

Xylem Design Brand Identity Strategy

Brand Essence

Helping local businesses grow through thoughtful web design, honest advice and lasting digital foundations.

Purpose

To make professional web design accessible to local businesses that need a trusted partner rather than an expensive agency.

Vision

To become the most trusted freelance web design partner for small businesses across the West Midlands, recognised for combining creative craftsmanship, personal service and practical digital solutions that support long-term business growth.

Mission

To create bespoke websites that help local businesses establish credibility, attract customers and grow with confidence through clear communication, transparent processes and thoughtful design.

The 9 Pillars of Brand DNA

1. Purpose

Helping small businesses succeed online through accessible and effective web design.

2. Vision

Building a trusted regional design brand that evolves beyond freelance services into recurring digital support products and long-term client partnerships.

3. Mission

Creating bespoke digital experiences that combine creativity, usability and business value.

4. Values

- Honesty
- Simplicity
- Reliability
- Creativity
- Collaboration
- Growth
- Craftsmanship

5. Personality

Knowledgeable, dependable, creative, approachable and growth focused.

6. Voice

Clear, educational and confident, explaining digital concepts in straightforward language that business owners can easily understand.

7. Tone

Professional yet approachable, balancing expertise with warmth and reassurance.

8. Positioning

Xylem Design helps local businesses establish a professional online presence through bespoke websites and personal service, offering a practical alternative to template builders and expensive agencies.

9. Promise

Every project will be delivered with transparency, thoughtful design and a focus on helping clients achieve meaningful business outcomes.

Brand Personality Framework

If Xylem Design were a person, it would be:

- A trusted adviser
- A skilled craftsperson
- A supportive business partner
- A creative problem solver
- A patient teacher

The brand should feel:

- Human
- Authentic
- Reliable
- Skilled
- Practical

Avoid appearing:

- Corporate
 - Overly technical
 - Trendy for the sake of being trendy
 - Aggressively sales-focused
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Brand Voice

Xylem Design communicates with clarity and confidence, translating complex web and digital concepts into practical advice that empowers local business owners to make informed decisions.

Brand Tone

Professional, approachable and encouraging, delivering expert guidance through straightforward language that builds confidence and trust.

Colour Strategy

Primary Colours

Forest Green

#07763E

Represents:

- Stability
- Trust
- Expertise
- Growth

Fresh Green

#87EA5C

Represents:

- Growth
- Opportunity
- Fresh thinking
- Optimism

Secondary Colours

Field Green

#278F30

Represents:

- Grounding
- Education
- Nature

- Expansion

Light Green

#E0FBF2

Represents:

- Positivity
- Ideas
- Innovation

Black

#191919

White

#F9FBFC

Typography Strategy

Poppins

Primary brand typeface.

Used for:

- Headlines
- Key messaging
- Website navigation
- Brand statements

Communicates:

- Modernity
- Confidence
- Accessibility

Open sans

Supporting typeface.

Used for:

- Body copy
- Supporting content
- Documents

Communicates:

- Clarity
 - Professionalism
 - Readability
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Strategic Business Goals

Year 1

- Secure first 10–15 paying clients
- Build portfolio and case studies
- Develop referral network
- Establish local brand recognition

Years 2–3

- Introduce website care plans
- Launch recurring maintenance packages
- Generate 40–50% recurring monthly revenue
- Build strategic partnerships

Years 4–5

- Develop digital products and resources
 - Create scalable recurring revenue streams
 - Become recognised as a trusted regional web design specialist
 - Reduce reliance on one-off project income
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Brand Archetype

Primary: The Creator

Driven by craftsmanship, originality and meaningful design solutions.

Secondary: The Sage

Guiding clients through expertise, education and trusted advice.

This combination positions Xylem Design as a creative professional who not only designs websites but helps business owners understand how digital tools contribute to growth.

Brand Positioning Statement

"Xylem Design helps local businesses create professional digital foundations through bespoke web design, combining creative craftsmanship, honest advice and personal service to deliver websites that support long-term growth."

Brand Manifesto

"We believe every small business deserves a professional online presence. We believe good design should be accessible, understandable and purposeful. We value honest communication, thoughtful craftsmanship and long-term partnerships. We create websites that do more than look good; they help businesses grow, connect with customers and build confidence in their future."