



TRUSTLIC GROUP

TRUSTLICGROUP.COM

CORPORATE SERVICES · BRAND ADVISORY & ELEVATION

Your business has moved forward. Make sure the brand has too.

Clarify positioning, strengthen presentation and build a more coherent brand around the commercial direction, with strategy, ownership, messaging, identity and implementation connected.

BUSINESS-LED POSITIONING

CLEAR BRAND ARCHITECTURE

SOCIAL & DIGITAL DEVELOPMENT

PRACTICAL IMPLEMENTATION

ELEVATE THE WHOLE SYSTEM

A strong business can still be presented weakly.

A brand should help customers, employees, partners and investors understand the business. When positioning, messages, identity and materials tell different stories, credibility and recognition become harder to build.

The objective is not decoration. It is a coherent business asset that can be understood, protected and applied.

01
The business has outgrown its image

03
The company is entering a new GCC market

02
The brand has become inconsistent

04
Investment or partnership is approaching

01

GROWTH

The company is stronger than its presentation

The logo, website or corporate materials no longer reflect the commercial reality.

02

CONSISTENCY

Teams and providers tell different stories

Language, colours, layouts and messages vary across important touchpoints.

03

STRUCTURE

The group or service architecture is unclear

Companies, products or sub-brands overlap without a useful hierarchy.

04

DIGITAL

The online presence no longer fits the business

The website, profile and social channels communicate different versions of the company.

EIGHT CONNECTED BRAND AREAS

Strategy first. Expression and implementation follow.

The scope may be a focused review, a controlled refresh or a complete elevation programme built around the actual business need.

01

Brand & business diagnosis

Commercial direction, audiences, competitors, identity and customer touchpoints.

03

Brand architecture & naming

Group, company, service and sub-brand relationships, with trademark review connected.

05

Visual identity direction

Logo system, colour, typography, photography, layout and creative review.

07

Social media review & development

Channel audit, audiences, content pillars, visual templates and implementation.

02

Positioning & value proposition

Purpose, audience priorities, credibility, distinction and commercial focus.

04

Messaging & verbal identity

Brand story, service language, tone of voice and English and Arabic direction.

06

Corporate & digital presentation

Websites, profiles, brochures, proposals, presentations and priority templates.

08

Implementation & governance

Guidelines, approved files, rollout priorities, responsibilities and review.



THE ELEVATION PROCESS

Audit. Define. Build. Embed.

01 AUDIT	02 DEFINE	03 BUILD	04 EMBED
Understand the business and the gap. Review the commercial direction, audiences, identity, messaging, digital presence, ownership and priority materials. — Business and audience priorities — Existing identity and materials — Market and competitor presentation RESULT A focused diagnosis of what should remain, change and be decided first.	Agree the position before the expression. Define the positioning, architecture, key messages, creative brief and implementation priorities. — Positioning and value proposition — Architecture and naming direction — Approved creative and content brief RESULT An approved strategic direction shared by specialists and decision-makers.	Coordinate the verbal, visual and digital system. Appointed writers, designers, developers, producers and trademark specialists perform their work while Trustlic keeps the outputs aligned. — Messaging and visual identity — Priority corporate and digital materials — Provider, cost and approval coordination RESULT A coherent brand system and practical set of priority materials.	Make the system usable after launch. Coordinate guidelines, templates, approved files, rollout stages and responsibilities so the brand remains consistent. — Guidelines and approved asset files — Templates and rollout priorities — Responsibilities and continuing review RESULT A clearer operating system for future brand and provider decisions.

CLEAR RESPONSIBILITIES

One relationship. Three distinct roles.

01

Trustlic

Leads the commercial and strategic review, defines the scope, coordinates specialists, connects brand decisions with corporate and trademark work, and keeps delivery visible.

02

The appointed specialists

Perform the agreed design, writing, digital-development, production or formal trademark work and remain responsible for their professional deliverables.

03

The client

Provides complete information and materials, appoints decision-makers, approves the strategy, providers, costs and outputs, and applies the system consistently.

WHAT THE CLIENT RECEIVES

A clear brand diagnosis, approved positioning and messaging, coordinated identity direction, priority materials, governance rules and a practical rollout plan.

PROFESSIONAL BOUNDARY

Trustlic provides advisory, project leadership and coordination. Specialist creative, digital, production and formal trademark work may be performed by appropriately appointed providers. Trademark registration, market visibility, customer response and commercial performance cannot be guaranteed.





TRUSTLIC GROUP

TRUSTLICGROUP.COM

START A CONVERSATION

Tell us what needs to change.

Share the business, existing website or materials, current markets, main brand concern and expected timing. Trustlic will review the information and arrange an initial conversation about the most useful scope.

EMAIL

Info@TrustlicGroup.com

PHONE

+973 1711 8218

WEBSITE

trustlicgroup.com

INSTAGRAM

@trustlic.group

OFFICE

Office 1026, Building 361, Road 1705, Block 317, Diplomatic Area, Manama, Kingdom of Bahrain

DISCUSS YOUR BRAND REQUIREMENTS



TRUSTLIC GROUP

TRUSTLICGROUP.COM

CR No. 142136
Member of Bahrain Chamber

Trustlic Group provides brand advisory, project leadership and coordination. Specialist creative, digital, production and formal trademark work may be performed by appropriately appointed providers, each remaining responsible for its own professional deliverables.

Independent corporate advisory | Kingdom of Bahrain