

# Comply Direct to Beyondly...

## Our rebrand journey



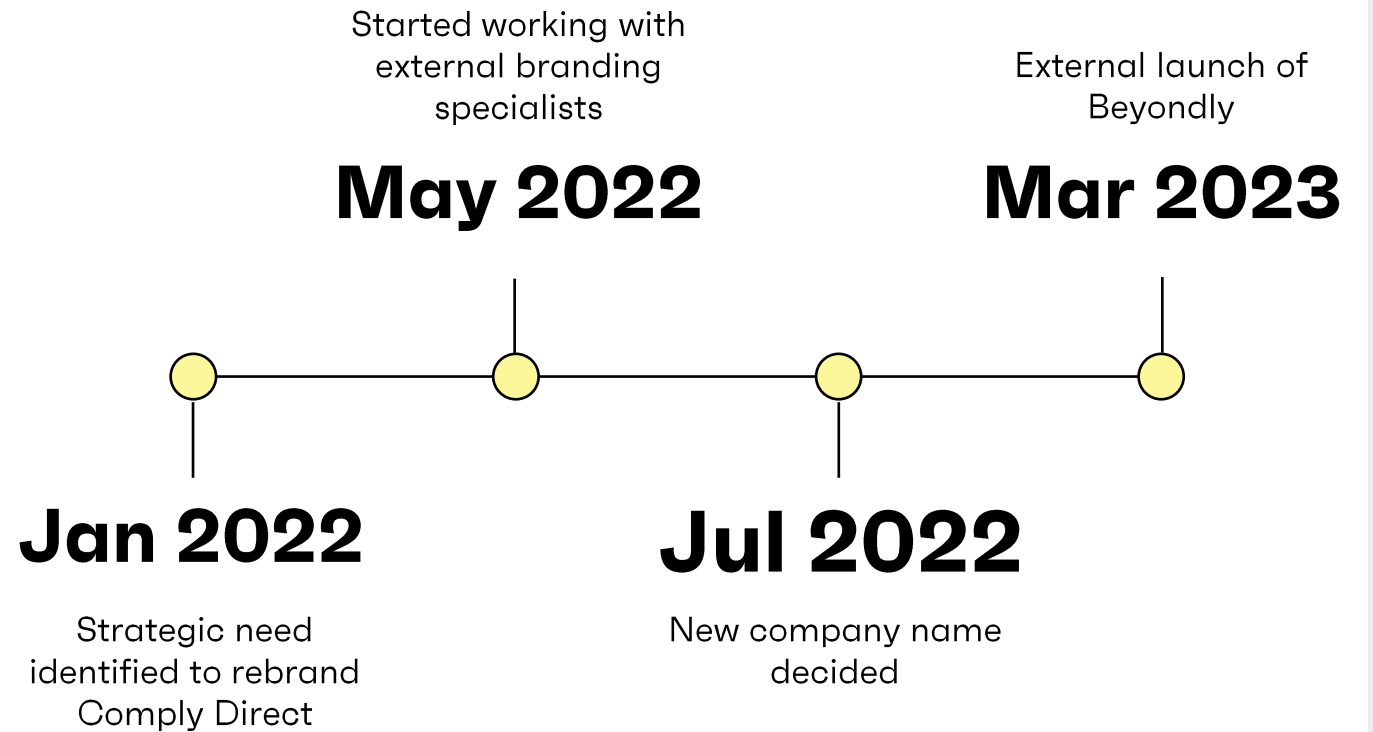
TOMORROW → BEYOND TODAY → TOWARDS

# Timeline

We have been on an extensive, transformative journey to rebrand Comply Direct to Beyondly.

These are some of the key milestones along the way and we are proud to be transparent about this process.

We are beyond excited to share some of the details about our rebrand journey with all our stakeholders on the next few slides...



# Phase 1

- At the start of 2022, we decided to start the rebrand process as a strategic business need was identified. We recognised that the Comply Direct brand was not reflective of the business we'd evolved to be. We needed a more adaptable brand which would ensure longevity, and align with our B Corp and business for good ethos.
- Following a thorough tender process, we selected a B Corp accredited branding agency in April 2022. This provided surety that we had the best expertise for guiding us through the rebrand process successfully and would enable development of the right brand for our business roadmap.

# Phase 2

From May 2022, we started a comprehensive brand discovery period with our branding partner, encompassing considerable groundwork, research, time and consideration.

The outcomes of this was the development of our new brand narrative, personality and objectives.

Our planet and our end user was at the heart of all this work. Subsequently, a key statement from our brand narrative is;

**“With a common purpose we have the power to go further than net zero, to go beyond.”**

We are all in this together. Every one of our stakeholders is part of our Beyondly circle, making positive things happen each day towards this goal.

Following the brand discovery stage, this work underpinned the development of our new company name.

The naming process was, understandably, the longest decision-making procedure for the business. We had wider external support to ensure all considerations were covered, from legalities, to surety that we determined the best fit for our rebrand objectives and vision of the business.

In July 2022, **Beyondly** was selected, and we are thrilled.

Beyondly is aspirational; representing going above and beyond and taking action today, to create a better future for all.

*[Read our FAQs here to discover more about what Beyondly means!](#)*



## Phase 3

From July 2022 to March 2023, we have been working hard behind the scenes with our branding agency and every internal department, to develop our new brand creative and implement this across every aspect of our business.

The development of our brand creative came first, including logo, colours, graphic language and all visual considerations.

Since finalising the brand creative in September 2022, we've been executing the Beyondly brand throughout our full business, internally and every element of our external presence.

This has been running alongside the continued maintenance and growth of our Comply Direct brand.



# Phase 4

## Launch strategy

Working up to our external launch date for Beyondly of 27<sup>th</sup> March 2023, we spent many a day planning the launch campaigns and communications.

As part of this, we carried out stakeholder engagement sessions to attain views from representatives of each of our key stakeholder groups, regarding communication approach and methods.

We wanted to ensure that our launch period was managed by a communication strategy informed by our customers, suppliers and partners, built around ensuring they effectively understand and feel reassured.

We are committed to involving our stakeholders in this transformative journey and welcome further feedback around other information you wish to know. Creating resources such as this document, was an outcome from the recent engagement sessions.

## Post-launch and beyond

We have further, exciting upcoming news to share as we surge forward as Beyondly, so keep a close eye out for those announcements from April 2023 onwards!

Our plans post-launch of Beyondly, is to spread our ethos far and wide, and ignite the urgency needed to mitigate climate change. We will be doing this with bold actions and a progressive approach.

We are excited to take all stakeholders in our Beyondly circle along with us in this new effervescent era, as we collectively work together to create a better, fairer, sustainable world for all.





**“Our business has always had the ethos to continually strive for a better way and this has undoubtedly been pivotal to our growth and evolution as a business.**

**Through this evolution, we have gone way beyond environmental compliance to become a purpose driven organisation with a vision of a better, fairer, sustainable world for all.**

**We have expanded our service offering into the consultancy arena to meet customer demand, and to help us deliver against our purpose and realise our vision, and whilst Comply Direct will always hold a very special place in our hearts, we felt it no longer represented who we are, what we can offer, and where we’re heading.**

**We’re all thrilled about the rebrand which we feel encapsulates all that we are, and we are very excited about the future and the impact we can have in this world today, tomorrow, and Beyond(ly).”**

## **Jessica Aldersley, Managing Director**



If you have any further queries,  
please contact  
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We look forward to making  
your business better.

**BEYONDLY**

