

CSG Advisory™

Culture | Strategy | Growth

Building brand identity

Our story @CSG Advisory

July 2020



Powered by:



Culture Strategy Growth

Connecting the dots. Building a narrative.
Developing a point of view.


Purpose of this document

We are sharing our experiences and learnings while building the brand identity for CSG Advisory. Our focus here is on **Implementation**, and not on Brand strategy.

This is targeted at businesses who are **starting-up** or are in the **early stages** of growth and need to make their brand tangible and visible.

Always start with your WHY

Define the **purpose** and **values** before talking about competencies and offerings.
Here's how we did it, starting with our WHY and then articulating the HOW and WHAT.



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Visit us at: www.csg-advisory.com

The New Reality

Businesses are operating in an environment characterized by VUCA - Volatility, Uncertainty, Complexity, and Ambiguity.

To survive and thrive, we need the right mix of **Outside-In** and **Inside-out** perspectives, delivered over **multi-timescales** that can be rapidly incorporated into the operating model.

Why we exist?

At CSG Advisory, we help clients **connect the dots** across factors influencing their business, **build a narrative** that focuses on stakeholder interests, and **develop a point of view** that shapes the future roadmap.

How we do it?

We deliver on this mission by creating **knowledge assets** for progressive business leaders across the global marketplace. We do this by looking at businesses through the lens of **Culture, Strategy, and Growth** mandate.

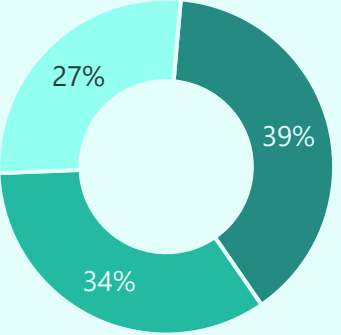
What we do?

Our approach is to tackle problems on **first principles** and **applied creativity** to unlock opportunities. And, our areas of expertise include:

- Business research
- Go-to-market consulting
- Channel management
- Skills design and development in Sales & Marketing

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% B2B Purchase Decisions ¹



■ Driven by Brand ■ Driven by Features ■ Driven by Price

“B2B buyers are concerned with the vitality and longevity of the brands behind the products they buy.”

¹ <https://lippincott.com/insight/b2b-brands-in-the-human-era/>

At CSG Advisory, we believe that technology matters, but so does the **Go-to-market strategy**. Our focus is to help **Ideate, Design,** and **Implement** playbooks that drive commercial success.



Connecting the dots



Building a narrative



Developing a point of view

| Our mission at CSG Advisory

Creating brand identity

Our approach

A

Design & Development

- Do-it-yourself (DIY) and design/build on publicly available platforms, which are **user-friendly** and **economical**. No prior experience required
- Identify a **central theme** to be consistent across the design elements. We kept “**Knowledge**” as the foundation
- Select **imagery type** based on the **theme** like illustrations, vectors, stock photos, etc.
- Key is to **keep iterating** till you reach the desired state

B

Content Creation

- Take a **storytelling** approach and keep the copy concise and straightforward
- Ensure a **Rational** and **Emotional** narrative to connect with your audience
- Use **relevant keywords** to improve SEO ranking
- Keep messaging **consistent** across the creatives
- Key is to **keep iterating** till you reach the desired state

Platforms (subscription based)



One-stop design platform for all your creative needs



Web domain & development platform



Digital writing tool, effective in sentence framing, grammar check

Defining brand elements

Font

- Choose a Typeface that is commonly available and requires no custom installation
- Select a mix of styles and weights to create impact
- Check the typeface both in digital and print
- Find more about font types at: <https://fonts.adobe.com/>

Typeface: SEGOE

Bold
CSG Advisory
AaBbCc
0123456789

Regular
CSG Advisory
AaBbCc
0123456789

Light
CSG Advisory
AaBbCc
0123456789

Color Palette

- Colors provide unique identity to the brand, so need to be selected thoughtfully
- Go for a contrast that helps you stand-out, keeping both digital and print in consideration
- Create two categories comprising of primary and secondary colors in your palette
- Use primary colors mainly for logo and text; secondary colors for data visualization, creatives, highlights, etc.
- Find more about Color palettes at: color.adobe.com

Primary Colors



Secondary Colors



Logo

- Choose a Wordmark logo type to keep it simple and establish the company name
- Create variations of your logo for light and dark backgrounds
- Read more about logo types at: <https://99designs.com.sg/blog/tips/types-of-logos/>

Light Background



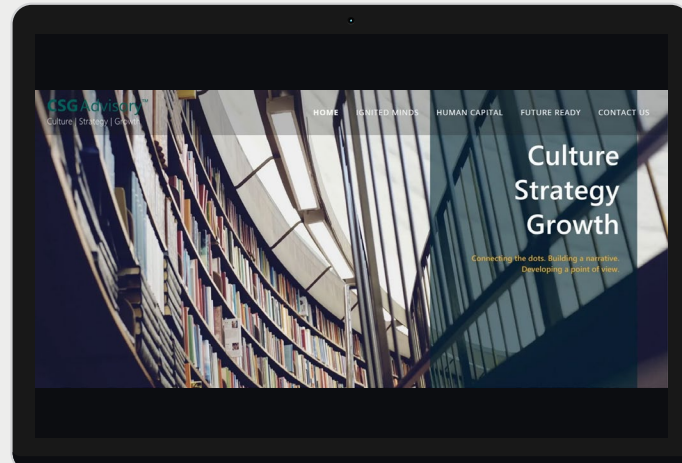
Dark Background



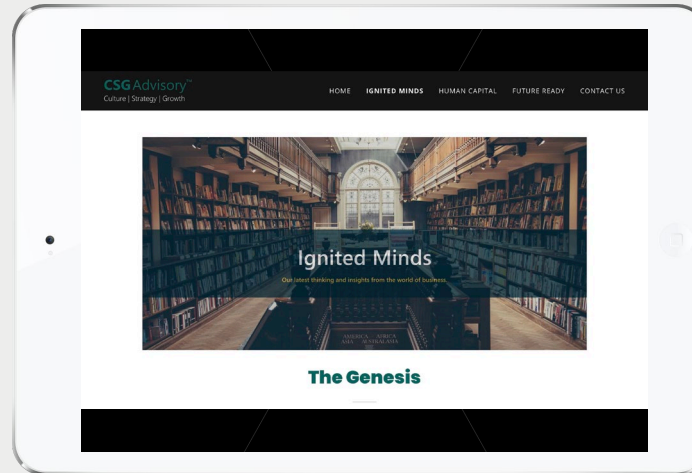
Building company website

Design needs to be mobile responsive to work seamlessly across devices

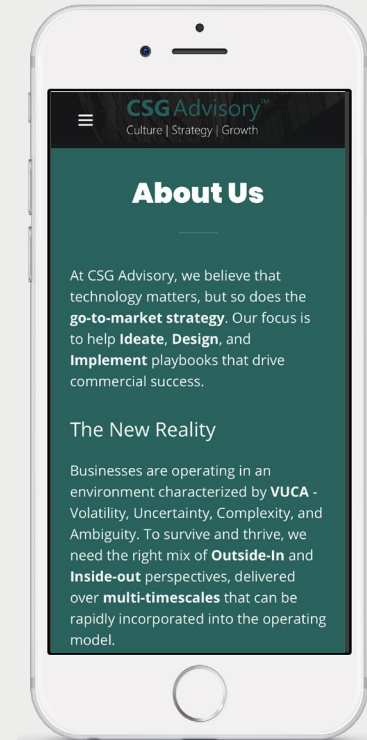
Laptop



Tablet



Mobile



Sample creative assets

PowerPoint Template

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Company Overview

Genesis and Mission

July 2020

Grid of 16 slide templates:

- Title Slide
- Title_Light
- Title and Sub-title
- Title and Content
- Title, Sub-title and Content
- Title and 3 section content
- Title, sub-title and 3 section content
- Blank
- Title Slide_Dark
- Title_Dark
- Title and Sub-title_Dark
- Title and Content_Dark
- Title, Sub-title and Content_Dark
- Thank You

Other Print/Digital assets

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Looking for an ideation session, write to us at:
saurya.chowdhary@csq-advisory.com
Visit us at: www.csq-advisory.com

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Business Report

July 2020

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Culture | Strategy | Growth

+1 3X 45X 7XX
Bangalore, India
www.csq-advisory.com

Dear Intern,

A letterhead is the heading at the top of a sheet of letter paper (stationery). That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern. The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading. Many companies and individuals prefer to create a letterhead template in a word processor or other software application.

This generally includes the same information as pre-printed stationery but without the additional costs involved. Letterhead can then be printed on stationery (or plain paper) as needed on a local output device or sent electronically. That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern. The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading.

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Regards,

-First Name- <Last Name>
Job title

Business Cards

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<First name> <Last name>
Job title

+1 3XX X5X XXX0
<first name>. <last name>@xyz.com
<City>, <Country>

www.xyz.com

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Thank you

For further guidance, meet us at:

www.csg-advisory.com