



# CHC Brand Identity Plan

Coach House Consulting  
Proposal  
2025

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# About CHC

With a proven track record of generating revenue through integrated marketing campaigns and successfully developing brand strategies, CHC specializes in strategic brand development, branding of new and refreshed websites feeding social and email marketing, and branding to support newly developed products.

CHC's comprehensive service approach includes guiding visual identity development, overseeing template creation, managing guidelines documentation, and leading marketing collateral design, all while facilitating stakeholder collaboration to achieve project objectives.

The proposal showcases our commitment to providing the highest level of service and value to your company. Thank you for your consideration, and we look forward to discussing our proposal with you in further detail.





# Brand Identity Plan



# Brand Discovery Phase

## STRATEGIC ANALYSIS

- Conduct brand audit of existing materials
- Review current brand positioning
- Analyze target audience segments
- Document brand touchpoints

## STAKEHOLDER INPUT

- Conduct stakeholder interviews
- Review mission alignment
- Document brand values and personality
- Gather feedback on current brand strengths/weaknesses



# Brand Identity Development

## LOGO REFINEMENT/REDESIGN

- Primary logos for both brands
- Secondary/alternate versions
- Logo lockups and clear space rules
- Minimum size requirements
- Usage guidelines

## TYPOGRAPHY SYSTEM

- Primary typeface selection
- Secondary/supporting fonts
- Web-safe alternatives
- Hierarchy guidelines
- Font licensing documentation

## COLOR SYSTEM

- Primary palette
- Secondary palette
- Digital color codes (RGB, HEX)
- Print color specs (CMYK, Pantone)
- Color application rules

## BRAND VOICE & MESSAGING

- Tone of voice guidelines
- Key messaging framework
- Writing style guide
- Terminology preferences
- Content guidelines



# Design System Creation

## CANVA TEMPLATE

- Social media posts
- Email headers
- Presentation decks
- Print collateral
- Digital banners

## POWERPOINT TEMPLATES

- Master slides
- Custom layouts
- Chart/graph styles
- Icon library

## DESIGN ELEMENTS

- Photography style guide
- Illustration guidelines
- Icon system
- Pattern/texture library
- Layout principles



# Brand Guidelines Documentation

## DIGITAL GUIDELINES

- Website usage rules
- Social media standards
- Email marketing templates
- Digital advertising specs
- File naming conventions

## PRINT GUIDELINES

- Business system (cards, letterhead)
- Marketing collateral specs
- Signage standards
- Print production requirements
- Paper stock recommendations

## IMPLEMENTATION GUIDE

- File organization system
- Asset management protocol
- Quality control checklist
- Vendor requirements
- Brand compliance tools





# Marketing Collateral Development

## CORE MATERIALS

- Business cards
- Letterhead system
- Email signatures
- Presentation templates
- Brochure templates

## DIGITAL ASSETS

- Social media templates
- Email marketing templates
- Web banners
- Digital ads
- Newsletter templates

## BRAND LAUNCH MATERIALS

- Brand story document
- Guidelines quick-start guide
- Training presentations
- Asset access instructions
- Brand launch announcement

# Key Success Factors





# Key Success Factors

- 1 Maintain clear brand distinction while ensuring visual harmony
- 2 Ensure all templates are optimized for Canva and PowerPoint
- 3 Create user-friendly guidelines for team members
- 4 Build scalable system that can grow with organizations
- 5 Focus on easy implementation and maintenance

# Quality Control Measures



# Quality Control Measures

- 1 Regular stakeholder review points
- 2 User testing of templates
- 3 Guidelines usability testing
- 4 File format verification
- 5 Template functionality checks

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# Thank You

Mark P. Krebs  
330-618-6691  
[mkrebs@consultcoachhouse.com](mailto:mkrebs@consultcoachhouse.com)  
[www.consultcoachhouse.com](http://www.consultcoachhouse.com)

