

The Brand Equity Blueprint™

A strategic architecture for market dominance in professional services.

Free written Audit™

Delivered in 48 hours

No sales call

Your Brand is a Commercial Asset.

Most professional services firms treat branding as an aesthetic luxury. That is a mistake.

In a low-trust, AI-vetted market, your brand is either a hardworking financial asset or a commercial liability.

If your expertise has outpaced your identity, you are paying an Obscurity Tax on every pitch.

The Authority Gap.

- **Strategic Drift.** When your firm signals “generalist” while your work is “specialist.”
- **The Result.** You fund your competitors’ growth by failing to command the Authority Premium you have earned.
- **The Cost.** Your sales team spends more time convincing than closing — and margin leaks on every deal.

Forensic Triage to High-Equity Architecture.

We've retired subjective design — a linear path from diagnosis to governance.

01

Audit

Identify the revenue leaks. Free, in writing, within 48 hours.

02

Blueprint

Reconstruct the architecture. Fixed fee, built once, built right.

03

Partnership

Govern the equity as a living financial asset.

The Brand Equity Audit™

FREE

48-hour turnaround

Stop the Obscurity Tax from leaking your revenue — before you spend a penny.

- **Identity Gap Analysis.** Why your brand signals “generalist” vs. “authority,” in writing.
- **Visual Trust Review.** Diagnosis of your current logo and website friction points.
- **Messaging Logic Check.** A “So What?” test of your firm bio and value proposition.
- **Entity & AI Search Review.** How AI agents categorise you — and whether they’d recommend you.
- **3-Page Forensic Diagnostic.** The truth, in writing. No sales call, no obligation.

[Apply for the Free Audit →](#)

The Blueprint™

£7,500

One-time fixed fee

To build a definitive competitive moat and justify premium margins.

- **Strategic Positioning Map.** Defining your “Category of One.”
- **Verbal Identity Guide.** A persuasive narrative for partners and sales teams.
- **Visual Trust System.** Full primary & secondary logo kit, typography and colour hierarchy.
- **GEO Alignment.** Brand architecture optimised for AI search agents.
- **Comprehensive Brand Specification.** Your technical manual for future growth.

Fixed fee. We don't track hours and we don't do bespoke quotes — you're paying for the architecture, not the time.

The Partnership™

£3,000
per month

Manage your brand as a living financial asset and ensure compound ROI.

- **Fractional Brand Director.** Monthly strategy sessions to keep positioning aligned with the market.
- **Active Execution.** Ongoing design for pitch decks, tenders, LinkedIn and marketing.
- **High-Stakes Copy.** Done-for-you messaging for new tenders, investor decks and PR.
- **Quarterly Health Report.** Measurable review of brand equity and GEO performance.

Requirement / available only to clients who have completed the Blueprint™ phase.

How We Engineer Market Authority.

01 Market Intel

Decoding the “Meaning Gap.”

03 Verbal Identity

Linguistic engineering for high-stakes messaging.

05 Operational Rollout

Launching the digital-first flagship.

02 Positioning

Architecting the competitive moat.

04 Visual Trust

Signalling authority within 0.05 seconds.

06 Governance

Managing the asset for scale and exit.

The Evidence of Excellence.

17+

Years navigating brand evolution.

£110M+

In measured client revenue growth.

4.9/5

Across 160+ verified reviews.

Top 30

UK strategic branding agency.

"They distilled our complex concepts into a high-performance brand strategy that gave us immediate market clarity."

Andy McBride — Founder, Amzuri

Every source linked and independently verifiable.

Stop the Drift. Start Building Equity.

Start where every engagement starts: a free, written Brand Equity Audit™. The three revenue leaks costing you the most, in your inbox within 48 hours. No sales call, no obligation.

Get Your Free Brand Equity Audit™ →

Prefer to talk first? Email hello@inkbotdesign.com

We accept only two Blueprint™ reconstructions per month to ensure clinical precision.