

# BRANDING SERVICES

M34



# OVERVIEW

At M34, we understand the power of a strong brand.

Our Branding Services help you create a memorable identity that resonates with your target audience and distinguishes you from the competition



# ABOUT M34

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M34 is a digital marketing agency based in Manchester—a place known for its entrepreneurs who built their businesses from the ground up, constantly adapting to changing times and embracing new opportunities.

Inspired by this entrepreneurial spirit, M34 brings the same level of creativity and innovation to the digital marketing world. We believe in helping businesses grow by crafting custom strategies that stand out in a crowded market. Our team is driven by a passion for digital marketing and a commitment to helping our clients succeed.

### **Our Journey**

Over the years, we've worked with clients across various industries, including local government, fashion, leisure, retail, and construction. This diverse experience has equipped us with a deep understanding of the unique challenges each sector faces, allowing us to create customised digital marketing solutions that meet their specific needs.

### **What We Offer**

At M34, we offer a comprehensive range of digital marketing services, including SEO, branding, PPC, email marketing, and web design. We do much of the work in-house, ensuring consistent quality and seamless communication with our clients. When necessary, we also collaborate with trusted partners to bring additional expertise to the table, giving us the flexibility to scale our services as needed.

### **Our Philosophy**

We believe in building strong relationships with our clients based on trust, transparency, and open communication. Our team is committed to providing professional, accessible service, ensuring that you feel supported every step of the way. Whether you're a small business looking to improve your online visibility or a larger organisation seeking a comprehensive digital marketing strategy, we're here to help.

### **Why Choose M34?**

- **Local Expertise:** Being based in Manchester, we understand the local market and have strong connections within the community.
- **Diverse Experience:** Our work across various industries gives us unique insights into what works and what doesn't in digital marketing.
- **Tailored Solutions:** We don't believe in one-size-fits-all. Our strategies are customised to meet your specific goals.
- **Professional Team:** Our team is a mix of experienced marketers, designers, and strategists who are passionate about what they do.

**BRANDING**

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## 1. Brand Strategy

- Brand Positioning: We work with you to identify your unique value proposition and position your brand in the market.
- Brand Storytelling: Our team crafts a compelling narrative that communicates your brand's vision and mission.
- Target Audience Analysis: We analyse your target audience to understand their needs and preferences, ensuring your brand appeals to the right people.

## 2. Visual Identity

- Logo Design: We design logos that are distinctive, versatile, and memorable, encapsulating your brand's essence.
- Colour Palette & Typography: We create a cohesive visual identity with a well-defined colour palette and typography that aligns with your brand's personality.
- Brand Guidelines: We develop comprehensive brand guidelines that ensure consistency across all touchpoints.

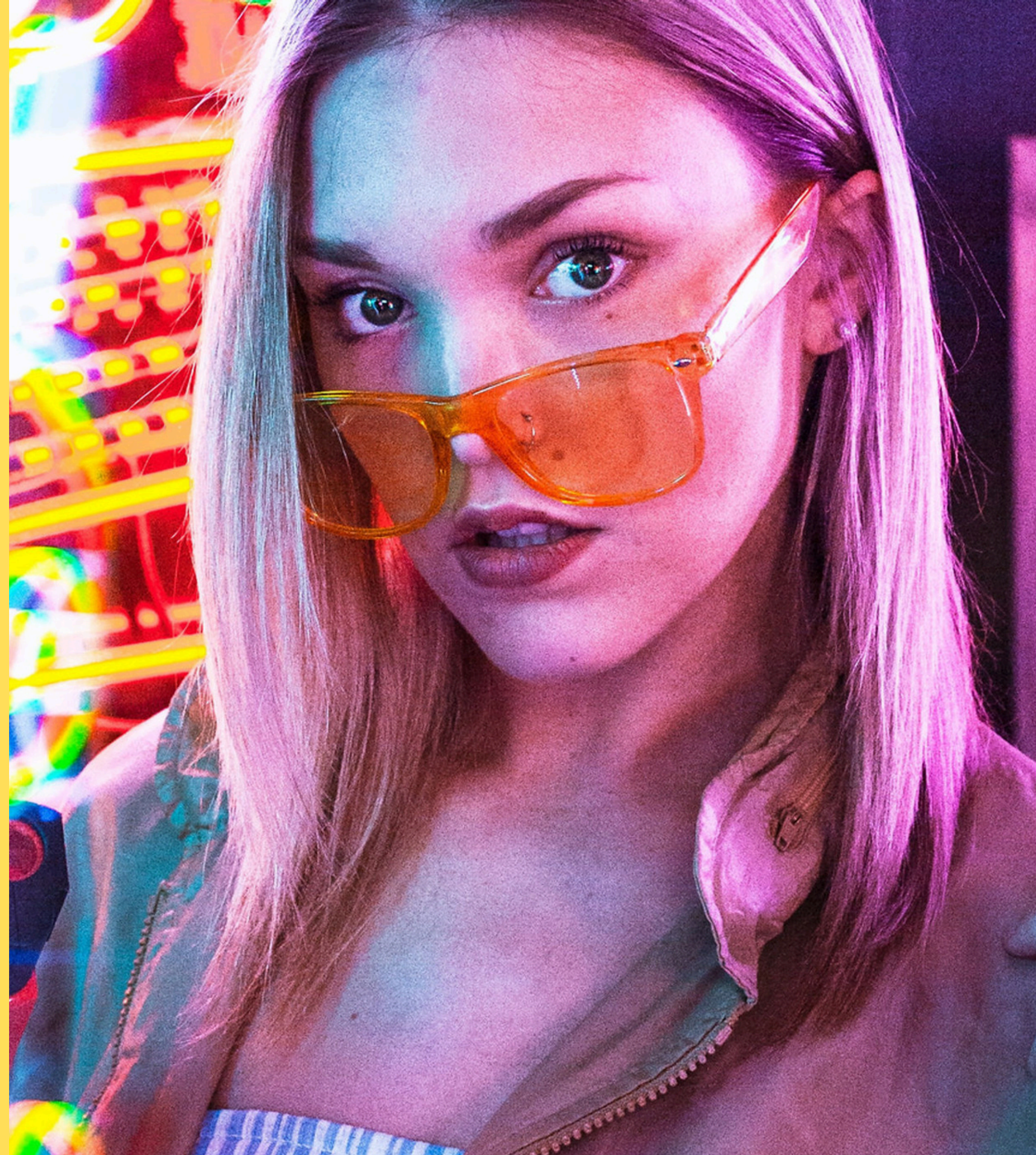
## 3. Brand Development

- Brand Messaging: We create clear and consistent messaging that communicates your brand's values and benefits.
- Brand Voice & Tone: We help you establish a unique voice and tone that reflects your brand's character and connects with your audience.
- Collateral Design: Our team designs branded materials such as business cards, brochures, and digital assets that reinforce your brand's identity.



**OUR PROCESS**

- **Discovery & Research:** We start by understanding your business, industry, and competitors. This research informs our branding strategy.
- **Strategy Development:** Based on our research, we develop a tailored branding strategy that aligns with your business goals.
- **Design & Implementation:** Our design team creates the visual elements of your brand, including logo, colour palette, and typography.
- **Launch & Support:** Once your brand is ready, we assist with the launch and provide ongoing support to ensure brand consistency.





**WHY CHOOSE**

**M34**



- **Holistic Approach:** We offer a complete range of branding services, from strategy to visual identity, ensuring a cohesive and consistent brand experience.
- **Experienced Team:** Our team of branding experts has a proven track record of creating successful brands.
- **Client-Centric:** We work closely with our clients to understand their vision and create a brand that reflects their unique identity.
- **Ongoing Support:** We provide continued support to maintain brand consistency and adapt to changing market trends.

# LET'S WORK

*Together*



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