



BRANDING

IDEAS INTO ACTION

**“ A COMPANY’S CEO HAS TO SELL POSSIBILITIES:
A FUTURE THAT MAY BE UNLEASHED IN THEIR OWN
MIND BUT HAS NOT YET FORMED FOR OTHERS. ”**

PETER BAUER

UNLEASH POSSIBLE

BRANDING

SHAPES PEOPLE'S PERCEPTION OF:

YOUR COMPANY

YOUR PRODUCTS

YOUR PEOPLE



BRANDING ISN'T JUST:

A GREAT LOGO

A TAGLINE

COLORS

FONTS

IT GOES FURTHER:

A COMPANY PURPOSE

A JUST CAUSE

CORE VALUES

A BRAND PROMISE

8 ACTIONS LEADERS SHOULD TAKE AWAY

Align your Company Purpose with your Core Values.	INTENTION MATTERS.
Clearly Set Expectations for the Adoption of Company Branding.	DETAILS MATTER.
Adopt and Use the Company Branding Yourself.	ACTIONS MATTER.
Use Your Branding in Your Everyday Language.	WORDS MATTER.
Expect and Inspect Measurements.	RESULTS MATTER.
Encourage Your Team to Represent Your Brand.	PRIDE MATTERS.
Attend One Department Meeting per Month.	SHOWING UP MATTERS.
Serve Your Community, Representing your Brand.	GIVING BACK MATTERS.



**WHAT QUESTIONS DO
YOU HAVE FOR ME?**



**LET'S TAKE THOSE
IDEAS INTO ACTION**

LET'S GO ON

A BRAND

ADVENTURE



WHAT DO THEY GET?



BRAND AUDIT

A formal interview where our team can learn and see where you, your colleague, family or friend might need help.



BRAND BOOK

A fully developed piece which incorporates everything we have talked about here today.

If you want a better look at what we are doing. Request to view ours.



ECOMMERCE PLATFORM

Where you/they can order Branding Materials (BC, Letterhead, etc.) and/or Employee Apparel.

LOGO DESIGN OR RE-DESIGN

If client requested or needed.

AMBIENT DESIGN

Mockups provided to show what your Merch, Apparel, Signage, Packaging, Social Media, etc could look like.

**WOULD YOU LIKE TO SUGGEST
A NON-PROFIT OR START UP?**



OR GO TO

<https://tinyurl.com/BD22BrandAdventure>

**WE WOULD LOVE TO
HEAR YOUR FEEDBACK!**



OR GO TO

<https://tinyurl.com/BD22Feedback>