

Founded in 2010, Whiteacres helps businesses improve their image, get excited about it, and attract attention for the right reasons. Whiteacres creates brands which are not only attractive, but manage and curate the expectations of prospects and communicate effectively. This is done through branding and logo design, design for print, website design, and illustration. It's about reaching all the places where you connect with people and making sure that the experience is consistent every time. Whiteacres is helping businesses to do their products and services justice by improving their business image.

Why Branding?

- ▶ Professional and consistent branding gives you confidence to introduce your business to the world. Who wants to feel awkward about clip-art graphics?
- ▶ Professional branding will get you excited about your business. When you know it looks good, you want to show it off!
- ▶ Consistent branding helps your business communicate clearly to your customers.
- ▶ Customers trust businesses with a professional identity and consistent message.
- ▶ A professional image generates more sales.
- ▶ When your business exudes wonderfulness it attracts more customers!

There are so many great businesses out there and often they are done a disservice because they don't look as good as they are - so clients don't take them seriously or believe they're as good as they say they are. Whiteacres fixes that.

About Amy

After spending several years working for a design agency, Amy's position was made redundant and she was released just before her maternity leave ended. Redundancy turned out to be a great opportunity for Amy to turn her experience and passion into a business of her own and Whiteacres was born. Now, Amy uses her design expertise to help businesses find success. In addition to running Whiteacres, Amy is on the admin team for The Inspire Network, a women's networking group for business women in the North East UK.

As a mother and business owner herself, Amy knows the task of creating a successful business while raising children, and that having the right tools to grow your business will save you loads of time and energy. Through creative and purposeful branding, Amy gives your business the tools it needs to present professionally and effectively to your target market. Consistent logos, fonts, colour schemes, and professionally designed websites and marketing materials give your business the professional edge to stand up against the competition. And with her attention to detail and interest in getting to know your business inside and out, Amy can develop a branding package that suits your business snugly.

Like baking a cake, branding requires the combination of a few essential ingredients to create a scrumptious masterpiece that no one can resist.

