



Let's go
Beyond Marketing together

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- Printing
- Graphic Design & Branding
- Promotional Products
- Signs, Banners & Displays
- Trade Show & Event Marketing
- Digital Media
- Digital Marketing
- Custom Solutions
- Personalized, one-on-one service
- Strategic marketing insight
- Full-service print & promotional solutions
- Serving clients nationwide
- 30+ years of expertise & knowledge
- Everything customized to your brand

Beyond Branding: What Makes Your Brand Stand Out

Not Just Seen — Remembered

What Is Branding?

Branding is the experience people have with you and your business.

It goes far beyond your logo — it includes how you look, how you communicate, and how you show up.

Key concept:

Branding = Visual Identity + Messaging + Voice + Presence + Consistency

Visual Branding Essentials

- Logo – Simple, memorable, scalable
- Colors & Fonts – Create mood and recognition
- Messaging & Tagline – Who you help + how you help
- Images & Style – Consistent, clean, intentional

Brand Voice & Communication

Your brand must sound like your values.

- Define 3-5 tone words (friendly, bold, calm, professional, etc.)
- Keep written + spoken communication aligned and consistent

You Are The Brand

Your presence shapes how people perceive your business.

- Personal presence: appearance, energy, reliability
- Online vs. offline consistency
- Your story becomes part of your brand

Building Your Personal Brand

- Clarify your values
- Know what you want to be known for
- Audit your brand: Does it match YOU?
- Be intentional in how you show up
- Post with purpose
- Keep growing with mentorship

Branding Checklist

Is your brand:

- ☐ Recognizable?
- ☐ Clear in its message?
- ☐ Consistent everywhere?
- ☐ Aligned with your values?
- ☐ Creating the experience you want people to have?