



Trudie Avery

Logo Lady

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Awards

- 2019** - National Business Women's Awards, Finalist
- 2021** - SME Northamptonshire Business Awards: Winner of Business of the Year Award Service Excellence Award
- 2024** - Woman Who Awards, Finalist
- 2025** - Best BusinessWomen Awards: Best Creative Business Silver Award



Media appearances

- BBC** - Guest Expert, BBC Radio Northampton
- NLIVE** - Guest Expert, Northampton Local Radio
- Business Times** - Guest Branding Editorial
- Podcast Guest** - Becoming a Business Bad Ass - Dawn Owen episode 58
- A Natter That Matters - Vivienne Joy Episode 16th October 24



Speaker

- IGNITE** - Business Speaker Event 2018, 30 minute talk
- ToastMasters** - Humorous Speech Award winner, 2018, 2019 - Table Topics (impromptu speech) Awards
- British Library** - Northampton Business Start up Day 2023, 2024
- Simply Speak & Shine** - Emerging Voices event, 2025
- Elevate to Success** - Business day-conference, 2025

Branding Expert



Trudie Avery is a powerhouse in brand strategy and design, with 29 years of experience crafting impactful visual identities that help businesses shine. As the creative mind behind LogoLady, Trudie is passionate about turning bold ideas into brands that connect, inspire, and stand out in crowded markets. She specialises in empowering entrepreneurs, small businesses, and organisations to step into the spotlight with logos and brand strategies that not only look incredible but also drive success.

As a sought-after speaker and workshop host, Trudie brings her wit, energy, and deep expertise to every stage she graces. Her dynamic approach combines practical insights with creative flair, making branding accessible and exciting for everyone in the room. Whether she's exposing the biggest crimes against logo design as her alter ego Detective Logo Inspector or guiding a 5-day brand challenge to transform uncertainty into confidence, Trudie knows how to captivate audiences and deliver transformative takeaways.

Beyond her role as a designer, Trudie is a champion for small businesses and a mentor to those ready to elevate their brand game. Her work is rooted in the belief that great branding isn't just about aesthetics; it's about storytelling, connection, and creating a lasting impression.

When you hear Trudie speak, expect to be inspired, entertained, and armed with actionable strategies to make your brand unforgettable.



Area of Expertise

- Branding
- Brand strategy
- Small Business and start ups
- Graphic Design
- Website Design

Keynotes include

- Crimes Against Logo Design: By Detective Logo Inspector Avery
- 5 Steps to Unlocking Your Brand
- How to Design Your Own Logo
- From Invisible to Unstoppable: Branding That Makes You Shine!

"There aren't the words in the English language to properly sum up the energy that Trudie brings to the stage with her speaking! She is a consummate professional, nails her message, stays on point, yet always brings her incredible natural pizzazz to her talks. Trudie really cares about the audience and provides a healthy dose of both wit and wisdom, ensuring a memorable, immersive experience. She will ensure a unique, memorable event for all!" - Gill Mackay, TEDx speaker and trainer.