

BRAND DEVELOPMENT SPRINT

Positioning

Messaging

Visual Identity

THE PURPOSE

You know who you are and what you do. But does anyone else understand it?

Investing in your positioning, messaging, and visual identity is critical to ensuring your targets experience a clear, consistent, and cohesive brand experience across channels.

Crystalizing why your brand exists, what you offer, whom you serve, and how you are uniquely poised to challenge the competition lays the foundation for compelling, persuasive messaging and visuals that resonate with and inspire your target audience to take action.

THE PROCESS

Phase 1 Discover

This critical phase lays the foundation for the brand development process.

By diving into your product/services, auditing your existing assets and messaging, and evaluating them against the competition, we can address your weaknesses and uncover opportunities to better articulate and illustrate who you are and why you matter to your target audiences.

Product/ Service Briefing

Asset and Messaging Review

Independent Competitive Audit

Situation Assessment and Recommendations

Phase 2 Define

Strategic positioning conveys why your brand exists, what you offer, whom you serve, and where you fit in the marketplace with precision.

This process unveils how you are uniquely poised to challenge the competition, building a foundation for compelling, persuasive messaging that resonates with and inspires your target audience to take action.

Brand Positioning

Craft Foundational Statements

Construct Category and Competition Landscape

Define Target Audience

Core Messaging Map

Phase 3 Design

Your brand's persona articulates your identity and personality as if it were a person. This informs the language used and the visuals chosen to represent your brand, such as tone of voice, colors, fonts, and imagery.

Brand Guidelines establish visual and verbal guardrails, ensuring a consistent and cohesive experience across channels.

Develop Brand Persona

Brief Graphic Designers/Creators

Develop Visual Identity and Assets

Brand Guidelines