

JBA Training Design

Enhancing each automotive client experience.

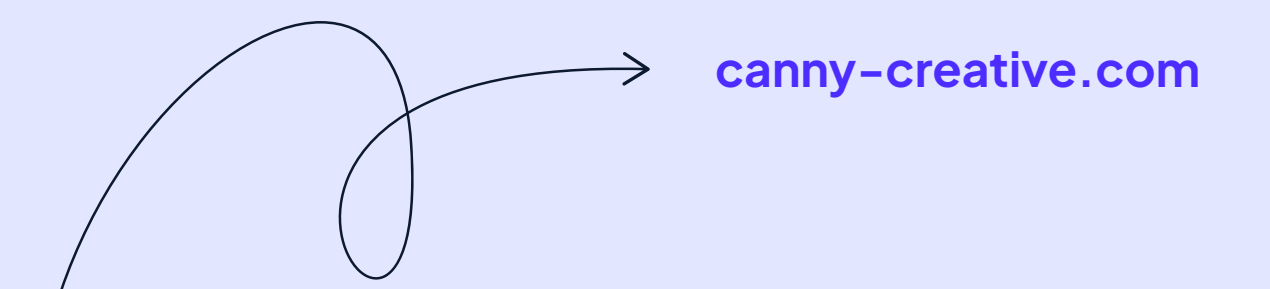
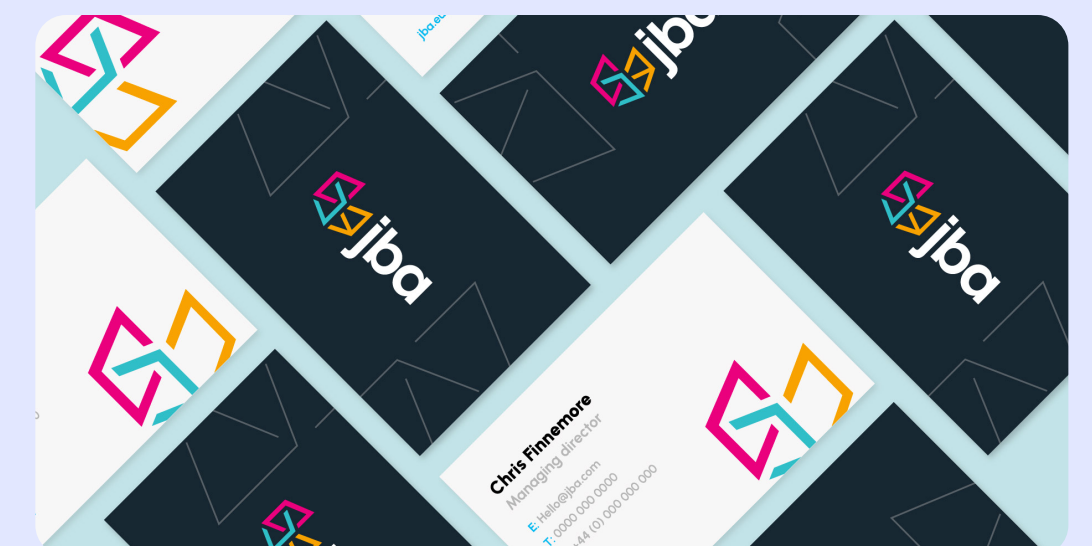
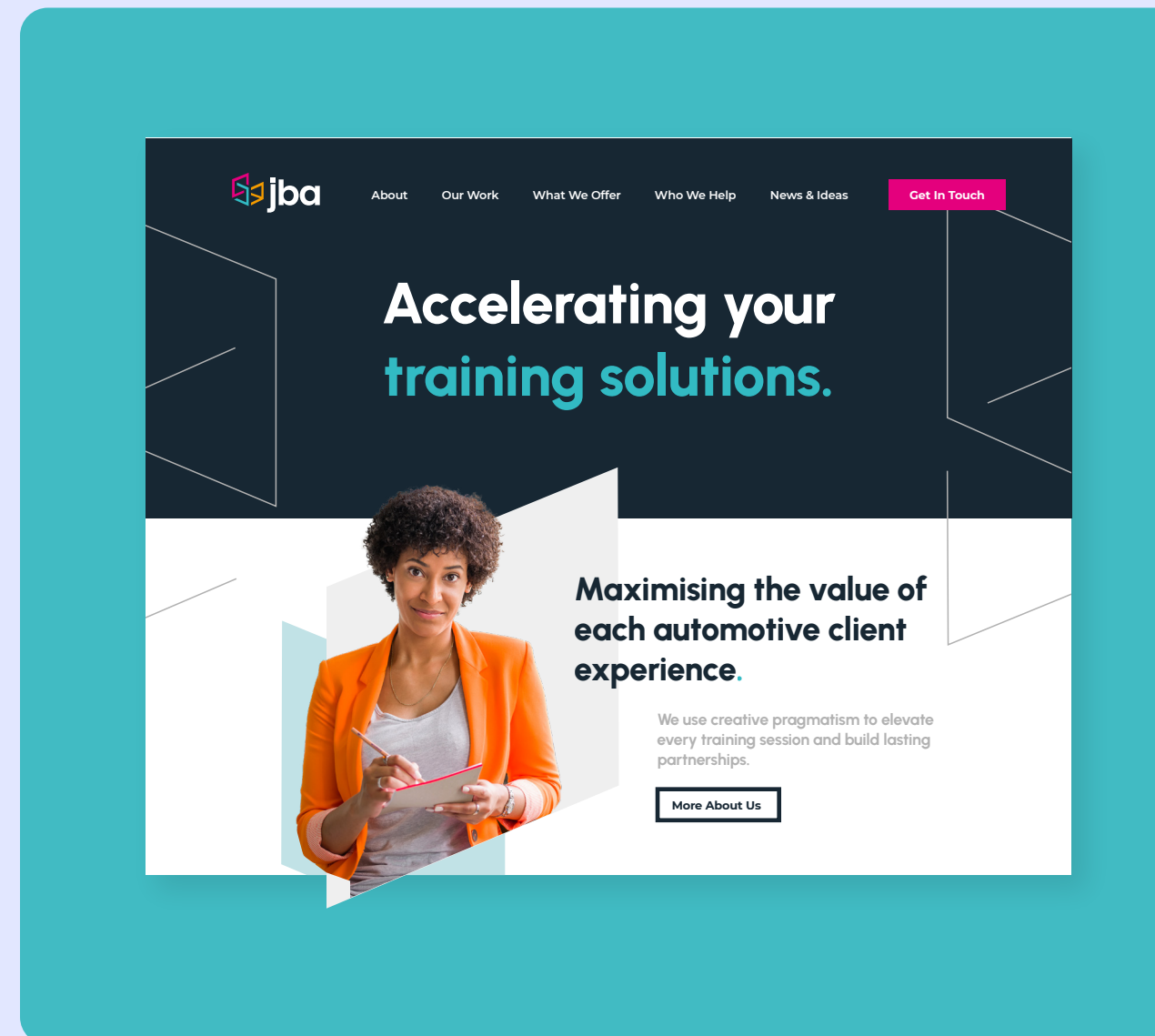
The Problem

JBA's old brand identity did not represent their positioning as a premium training provider in the automotive industry. As they deliver tailored solutions to their clients, this project required a tailored approach that allowed JBA to communicate their bespoke offering. Their website also failed to provide a seamless or coherent user experience as it was disjointed and clunky, making it difficult for users to find the information they needed.

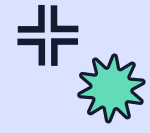
The Result

We modernised the brand by creating a new brand strategy, visual identity, refreshed colour palette, and updated brand collateral. By aligning the strategy and visual elements with JBA's offerings, we eliminated the previous disconnect and enabled users to fully understand the benefits of partnering with JBA. The new website was designed to cater specifically to their target audience, effectively addressing their pain points and highlighting how JBA can help.

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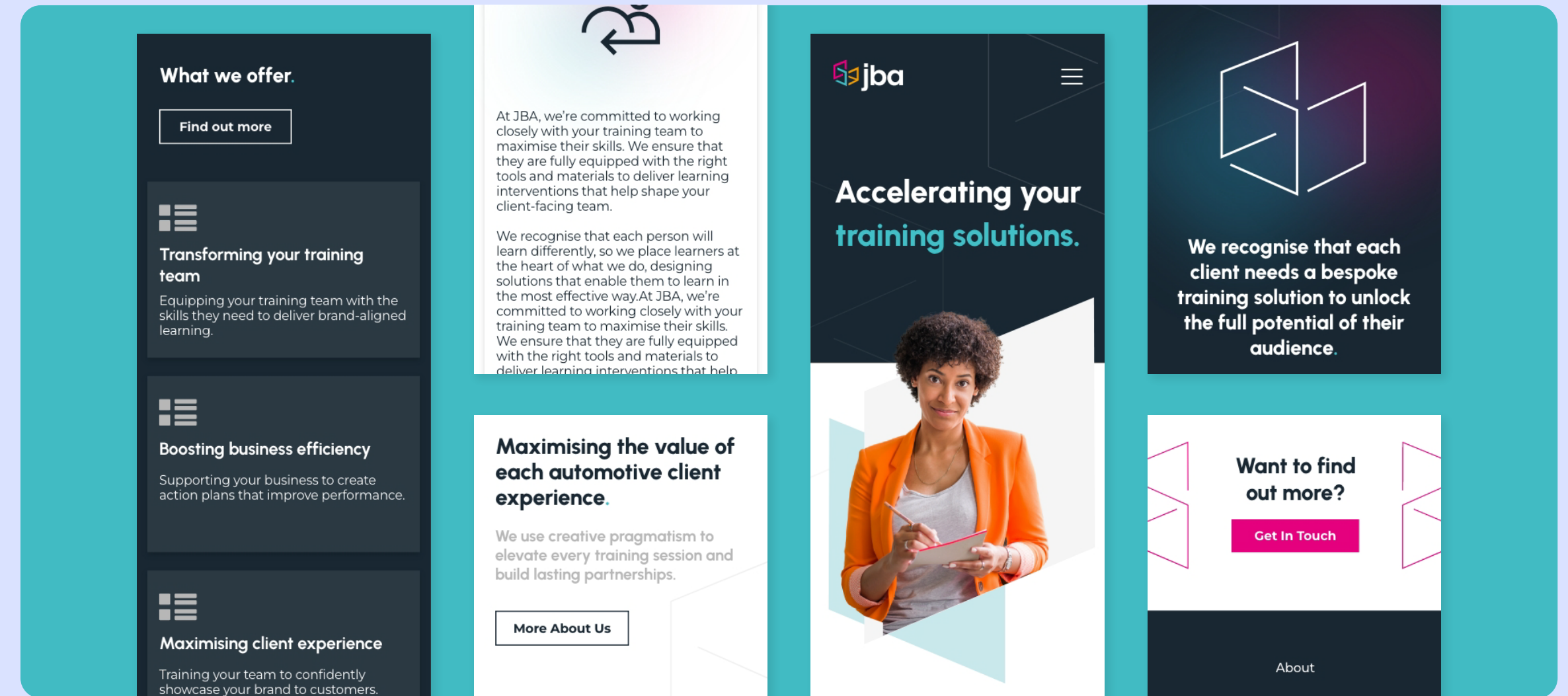


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Need help with your branding or website project? **Let's talk!**

Discuss your project



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