Brand guard

A structured approach to long-term brand consistency.

How I help brands protect, refine and strengthen their visual identity over time.

01 Brand consistency is not a deliverable.

It's an ongoing responsibility.

A strong brand is not defined by a single logo, campaign or guideline. It lives across countless visual expressions, created by different people, at different moments, often under pressure.

Over time, even the strongest brands start to fragment, not because of bad intentions, but because there is no dedicated role safeguarding the bigger picture. Brandguarding is the role I take on to address exactly that.

02 From designer to Brandguard.

Alongside my work as a designer and illustrator, I act as a Brandguard: an independent partner who oversees how a brand's visual identity is applied, interpreted and evolved over time.

This role sits between design, strategy and execution, ensuring that every visual decision contributes to clarity, consistency and long-term brand value.

03 Step 01 Brand Scan

Every collaboration starts with a focused review of existing brand assets and touchpoints. The goal is not to judge, but to identify:

- inconsistencies
- weak links
- structural risks

This scan forms the foundation for all further recommendations.

04 Step 02 Alignment & Diagnosis

Findings are translated into clear insights:

- where the brand system holds up
- where it breaks
- and why

This phase often reveals whether issues stem from execution, unclear guidelines or a deeper mismatch between brand and reality.

05 Step 03 Direction & Refinement

Based on the diagnosis, I define concrete directions:

- how to apply the existing identity more effectively
- where guidelines need clarification or expansion
- and when evolution or rebranding becomes a strategic necessity

Always with respect for what already exists.

06 Step 04 Ongoing guidance (optional)

For brands that require continuity, I remain involved as a long-term Brandguard. This can include:

- reviewing designs before release
- advising internal teams or external partners
- safeguarding consistency as the brand grows

Think of it as visual governance without the bureaucracy.

07 What to expect,

- strategic, independent oversight
- focused on long-term brand value
- tailored to the reality of your organisation

a strategic necessity

and what not

- a rigid checklist
- a one-off design project
- a generic consultancy framework

08 This approach is especially valuable when:

- multiple people work on the brand
- the brand is scaling or evolving
- consistency starts to feel fragile
- guidelines exist but aren't working in practice
- a rebrand is being considered but not yet defined

Start with clarity

Most brands don’t need more design. They need clearer decisions and better consistency.

A focused Brand Scan is often the most effective first step.

Request a brand consistency scan →

Creative partner for your brand.