

Addressing the brand

Andrew Scott, CEO of Purplex Marketing, explains why strong branding and thoughtful design are essential to building trust, recognition and long-term business growth

Think about the last time you chose a company to work with. Chances are, before you picked up the phone, you had already formed an impression. Maybe it was the website that looked slick and easy to use, or a logo that felt trustworthy, or simply the way everything hung together and looked like it belonged to a coherent business. That impression matters more than most people realise, especially in construction and fenestration, where customers are often making a big decision and want to feel confident they have picked the right partner.

This is where good design and strong branding come in, and why the two work best as a pair. Your brand is not just your logo. It is everything that makes your business recognisable: your colours, your fonts, the photos you use, and the way you talk to people in your marketing. When all this pulls in the same direction, customers notice, even if they could not tell you exactly why they trust you. It just feels right.

One question

Getting there, usually starts with a simple question: who are you trying to reach? Once you know your audience, you can work out what you want to say to them and how you want to look while saying it. That might mean a fresh logo, a considered colour palette or a clearer tone of voice. Most businesses find it helpful to write all of this down in a set of brand guidelines, so that everyone from a new member of staff to an external printer knows how to use the brand properly, whether that is on a website, a van or an exhibition stand.

Branding and design need to



Andrew Scott

work hand in hand. You can have a great story to tell but let yourself down with poor visuals, or you can have a beautiful logo with no real thinking behind it. Either way, customers end up confused rather than convinced. Good branding is not about making things look pretty for the sake of it. It gives people a shortcut to understanding what you do and why you do it well, and it starts building trust before anyone has even spoken to you.

Consistency the key

In my view, consistency is what ties it all together. If your social media, your brochures and your premises all feel like they belong to the same business, people remember you. Nothing feels out of place or bolted on as an afterthought. That kind of familiarity builds confidence, and confidence is often what nudges

someone from browsing to booking.

Here at Purplex, we see the value of this first hand in our own work. When the well-known steel window and door maker Crittall Windows came to us for a refresh, the aim was to keep the typeface and colours people already knew while giving everything a more modern feel. The result honoured a brand with real heritage while bringing it up to date.

Ones we helped

Solar shading experts Caribbean took a bold step by dropping the word "blinds" from its name altogether to better reflect everything it now offers. We built a new two-tone logo and refreshed the typeface so it would work smoothly across print and online, backed by an interactive guidelines document covering tone of voice and design templates, plus a separate set for the company's registered partners.

For the British Blind and Shutter Association (BBSA), the trade body for the UK shading industry, this was about building authority as much as looking good. A branding workshop led to a bold new identity and tagline that helped position the association as the voice of its sector, supported by guidelines for its own team and a dedicated version for its members.

LSF Commercial needed one look that could work across several parts of the business, including its skip fabrication arm, so that everything felt joined up. A distinct sister brand kept that side of things easy to tell apart while still feeling part of the same family.

So, if your branding feels a bit tired or inconsistent, it could be costing you more business than you think. 

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