



The Challenge

Sourceworx is a technology and professional services firm operating in a competitive B2B market. When I joined, the business had no coherent brand identity. Visual assets were inconsistent across every channel – the website, proposals, social media, and physical collateral all told different stories. There was no documented brand standard, no centralised asset library, and no creative direction guiding how the company should look or sound.

The consequences were tangible. Sales proposals lacked visual credibility. The company's digital presence did not reflect the quality of its services. New staff had no reference point for producing on-brand materials. And the business was losing perceived value in rooms where first impressions mattered – client meetings, pitch decks, and tender submissions. What was needed was not a refresh. It was a rebuild – strategic, systematic, and executed from the inside.

My Approach

I embedded directly into Sourceworx as a Brand and Creative Lead, initially joining as a marketing coordinator before being elevated into the lead role based on the impact and quality of early work. Rather than beginning with production, I started with diagnosis.

My first action was a full brand asset audit – cataloguing every existing asset, identifying every inconsistency, and mapping every touchpoint where the brand was either absent or misrepresented. That audit became the strategic brief for everything that followed.

From there, I built the brand from the ground up – identity, guidelines, digital assets, physical assets, and the internal systems needed to maintain consistency long after individual projects were complete. Every deliverable was designed to work as part of a coherent whole, not as a standalone piece

What I Did

- Full brand asset audit – mapped all gaps, inconsistencies, and broken touchpoints across every channel before any design work began
- Complete brand identity system – logo in all required formats, colour system, typography, iconography, and usage rules
- Comprehensive brand guidelines – visual standards, CI compliance documentation, governance framework, style guides, and sonic branding direction
- Full digital asset suite – email signatures, desktop wallpapers, letterheads, business cards, proposals, LinkedIn content, website design, and motion graphics
- Physical brand asset production – corporate collateral, printed sales materials, packaging, apparel, signage, interior space branding, branded display assets, vehicle fleet guides, and trade show materials
- Intranet revamp – updated the internal digital environment to reflect the new brand standards
- Go-to-market strategy visuals – rebuilt presentation frameworks and sales materials for commercial use
- Brand Asset Management Library – a centralised, governed repository giving the entire team one source of truth for all brand materials

Results & Impact

- Accelerated brand recall across all client and prospect touchpoints within the first quarter
- Higher perceived value and stronger commercial positioning in client meetings and tender submissions
- Increased customer trust and loyalty through a consistent, professional brand presence across all channels
- Significant operational efficiency gains – staff could now produce on-brand materials independently using the asset library and guidelines
- The company's digital presence, physical collateral, and sales materials now operate at a unified standard for the first time

Skills Demonstrated

Brand Strategy | Brand Identity Design | CI Development | Brand Guidelines | UX/UI Design | Web Design | Motion Graphics | Print Production | Physical Asset Manufacturing | Brand Asset Management | Go-to-Market Strategy | Embedded Creative Leadership

How this translates to any organisation

The Sourceworx engagement demonstrates what I bring to any organisation that has outgrown its brand or never properly built one. I do not need a creative brief handed to me – I can diagnose the problem, define the scope, and lead the rebuild from the inside.

The skills applied here are directly transferable to any business with a brand and creative function: the ability to audit before producing, to build systems not just assets, and to work across both digital and physical channels simultaneously. Whether the organisation is a financial services company, a retail group, or a corporate enterprise, the discipline is the same.

Critically, this engagement also demonstrates embedded leadership – the ability to operate as a senior creative resource within a team, align creative direction to commercial objectives, and leave the organisation with the tools and standards to maintain quality independently. That is what a Brand and Creative Lead does. That is what I delivered here.

Reference Period

Dudu Loate, HR Manager
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Contacts available upon request