

# Our Brand

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## **Wonder Stuff Studio's Purpose**

To add value to businesses, working with them through a clear design process to clarify their purpose, objectives and market difference – their brand – and to ensure the effective communication of this through all touch points.

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## **Wonder Stuff Studio's Vision**

To create a world where businesses place their brand at the centre of their business, using a design strategy to ensure it radiates out to all touch points, both internal and external. In this way design will positively impact profits, people and the planet.

Through effective communication of purpose, objectives and difference to customers, design will benefit profits. Through the creation a better environment for staff built on understanding and confidence, design will benefit people. Through the creation of more effective businesses that waste less of their resources, design will benefit the planet.

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## **Wonder Stuff Studio's Values**

We are inquisitive  
We think openly  
We act with purpose  
We design with character

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## **Wonder Stuff Studio's Positioning**

We will only work with clients where, and while, we add value – through our design process – to their business. We will act where we see their best interests being served, delivering a design process that enables their business to perform at its best.

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## **Wonder Stuff Studio's Promise**

Wonder Stuff Studio. Invigorating brands.