



brand con-ti- nu-i-ty.

ron baker - May 2021



A digital branding company for underdogs.


rizencreative.com + 208.938.5583

in... 15:00



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The background of the image is a solid blue color. Scattered across this background are several white, disposable coffee cups with black lids. The cups are positioned at various angles and distances, creating a sense of depth. Some cups are in sharp focus, while others are slightly blurred, suggesting a shallow depth of field. The lighting is even, and the overall aesthetic is clean and modern.

Brand continuity is the idea that all communication channels between your brand (you) and your customers should look and feel like they're coming from the same place.



**continuity, not consistency,
is the hallmark of great brands.**

FORBES – December 2020





you control the narrative.





you control the narrative.
Be sure you're telling the same brand story.





**“A brand is a
person’s gut feeling
about a product,
service or organization.”**

- **Marty Neumeier**, Author of *The Brand Gap**

*Recommended read.



So...what makes a brand memorable?



where do we start?



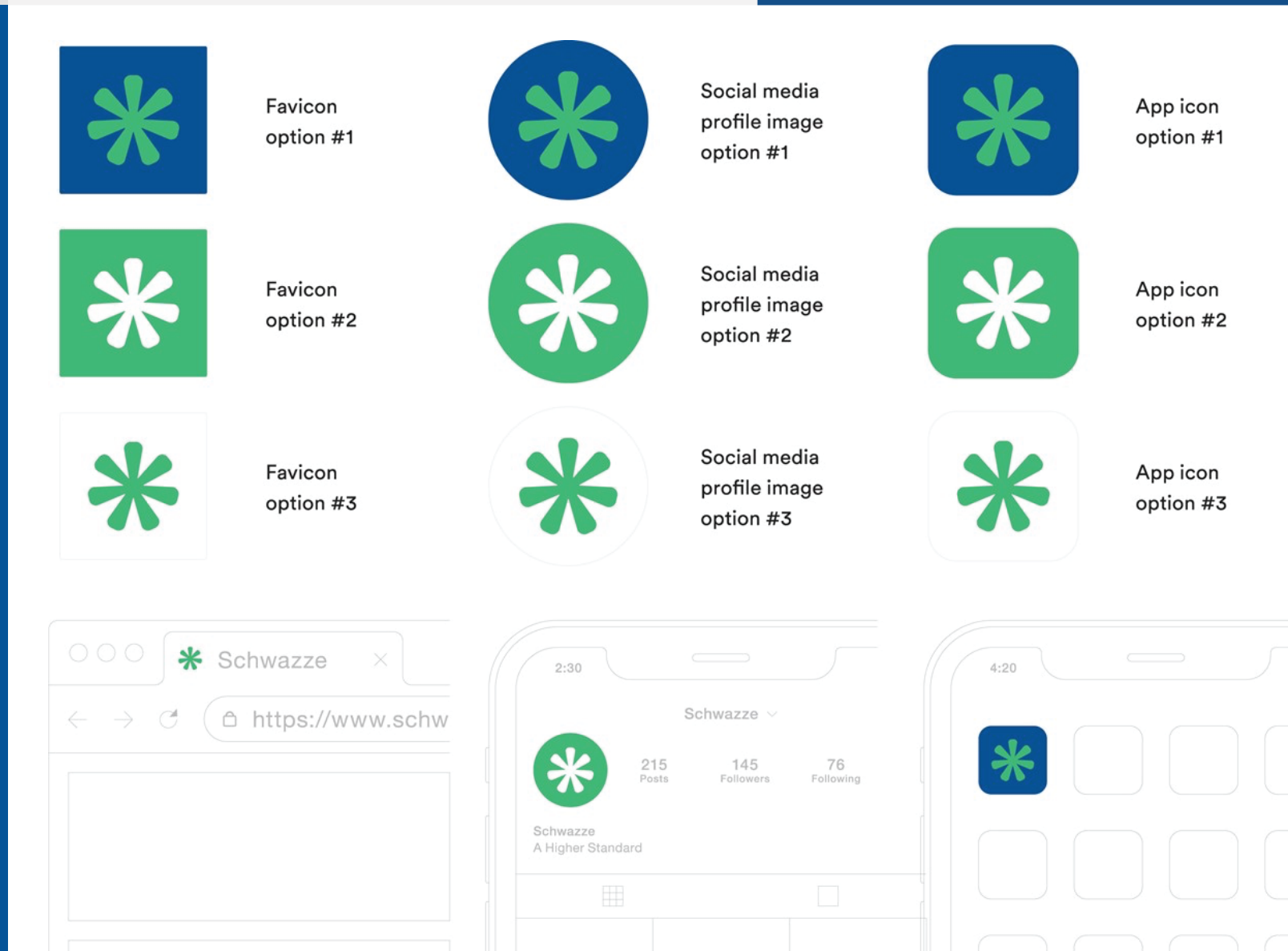
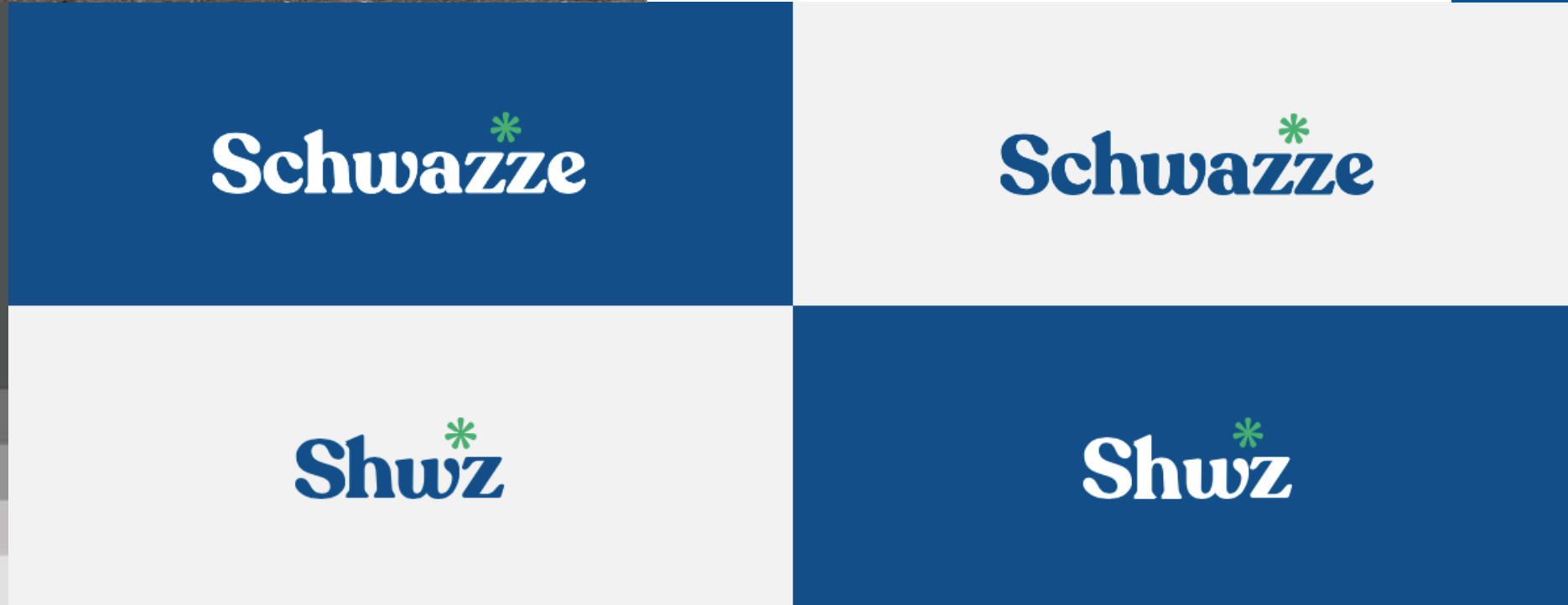
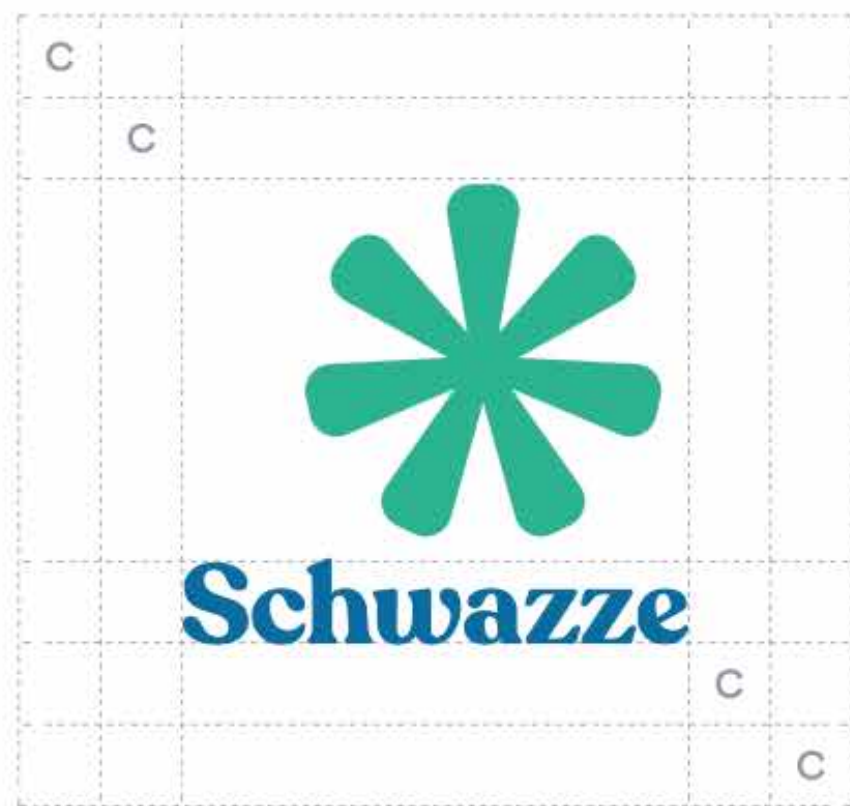
logo?





continuity in cannabis.





R

it's noisy out there.

Manage the volume.



**brand con-ti-nu-i-ty /
accountability challenge**

R



in... **30** days,



**make one commitment to
con-ti-nu-i-ty in your brand.**

E-mail me your commitment at **rbaker@rizencreative.com** and i will follow-up with you in 30 days to hold you accountable to your commitment .



DO WHAT
YOU LOVE

We love what we do.

ron baker + rbaker@rizencreative.com

R



**“Brand is not
what you say it is.
It’s what
they say it is.”**

- Marty Neumeier

A nighttime photograph of a city street corner. On the left, a large tree with green leaves is in the foreground. The street is filled with light trails from moving vehicles, creating horizontal streaks of white and orange. In the background, several multi-story buildings are visible. One building has a red brick facade with many windows, some of which are lit up. Another building has a modern glass facade with blue and white lights. A sign for 'Idaho' is visible on the right side of the image. The sky is a deep blue.

thank you.



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