



Creative Brand Content's Branding Identity & Logo Package

January 18, 2023

Presentation Overview

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What is Branding?

Branding is the process of creating a distinct identity for a business in the mind of your target audience.

At the most basic level, branding is made up of a company's logo, visual design, mission, and tone of voice.



Why is Branding Important?

Branding is important because it makes a memorable impression on consumers and allows your customers know what to expect from your company.

It is a way of distinguishing yourself from competitors and it clarifies who you are and what you are not. In addition, branding signifies what you do and what you represent. Branding helps customers make better better choices.



What is a Brand Voice?

A brand voice is the distinct personality that the brand communicates and is what creates a connection with customers. That brand voice should be consistent throughout all marketing channels, sales materials as well as any content that directly addresses consumers.

Logos, colors and fonts used are all branding elements that support and articulate the branding voice.



Scope of Deliverables

The Branding Identity and Logo Package is intended to be a foundational tool to give clients a head-start in their business marketing efforts. It is finite service, and is not meant to be an ongoing marketing service.

The scope of the deliverables are limited to the generation of the branding identity document in addition to professional logo development with consultation and a style guide. Upon request of the client, additional services may be considered and rendered on a case by case basis.



Brand Identity Content

The document acts as a future guide to the brand. Research and interviews will be conducted to fulfill document. In order to complete the branding identity document, interviews will be conducted with a minimum of two external customers and two internal employees. In addition a questionnaire will be required to be filled out by the client.

The Branding Identity document may include, but is not limited to the following elements:

- Brand Questionnaire
- Audience personas
- Limited competitor research
- Brand positioning
- Brand story
- Brand values
- Brand mission
- Brand touchpoints
- Brand messaging
- Tone of voice
- Brand identity summary



Branding Questionnaire

The Branding Questionnaire helps identify key brand touchpoints and hone the client's direction and overall tone.



Branding Questionnaire:

Brand Foundations

1. Name 5 brands you like or love AND what you admire about them?
2. What are the top 3-5 core values your company best exemplifies?
3. Your Mission – in other words, what do you want to do with your values?
4. Your Vision – Where do you see your brand in 1 year, 5 years & 10 years?

Fundamental Nature of your Business

1. Describe the nature of your service—in one sentence.
2. Who are your primary clients or consumers? Who are your main competitors?
3. What is unique about your company versus your competitors?
4. What is the primary differentiator between you and your competitors?
5. How do your clients or consumers perceive your company?
6. How would you like clients, consumers and prospects to perceive your company when they see your logo mark and other marketing materials?
7. Describe your company's internal culture or atmosphere in one sentence.

Personality of your Company

1. If your company were an individual person, how would you describe it? (Circle those that apply and write in any others you'd like.)

- a. Energetic
- b. Outgoing
- c. Friendly
- d. Attentive
- e. Casual
- f. Formal
- g. Businesslike
- h. Serious
- i. Relaxed

- m. Calm
- n. Authoritative
- o. Controlling
- p. Capable
- q. Masterful
- r. Resourceful
- s. Inventive
- t. Proactive
- u. Problem-solving



Branding Identity Document

Valcom Branding Document

May 13, 2020 | Rev 4 | Initial Walkthrough

BACKGROUND

Custom Communications Solutions

Since 1977, Valcom has provided custom tailored communication solutions that are used to keep people:

- Safe
- Informed
- On schedule

They are unique in their market as one of the few manufacturing companies who directly interact with the end users of their products.

Client Centric Solutions

They have a teams of customer service and sales/solutions engineers who work to provide client centric product solutions, through listening to their customers. Valcom customers are both the end users of their products and their network of distributors.

Solutions and Products for Many Markets

Made and Supported in USA

Valcom is a USA based manufacturer of telecommunications equipment, which are used to provide "solutions" for many markets. Their products are designed, engineered, manufactured, and supported in the USA. Many of their core manufacturing processes are handled in house for quality assurance/control purposes. Their Roanoke VA facility is over 120K square feet, houses over 200 employees, and produces their over 700 different products. In April 2020 they have decided to improve their marketing efforts, having had experiences in marketing in the past, by hiring Reed Dillon as a Marketing Consultant to evaluate and manage their marketing needs to coordinate with MoJo Active to upgrade their website.

Sales Channels

They currently do 50% of their business through distributions/integrators and 50% directly with end customers. They anticipate their business will gravitate more towards end users in the future. The goal of their marketing efforts is to find and grow new sales with end users.

BRAND PERCEPTION

A Partner Who Cares

Valcom should be perceived as reliable, trustworthy, customer service oriented, stable company that cares about their customers and provides appropriate solutions to their problems. They are easy to work with and always willing to listen. They should be perceived as a "problem solving partner" and not just a "provider or manufacturer" by their clients.



Logo Development and Style Guide

New logo or logo refresh

Professional creative logo development with consultation. Deliverables will include a minimum of three logos versions with two revisions executed to chosen version.

Logo deliverable is to include logo renditions in various file formats including JPEG, Vector, PDF and PNG. Logos will be rendered in full color, black and white and grayscale if required.

Graphics will include a style guide that will detailed typography branding and Pantone Matching System guidelines.



Logo & Style Guide Samples



LOGOS

COLORS

PANTONE: 444 U CMYK: 54, 39, 42, 5 RGB: 125, 134, 135 HEX: #7c8b86	PANTONE: 583 U CMYK: 38, 18, 94, 5 RGB: 169, 178, 64 HEX: #a8b23f	PANTONE: 7457 U CMYK: 23, 2, 4, 0 RGB: 192, 225, 237 HEX: #d9e1ec	PANTONE: 377 U CMYK: 60, 27, 96, 8 RGB: 113, 143, 64 HEX: #718c40	PANTONE: 446 U CMYK: 60, 27, 96, 8 RGB: 113, 143, 64 HEX: #516a6a	PANTONE: 729 U CMYK: 26, 43, 56, 2 RGB: 189, 147, 116 HEX: #bd9274

PRIMARY FONTS

Avenir Family
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp

WEBSAFE/SUBSTITUTE FONTS
(Use when the official fonts aren't available)

Raleway Family
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp

Arial Family
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp

Cost of Service

Total Costs: \$2,500

Travel is not seen as required. Communication is needed by either phone and/or computer to be able to fulfill brand identity document. Amount is due after acceptance of the written agreement.

There will be some responsibilities required to be fulfilled by the client. The client will have three months from the inception of the agreement to fulfill needed required elements to fulfill the scope of the brand identity document. If client willingly does not deliver required elements needed to fulfill the brand identity document within the three month window, they will forfeit monies paid.



Reed Dillon Bio

Reed Dillon is a 30-year marketing veteran and owner Creative Brand Content LLC. He has been the marketing director for several large corporations. His past also includes the execution of national advertising TV and print campaigns. Since 2015 he works as a marketing consultant helping small to midsize businesses with their marketing challenges.

His passion is in creating compelling brand focused content that convinces and generates brand awareness that leads to ultimate sales.

Part brand strategist, creative director and writer, Dillon specializes in all content that you can see, read or hear. His track record of success has generated millions of dollars for the companies he has served, garnering numerous regional and national marketing awards. Reed resides in Moneta, Virginia with his wife Karen and daughter Harper.



Questions, Contact Info and Thank you!

Thank you for your consideration. Please feel free to contact me at any time to discuss anything that I have covered today.



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