

# BRANDING MATTERS

## WHY DOES BRANDING MATTER?

When your company has brand standards that you follow consistently, the result is a clear message about what you do, who you serve and why you stand out in your industry.

### SINGULAR VOICE

Branding empowers an organization to speak with a singular voice — from administration to product development, sales, marketing and executive leadership. The focused messaging and unique brand identity that result from this singular voice distinguish your organization from its competition, build a sense of pride in employees, close more sales, increase customer loyalty and cut costs through more efficient development of marketing materials.



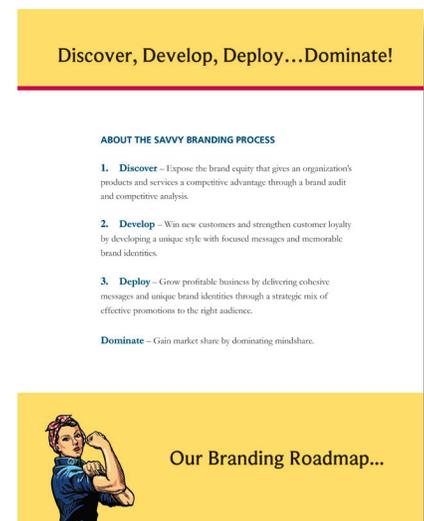
### MARKETING FOUNDATION

Brand standards provide a strategic foundation for building every sales pitch and marketing tool needed. Organizations reduce the time it takes to create high impact sales materials by applying brand standards when developing marketing materials.



### CONSISTENCY

Brand standards empower an organization to create consistency across all collateral, whether it be a website, brochure, annual report, mailer, tradeshow display or promotional item.



Ultimately, developing consistent brand standards will help increase revenue while saving time and money.

### Increase revenue

- Close more sales with focused messaging
- Develop a message and brand identity that distinguishes your organization from the competition
- Build brand awareness to gain customer loyalty
- Expand market presence
- Create tools that boost sales force confidence
- Uplift the corporate image to convey quality

### Save Time and Money

- Eliminate ineffective and disparate messages
- Reduces internal meetings required to build sales communication through clear guidelines

# WHAT ARE BRAND STANDARDS?

Brand standards outline consistent messaging and visual elements for all of your organizational communications. Well-defined brand standards help you to...

- Define a unified message for your major audience
- Differentiate your brand and services from the competition
- Define and maintain a cohesive, consistent and unique graphic identity for the entire organization
- Define core visual elements that make up the communications system
- Preserve the unique brand identity in all communications
- Generate a stronger association to a clearly defined brand identity
- Review your brand and market position through brand audit and competitive analysis

## MESSAGING

Messaging guidelines should be used to ensure that key points are incorporated into all communications. To develop comprehensive messaging guidelines, you should address each of the following areas.



### 1. DEFINE YOUR BRAND ATTRIBUTES?

Brand attributes are a set of qualities that help us to determine how we view ourselves internally and how we wish to be viewed by the marketplace. They guide everything from value propositions and positioning statements to imagery and fonts. Consider finding a few from each category that define who you are as an organization.

- Table-stakes Attributes are “must have” qualities that people expect from this type of organization.
- Valued Attributes are qualities that begin to build loyalty among clients.
- Attributes of Distinction are qualities that set an organization apart from their competitors.

### 2. NAME YOUR VALUE PROPOSITION?

Your value proposition is a definitive statement of the benefits (functional and emotional) that a stakeholder gets from using your company's products or services and that differentiate you in the marketplace.

### 3. CREATE YOUR POSITIONING STATEMENT(S)?

A positioning statement is a more focused message than a value proposition and is the basis for advertising campaigns. Based on your attributes and your value proposition, what are you promising to your customer?

### 4. CRAFT A BOILERPLATE (100 words, 50 words, 25 words)

A boilerplate is standardized body copy that may be used in press releases, corporate collateral and any other communication outlets in which the company briefly describes its services and communicates value. A 50-word “company blurb” is a more concise version of your boilerplate. It may be used for tradeshow entries or in proposals, for example. A 25-word “elevator pitch” provides a quick introduction to the company and what it offers. Make sure it sounds good when you say it aloud.

## GRAPHIC IDENTITY AND VISUAL ELEMENTS

To ensure a consistent brand image throughout your communications, brand standards should always outline the visual elements that determine the look and feel of your company. This includes things like logos, imagery, fonts and color palettes.

### 1. DEVELOP A LOGO/BRAND MARK AND TAGLINE

Specify color guidelines. Make sure you have your logo in all necessary formats, such as the following.

- Printed in four-color process (CMYK – Cyan, Magenta, Yellow and Black) against only white background (should be selected as first choice)
- PMS (Pantone Matching System) Spot color against white background
- Printed greyscale against only white background or against lighter color palette
- Image that provides adequate color contrast in solid black and white
- Reversed with four-color process
- Reversed with PMS Spot against a darker color palette or color that provides adequate color contrast
- Reversed with Greyscale
- Reversed with black and white solid against a darker palette color that provides adequate color contrast
- Establish clear specifications for the use of the logo and tagline, such as the following.
- No element should come closer to the logo and tagline than "X".
- Logo and tagline minimum size specifications: should never be used smaller than "X" or "Y" in width.



### 2. DEVELOP A COMPREHENSIVE COLOR PALETTE

A color palette will provide flexibility while creating a unified, recognizable appearance across all communications. The use of any other color not indicated in the palette must be approved.

Include specifications for PMS colors on coated stock (C), Uncoated Stock (U), when reproduced using 4-color process (CMYK) and when creating electronic presentations (RGB) and on the web (HEX).

- Primary Color Palettes:
  - Dark Color Palette colors: Chosen for their ability to convey the highest level of quality and sophistication. Primary colors are used for large areas of color application.
  - Bright Color Palette colors: Chosen for their ability to convey a balanced presentation of vitality and richness.
  - Accent Color Palette: Selected to convey excitement and energy and to grab the viewer's attention, accent colors are to be used for selected spot applications meant to highlight and emphasize graphic and written information.

#### Dark Color Palette

PMS 3025C  
PMS 308U

PMS 202C  
PMS 208U

PMS Cool Gray 11C  
PMS Cool Gray 11U

#### Bright Color Palette

PMS 129C  
PMS 128U

PMS 249C  
PMS 248U

PMS Cool Gray 5C  
PMS Cool Gray 5U

#### Accent Color Palette

PMS Orange 021C  
PMS Orange 021U

PMS 284C  
PMS 284U

PMS 375C  
PMS 374U

### 3. ESTABLISH TYPOGRAPHY GUIDELINES

- Select standard typestyles to be used in all corporate communications.
- Provide a hierarchical guideline for use, including headlines, subheads, introductions, charts, body copy, and captions and footnotes.
- Fonts should always appear in their original form.
- They should never be distorted (condensed or expanded).
- Adjustments to letter kerning or tracking is permitted where required or desired.
- The italic or bold versions for some of these fonts are not displayed but may be used to emphasize text messaging within the communication.

<p><b>Beaufort Medium</b>                  ABCDEFGHIJKLMNOPQRSTUVWXYZ                  abcdefghijklmnopqrstuvwxyz                  1234567890 &amp;@\$%#!?({{/</p> <p>Frutiger Light                  ABCDEFGHIJKLMNOPQRSTUVWXYZ                  abcdefghijklmnopqrstuvwxyz                  1234567890 &amp;@\$%#!?({{/</p>	<p><b>Frutiger Bold</b>                  ABCDEFGHIJKLMNOPQRSTUVWXYZ                  abcdefghijklmnopqrstuvwxyz                  1234567890 &amp;@\$%#!?({{/</p> <p>Garamond                  ABCDEFGHIJKLMNOPQRSTUVWXYZ                  abcdefghijklmnopqrstuvwxyz                  1234567890 &amp;@\$%#!?({{/</p>
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### 4. DEVELOP IMAGE CRITERIA

Imagery used in communications plays an important role in defining and reinforcing your brand. Imagery should reflect and support the intended message and be appropriate to the industry. Consider creating guidelines like the following.

- Selected images may feature...
  - And reinforce...
- And focus on...
  - The predominant target for images should be...
- Image should denote...

### LAYOUT

Creating targeted and cohesive communications requires the assembly of the messaging and graphical brand elements into an effective layout.

Well-defined messaging and visual elements facilitate easy, effective layout of your materials. By looking to the specifications for logo usage, color, fonts, and imagery, you can develop unified marketing materials for print literature, corporate identity, advertising, internet, presentations, and promotional items, such as the following:

- Business cards
- Letterhead
- Embroidered shirts
- Tri-fold brochures
- Overview brochures
- Mugs, pens, giveaways
- And more...



Savvy Workshop, LLC develops multi-channel marketing campaigns and education-based marketing events that help clients reach their targets. They are experts at developing brand roadmaps, creative graphic design, crafting compelling messaging and producing impactful marketing collateral. They are experienced in social media strategy and implementation, special event production and tradeshow management. Digital services include the execution of high-impact websites, video content, e-mail marketing and online sales tools. Savvy Workshop also provides packaging, direct mail, custom printed promotional items and fulfillment services.

