposal to find out if we're in the same postcode.

BRAND TIDY–UP

FROM

£2,500

You've got a brand, it's inconsistent. One-page guide, cleaned-up files, applied to your key touchpoints.

IDENTITY

FROM

£8,000

Discovery, strategy, full identity system, guidelines, handover. The full five steps.

IDENTITY AND WEBSITE

FROM

£15,000

Everything above, plus site design and build with a partner developer.

TIMELINE

A typical identity project.



Timelines assume feedback within three working days at each stage. The single biggest cause of delay is the approval loop, which is why step one is agreeing who signs off.

QUESTIONS PEOPLE ASK

Before you ask.

Do I need a full rebrand?

Usually no. Most businesses need consistency, not a new logo. I'll tell you which.

Can I just get a logo?

You can, but you'll be back. A logo without a system is where inconsistency starts.

Do you use AI?

For research, drafts and exploration, yes. Not for finished identity work, and never without checking it properly.

Who owns the work?

You do, on final payment, in writing. Including the working files.

What if I don't like it?

Discovery exists to stop that. You'll have seen and agreed the direction before anything is finished.

Do you work with agencies?

Yes, as an overflow or specialist. And with in-house teams who need a second pair of hands.

What happens now.

01

A 30-minute call. You tell me the problem, I tell you honestly whether I'm the right person for it.

02

A one-page proposal. Scope, price, timeline, who needs to be in the room.

03

Discovery. Then the work.

Joe Blowen
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+44 (0)7874 923 398

Joes Design Co
Bristol, UK