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

CSG Advisory™
Culture | Strategy | Growth

Building brand identity

Our story @CSG Advisory

July 2020

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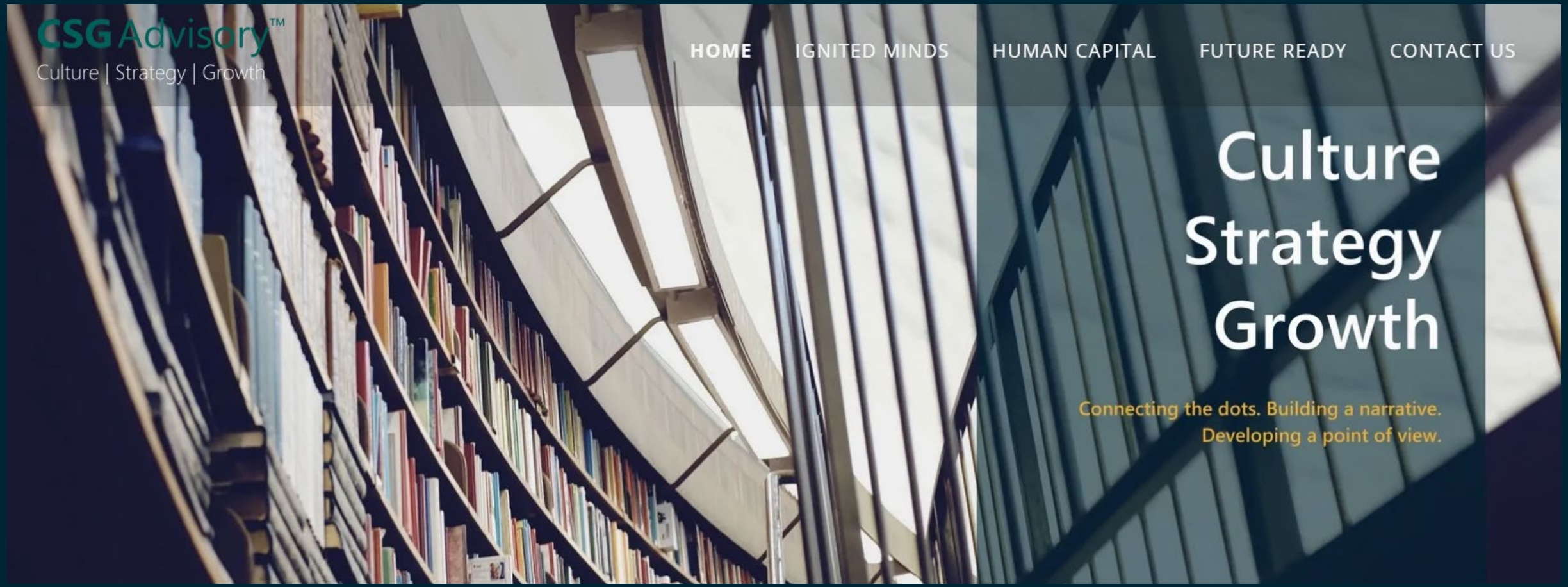

Purpose of this document

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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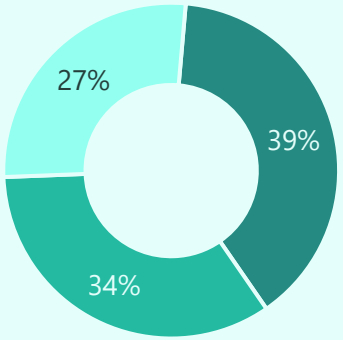
% B2B Purchase Decisions [1]



"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/

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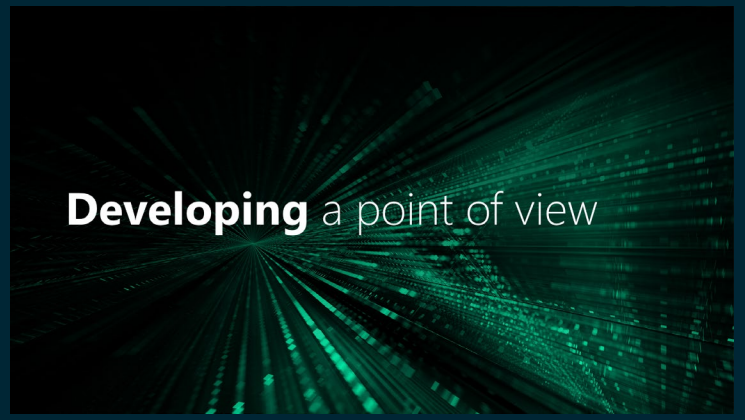
At CSG Advisory, we believe that technology matters, but so does the **Go-to-market strategy**. Our focus is to help **Ideate**, **Design**, and **Implement** playbooks that drive commercial success.



Our mission at CSG Advisory

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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)

Canva — One-stop design platform for all your creative needs

GoDaddy — Web domain & development platform

grammarly.com — Digital writing tool, effective in sentence framing, grammar check

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Defining brand elements

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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

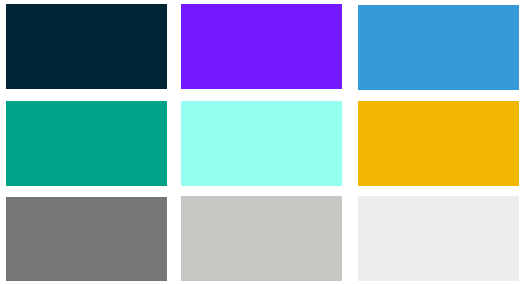
Bold	Regular	Light
CSG Advisory	CSG Advisory	CSG Advisory
AaBbCc	AaBbCc	AaBbCc
0123456789	0123456789	0123456789

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

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Dark Background

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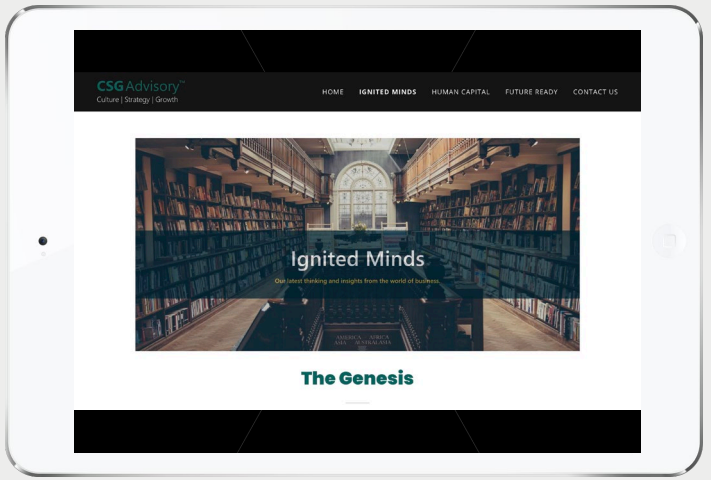
Building company website

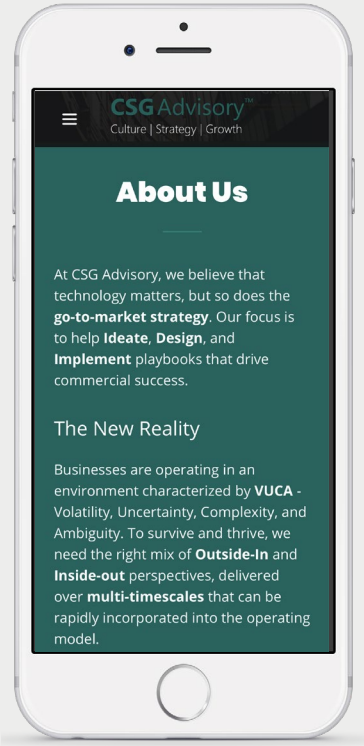
Design needs to be mobile responsive to work seamlessly across devices

Laptop

Tablet



Mobile



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Sample creative assets

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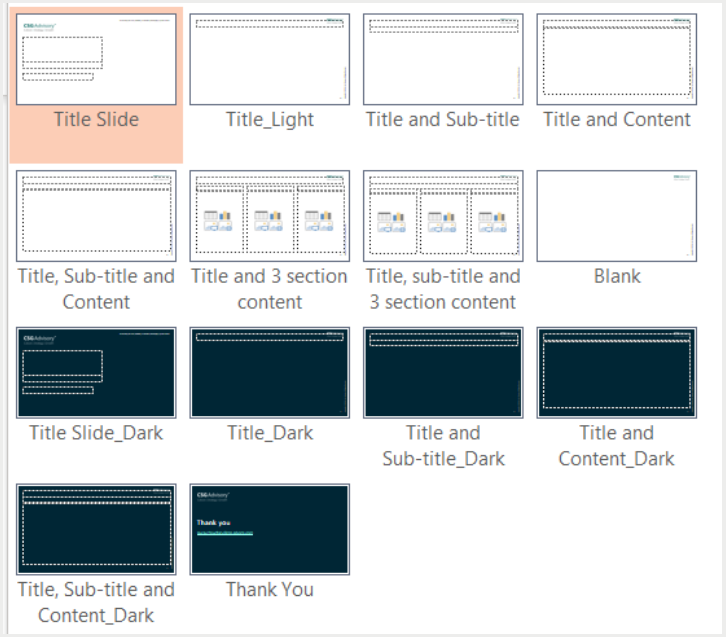
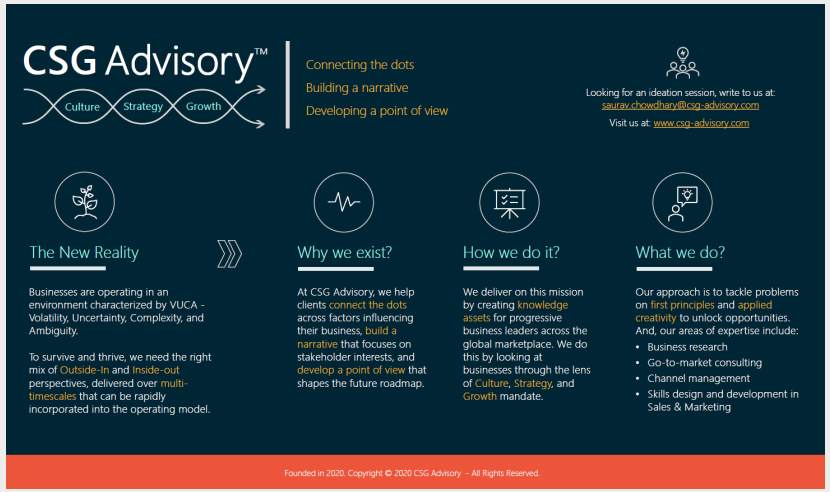
PowerPoint Template



Other Print/Digital assets



Business Cards

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Thank you

For further guidance, meet us at:
www.csg-advisory.com