

Lead Incubator Logo Brief

1. Image type to be incorporated

Simple, high impact, memorable, fresh, distinctive, contemporary, scientific and credible too. We are not the traditional B2B company, we take a scientific data approach to creating new B2B opportunities in an incubator environment.

2. Shape

Square so that it's easy to use in all branding situations

3. Tone

- a. Sky blue e.g. modern and energised but not electric
- b. Neutral grey-scale or black and white

4. Name (on logo)

Lead Incubator

5. Slogan

No slogan - the name and the visual logo device should say it all.

6. Who we are

Lead Incubator

Break free of limitations

We free large businesses from the limitations of lead generation campaigns and corporate brand restrictions to incubate a better solution and the leads their sales team require.

Our developed new digital incubator acts as a bridge between your brand and the marketplace where business can test new nurturing tactics, review data and optimise their performance.

Uniquely, they pay for results (not campaigns) and we deliver prospects who have entered their buying cycle.

We help large enterprises to adopt a more innovative approach to generating leads for their sales teams. We use digital content development, SEO and strategic marketing and sales skills to help clients like Oracle to identify and communicate with their future customers at the right time in their customer journey. We also help them to take a few risks by creating an incubator culture within their business with team members generally coming from marketing, digital and sales.

7. Industry we are in

We are the modern replacement of traditional marketing agencies.

8. Industries we are serving

Mid-sized and large enterprise businesses across most industries: tech, media, business services, transport, travel and leisure, etc.

9. Target Audience

C-level, C-level -1, head of sales, head of marketing, head of business development, head of campaigns/ campaigning

10. Formats required

- EPS
- AI
- TIF
- JPEG

The image should also be delivered in a transparent/ vector format.

11. Other considerations

We will require a reverse colour version for dark and coloured backgrounds

Logo device to be available separate from text unless it is a typographic logo solution

Logo will be used in all digital channels (web, social media, email signature, digital stationery business cards, etc.)

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