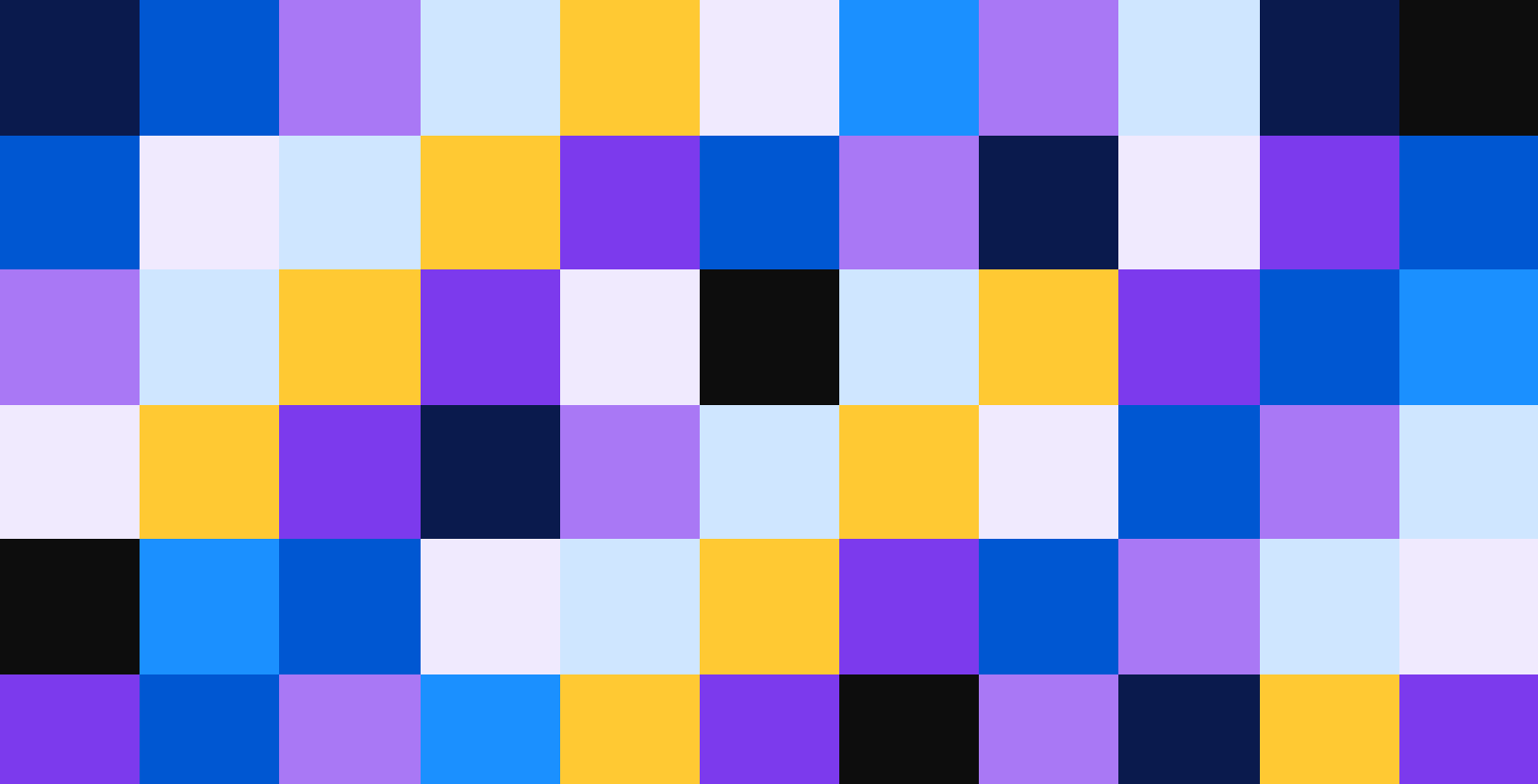




HUDACE GROWTH

Brand and creative

Strategy, identity, and production. A brand built to last, produced at the pace of the business.

SERVICE OVERVIEW & DELIVERABLES



Run Smarter. Grow Faster.

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Why brand has changed

Brand has rarely been asked to do more. Buyers expect personalised experiences, marketing expects faster turnarounds, and the long-term promise of the brand still has to hold. The teams that win build a brand that scales without losing voice.

Running on production drag costs you

- Creative turnarounds measured in weeks.
- Inconsistent voice across channels and contributors.
- Adaptation work that takes longer than the original.
- A brand book that no one outside the studio uses.

What changes with Hudace

- A brand voice profile and system your team controls.
- On-brand drafts and variants produced at speed.
- Adaptations and translations routed through your review.
- One asset library shared across teams.

The shift: from production drag and voice drift to a brand that scales with the team, on tone, on policy, and on time.

Our approach to brand

We work in three layers: the strategic foundations, the visual and verbal system, and the production engine. Every engagement is built to live in the day-to-day, not just on a brand-book shelf.

1

Diagnose

Brand and audience research, competitor and cultural scan, and a clear-eyed view of what the brand sounds and looks like today.

2

Decide

Positioning, identity system, and voice codified into a usable system, with the rules the team will actually live by.

3

Deliver

Campaign creative, asset production, and adaptations shipped at the pace of the business with the team your business needs.

What is in scope

Four capability areas cover the whole of modern brand work. We run them as one engagement, on one system, with the team your business needs.

Brand strategy

Why the brand exists and where it is going.

- Purpose, positioning, and architecture
- Audience and persona work
- Naming and messaging
- Brand and category strategy

Visual identity

What the brand looks like in the world.

- Logo, type, colour, motion
- Visual language
- Iconography and illustration
- Photography and art direction

Verbal identity

What the brand sounds like in the world.

- Brand voice and tone
- Messaging framework
- Editorial style guide
- Naming and taglines

Production at scale

How the brand shows up every day.

- Campaign creative
- Video, design, photography
- Adaptation and localisation
- Asset library and rights

Deliverables

Here is what you receive as part of a brand and creative engagement with Hudace Growth, in the strategic phase and on a continuing production rhythm thereafter.

Strategic foundations

- Brand strategy document
- Positioning and architecture
- Visual identity system
- Brand voice and tone guide
- Brand guidelines (digital and print)

Production engine

- Master asset library
- Campaign creative concepts
- Video, photography, and design at scale
- Adaptation and localisation kit
- Approval routes and audit trail
- Quarterly brand audits and refreshes

What you receive: a strategic foundation and a production engine that work together, so the brand stays consistent at scale and is produced at the pace of the business.

The outcomes

When brand runs on one connected system with AI accelerating production, the gains show up in speed, consistency, and recall.

2x

more on-brand assets
shipped per month

Produce at pace

On-brand drafts and adaptations shipped quickly, with editor review built in.

Weeks

to a codified brand
system

Stay consistent

One voice and one visual system across channels and contributors.

One

voice across every
channel and contributor

Build recall

A brand that is recognised and trusted across the markets you serve.

Illustrative outcomes based on running brand and creative on Hudace Growth.

THE AI INSIDE

AI accelerates the production, your team owns the craft

AI runs across the routine layer of brand and creative work so directors, designers, and copywriters focus on the parts that need their judgement.

On-brand drafting

Drafts copy on your brand voice profile, routed through editorial review.

Creative versioning

Adapts assets across formats and audiences while respecting brand controls.

Localisation

Translates and localises content on your voice profile for in-market review.

Asset and rights surfacing

Surfaces approved assets in the moment, so teams use what is licensed and current.

Built to be trusted: AI works on your governed data, respects brand and policy controls, and keeps a human in control.

Built for every role

Each role on your team gets the view that fits the work, on one connected system.

Chief marketing officer	One view of brand health, consistency, and recall.	Head of brand	The system, the voice, and the production at pace.
Head of content	On-brand drafts and adaptations ready for editorial.	Creative production lead	Asset library, rights, and approval routes in one place.

In practice

The brand finally lives in the day-to-day, not on a shelf. Our team produces faster, the brand sounds like itself, and the work travels across every market.

Marketing leader, growth-stage business

2x

more on-brand assets per month

60%

less time on adaptation work

1

voice across channels and contributors

Illustrative outcomes based on running brand and creative on Hudace Growth.

Why Hudace

What sets Hudace Growth apart for brand and creative is not one feature, but the shape of the whole engagement: connected, intelligent, and built to fit how your team actually works.

- AI-native, not bolted on. AI runs across drafting, adaptation, and rights surfacing.
- One system across strategy, identity, and production.
- Live in weeks, with a codified brand system the team will actually use.
- Configurable to your voice, your visual system, and your review process.
- Built for the brand safety, accessibility, and rights standards modern marketing requires.
- Measured against brand health and recall, not output, from day one.

See it in your business

Build a brand that scales with the team, on a system the business can actually use, produced at the pace the market expects.

Ready to see it on your marketing function?

Book a session and we will show Brand and creative on the way your team actually runs, with the deliverables, the milestones, and the measurement laid out.

[Book a session](#) · hudace.com/products/brand-creative



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