



#### Windfall Design

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windfalldesign.com

#### Brand Development

Seed talent breathes life into recruitment. Their values extend to sourcing the perfect jobs for their candidates, and building long lasting relationships. It was vital to make sure that the unique structure and culture was being expressed by Seed Talent. So a new brand identity and an online presence were necessary.

'Grow with us' became the tag line, a metaphor for relationships and growth. This refreshing down to earth feel is visually represented throughout the website, and delivers on the initial proposition of expressing brand values and culture.

#### Resources

Research  
Brand Strategy  
Brand Identity  
Brand Development  
Positioning  
Tagline Development  
Marketing Tools