

# From untapped potential to sustainable growth



## Keystone Brand and business development

### Background

Keystone environmental are a thriving business who plan, design and deliver complete, ecological solutions, allowing organisations to achieve their goals whilst fulfilling their environmental responsibilities. In order to meet their ambitious expansion plans Keystone commissioned a full business audit and approached The House to help capitalise on areas for business development.

We were recruited to develop a brand and marketing infrastructure that builds equity into Keystone's name, products and services, enabling them to position themselves more competitively in the market place.

### What we did

Through a series of client workshops we developed a business plan including a review of products and services alongside a coherent strategy for new business development. We then defined the Keystone brand vision and essence which informed a compelling brand strategy, proposition, new visual identity and assets, including company website. With the aim of building brand awareness amongst Keystone's target audience, we developed a comprehensive communications plan and designed all collateral for on and offline- marketing

### Did it work

It's very early days but Keystone Environmental moves into the next stage of growth with real confidence.

"The House encouraged inclusive employee workshops which we really embraced, they allowed our values and vocabulary to truly reflect the people that make up our business. The new visual identity was universally favoured by the Keystone team and the fresh engaging branding has instilled pride and confidence in our staff. We feel that the work will benefit Keystone in communicating who we are and will underpin our marketing strategy in a competitive market." *Sharon Bracken, Director*

Business strategy  
Brand strategy  
Brand identity  
Marketing  
Design  
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