DreamLab

Brand Strategy Document

The Government-Endorsed Blueprint for Creative Technology

Brand Strategy Team

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Executive Summary

DreamLab positions itself as the North-West's premier creative technology agency, uniquely offering integrated AI, immersive experiences, and creative excellence at SME-accessible prices. As a "government-endorsed blueprint" for innovation, we bridge the gap between cutting-edge technology and practical business solutions, making enterprise-level capabilities available to ambitious businesses of all sizes.

Contents

Chapter 1

Brand Foundation

1.1 Brand Purpose

Our Why

DreamLab exists to democratise access to transformative creative technology, empowering businesses across the North-West and beyond to compete on a global stage through innovation that's both accessible and sustainable.

1.1.1 Core Purpose Statement

"Making the impossible accessible through creative technology that transforms businesses and communities."

1.1.2 Brand Belief

We believe that every business, regardless of size, deserves access to the transformative power of AI, immersive experiences, and world-class creative direction. Innovation shouldn't be a luxury reserved for enterprises—it should be a tool for growth available to all ambitious organisations.

1.2 Brand Vision & Mission

Vision Statement

To be recognised as the UK's leading integrated creative technology partner, setting the standard for how agencies combine AI, immersive experiences, and creative excellence to drive measurable business transformation.

Mission Statement

We empower businesses to thrive in the digital age by seamlessly integrating cutting-edge AI, immersive technologies, and award-winning creative direction into accessible, results-driven solutions that deliver exceptional ROI.

Chapter 2

Brand Positioning

2.1 Market Position

2.1.1 Positioning Statement

For ambitious SMEs and forward-thinking enterprises in the North-West who need to harness the power of creative technology, DreamLab is the integrated agency that uniquely combines deep AI expertise, immersive technology capabilities, and award-winning creative direction at accessible price points. Unlike traditional agencies that specialise in single disciplines or enterprise consultancies with prohibitive costs, DreamLab delivers the full spectrum of creative technology services through our "mesh fluency" approach—seamlessly integrating all capabilities to create transformative solutions.

2.1.2 Competitive Differentiation

Traditional Agencies	DreamLab
Single discipline focus	Integrated multi-discipline expertise
High enterprise pricing	SME-accessible modular pricing
Technology OR creative	Technology AND creative excellence
Project-based relationships	Partnership-based growth model
Limited R&D capabilities	University & GMCA R&D partnerships
Siloed service delivery	Mesh fluency across all capabilities

2.2 Unique Value Propositions

1. **Government-Endorsed Innovation**: Recognised partnerships with GMCA and academic institutions position us as the trusted blueprint for creative technology innovation.

2. **Mesh Fluency**: Our unique ability to seamlessly integrate AI, immersive tech, and creative excellence under one roof—no handoffs, no silos, just cohesive solutions.

3. **Accessible Excellence**: Enterprise-level capabilities delivered through modular, scalable solutions that fit SME budgets and growth trajectories.

4. **Measurable Impact**: Performance-based pricing models and clear KPIs ensure our success is directly tied to client outcomes.

5. **Sustainable Innovation**: Focus on long-term partnerships and responsible technology deployment that considers environmental and social impact.

Chapter 3

Brand Values

3.1 Core Values Framework

1. Innovation with Purpose

What it means: We innovate not for innovation's sake, but to solve real business challenges and create tangible value.

How we live it: Every project begins with understanding the "why" before exploring the "how", ensuring technology serves strategic objectives.

2. Accessible Excellence

What it means: World-class quality shouldn't be exclusive to enterprises. We make excellence achievable for all ambitious organisations.

How we live it: Modular pricing, transparent processes, and education-first approach to client relationships.

3. Collaborative Creativity

What it means: The best solutions emerge from the intersection of diverse perspectives and disciplines.

How we live it: Cross-functional teams, client co-creation sessions, and active participation in the regional innovation ecosystem.

4. Sustainable Growth

What it means: We build for the long term—for our clients, our team, and our community.

How we live it: Partnership-based client relationships, continuous learning culture, and commitment to regional economic development.

5. Transparent Impact

What it means: Clear communication, measurable results, and honest partnerships drive everything we do.

How we live it: Regular reporting, open-book project management, and performance-based pricing models.

Chapter 4

Brand Personality

4.1 Brand Archetype

DreamLab embodies the **Magician** archetype with elements of the **Sage**:

- **The Magician**: We transform the ordinary into the extraordinary, making the impossible possible through creative technology

- **The Sage**: We share knowledge openly, educate our clients, and act as trusted advisors in their digital transformation journey

4.2 Personality Traits

4.2.1 Primary Traits

- **Innovative**: Constantly pushing boundaries

- **Approachable**: Accessible and down-to-earth

- **Expert**: Deep technical and creative mastery

- **Collaborative**: Partnership-focused

- **Ambitious**: Growth-oriented mindset

- **Pragmatic**: Results over rhetoric

4.2.2 Brand Voice

> **Voice Characteristics**
>
> - **Confident but not arrogant**: We know our expertise but remain humble and helpful
>
> - **Technical but accessible**: We translate complexity into clarity without dumbing down
>
> - **Inspirational but practical**: We paint the vision while providing the roadmap
>
> - **Professional but personable**: We maintain high standards while being genuinely friendly

4.3 Brand Tone Guidelines

Context	Tone	Example
Sales conversations	Consultative, helpful	"Let's explore how AI could streamline your operations..."
Technical discussions	Clear, educational	"RAG technology enables your data to..."
Marketing content	Inspirational, accessible	"Transform your business with technology that works as hard as you do"
Client updates	Transparent, professional	"This sprint delivered X, with Y impact on your KPIs"

Chapter 5

Target Audiences

5.1 Primary Audience Segments

5.1.1 Ambitious SMEs

Profile

- Regional businesses with 10-250 employees

- Annual revenue £1M-£50M

- Growth-focused leadership

- Digital transformation readiness

- Located primarily in North-West England

Key Motivations:

- Competing with larger competitors

- Operational efficiency gains

- Customer experience enhancement

- Future-proofing their business

Pain Points:

- Limited internal tech expertise

- Budget constraints for innovation

- Risk aversion to new technology

- Need for proven ROI

5.1.2 Tech Startups & Scale-ups

Profile

- Venture-backed or bootstrapped
- 5-50 employees
- Manchester/Liverpool tech hubs
- B2B or B2C digital products
- Rapid growth trajectory

Key Motivations:

- Speed to market
- Technical excellence
- Investor impressiveness
- User acquisition and retention

5.1.3 Public Sector & Cultural Institutions

Profile

- Local councils and NHS trusts
- Museums and cultural venues
- Educational institutions
- Tourism organisations
- Procurement-driven processes

Key Motivations:

- Public engagement
- Accessibility compliance
- Social value creation
- Budget efficiency

5.2 Audience Personas

5.2.1 Primary Persona: Ambitious Anya

Demographics: 28-40 years, Startup Founder/CTO, Manchester-based
Psychographics: Tech-savvy, risk-tolerant, network-driven, growth-obsessed
Goals: Scale rapidly, impress investors, build exceptional products
Challenges: Limited resources, time pressure, technical complexity
How DreamLab Helps: Rapid MVP development, AI integration, investor-ready demos

5.2.2 Secondary Persona: Established Ed

Demographics: 45-60 years, SME Owner/MD, Regional manufacturing
Psychographics: Pragmatic, ROI-focused, relationship-driven, cautiously innovative
Goals: Modernise operations, increase efficiency, stay competitive
Challenges: Legacy systems, change management, budget justification
How DreamLab Helps: Phased digital transformation, clear ROI metrics, ongoing support

Chapter 6

Brand Architecture

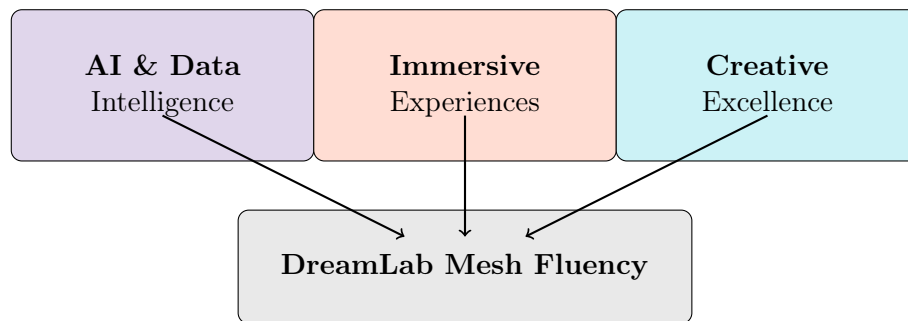## 6.1 Service Brand Framework

6.1.1 Core Service Pillars

Figure 6.1: DreamLab Service Integration Model

6.1.2 Service Sub-brands

1. **DreamLab Intelligence**: AI/ML solutions, data analytics, automation

2. **DreamLab Immersive**: VR/AR experiences, virtual production, spatial computing

3. **DreamLab Creative**: Brand design, content creation, campaign development

4. **DreamLab Labs**: R&D partnerships, innovation workshops, prototyping

5. **DreamLab Growth**: Business advisory, funding support, scaling strategies

6.2 Partnership Brands

- **DreamLab Education**: Training programmes and workshops

- **DreamLab Ventures**: Startup incubation and acceleration (future)

- **DreamLab Foundation**: Social impact and community initiatives (future)

Chapter 7

Visual Identity Guidelines

7.1 Logo and Mark

> **Logo Description**
>
> The DreamLab logo combines technological precision with creative fluidity:
>
> - Primary mark: Interconnected nodes forming a constellation pattern
>
> - Represents our "mesh fluency" and integrated approach
>
> - Dynamic gradient from primary purple to secondary orange
>
> - Clean, modern typography with subtle tech-inspired details

[Placeholder for logo variations and usage guidelines]

7.2 Colour Palette

7.2.1 Primary Colours

Colour	Hex	RGB	Usage
DreamLab Purple	#6633CC	102, 51, 153	Primary brand colour, headers
DreamLab Orange	#FF5722	255, 87, 34	Accent, CTAs, energy
DreamLab Cyan	#00BCD4	0, 188, 212	Digital, innovation
DreamLab Dark	#212121	33, 33, 33	Text, professional
DreamLab Light	#F5F5F5	245, 245, 245	Backgrounds, space

7.2.2 Secondary Palette

[Placeholder for extended colour palette with tints and shades]

7.3 Typography

7.3.1 Primary Typefaces

> **Typography System**
>
> **Headlines**: Montserrat Bold/Black
>
> - Modern, geometric sans-serif
> - Conveys strength and innovation
> - Used for impact and hierarchy
>
> **Body Text**: Inter Regular/Medium
>
> - Highly legible screen font
> - Professional and approachable
> - Optimised for digital reading
>
> **Technical/Code**: JetBrains Mono
>
> - Monospaced for technical content
> - Reinforces our technical expertise
> - Used sparingly for emphasis

7.4 Visual Elements

7.4.1 Graphic Devices

1. **Mesh Patterns**: Interconnected node networks representing integration
2. **Gradient Overlays**: Smooth transitions between brand colours
3. **Data Visualisations**: Clean, modern charts and infographics
4. **Abstract Tech Elements**: Circuit patterns, particle effects, geometric shapes

7.4.2 Photography Style

> **Photography Guidelines**
>
> - **People**: Authentic, diverse, engaged in creative/tech work
> - **Technology**: Clean, modern, with dramatic lighting
> - **Environments**: Modern workspaces, North-West landmarks
> - **Abstract**: Conceptual imagery for innovation themes
>
> Treatment: High contrast, selective colour highlighting, subtle tech overlays

7.4.3 Iconography

[Placeholder for icon style guide and examples]

Chapter 8

Brand Application

8.1   Digital Touchpoints

8.1.1   Website

- Hero section with dynamic mesh animation
- Case study carousel showcasing integrated projects
- Interactive service explorer
- Client portal for project management
- Resource hub with guides and insights

8.1.2   Social Media

- LinkedIn: Thought leadership and case studies
- Instagram: Behind-the-scenes creative process
- Twitter/X: Industry insights and quick updates
- YouTube: Demo reels and educational content

8.2   Physical Touchpoints

8.2.1   Office Environment

- Reception: Large mesh pattern installation
- Meeting rooms: Named after innovation themes
- Demo spaces: Immersive technology showcases
- Collaboration areas: Branded with values

8.2.2   Events and Exhibitions

- Modular exhibition stands reflecting service integration

- Interactive demos at Digital City Festival

- Branded workshop materials

- Speaker presentation templates

8.3   Marketing Collateral

8.3.1   Print Materials

- Business cards with spot UV mesh pattern

- Capabilities brochure with AR triggers

- Proposal templates with dynamic layouts

- Leave-behind cards for each service pillar

8.3.2   Digital Materials

- Email signature system

- PowerPoint/Keynote templates

- Digital brochures and one-pagers

- Animated service explainers

Chapter 9

Brand Governance

9.1 Brand Management Structure

9.1.1 Brand Champions

- **Brand Guardian**: CMO/Marketing Director
- **Creative Director**: Visual consistency
- **Content Lead**: Voice and messaging
- **Project Managers**: Client-facing consistency

9.1.2 Approval Process

1. All external communications reviewed by brand team
2. Major campaigns approved by leadership
3. Partner co-branding requires brand guardian sign-off
4. Quarterly brand audits to ensure consistency

9.2 Brand Guidelines Distribution

- Digital brand portal for all team members
- Condensed guidelines for partners
- Client co-branding toolkit
- Vendor/supplier brand standards

9.3   Evolution and Flexibility

> **Living Brand Principle**
>
> While maintaining core consistency, the DreamLab brand is designed to evolve with technology and market needs. Annual reviews will assess:
>
> - Market positioning effectiveness
> - Visual identity relevance
> - Message resonance with audiences
> - Competitive differentiation

Chapter 10

Implementation Roadmap

10.1 Phase 1: Foundation (Months 1-3)

- Finalise visual identity system
- Develop core marketing materials
- Train team on brand guidelines
- Launch internal brand portal

10.2 Phase 2: Launch (Month 4)

- Unveil brand at Digital City Festival
- Deploy new website and digital presence
- PR campaign announcing positioning
- Client communication of rebrand

10.3 Phase 3: Amplification (Months 5-8)

- Content marketing campaign
- Thought leadership programme
- Strategic partnership announcements
- Award submissions

10.4 Phase 4: Evolution (Months 9-12)

- Brand perception research
- Refinement based on feedback
- Expansion of brand applications
- Annual brand review

Appendix A

Brand Glossary

Mesh Fluency Our unique ability to seamlessly integrate multiple disciplines

Creative Technology The intersection of artistic vision and technical innovation

Accessible Excellence Enterprise-quality solutions at SME-friendly prices

Government-Endorsed Blueprint Recognition from GMCA and public sector as innovation standard

Sustainable Innovation Technology deployment considering long-term impact

Appendix B

Quick Reference

B.1 Elevator Pitch

"DreamLab is the North-West's only creative technology agency that seamlessly integrates AI, immersive experiences, and award-winning creative direction—all at prices that make sense for ambitious SMEs. We're the government-endorsed blueprint for how businesses should approach digital transformation."

B.2 Key Messages

1. Integrated expertise across AI, immersive, and creative

2. SME-accessible pricing for enterprise-level capabilities

3. Proven partnerships with GMCA and universities

4. Measurable ROI through performance-based models

5. Local presence with global standards

B.3 Boilerplate

DreamLab is Salford's premier creative technology agency, offering integrated AI, immersive experiences, and creative excellence to businesses across the North-West. With a team of 30 specialists and partnerships with leading universities and GMCA innovation hubs, DreamLab makes enterprise-level creative technology accessible to organisations of all sizes. Our unique "mesh fluency" approach ensures seamless integration across all digital disciplines, delivering transformative solutions that drive measurable business growth.