

**Fancy a
refresh...**



**...ing brew and
a chat about your
branding?**

Hi, my name's Simon
and I'm the founder of
KnownAim Design and
Branding in Slaithwaite.

I specialise in creating new
company identities and
reinvigorating existing
business branding.

If you'd like to inject some
life into your business then
let's sit down and have a
chat about it.

You can email me at
simon@knownaim.co.uk
or visit my website at
www.knownaim.co.uk
to find out more

*This is me...
cheesy I know!*



Over the past decade, I've had the pleasure of creating successful branding for a diverse range of companies across various industries. My true passion lies in collaborating with you to deeply understand your needs and help attract and retain more customers, enabling your business to thrive.

Here are a few of my favourite clients...

Friends of Ham

Bar & Charcuterie — Leeds & Ilkley

Having created the original branding over a decade ago it was a great privilege to be asked back to do this 2024 refresh!

I started by updating visual elements to reflect current design trends while ensuring that the modernisation efforts did not compromise the distinctive personality and character that customers associate with the original branding.



Candelisa

Property Developers — Skipton

For this multi award winning property developers I created a logo, business cards, letterheads and vehicle graphics for their fleet of vans.

I continue to create sub brands, building site hoarding and micro websites for each of their new developments across North Yorkshire and Lancashire.



Pelican

Craft Beer Bar — Manchester

Inspired by a 1924 French Art Deco sculpture and bookend, the brief aimed to create a brand that blended classical heritage with a contemporary eclectic vibe. After concept approval, we developed touchpoints for the bar's launch, including a feature wall mural, posters, bar menu cards, and various wall and window graphics and signage.



Culture

Coffee & Bakery — Slaithwaite

Creating meaningful concepts for new business ventures is a detailed process. I enjoy bringing brands to life through thoughtful visuals. While a logo might be minimal and iconic, the brand extends beyond that with graphic and textural elements, slogans, and messaging. These components work together to convey the business's message with the right tone of voice.

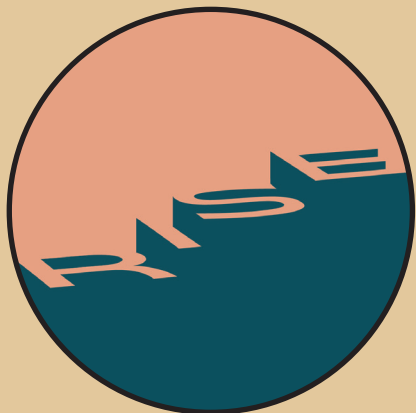


Rise

CoWorking — Slaithwaite

What do we call a coworking space located above a new bakery? Before starting any concept visuals, we brainstormed the name.

Coworking spaces help small business owners 'rise' to success and start their day early, 'rising and shining.' The idea of 'rising bread' perfectly fit their location above the Culture bakery too!



Example Pricing:

Each job is quoted separately after having an in-depth discussion about your individual requirements but here's some outline prices to give you a clearer understanding.

Logo Branding Package

Includes:

- Research
- Concept Visuals
- Logo Package
- Brand Guidelines PDF

FROM
£1200

Logo Branding and Website Package

Includes:

- Research
- Concept Visuals
- Logo Package
- Brand Guidelines PDF
- Responsive Website for Desktop, Tablet and Mobile

FROM
£2200

Logo Branding, Website and Print Package

Includes:

- Research
- Concept Visuals
- Logo Package
- Brand Guidelines PDF
- Responsive Website for Desktop, Tablet and Mobile
- Artwork for up to five Business Cards plus a Menu, Leaflet or Advert

FROM
£2500

KNOWN AIM

I'll get the kettle on!
Speak to you soon...

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