



Beyond the Logo

IMPACT BRAND MECHANICS

Your Guide to the Mechanics of
Iconic Branding

By Peter Coleman - *'The Impact Brand Mechanic'*

Brand Growth Partner

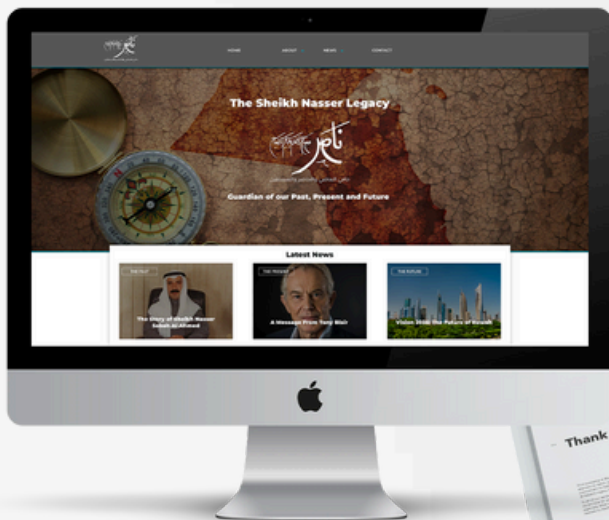


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THE IMPACT BRAND MECHANIC

Your guide on how to maximize ROI on your marketing efforts through emotional engagement.

Prepared by
Peter Coleman - *The Impact Brand Mechanic*
Brand Growth Partner



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THE MECHANICS OF A BRAND STORY

A JOURNEY OF SUCCESS

PROFESSIONAL IMPACT

STARRING YOU

**BUILD A BRAND TO TAKE ON THE WORLD AND LEAVE A
LEGACY - BECAUSE SOME THINGS ARE ETERNAL**

A BRAND STRATEGY TO UNLEASH THE GREATNESS WITHIN

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Your Status, Credibility and Reputation

Your time is valuable, so let's get straight to the point. By the end of this guide, you'll have a *better understanding* of what it takes to create a brand that not only **resonates but also drives engagement and ultimately, sales.**

Too many business leaders mistakenly think that a **visually appealing logo** and a *catchy tagline* are enough to make an impact.

This **misconception** often stems from agencies that excel in **graphic design and marketing** BUT lack the depth to deliver a *brand strategy that amplifies your marketing efforts.*

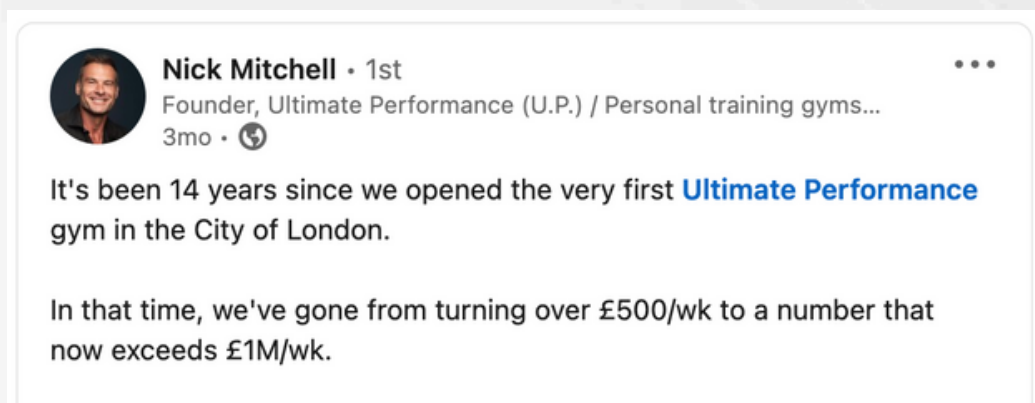
You could invest thousands in a **brand identity** that looks good but **fails to emotionally engage your target audience**, missing out on *meaningful and profitable connections* and budgets wasted on **marketing that falls flat.**

Branding's Return on Investment

Consider Coca-Cola's 'Share a Coke' campaign. After its launch, Coca-Cola reversed a sales decline, boosting sales by 2% and gaining a 4% market share.

The campaign also led to a 7% increase in consumption among young adults. It's prime example of how branding isn't just about visuals or slogans; it's about creating emotional resonance that drives real business metrics.

Since I helped **Nick Mitchell** build his gym brand his **Ultimate Performance Gym's** brand has gone from strength to strength **turning over more than £1M/wk!**



MAYBE YOU'RE THINKING, WHY SHOULD I LISTEN TO YOU?
Good question...I'd be asking the same at this point! Here's my answer...

From Van Driver to Global Icons

My name is Peter Coleman and I started this venture whilst working as a van driver in my late 30's, with a young family to support after the loss of my parents I was in a dark place, my passion for design and branding saved me.

Since those days of 2009 I've helped a range of businesses both big and small, across the UK and around the world connect with their ideal customer and scale their brands.

I've helped build brand identities and in other cases, complete brand systems for some well know brands including **Ultimate Performance Gym, Muscleworks Gym, The PGA, The Kuwait Royal Family** as well as **new and ambitious start-ups.**

This guide is intended to help you gain clarity on what it takes to build a brand with impact. Here are some of the brands I am trusted by and in some cases, helped shape...

SONY

LV

LOUIS VUITTON

UP ULTIMATE PERFORMANCE

أسعدنا نسال الله تعالى أن يسعد من

MadiganGill
RESOURCE SECURITY LOGISTICS

Leica
Geosystems



BARCLAYS



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Beyond the Logo



Nike's branding goes beyond selling athletic shoes and apparel. It stands for inspiration and innovation for every athlete in the world.

Through powerful storytelling and consistency, Nike shaped the perception that wearing their products makes you part of a global movement, not just a consumer of sports gear.

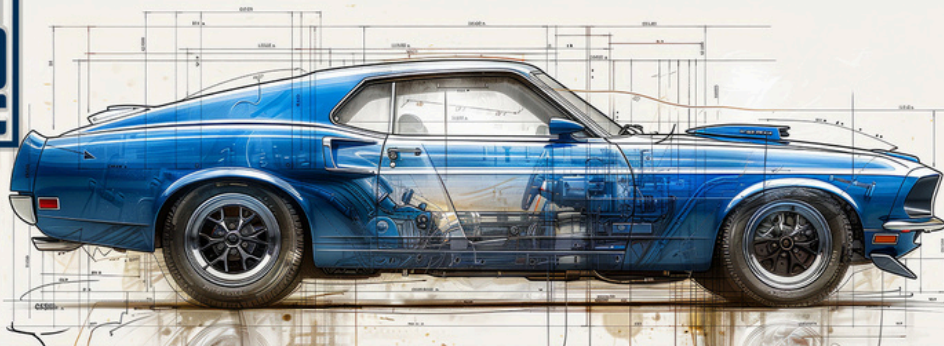


Aston Martin is more than a car brand; it's a symbol of elegance, British heritage, and luxury.

Through strategic partnerships, like the **James Bond** franchise, it creates an allure of exclusivity. It's not just about driving; it's about experiencing a lifestyle and making a statement. This powerful brand persona has made Aston Martin a luxury icon for over a century.

THE IMPACT BRAND BLUE PRINT

Most agencies and professional designers can get you looking right. Style is vital, but so is strategic depth, and without it, you'll soon get forgotten. This is where I can help.



Having a brand with style that is powered by strategic brand engine means your marketing not only looks stylish and feels more professional, it connects and drives you deep into the minds of your ideal clients.

The goal is to take a position firmly in the hearts and minds of your ideal client to become the go to choice or at least, a viable alternative to the titans in your industry.



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So, how exactly do you delve into the emotional core?

How do you bring life to your brand, making it not just a name or a product but a *living, breathing entity*?

The answer lies in **understanding your brand's persona and why you exist.**

To create a *meaningful connection* with your audience, your brand needs more than just a polished look—it needs a **genuine soul**. This isn't about cobbling together some *trendy traits*.

It's about embracing a **holistic persona** that reflects a worldview, a philosophy, and values that resonate *with your target audience, underpinned by your core values. It's speaks for you when you're not in the room.*

When your brand has a **well-defined personality**, you're not just making impressions; you're making *lasting connections*. Your message will **echo in the hearts** of your audience, not just skim the surface.

This is where crafting a brand with soul comes in. It serves as a *compass* to pinpoint the emotional resonance you want your audience to experience, shaping your brand's actions and communications accordingly.

Let's dive in.



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The 12 Brand Archetypes

The 12 Brand Archetypes offer a foundational blueprint that can powerfully influence your brand's voice, image, and *core values*. When skillfully implemented, this framework can provide your business with a **lasting and impactful identity** that stands the test of time

These 12 archetypes are:

1. **The Innocent:** Purity, Simplicity, Safety
2. **The Sage:** Wisdom, Guidance, Knowledge
3. **The Explorer:** Adventure, Freedom
4. **The Outlaw:** Rebellion, Revolution, Liberation
5. **The Magician:** Transformation, Mystique, Mastery
6. **The Hero:** Courage, Power
7. **The Lover:** Relationships, Passion, Intimacy
8. **The Jester:** Fun, Joyfulness, Pleasure
9. **The Everyman Person:** Relatability, Realness
10. **The Caregiver:** Nurturing, Supportive
11. **The Ruler:** Leadership, Responsibility
12. **The Creator:** Originality, Innovation

Understanding which archetype(s) your brand aligns with can give you a *clearer sense of your identity* and how to **communicate it to your audience.**



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The 12 Brand Archetypes



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The Innocent



SAFETY



Life Is Simple And
Simplicity is Elegant



Brand Voice

Wholesome

Uplifting

Genuine



Brand Message

Experience the Pure Joy of
Simple, Honest Goodness

Innocent Brands



Drive

Purity

Originality

Expression

Imagination

Vision



Fear

Corruption

Complexity

Pessimism

Deception

Suffering



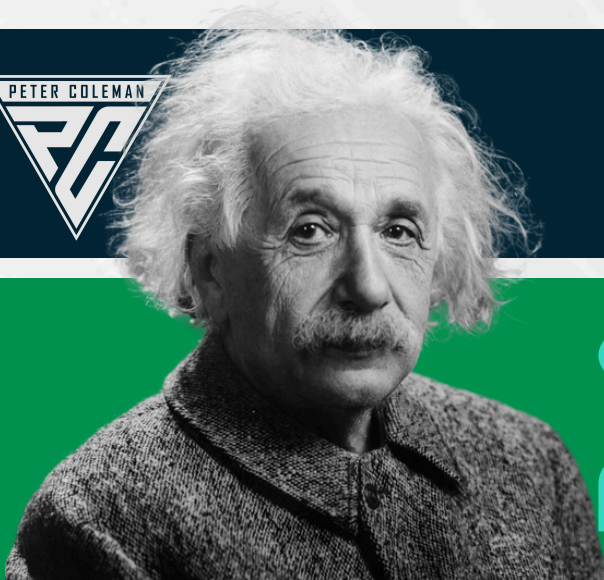
Strategy

Making the World a
Better Place Through
Purity and Simplicity

Offering a Haven of
Trust and Joy in a
Complex World



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The Sage



UNDERSTANDING



The Truth Will Set You Free



Brand Voice

Intelligent

Informed

Thoughtful



Brand Message

Know Better, Live Better

Sage Brands

The Economist

BBC

Google



Drive

Wisdom

Insight

Knowledge

Clarity

Understanding



Fear

Ignorance

Confusion

Misinformation

Superficiality

Deception



Strategy

Empowering Individuals Through Knowledge

Unlocking Wisdom for a Clearer Tomorrow



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THE EXPLORER



FREEDOM



Embrace the Unknown



Brand Voice

Adventurous

Liberating

Curious



Brand Message

Discover Your World

Sage Brands

patagonia®

Jeep®



Drive

Discovery

Freedom

Exploration

Adventure

Autonomy



Fear

Confinement

Routine

Stagnation

Dependence

Compliance



Strategy

Unlock the World Around You

Your Adventure, Your Rules



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THE OUTLAW



REVOLUTION



Rules are made to be broken



Brand Voice

Disruptive

Rebellious

Combative



Brand Message

**Break the Mold, Not the Rules.
We're NOT here to fit in; We're
Here to Rewrite the Playbook**

Outlaw Brands



Drive

Liberation

Change

Righteousness

Revenge

Independence



Fear

Servitued

Conformity

Complacency

Acceptance

Dependence



Strategy

**Screw the
Status Quo**

**Disrupt +
Turn Heads**



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The Magician



POWER



Transform Your Reality



Brand Voice

Mystical

Informed

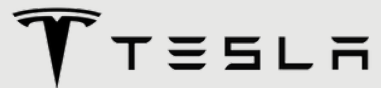
Reassuring



Brand Message

Unlock the Extraordinary:
Transform Your World, One
Experience at a Time

Magician Brands



Drive

Transformation

Knowledge

Vision

Belief

Discovery



Fear

Consequences

Stagnation

Ignorance

Doubt

Uncertainty



Strategy

Develop a Vision and
Live by it

Transformation



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The Hero



MASTERY



Where There's a Will
There's a Way



Brand Voice

Inspiring

Honest

Determined



Brand Message

Whatever it Takes, We Will Find a
Way to Just Do It

Hero Brands



Drive

Mastery

Couragesness

Growth

Development

Defense



Fear

Incompetence

Cowardice

Deterioration

Downfall

Incapability



Strategy

To be Better and
Stronger than
Yesterday

Prove People
Wong



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The Lover



INTIMACY



To love and be loved



Brand Voice

Passionate

Intimate

Luxurious



Brand Message

Indulge in Moments That Matter.
We're Here to Make Them
Unforgettable

Lover Brands



Drive

Sensuality

Closeness

Indulgence

Affection

Love



Fear

Rejection

Loneliness

Isolation

Invisibility

Contempt



Strategy

Reaffirm Beauty,
Class and Style

Red Carpet
Treatment



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The Jester



PLEASURE



Life's a party, make sure you're on the list!



Brand Voice

Fun Loving

Upbeat

Positive



Brand Message

Life's Too Short to Take Seriously

Jester Brands



Drive

Fun

Happiness

Laughter

Togetherness

Positivity



Fear

Boredom

Seriousness

Missing Out

Negativity

Sadness



Strategy

Promote the Good Times

Make People Laugh



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The Everyman



BELONGING



I'm like you and you're just like me



Brand Voice

Friendly

Humble

Inclusive



Brand Message

Real Solutions for Real People

Everyman Brands



Drive

Inclusion

Togetherness

Community

Fellowship

Simplicity



Fear

Exclusion

Elitism

Isolation

Pretense

Complexity



Strategy

Authentic and Down to Earth

Create a Welcoming Community



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The Caregiver



SERVICE



I'm here for you,
because I care.



Brand Voice



Brand Message

Compassionate

Genuine

Reassuring

Where You're More Than a
Customer, You're Family

Caregiver Brands



Johnson & Johnson



Drive



Fear



Strategy

Compassion

Neglect

Nurturing

Suffering

Support

Abandonment

Dependability

Heartlessness

Empathy

Isolation

To Serve and Protect,
Making the World a
Better Place One Act of
Kindness at a Time

Nurturing
Relationships
Built on Trust and
Mutual Care



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The Ruler



CONTROL



Power is control over my destiny and goals



Brand Voice



Brand Message

Authoritative

Confident

Refined

Experience the Pinnacle of Luxury and Stability with a Brand that Sets the Standard for Excellence

Ruler Brands



Drive



Fear



Strategy

Control

Chaos

Stability

Weakness

Power

Rebellion

Authority

Obsolescence

Legacy

Disrespect

Leading with Authority, Succeeding with Excellence.

Where Legacy Meets Innovation; Earning Your Trust Every Day.



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The Creator



INNOVATION



Your only limit is
Your imagination



Brand Voice

Inspirational

Inventive

Authentic



Brand Message

Unlock Your Creativity with
us, Where Imagination
Knows no Bounds

Creator Brands



Drive

Innovation

Originality

Expression

Imagination

Vision



Fear

Mediocrity

Conformity

Inhibition

Obsolescence

Limitation



Strategy

Empowering Users to
Unleash Their Creative
Potential

Build an Environment
Where Imagination
Knows no Bounds



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Getting the right mix for your brand

Archetypal Tones in Action:

Dynamic Campaigns

It's not just about choosing an archetype and sticking to it for eternity. **Leading brands understand that their archetypal resonance can adapt and shift** through different tones depending on the campaign, season, or *cultural landscape*.

Real-world Examples:

Nike's Versatility: While Nike primarily embodies the *Hero* archetype, its Hero tone can switch from "brave and daring" in its "**Just Do It**" campaign to "*inspirational and uplifting*" in Outlaw campaigns that focus on social justice.

Apple's Nuances: Known as a *Creator* for its focus on innovation, Apple sometimes adopts the *Magician's awe* during launches, promising **transformative tech experiences**.

BrewDog's Jester-Outlaw Mix: This craft beer brand moves effortlessly between being the *playful Jester* and the *rebellious Outlaw*, utilising tones of **irreverence or defiance** depending on the campaign

When launching a brand, I typically advocate for a *70/30 archetype mix*. This approach ensures that your brand embodies a **dominant, core energy**, while also integrating a counterbalance for added dynamism. This isn't mere aesthetic play; it serves *practical business objectives*:

Why mixing archetypes is important.

Adaptability: A dual-archetype strategy ensures your brand remains **fresh and versatile**, allowing for better adaptation to various audiences and *fluctuating market conditions*.

Strategic Depth: Incorporating different *archetypal tones* not only enriches your brand's emotional texture but also **amplifies the impact of your campaigns**. It's an intricate strategy that deepens consumer connection, often subconsciously.

Competitive Edge: In a marketplace where *consumer attention* is a prized asset, mastering this level of nuance can make your brand **stand head and shoulders above the competition**.

By understanding and implementing this mix, you're not just branding; you're **crafting a compelling narrative that speaks to the very core of human psychology**.



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BUILD A BRAND WITH IMPACT



The Brand Personality

Unlike *personal branding* where we use the **archetype framework** to amplify and package what already exists, for **business branding**, we have to construct an authentic brand personality, a spirit and soul that speaks to and enriches the lives of the people and brands we serve.

The **Brand Archetype guide framework** allows you to pinpoint the *emotions* you want your audience to experience with your brand. It helps you adopt the **right personality** and actions to *trigger those feelings*.

Your Next Steps

STEP 01

Know What Your Audience Desires

STEP 02

Find Your Brand's Personality

STEP 03

Choose the Right Archetype Mix

STEP 04

Give Your Brand a Voice and Viewpoint

Step 01: Know What Your Audience Desires

All interactions between businesses and customers fundamentally boil down to transactions.

However, brands that **understand not just who their audience is but also WHY** they are seeking a particular experience can build *deeply emotional connections*.



Consider Starbucks as an example.



While on the surface, customers are **purchasing coffee**, dig deeper and you'll discover that many are actually seeking a **'third place'** away from home and work—a space for community, comfort, or even solitude.

Once you've grasped this WHY that motivates your customer base, every aspect of your brand—from **communications to product offerings**—should reflect that *core desire*.

The **Brand Archetype chart** can help you identify the *fundamental emotional* need that most aligns with your customer's WHY. While it may not be a word-for-word match, selecting a closely associated emotional desire will serve as a **foundational pillar for your brand**.

Step 02: Find Your Brand's Personality

After pinpointing the **core emotional need** your customers are seeking, you can align this with a brand archetype that best resonates with that need.

*For instance, if your target audience craves a **sense of mastery or control**, the *Ruler archetype* could be your go-to. Your brand comms must use the similar language of someone in that *field of expertise*.*

*Alternatively, if what they're after is a **rejuvenating and transformative experience**, the *Magician archetype* could be the perfect match for eliciting that emotion. Consider Disney or Dyson.*

While your audience may have a specific need your product or service fulfills, it's essential to recognise that this need doesn't define their entire personality.

Understanding the emotional pull you aim to generate will guide you to a foundational archetype and likely point you toward your **market positioning (how they think about you)**.

Being aware of your audience's **broader emotional needs** will also help you define the unique stance your brand will adopt within its industry.

Step 03: Choose the Right Archetype Mix

Your primary archetype should account for at least **70%** of your brand's overall persona, leaving the remaining 30% for *distinctiveness*.

If your industry has **multiple brands wisely employing archetypes**, you could find yourself among several 'Caregiver' archetypes, for example.

This is where **strategic creativity comes into play**. Perhaps your audience is drawn to *nurturing and support*, but they also yearn for a bit of *adventure and surprise*.

Once you've catered to their *primary need for care and support*, introducing elements of unpredictability could be just the twist your brand needs to distinguish itself.

Think of it as a blend: 70% Caregiver, 30% Explorer. This nuanced balance not only resonates with your audience's core needs but also adds just enough zest to set you apart from competitors.

Deviation from this ratio, such as incorporating more than two archetypes or letting the primary archetype constitute less than 70% of the brand's persona, might *dilute your brand identity or leave it feeling disjointed*.

Step 04: Give Your Brand a Voice and Viewpoint

After establishing your **unique blend of archetypes**, it's time to *fully develop your brand's persona*.

The aim here is to **animate your brand**, lending it *depth and dimensionality* from its **core values and perspectives** to its *communication style*. Consider posing a **series of questions** that tap into your brand's viewpoints on its *field of expertise, market environment, and societal context*, as well as its broader worldview.

This will enable you to craft a brand that not only **speaks** but also *resonates deeply* with your **target audience**.

Questions You Can Ask

1. **What emotional need does your brand aim to fulfill for your audience?**
(what business pain are they feeling?)
2. **What makes your brand different from competitors in your industry?**
(Industry leaders are specific, means there are gaps)
3. **What are the core values that drive your brand?**
4. **If your brand were a person, how would you describe its personality?**
5. **What words would you use to describe your brand's voice and tone?**
6. **What kind of experience (emotional) do you want customers to have when interacting with your brand?**

Discover Your Brand's True Voice: A Guided Exercise

Armed with your chosen archetype blend, tackle the questions on the previous page from the perspective of your brand.

Imagine you're **engaging with your audience**, and respond accordingly. This exercise isn't just enlightening—*it's transformative*. As you articulate your brand's **viewpoints, values, and ambitions**, something remarkable happens: *your brand takes on a persona*.

This **newly-formed personality** is much more than just persuasive text; it's a dynamic entity designed to **resonate deeply** with your audience's specific wants and needs.

Gone are the days of flat, forgettable sales pitches. Your brand will now **speak in a voice rich with authentic character**, *capturing attention and building lasting connections*.

Forget bland, salesy messaging; **brands with true personality** not only *stand out* but are **far more memorable and relatable**, precisely because they mirror the thoughts, feelings, and language of the people they aim to serve.



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THE
**IMPACT
BRAND
MECHANIC**

The Mechanics of Emotional Branding

The Triune Brain Model

THE
**IMPACT
BRAND MECHANIC**

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The Triune Business Model: Emotional Branding - The Driving Force

Developed by *business consultant and writer Timothy R. Schulte* to offer an **in-depth understanding** of how branding impacts emotional states.

The model takes its inspiration from the **triune brain theory** and applies it to the realms of business and branding, focusing on the **reptilian (basic needs), limbic (emotions), and neocortex (higher-order thinking)** aspects of consumer decision-making.

This approach provides a comprehensive framework for marketers and business leaders to not just address the functional needs of their audience but also to form more **profound emotional and intellectual connections**.

By acknowledging that different layers of the brain are responsible for various types of decisions and reactions, the model allows for a **richer, more nuanced brand strategy** that appeals to the *complete human experience*.

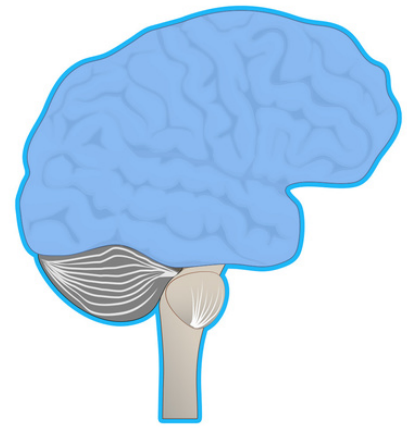


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Part 1: Neocortex - The Rational Brain

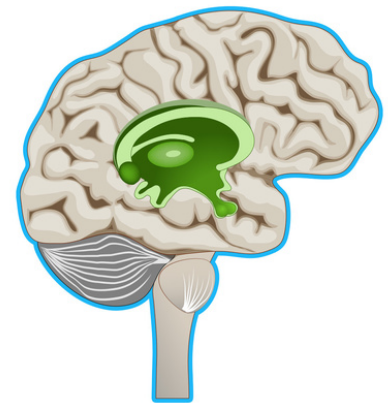
Meet the Neocortex, our brain's CEO!

Responsible for complex thinking, decision-making, and language processing. While marketing may present the facts and features, it's the brand that provides the story and context. A well-crafted brand message appeals to this 'rational' brain.



Part 2: Limbic System - The Emotional Brain

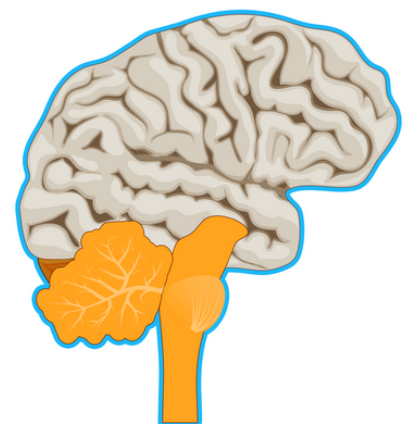
More than emotional hooks or loyalty programs, branding that resonates with the limbic system is about crafting a brand narrative that consumers can emotionally invest in. It's about turning customers into advocates because they believe in what you represent.



Part 3: Reptilian Complex - The Primal Brain

Meet our primal brain, the Reptilian Complex. Focused on survival and instincts, marketing can trigger a reaction, but branding establishes a lasting connection.

Impactful design has the power to bypass our brain's defenses, enabling the **brand message** to resonate at our deepest, primal level. Brands that assure safety, reliability, or tap into primal instincts resonate here.



Branding Engine Tuned - Let's go for Drive

Your branding engine is now finely tuned, ready to propel your marketing efforts forward with precision and purpose.

With a cohesive brand identity and strategy in place, your marketing messages will resonate more deeply with your audience, stirring their emotions and igniting their desires.

Think of your brand as the fuel that powers your marketing campaigns. Every piece of content, every advertisement, every interaction is infused with the essence of your brand, creating a seamless and compelling experience for your audience.

Just as a well-tuned engine delivers optimal performance, a fine-tuned brand with soul drives your marketing efforts with efficiency and effectiveness.

Your brand serves as a guiding force, shaping every aspect of your marketing strategy and ensuring that your messages are consistent, compelling, and impactful.

With your branding engine revved up and ready to go, it's time to hit the road and cut through the noise. With the power of your brand behind you, success is not just a destination it's a certainty.



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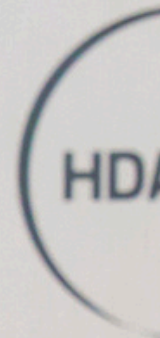
iThinkMedia

SUITRECRUIT

iThink



iThinkMedia



HERTFORDSHIRE DIGITAL AWARDS

Hertfordshire

HERTFORDSHIRE

2015

2015

Client Testimonials

HERTFORDSHIRE DIGITAL AWARDS
THE BENCHMARK FOR ONLINE BUSINESS

GOLD AWARD
WEBSITE: TOURISM & HOSPITALITY
Maison Paul Bistro by Professional Impact Design

HERTFORDSHIRE MERCURY
Hertfordshire Local Enterprise Partnership
SUITRECRUIT
NISE
Capicom

“

Working with Professional Impact and Peter over the last four years has been transformative. Peter's expertise is unmatched—professional, endlessly creative, and truly dedicated to bringing projects to life.

We've successfully launched three major initiatives, all thanks to his brilliant brainstorming and strategic insights. I have no plans to work with anyone else, as I consider Peter to be the gold standard in the industry.

”

Nadia Turki

International Journalist
Founder & CEO of IAMD



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UP ULTIMATE PERFORMANCE

Who Else Wants To Totally Change Their Body?!

Success Stories

Who? - Dropped 12% Body Fat and on the verge of MuscleHealth at 40 years old!

Paul - Single Transformation

Sean - 220lb (100kg), 16th Month Gained on Six Weeks!

Do You Want To Be the Best Saver or Toner?
Do You Want to Change the Way You Look and the Way the World Looks at You?

Learn More and Request Your Free Copies of Nick Mitchell's "The Ultimate Fat Loss Workbook" and "The 7000s Fat Loss Success" by visiting www.upfitness.co.uk
Emailing sales@upfitness.co.uk
Calling 0207 833 1942

Or visiting us at:
Ultimate Performance
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London
EC2A 4LB

As featured in Men's Health, Men's Choice, Cosmo, Build, Men's Fitness and the BBC

As featured in Men's Health, Men's Choice, Cosmo, Build, Men's Fitness and the BBC

"LONDON'S BEST PERSONAL TRAINING GYM" MensHealth

Results Guaranteed After 6 Weeks Or Your Money Back!

"LONDON'S BEST PERSONAL TRAINING GYM" MensHealth

*Following compliance with your unique individual training program.

“

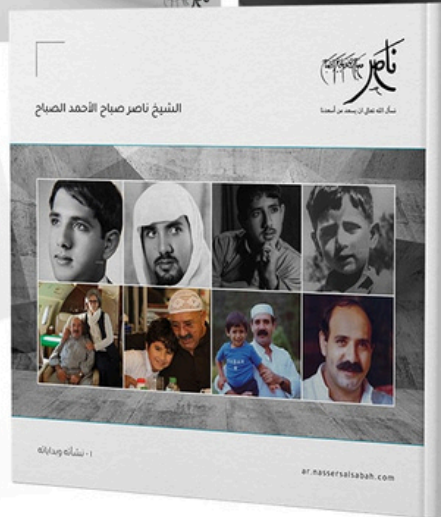
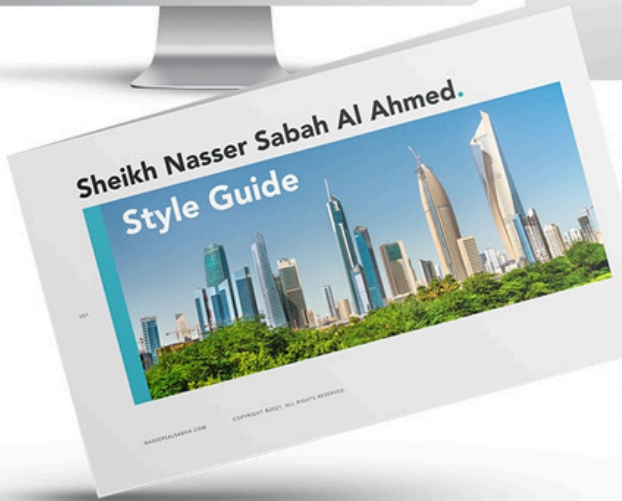
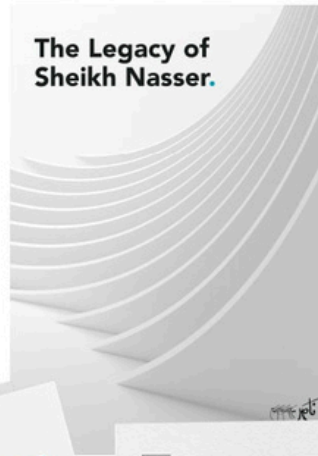
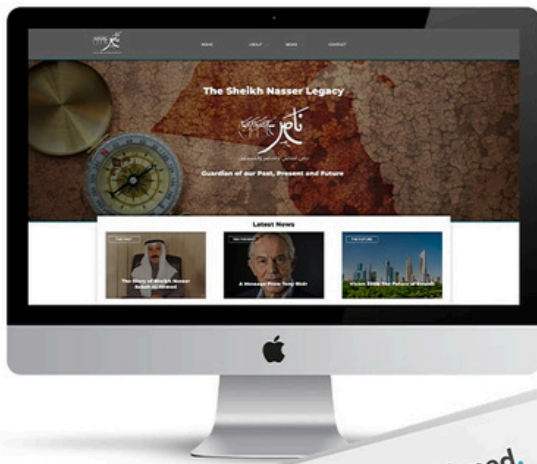
"I have used Peter many times for my design work and every time I feel as though I am in a safe pair of hands. He is prompt, reliable, and always willing to go that extra mile for his client."

”

Nick Mitchell

Ultimate Performance Gym





Peter built our websites both in Arabic and English to help us tell Sheikh Nasser Sabah al-Ahmad al-Sabah's story.

We needed to work with a professional who we felt we could trust. Peter's ability to adapt and learn about our culture helped us tremendously.

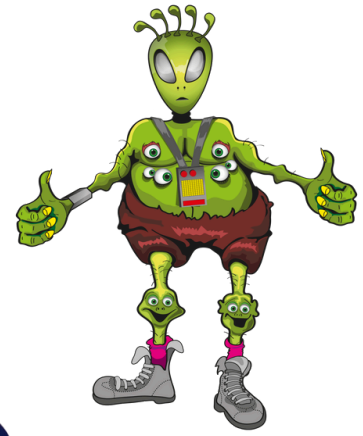


Loulwa Al Naama
Kuwait Royal Family Personal Assistant



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Industry Awards & Press



Raising Funds for Great Ormond Street Hospital



UP Branding at Liverpool Street London



Gold for brand design that attracted the Beckham Family

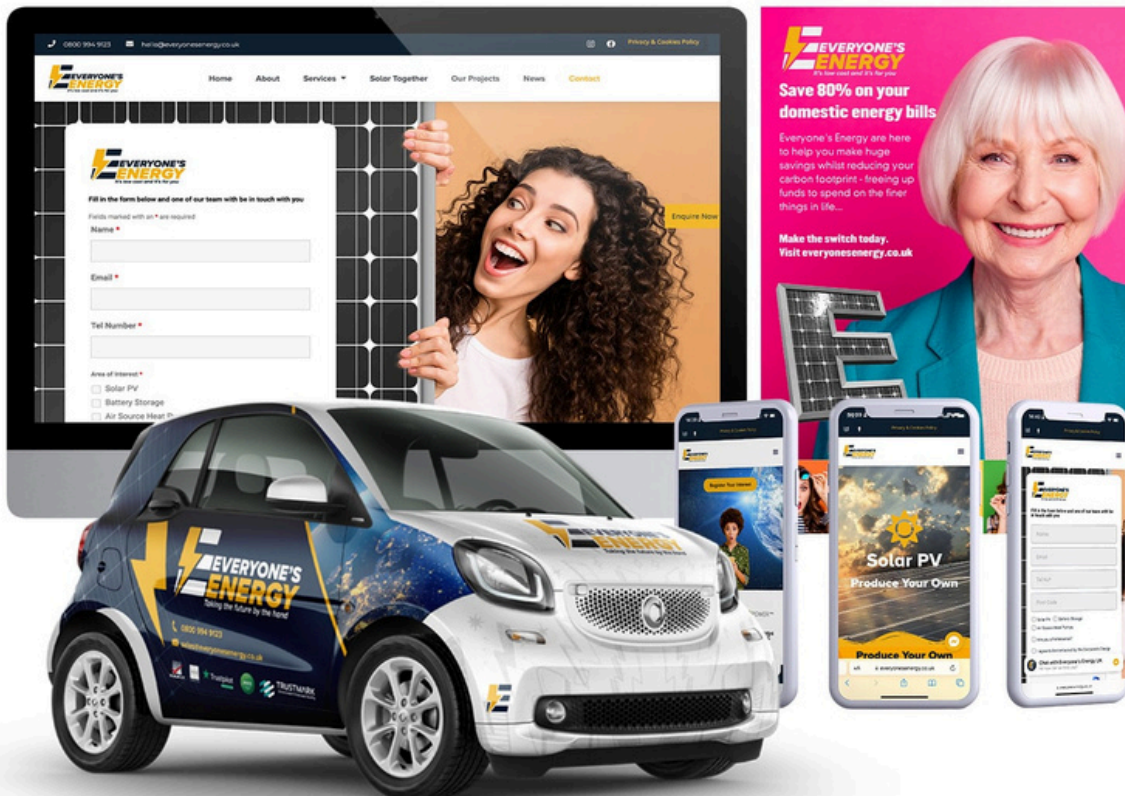


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Rebrand for MadiganGill 2021



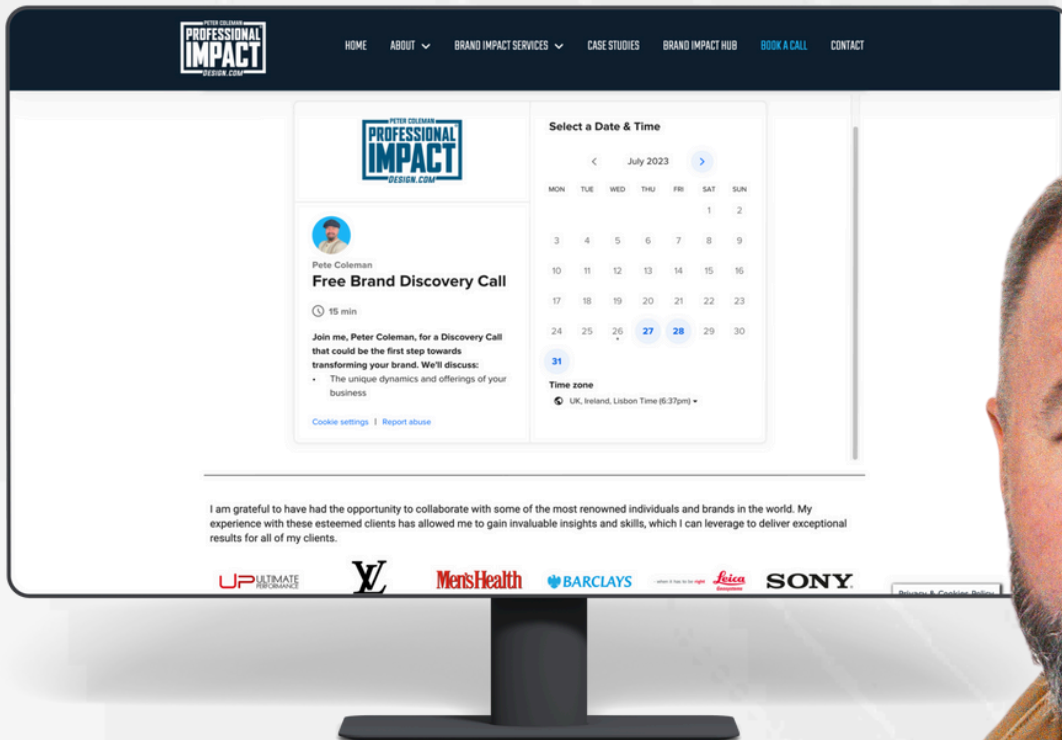
New brand for Everyone's Energy 2020



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