



BRANDING GUIDE

WHAT IS A BRAND?

Your brand represents everything you do and say to the world. It is far more than just a logo or a tagline. We help form and focus your brand through all communication channels.

DEFINING YOUR BRAND

The process of building a brand has multiple inter-connected components. These components create a foundation for your business to build on. Once the initial branding elements are in place, the rest will follow. The process begins with your ideas and vision. The creation of a brand strategy that resonates, relies on authenticity, consistency and repeatability.

Where do we start?

We simply ask you a ton of questions.

We create a brand document outlining your critical strengths, core points of difference and guidelines for keeping the brand consistent across all platforms and providing you and your staff with a set of guideposts for everything from the development of sales material to how your staff interacts with consumers, trades people to even your banker.

STEP 1 Design a logo, business cards & collateral

STEP 2 Create a branding guide

STEP 3 Make indoor/outdoor signage, flyers, posters

STEP 4 Customize menus, table toppers & drink lists

STEP 5 Design your website with analytics and social media

AND REMEMBER, CONSISTENCY, AUTHENTICITY & REPEATABILITY.

Let's Get Started



LOGO DESIGN

We combine your style, swag and overall message into a single design. Your logo not only describes your business but also visually represents you to the world. We make sure it is a true and meaningful representation of who you are. After several rounds of design reviews we end up with the centerpiece of your visual brand.

Racquet Club

SPIRITS

MAIN LOGO



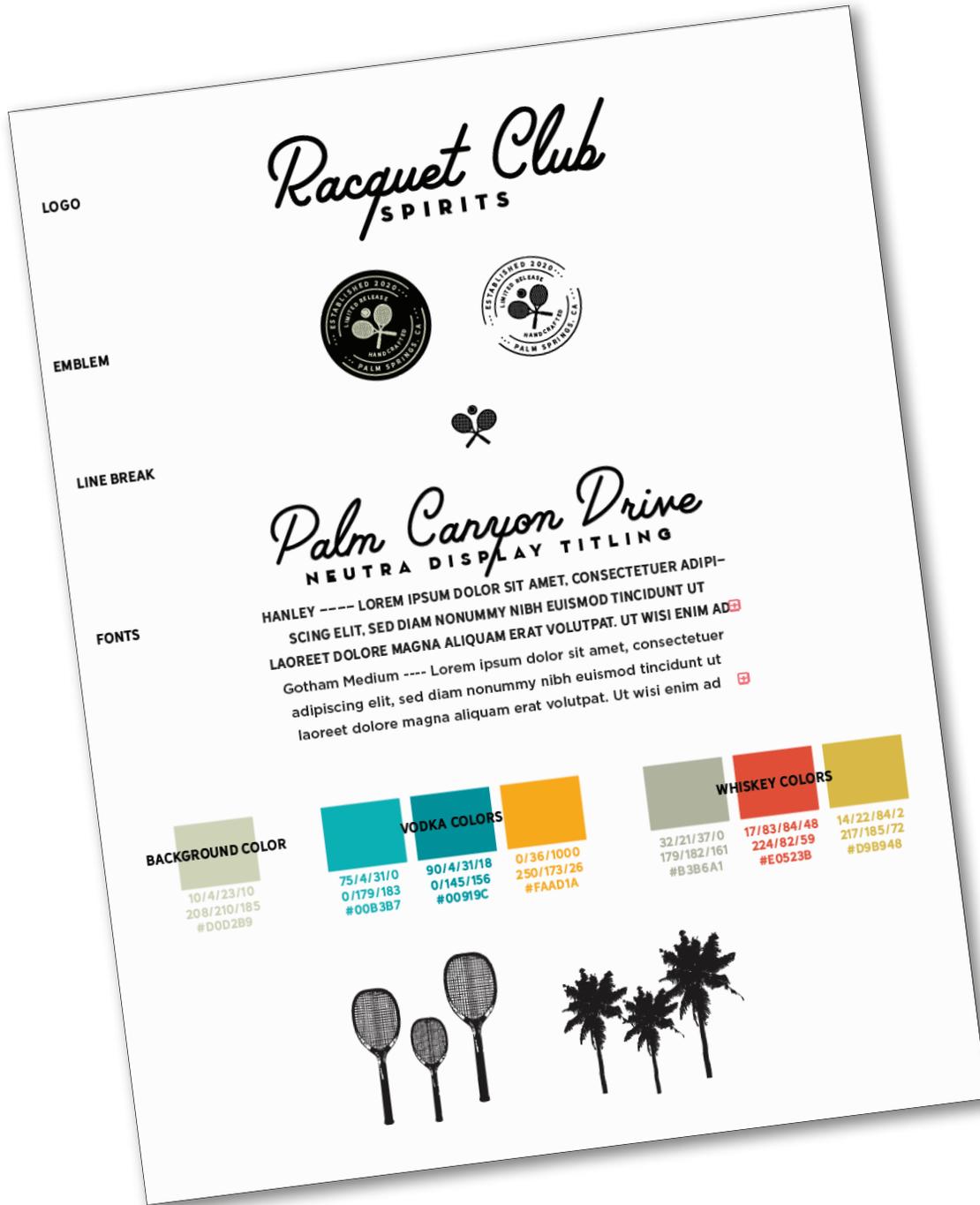
SECONDARY LOGO
used for social media



PACAKGE DESIGN

BRANDING GUIDELINE

Consistency, consistency and more consistency. We create a guide that outlines the colors, logos and fonts to be used in all consumer and internal documents. This keeps the brand consistent across all platforms. You can pass this on to outside vendors and designers to ensure the guidelines are followed throughout your sales channels.



BUSINESS / SALES & MARKETING

Providing visually dynamic and engaging materials is where we can help you to create consumer loyalty and reinforce what you are all about.

SIGNAGE

The world needs to know who you are. Signage can help shout your name from the rooftops. We have the experience with manufacturers to ensure your signage is right for you. From large outdoor signs to window treatments, we design it all to fit your brand.

POSTERS, IN-HOUSE & SOCIAL MEDIA DESIGNS

Keeping a brand consistent with the freedom of design is a fine balance. We walk that line while maintaining the brand integrity.



WEBSITE DESIGN

A website is the center of your communications wheel. It can provide the platform to sell products, provide information, teach consumers about your brand and interact with other businesses. We design websites through the consumer's eyes and provide a hierarchy of information that won't overwhelm or stifle their experience, rather guide them through a memorable online experience that encourages them to seek you out.

Each website is unique to the brand. After analyzing consumer habits through your sites analytics, we recommend the appropriate framework upon which to build the site whether it be through a content management system or a custom build.

