

Hi, we're
BradGurney.

We connect brands
to their audience in
a way that is timeless,
meaningful and
authentic.



BradGurney brand design + strategy



timeless, meaningful and authentic brands

Hi, It's nice to meet you.

We're BradGurney, a brand design and strategy agency based in Perth. We work closely with clients to create **brands that are timeless, meaningful and authentic.**

The brands we create are memorable and connect with their audience in ways that lead to long-lasting relationships.

www.bradgurney.com



timeless, meaningful and authentic brands

Your brand, your audience, connected.

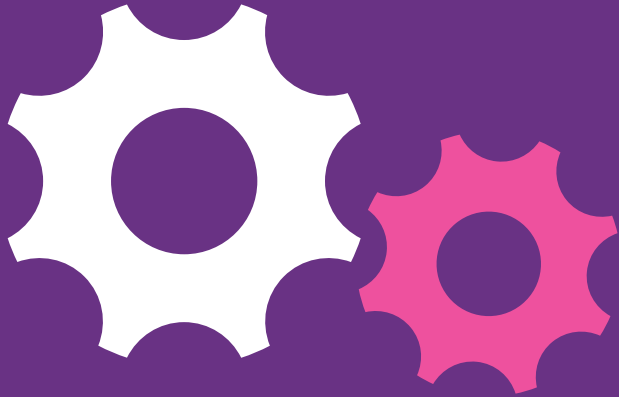
Branding is about being able to **connect and engage your audience** in ways that cause them to come back time and time again.

We offer the following **services** to help connect your brand to your audience:

- Brand Design
- Brand Activation and Management
- Brand Strategy

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Branding, why you need it.

Branding isn't just a logo, beautiful packaging or advertising campaigns. It's about **a relationship between your brand and its audience**, and how that audience perceives your brand through what it says and does.

BradGurney works closely with clients to help them realise the right strategy for their brand. We help them communicate their **core idea** and story in a way that is meaningful to their audience.

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When to think about branding.

Whether launching a new product, starting a business or entering into a merger, **branding should be at the forefront of your mind.** You should think of commencing the branding process at each of the following occasions:

- starting a business or company
- launching a new product or service
- changing brand name
- revitalising your brand
- re-focusing your brand's strategy
- entering a merger

***“Good design is obvious.
Great design is transparent.”***
- Joe Sparano

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“You get out what you put in.”

Our parents always told us that.

That’s why we believe in a holistic approach to design, relying heavily on research and analysis of all aspects of brands to help them grow and communicate their core idea in a powerful way.

We place a heavy emphasis on the ‘behind the scenes’ element of our work that goes into every aspect of your branding. We place the same value on what doesn’t go into our work as what does.

Thanks for reading.
**We look forward to
meeting and working
with you in the future.**



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