



**SPLENDID WREN
MARKETING**

**BRAND
KIT**



This is Splendid Wren Marketing

Marketing solutions that sing

Drawing inspiration from the lively Australian bird, Splendid Wren Marketing embodies a natural blend of clarity, creativity and agility. This brand pack serves as an internal guide. It ensures consistent messaging and collateral that reflects our purpose and core values while bringing vibrancy, playfulness, and a striking presence in the marketing landscape.

Splendid Wren Marketing is for brands that want to be heard, remembered, and admired.



Brand Identity



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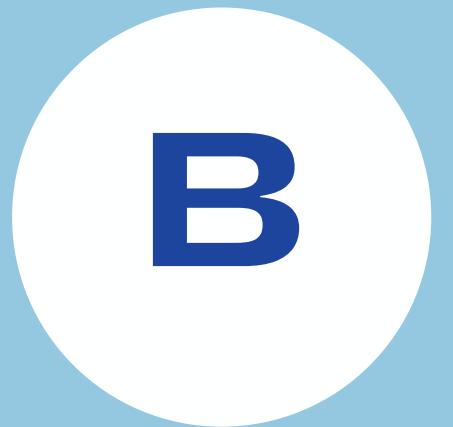
Our Purpose

We bring clarity, confidence and humanity to small business brands so they can grow, thrive, and stand strong in an AI-powered world.

Why is this important?

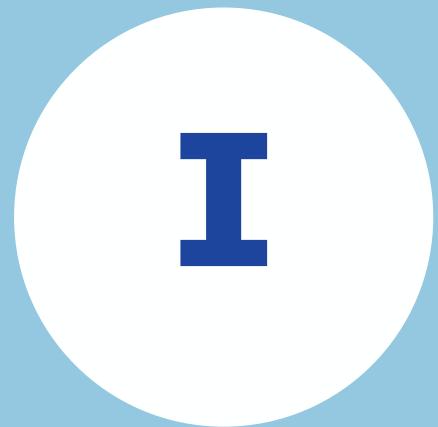
-  The world is getting louder, faster and less human. Clarity and a small business' place in the world is the most valuable marketing asset they can have
-  AI and virtual assistants can build and amplify a marketing message but they can't be the soul of the brand. That has to come from real humans.
-  When a business get clear on who it is, everything else unlocks.

Our Values



Bright

We bring energy, spark creativity and shine a light on what makes brands and the people behind them so special



Inspiring

We help people believe in what they're building. We show what is possible when a brand clicks into place



Real

Deeply human, we speak plainly, act honestly and build brands that feel true to the people behind them



Determined

We show up with grit. We're committed, tenacious and in it with our clients until the job is truly done.

Our Brand Manifesto



We believe that a business doesn't need to be big to deserve a brand that is impactful, professional and unmistakably their own. Splendid Wren Marketing exists to bring clarity, confidence and meaning to the small business people who are building something real.

When a business understands who they truly are, everything else becomes possible. We show up with optimism, insight, innovation and honesty, helping our clients uncover the heart of their brand and show them how they can use modern tools to express their unique personality with purpose.

Most of all, we're here to help small business owners feel seen, supported and inspired – so their brands can thrive in a world that moves fast, but still values the real, the heartfelt and the brilliantly human.

Style Guide



Our logo

MAIN LOGO FEATURES



The Logo Mark



The Word Mark

Used together or separately, the logo mark and word mark can be used in both a horizontal and a stacked format

LOGO VARIATIONS

Different Variations



Our Color Palette

Core Colour

Soft cobalt hues that reflect the Splendid Wren but bring a feminine touch



PMS: #2c60a5

Accent Colour

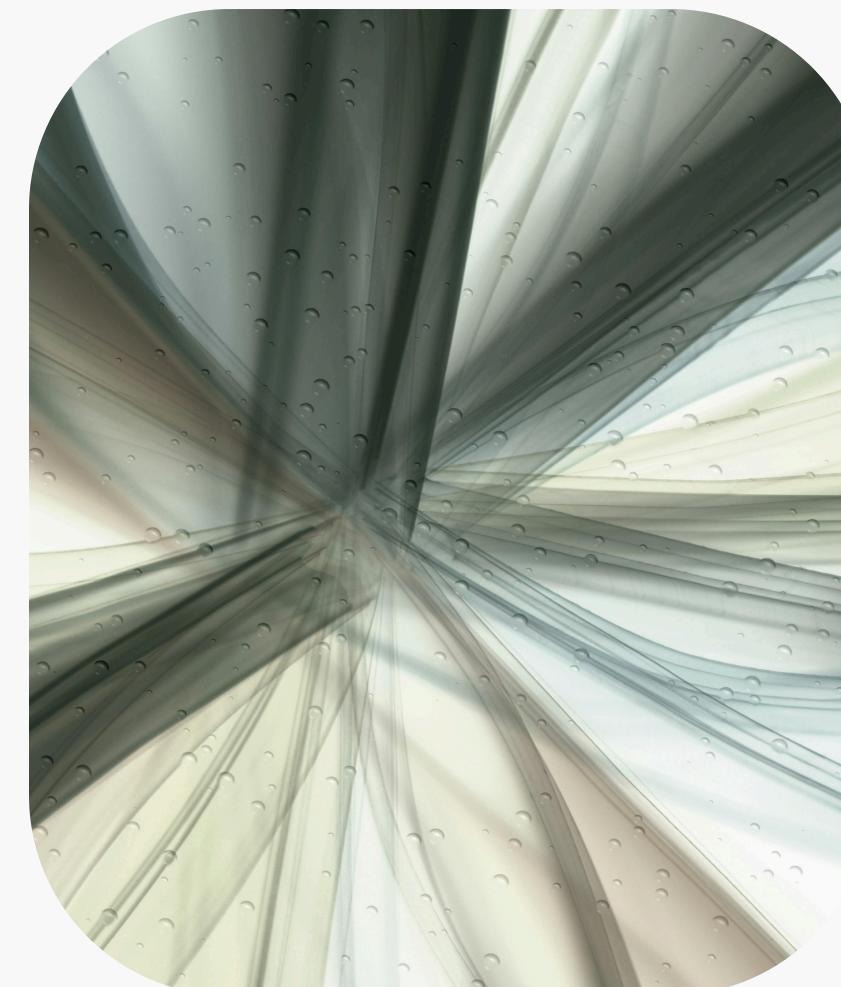
Soft teals and light blues that are refreshing and inviting, supporting the strong cobalt



Teal PMS: #63a2aa
Light Blue PMS: #94c8e0

Neutral Lights

Soft greys that bring a sense of clear space and clarity to the bold blues



Pastel Grey PMS: #bdc2b4
Grey PMS: #d5d5d5

Background Colours

Warm whites that bring clean, bright, and contrasting moments to the bold colour palette



Warm White PMS: #fbf9f4
Soft White PMS: #f8f8f8

Our Visual Style

Real humans. Real work. Real moments

Keeping stock imagery to a minimum, the visual style features real humans shot in natural light with intimate behind-the-scenes moments and real facial expressions. This is real life, not something that can be manufactured by a machine.



Our Typography

The font suite reflects the company values - energetic, real, and clear

Headline Font

Body Grotesque Bold for
impactful headings.

**Body
Grotesque
Bold**

Body Text

TT Norms Regular enhances
clarity and readability.

TT Norms
Regular

Taglines

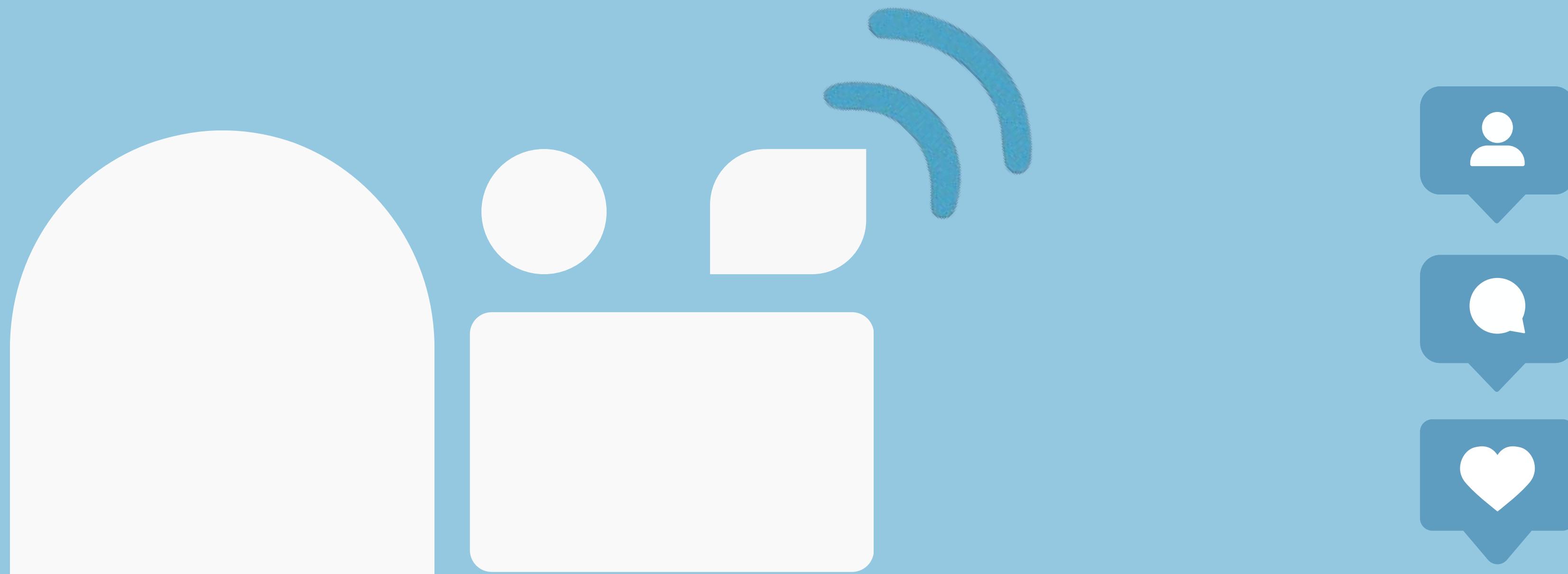
Poppins Medium in italics adds
elegance to messages.

*Poppins
Medium*

Elements and shapes

Airy, uncluttered and fluid

Taking inspiration from the logo's 'double chirps' and the fluid lines of the bird itself, curves, rounded highlights and plenty of "white space" allow ideas to breathe in the cluttered digital space. Symmetrical geometric silhouettes with rounded corners creates a look that is modern and bright without being cold. Icons are bold and fun, using speech bubble effects to pinpoint key messages.



How We Speak

Warm, clear, optimistic and purposeful

At Splendid Wren Marketing, less is more. Tapping into our values, the tone of voice is warm, clear, optimistic and confident. We shy away from corporate jargon. We are neither pushy and 'sales-like' nor overly casual - we're just real.

THE DO'S	THE DON'T'S	EXAMPLES IN ACTION
Human, approachable and kind	Corporate, condescending with a sense of 'we know best'	"We're here to help you get clear on who you are and why it matters"
Clear, calm and simple	Buzzwords, jargon and too many words	"We focus on practical strategy, honest insights and actions that you can actually follow through on"
Positive and forward-looking	Fear-based or trend-chasing just for the sake of it	"You don't need to do everything. You just need to do what works consistently"
Confident, genuine and with purpose	Shout or over-sell, but also not overly casual	"Let's focus on what matters for your business right now - and we'll build from there"

Mock-ups

Business cards, social media posts, website



