

STRONGER PEOPLE, STRONGER TEAMS.



Project:
Business Branding

Client:
The Leaders Advisory

Location:
Nationwide, UK

Year:
2021

CASE STUDY

Business Branding for The Leaders Advisory

Introduction

The Leaders Advisory is a unique high-performance consultancy that provides game-changing tools for self-aware leaders worldwide wanting to improve productivity and dynamics in their teams.

Google his name, and you'll find out that the founder, Tony Walmsley, has worked with football clubs all over the globe in senior positions – including Head Coach. But, most importantly, he's a truly good person who understands life.

Challenge

With the popularity of high performance coaching these days, it was crucial to make The Leaders Advisory brand truly unique. The concepts and psychological methods used in Tony's work required a simple and clear message that is relatable and easy to digest. Moving from the footballing world into the business arena was the area on which we focused the most. Bringing the best of these two worlds together is what differentiates The Leaders Advisory from any other consultancy out there.

Insights

From the first meetings with Tony, we knew that we were dealing with something special. While working on the strategy, logo, brand messaging, and website, we paid close attention to football leadership, translating its teachings into the complexity of team management.

The New

We named the logo concept the 'Diamond Maze' to reflect The Leaders Advisory's fundamentals. The metaphor behind this

acknowledges that sometimes we face difficult choices in life, but it is important to know that there is a way out of every situation. The colour palette and brand assets communicate trust, knowledge, and rich experience.

Services provided:

Business Brand Design
Business Branding
Football Branding
Business Design
Football Design
High Performance Consultancy

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Hi

I'm Jack Bies and I want to thank you for taking the time to read this case study. Time indeed is an essential thing that we should all cherish. Footballers' time on the pitch, A.K.A their professional career, is limited to only a few years. If you're one of them, you know how hard you've worked all your life to perform

in front of the fans and do what you absolutely love. Playing football was one of the best things that ever happened to me. You know why? Because it allowed me to dream. For me, it ended pretty quickly and only at a semi-pro level. Despite that, I promised myself to become a PRO in anything else

I do in my life. Today, I give back what I got from football and help players and people in the industry to build powerful brands that positively impact the world. Feel free to contact me on social media or book a call on my website to discuss your business idea and take it to the next level. Speak soon!