

# Branding



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Your brand is the identity of your business - the vision, mission, values, and the long-term and short-term goals. A well generated brand not only allows you to charge more, it serves for your business to earn a larger share of your market, generate customer loyalty and distinguish your business from the competition. We do this by focusing on the purpose, profit, and positioning. To build a brand we are as clear, precise, and as simple as possible, we focus on the customer experience, we put a lot of effort into the visuals, we over-analyze the brand identity or the personality of your brand, and we make sure that you stand out from your competition.

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**All projects include:**

- Logo (and all applicable logo variations)
- Comprehensive Brand Guidelines
- Brand Vision Board
- In-depth Brand Strategy
- Branded Collateral
- Branded Pitch Deck
- Website Recommendations

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Each brand is created with the idea that every brand has the opportunity to become a legacy. We use a strong storytelling component, a strong consideration for the target audience, and by using a creatively data-driven approach to the content.