



BRAND POSITIONING + CONSISTENCY

GUIDE OVERVIEW

BRAND PILLARS

The Values of 4parts Design
The Tenets of 4parts Design
4parts Design Unique Proposition
4parts Design Voice and Tone
Elevator Pitch

STATIONERY

Business Cards • Letterhead

MARKETING

Channels • Social Media • E-mail

VISUAL STANDARDS

Logo • Colors • Fonts • Photography

THE VALUES OF 4PARTS DESIGN

4parts is committed to long-term client relationships that help propel our clients brands through every consumer touchpoint in order help build their brand equity and value.

4parts is a group of highly skilled individuals dedicated to empowering our clients through a reflective process that focuses on inclusion and over-delivering on our promises.

THE TENETS OF 4PARTS DESIGN

1) The whole is greater than the sum of the parts

Each person at 4parts offers unique set of skills that combines symbiotically with each other part and combines to create a unique offering to our clients.

A horizontal structure to ensure our clients deal directly with the key personnel at 4parts and conversely that each 4parts members deals directly with the client. This ensures internally we get to have a full understanding of the clients individual qualities that then are reflected in the results.

2) Respect and commitment to long term client partner relationships at our core

Everything we do starts with a philosophy of developing and foster our client relationships for the long term. In order to do this we look beyond the budget and focus on all aspects of aiding a brand as if it were our own.

Every project is a reflection of the client not of us.

Our work defines a style and are products of the clients brand goals, budgets and needs versus internal house style.

3) Quality of work

Work that stands out from the crowd and is a reflection of the unmatched expertise we collectively bring to bear on a project.

Our history of experience in the wine industry provides unique experience in producing aspirational works across all consumer and trade communication channels that cross over to a variety of industries where consumer engagement is key.

4PARTS DESIGN UNIQUE PROPOSITION

Client Partners

- Open Pragmatic Process
- Work directly with brand owners and begin by asking a lot of questions.
- Develop strategies based upon their needs first.
- Using our expertise and experience guide our clients to focus on key elements that help separate them from the competition and reflect honestly their unique qualities.

Customer Centric

- Empower to client throughout the process.
- No hidden processes.
- Show how design works.

Genuine and Real

- We live and work with our clients and as such want to ensure they feel that they received great value for money.
- We develop our relationships based upon the philosophy that our client partners are our best form of marketing.

Supplier Partners

- With any relationship we have with a supplier partner, embrace their position in the project with respect and value their input, ideas and thoughts as we would any other member of 4parts.
- Ensure outside partners live in our communities in order to ensure monies are reinvested where we live and work.

Focal point examples

- Always connect the project we undertake with the clients brand and goals.

VOICE & TONE

- Inclusive and customer centric
- Pride with a human touch
- No house style – A client centric style
- Collective expertise that cannot be matched

ELEVATOR PITCH

Condensed

4parts is a service-oriented group of individuals who are branders with design at our heart. 4parts focuses on an inclusive pragmatic approach to all facets of the project. We look beyond the size of any project and embrace a philosophy of creating stories that reflect the brand owner's vision in an honest and authentic manner that helps propel their brands forward and create enhanced revenues.

Full

4parts is a service-oriented group of individuals who are branders with design at our heart. 4parts focuses on an inclusive pragmatic approach to all facets of the project. We look beyond the size of any project and embrace a philosophy of creating stories that reflect the brand owner's vision in an honest and authentic manner that helps propel their brands forward and create enhanced revenues. 4parts offers a different and unique approach for our clients. Strategies are developed from the clients needs, desires and budgets back and are based upon a stepped strategy versus a do-everything-at-once approach.

THE MARKETING OF 4PARTS

Clients

Engage with our clients in a manner that ensures they are our best form of marketing and advertising, both in the quality of work we produce for them as well as the human connections that we form through our work. This will ensure that we self perpetuate budgets that are spent within the expanded communities that we live and work in.

Platform

The primary platform for 4parts Design marketing is our website. All 4parts marketing is based upon driving clients back to the website and use the site as both marketing and educational platform

E-mail Campaigns

Social Media

Instagram. As social media shifts towards both more visual and mobile oriented, Instagram can provide a visual outlet and instant connection with consumers.

Satellite events

Primarily engage at packaging and consumer engagement events, where our primary core expertise can create the most traction.

VISUAL STANDARDS

Logo Options



VISUAL STANDARDS



HEX/WEB - #f47920

CMYK - 0 65 35 0

PMS - ORANGE 021C



HEX/WEB - #00a1ad

CMYK - 90 0 30 10

PMS - 3135C



BLACK



10% GRAY
HEX #e6e7e8
CMYK - 0 0 0 10
COOL GREY

MAIN HEADER FONT - ROCKWELL

BODY FONT - OPEN SANS