

| STRATWISE |

BRAND GUIDE

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BRAND DEVELOPMENT

WHO YOU ARE

Knowing who you are as a company, a team, or an individual is going to help us develop your brand.

WHAT YOU AIM TO BE

We leverage this knowledge and your ideas to showcase to the world what you aim to be.

BRAND DESIGN ELEMENTS

LOGO

Your logo is but part of your brand. Although a critical part of developing a brand, it's only one part. However, when done correctly, your logo reflects the core essence of your brand.

FONT

Font selection is part science and part artistry. We work with companies to understand the voice of their brand as font selection goes a long ways to bringing that voice to life.

COLORS

Roses are red, violets are blue, your color scheme matters and so do you. Choosing a color scheme is critical to communicating with customers what your brand is about.

IMAGES

The use of images in brand development is a theme we come back to over and over. It starts with the core essence of ones brand and becomes part of your overall brand strategy.

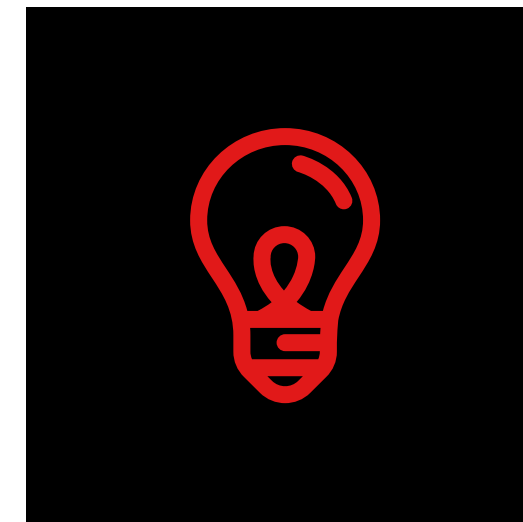
CLIENT DESIGN



New laundry and food store offering delivery



Located in a historic district known for cigars, tattoo shops and nightlife



The client chose 'lucky' and we did the rest including font, color scheme, tagline, design images and overall styling

THE BRAND VOICE AS AN EXPERIENCE



Get Lucky in Life

We created a set of marketing messages and complimentary images designed to be used across all mediums.



Communicating Value

'The Good Life' is something all customers aspire too. Having it delivered is where the value really comes in.



Humor & Free Content

For this clients brand we created a strategy using humor and freely available content.



Mission Statement

Our mission is to deliver commercial cleaning services which positively impact the environment, health, resiliency and productivity of the businesses and institutions we serve. We will achieve this by serving our clients with integrity for our commitments, responsiveness to their needs, trust and a dedication to being on-time and on budget.

Vision Statement

The future of the built environment is one that requires a commitment to sustainability, economic prosperity for facility owners and managers, and the health of all occupants. We are helping our clients deliver upon such a future, today, by the commitments we make as a certified service provider.

CLIENT EXAMPLE



BRAND STRATEGY

INSPIRATION

We bring inspiration elements to the table and discuss why and how they could become part of your brand.

ELEMENTS

We refine which elements are going to tell your story and begin aligning the font, colors, and images to do so.

INITIAL DESIGN

We work with up to three different designers to create initial designs based on earlier efforts.

MESSAGING

We begin to put together messaging that conveys the essence of your brand including taglines.

MEDIUMS

We create a strategy for which messages & content will bring your brand voice to life in each medium.

TRACK & REPORT

We encourage you to track & report activity in each medium to determine which has the most value.

READY TO
GET TO
WORK?

GET IN TOUCH!

| S T R A T W I S E |

More Examples

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