# **STRONGER PEOPLE, STRONGER TEAMS.**

Project: **Business Branding** 

Client The Leaders Advisory Location: Nationwide, UK Year: 2021

## **Business Branding for The Leaders Advisory**

#### Introduction

The Leaders Advisory is a unique highperformance 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.



### **CASE STUDY**

#### Services provided:

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

#### 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**

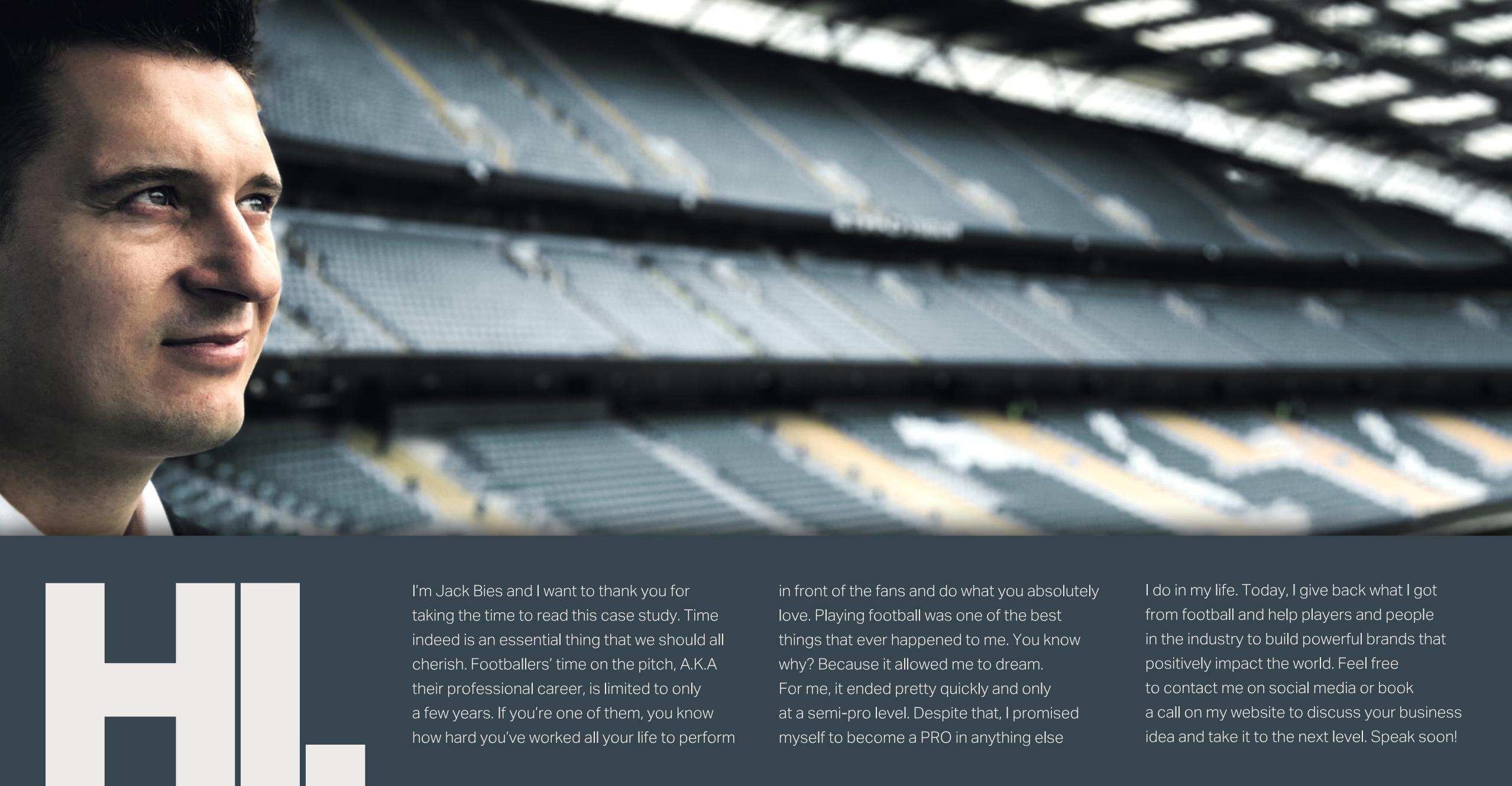
We named the logo concept the 'Diamond Maze' to reflect The Leaders Advisory's fundamentals. The metaphor behind this

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.

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