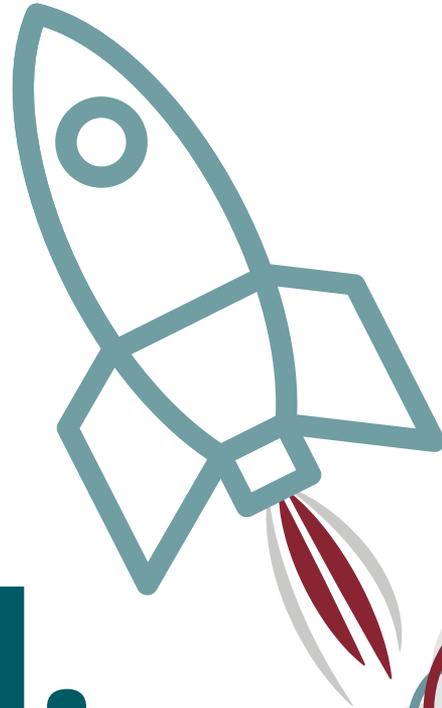


READY. BRAND. LAUNCH.



THE WORKBOOK

Linda Kleist

Leverage Your Rebrand for Success: A Workbook for a Flawless Launch

Contents

3 WHY READ THIS BOOK?

6 KNOW WHAT YOU'LL NEED

Take Smart Steps to a Stellar Launch

List Your Touchpoints

Launch List

18 BUILD A PLAN

Get the Calendar Out | Get Organized | Get it On Time!

Maintain Compelling Consistency

Celebrate Two Launches

28 MAKE AN IMPACT

Deputize Brand Ambassadors

Give Them a Reason to Connect

Keep Branding!

launch (lôn(t)SH),

v. **1.** To start or set in motion.

n. **2.** Introduce to the public
for the first time.

Why read this book?

This book is for small business owners and marketing directors who want to leverage the opportunities a rebranding brings.

PROCESS: Steps that will help you get organized for a flawless launch

ROI: How you can leverage your rebranding for greater impact

CULTURE: Ideas to build employee engagement through the rebranding launch

BUDGET: Build a realistic framework for costs

CONNECT: Ways to capture this rare opportunity:
- build awareness of the value your organization brings
- strengthen relationships and make new ones in the marketplace



“A brand symbol is anything that leaves a mental picture of the brand’s identity.”

– Richard Branson

“I wish I would have taken this rebranding more seriously.” This was expressed by a CEO of a retail company after rolling out their new logo. He told me that he regretted not investing or giving employees more time to really launch the rebranding as we had advised.

He had brought us in to rebrand because the company’s logo looked outdated and he wanted to portray his company as progressive. The company has a unique product line and much to celebrate. Regrettably, the company did not allocate the time and budget to successfully leverage the rebranding launch and it was executed haphazardly with little fanfare.

A weak rebranding launch resulted in lost opportunity in many ways, including:

- » Building enthusiasm and a unified message within the company’s culture
- » Imprinting the company’s clear differentiator in people’s minds
- » Greater brand awareness and increased sales

In the 25 minutes it takes you to read this book, you’ll have the start of a plan to make the most of this rare opportunity.



Presupposition: *This workbook assumes that you have a brand strategy developed which is central to your rebranding. If you don't, download [Ready. Brand. Launch.](#) here.*

Disclaimer: *We've highlighted our clients in this book not to serve as a portfolio piece, but to celebrate big-thinking branding on a small business scale. There's plenty of content out there about how the big brands do things right, or wrong. (We saved the big names for our "Cautionary Tales.") We want you to see how successful rebranding can be done with small business teams on small business budgets.*

KNOW WHAT YOU'LL NEED

Take Smart Steps to a Stellar Launch

Before you start ordering business cards, signage, mugs, and t-shirts with your new logo, start here:

1 *Set a budget. Be realistic and creative.*
This is an important event and it deserves a special investment of time and resources. Work with your CFO to pull from a number of budget categories (not just marketing) for your rebranding, including employee events, maintenance, supplies, sales & advertising.
In your budget, include the professionals you'll need to bring in, such as copywriters, website designers, digital marketers, photographers, videographers, vehicle graphic & sign vendors, packaging suppliers, and interior designers. You can also lean on your branding firm to provide or coordinate these specialists for you.

2 *Set these two important dates:*

- » When will you introduce your new logo to the world?
 - › Internal Launch Date (Employees)
 - › Public Launch Date (Every audience you will target)
- » Whether your celebration is a colossal media event or a humble online announcement, your rebranding launch is the perfect time to gain brand awareness.

3 **Implement the messaging.**

In the process of rebranding, you identified your key differentiators and creative ways to talk about them. This language goes into everything that touches your brand, from your print collateral and website to your sales training, employee onboarding, and company culture.

4 **Set it in motion.**

Create an announcement for print and digital distribution that introduces your new look (and, if applicable, new name). We call this the “Introducing...” card that tells the story of the reason for the new logo and the reason it matters to your readers—the compelling benefit you bring to your customers. See page 29, *Client lesson: Paletz launch*, for more on this.

Tip bit

Timing a Launch Date

The best time to decide the timing of your launch is when you are considering rebranding. Ideally, the launch date is addressed at the beginning of the project so you will have the time you need for a well-executed rollout.

Is there an event that would be the perfect time to launch? Consider celebrating your company's anniversary, moving to a new location, a merger or acquisition, record growth, updating a product line, or exhibiting at an annual trade show.

When you decide the date for the launch, declare a public launch date. This creates a hard project deadline, and deadlines get things done!

Often our clients will time their roll out with an annual industry event or trade show. It's the perfect opportunity to share your news with connections in your industry and your prospective customers. List upcoming events that may be good for your launch here.

We took our own advice: Rebranding with a new name

Identity Creative opened its doors in 1993 with the name Identity Graphic Design. As the company grew, we recognized that our name was limiting: building a brand goes far beyond the scope of graphic design, and we were doing so much more for small business brands.

When we were in our 19th year of business, we determined that our 20th anniversary was the ideal time to rebrand with a new name.



Identity Creative's "New Us" Launch card.

List Your Touchpoints

A touchpoint is every place people interact with your company—both internally and externally.

Steps Toward an Impressive Launch

- 1 Check:** See the list on page 11 and mark the items which will need your new logo. Don't limit yourself with costs at this point.
- 2 Review:** Go back and prioritize the list. Can you update everything at once? Not likely, though to most, it can look like you did. What will customers see? (Website, social pages, business cards, signage) What will you need for your internal launch? (T-shirts, fun logo-sized gifts) Depending on your company's size and physical assets, it may not be possible to do it all at once. A fleet of trucks will take time to turn around as will installing signage at multiple locations. The goal is to simultaneously update as much as possible.

- 3 Budget:** Return to the list once more and prioritize items with your budget in mind. Be open to finding creative ways to accomplish things. There may be a way to find money in the budget and invest in the bigger ticket items.
- 4 Collateral:** Outline any new marketing and sales collateral you will need to develop, such as website, brochures, sell sheets, print, social media pages & digital ads, etc.
- 5 Timing:** Ask vendors and suppliers to provide the turn-around time to update your marketing collateral, website, videos, signs, print collateral, vehicle graphics, and anything else you've decided is critical to your initial launch. (See *"Get Your Calendar Out"*, page 18)



TOOLBOX

We've created an Excel budget with formulas to help you estimate the cost of items in your Launch List.



DOWNLOAD HERE

or visit IdentityCreative.com/launchbudget

LAUNCH DATE		Rebranding Launch Budget Worksheet					
Internal Launch Date:							
External Launch Date:							
CATEGORY	Year 1 Expected	Year 1 Actual	Year 2 Expected	Year 2 Actual	Year 3 Expected	Year 3 Actual	
EDUCATION/LOCATION							
Interior Signage	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Exterior Signage	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Name Tags	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
ID Cards	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Wall Graphics/ Floor mats	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Window Graphics/ Etchings	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
entry color scheme & design	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Employee spaces: Break rooms, cafeteria, etc	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Total:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Percentage of Total Budget:							
DESIGN & PRINTING							
Stationery	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Digital Stationery	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Business Cards	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Internal Office Forms	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Customer Service Forms	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Marketing Collateral	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Brochures	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Sell Sheets	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Presentation Folders	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Door Hangers	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Flyers	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	

	Total:	\$	Δ										
WEB/ DIGITAL													
Company Email Signatures	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$
Website Design	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$
Email Newsletter	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$
Social Media Pages	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$
Digital Ads	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$
Mobile App	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$
eBooks	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$
Motion Graphics/ Kinetic Typography/ Animated Logo	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$
Video Production	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$
Sponsorship/ Strategic	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$
Partnerships Links	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$
Directory Links	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$
Total:	\$	-	\$										
Percentage of Total Budget:													
WEARABLES													
Shirts	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$
Jackets	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$
Hats	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$
Total:	\$	-	\$										
Percentage of Total Budget:													
TRANSPORTATION													
Vehicles	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$
Trucks	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$
Golf carts	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$
Company Jet	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$
Total:	\$	-	\$										
Percentage of Total Budget:													
	Expected	Actual	Expected										
TOTAL REBRANDING BUDGET	\$	-	\$										

Launch List

As you move through the following list, think about the ways your organization connects with people.

Prioritize with a “1” for the initial rollout (things you MUST have) and “2” to be implemented as time and budget allow.

Company Location

- Signage: Exterior
- Signage: Interior
- Exterior
- Wall Graphics / Floor Mats
- Window Graphics / Etchings
- Entry color scheme & design
- Employee spaces: break rooms, cafeteria, etc.
- Name Tags
- ID Cards

Design & Printing

- Stationery
- Digital Stationery
- Business Cards
- Internal Office Forms
- Customer Service Forms
- Brochures
- Sell Sheets
- Presentation Folders
- Door Hangers
- Flyers
- Calendars
- Newsletters
- Event Programs
- Menus

Advertising Campaigns

- Print Media
- Direct Mail
- Outdoor / Transit
- Online Marketing
- Television
- Press Kit
- Sponsorships
- Collaborative Marketing

Launch List Continued...

Sales / Presentation Graphics

- Digital Sales Presentation
- Display Signage
- Trade Show Exhibits
- Promotional Products
- Book Covers
- DVD/CD
- Packaging
- Point of Purchase
- Labels

Web / Digital

- Company Email Signatures
- Website Design
- Email Newsletter
- Social Media Pages
- Digital Ads
- Mobile App
- Ebooks
- Motion Graphics / Kinetic Typography / Animated Logo
- Video Production
- Sponsorships / Strategic Partnerships
- Directory Links

Wearables

- Shirts
- Jackets
- Hats
- Other

Transportation

- Vehicles
- Trucks
- Golf carts
- Company Jet
- Private Space Transport



Get More Specific

Here's room to create a more detailed list. If you need more expansion, note them in the following list. Ex. You may need specific signage for the manufacturing floor, retail space, wayfinding or point of purchase. If you have several product lines, you'll need a series of package modifications and sell sheets, and if you have an extensive online presence, you'll want to update each URL and social site as simultaneously as possible.

Company Location

Design & Printing

Advertising Campaigns

Sales / Presentation Graphics

Web / Digital

Wearables

Transportation

Other

Implementing the new logo at every touch point can take time. Still, a well thought-out plan will save time, money, and make the greatest impact.



Previous and current Benito's signage



Tip bit

Orchestrate the Pieces

Build a launch team that can work simultaneously to pull the pieces together. Hire an event planner. Bring your marketing vendors in on the planning committee. They'll have the expertise to contribute and can help you creatively achieve your launch goal.

A note to the frugal CEO and valiant CFO

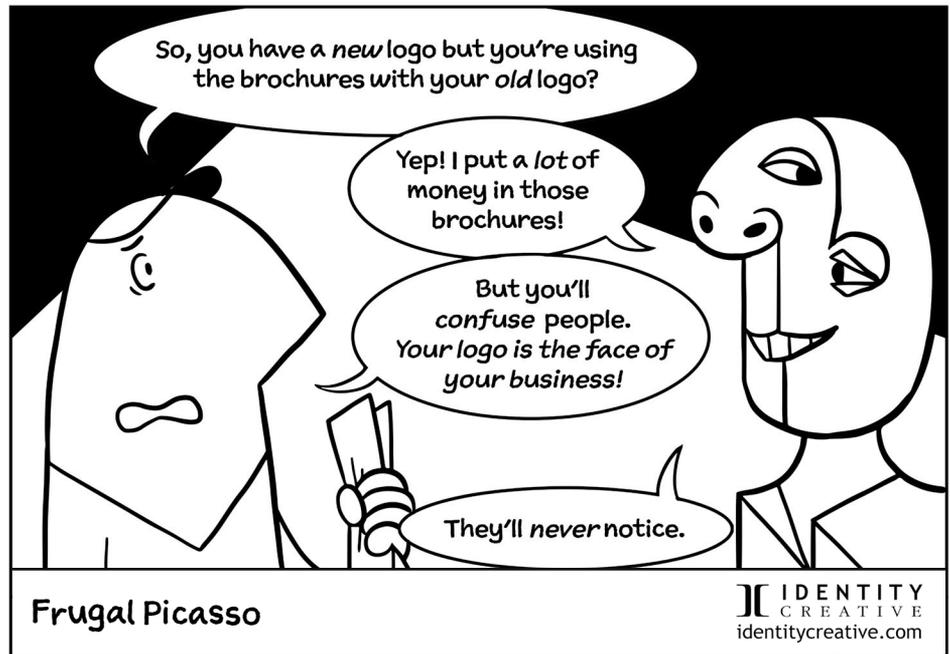
We've had clients who had just invested in costly collateral before hiring us to rebrand their company. Several have contemplated using up "old-logo-collateral" because they didn't want to waste it. Instead, consider the recycled collateral or redesigned vehicle not as a loss, but as an investment in your progressive brand.

MYTH:

Using up business cards, brochures & other collateral with our old logo is economically smart.

FACT:

You are wasting precious ROI by muddling your brand with your old image. This is the time to make an impact, renew customer loyalty and spark new sales with the unique benefits you are bringing to the world.





Frugal or Foolish

Years ago, I met a gentleman whose business was located in an exclusive shopping district.

The new logo was on

his sign and business card, but he was handing out a brochure with his old logo, colors, and messaging.

When I pointed out the incongruity, he told me that he had 2,200 old brochures in his storage room. He explained that he planned to use those brochures up first before printing the new ones with the new logo and message. I gently challenged his plan, pointing out that people would not connect the company in the brochure

to the company behind the sign. Further, he was missing the opportunity to build brand awareness and make a greater impact with his message. He shook his head and told me how much he had spent on the brochures and was “pretty sure people would get it.”

What was his frugality costing him? People seeing the direct mail brochures would drive past his building later and not connect the two. Customers would find brochures in their shopping bag that looked like they were for a different company.

He was missing highly valuable impressions and his look and message were confusing. It’s a popular saying in sales & marketing, that “confused minds don’t buy.”

Delivery Deadline:

Count back from your internal launch one week. Make this date the final for all print and production pieces that need to be delivered or installed. This early deadline is important for a number of reasons, including the following:

- » When you give yourself breathing room before the launch, you'll not be scrambling at the last minute or paying rush fees on orders.
- » There will be less stress on everyone, you'll avoid costly errors and provide bandwidth for the digital rollover, and other last-minute issues that may arise.
- » Having time available gives you the peace of mind you'll want to present your brand with authentic enthusiasm.
- » A hard deadline keeps the leadership team from delaying on content and design approvals – decision time can slow down even the most intentional team.

Production Deadline:

Review the Launch List with your branding firm and vendors to discuss the turnaround time required for production. Set the due date for ordering collateral that requires production, with each turnaround time in mind. Make an early deadline here, too. It's so common for someone with veto-power to review the final draft and make new edits at the last minute.

Digital Launch:

Set the date and time for the digital roll-over: social media icons, company email signatures, and website launch, then coordinate with your web and social media managers so it can happen on schedule.

The board decided to move the rebranding launch up from the end of next quarter to the trade show in two weeks.

You can make that happen, yes?



Losing Launch

IDENTITY
CREATIVE
identitycreative.com



"Deadlines aren't real to me until I'm staring one in the face."

- Rick Piloran

Maintain Compelling Consistency

Graphic alignment can be achieved with an Identity Standards Guide, a diligent brand manager, and informed, cooperative employees.

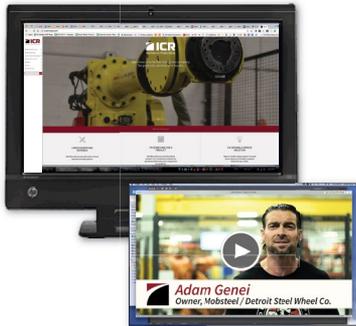
When your important and foundational brand assets are readily accessible, you and your team members are more likely to use them properly.

Brand Management: Visual & Verbal, Keep These Organized and Accessible.

- » Logo files:
 - › Raster (bitmap) and vector (scalable) files
 - › Horizontal & vertical orientations, with & without your slogan
 - Color, Black & White, and Knock out
- » Font families
- » Color formulas
- » Social media icons
- » Company stationery
- » Team bios and headshots
- » Media Library: Images you've purchased to promote your business and custom artwork you've developed for your company
- » Message Library: The phrases, keywords, and messages you've developed
- » Brand Blueprint (See Part 1)

Develop a design strategy that expands and adapts to the media where it lives.

Web Design Consulting & Directing



Video Production

Sellsheets



Digital and Printed Sales Tools



Pocket Folders



PowerPoint & Animated Presentations



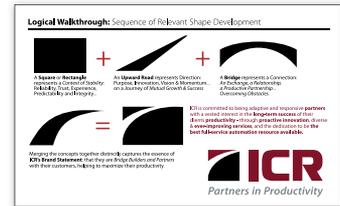
Signage



Vehicle Graphics



Special Event Development



Symbol Story

Appoint a brand manager and keep your brand assets all in one place and maintain consistent standards when using the company logo, fonts, and colors.

The brand manager will review collateral and guide vendors with the company's identity standards. A user-friendly standards guide will help keep everyone on the same page when they use your brand assets in various media.

Graphical consistency builds credibility and is immensely important in a marketplace where mega-brands set an impeccable benchmark.



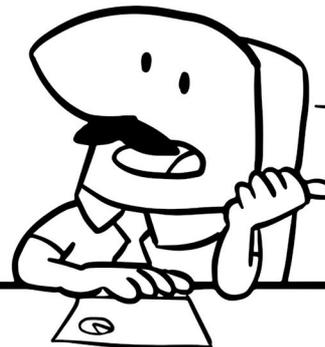
Tip bit

Maintain Impeccable Brand Standards

Create a CBO (Chief Brand Officer) and build credibility with consistent use of your logo.

Appoint a person who has a careful eye to be your CBO. Let everyone in your organization know that anything that is sent to a printer or created on someone's device with your company logo must pass through the eye gate of your CBO. Rely on your branding firm to oversee your brand standards to make sure that everything which touches your brand identity maintains a professional and consistent look and feel.

Sam is in a time-out because he stretched our logo on a PowerPoint slide.



Guideline Gaffe

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Celebrate Two Launches

Internal Launch

Your brand-building team

Celebrate with your team. Explain how the roll-out will work, how it will impact them, answer any questions, and pass on the passion and vision for your company.

Decide ways to help them internalize your unique difference and Brand Promise. This is the perfect time to give your team the words to use when talking about the reason for rebranding. In *Ready.Brand.Launch.*, we talked about ways to do this, including printed *16-Second Story™* cards.

Providing good food, logo-sized gifts and wearables, and activities that assimilate the brand message is a great start to creating a consistent and passionate brand message.

Public Launch

Every audience you want to touch

How will you celebrate? Who will attend? Will you host a casual or formal event? Will it be online only? Have fun with this and show the world the unique value you bring!

Consider your network: who are the people who will be telling others about your rebranding and sharing the message? Ex., strategic partners, sponsors, retired employees, local chamber board members, and nonprofit organizations that your company sponsors.

Be prepared to provide your vendors and strategic partners with your logo files and your standards guide (Ex., web designer, sign company, promotional products, affiliate marketing, etc.). Do you sponsor events for the chamber, charities, etc? They'll need your new logo, too.

**Client
Success
Story**

External Launch: MRPR's Anniversary Event

For their external launch, they used their company's 40th anniversary as the opportunity to throw a beautiful event for clients, referral partners, vendors, and stakeholders.

When smart small businesses put a high value on their brand design & messaging, they find that others will too. Here's a sampling of the fun and energy of the event below.



"We were thrilled to show off our new brand identity and the story it tells at our company's 40th-anniversary event."

**- Angie Mastrioni
Managing Principal,
MRPR, CPAs & Advisors**

MAKE AN IMPACT

Deputize Brand Ambassadors

You'll need a Spokesperson

Identify the main spokesperson to tell the story of the rebranding, ideally the leader of the organization. As a leader, you create the vision, set the tone, and carry the heartbeat of the brand. Get comfortable talking about the mission and brand promise of your company—and do it with passion.

Develop a Team of Brand Ambassadors

These are the people in your organization who have enthusiasm for the shared mission and are completely on board with the brand strategy. They're not just nodding their heads in agreement, they're truly energized about the mission and sharing the value your company brings to people.

Your people need to become fluent with your

brand message. Brainstorm ways to transfer it with passion to the rest of the organization.

External Brand Ambassadors

With your team, identify brand advocates outside of your organization. Let them in on the scoop – this is your VIP list. These could include:

- » Suppliers & Vendors
- » Strategic & Joint Venture Partners
- » Networking (Chamber & Association Presidents)
- » Recruiters & University Placement Offices
- » Sponsorships: Charitable boards of nonprofits your company supports

Give them enough heads up to know something is coming that is just for them. Make it a win for your brand partners by looking for ways to add value as VIP guests at your external launch.

Brand Ambassadors

The primary goal of branding is to build a relationship of trust. Guard authenticity and don't let this become an empty marketing activity.

List those people who have a passion for the mission of your company and the value your product or services brings to people's lives.

Internal Brand Ambassadors

Ex. Dept. Managers:

_____	_____
_____	_____
_____	_____

External Brand Ambassadors

Ex. Chamber President

_____	_____
_____	_____
_____	_____

A

CAUTIONARY

TALE



Leadership's Costly Branding Blunder

Several years ago, with my promise of confidentiality, an acquaintance who worked in middle management of a Metro

Detroit bank with 80+ branches, shared the branding blunders of the bank's leadership.

The woeful tale began during a conversation when I had commented that I was impressed with the bank's rebranding launch. I liked the new logo and, even better, the story behind it was consistently being shared in their radio & print campaign.

He told me that he was glad to hear that it looked good from the outside, but that it was highly unsuccessful internally.

With disappointment in his tone, he explained that in the team meetings leading up to the launch, the executive team was very engaged, as always, about driving sales. But when it came time to discuss the rebranding, the mission and the vision of the company, they left the meeting and delegated it to the marketing director entirely. This consistently happened for a series of meetings. He told me that the talk around headquarters was that the rebranding story really didn't matter and it was just a bunch of fluff from the marketing department and the expensive branding agency.

Is it surprising that a couple years later, I read headlines in the news that the company was being sold at what some analysts called a distressed price?

Give Them a Reason to Connect

In all the buzz and enthusiasm around a rebranding launch, it's easy to get caught up in the details: you have a big checklist of collateral to produce, from business cards and billboards, to the website and welcome mat.

Remember for whom you're building this brand: your team and the people with whom you want to do business.

Know this answer: Why does this rebranding matter to them? Keep it in focus.

Refer back to your Brand Blueprint [Part 1] to "stay on brand" with a clear, consistent message.



"Our rebranding will tell the world that we're leading, not just adapting, to the shifts in our industry, in order to provide our customers with the security they require and peace of mind they deserve."

- Dan Morgan
Partner, TechShield 24|7



***Keep asking: Are we making (and keeping) it relevant?
Talk about the things that matter to the people you want to reach.***

BRAINSTORMING

brilliance 

Ideas:

Monthly product tips

Possibilities:

30-sec videos

Must Do:

Get "Coming Soon" off of Blog Page





Client Success Story

Giving them a reason to connect.

During the preparation for the Paletz Law rebranding launch, I met with Matthew Paletz and his re-branding team for the website strategy meeting. As we discussed

what would be on the site, Matthew expressed concern about including a blog because he's seen so many start-stop company blog pages. (So true: better not to have a blog than one that will lie idle.) However, Matthew and his team had already produced an extensive amount of content to help their clients, and because research is a natural part of what they do, they decided to commit to offering relevant updates and resources on their site.

When the Paletz team announced their rebranding on the "Introducing the New Us!" card (see page 33), they had more to say than just "Check out our new logo and our new website."

Instead, they were able to talk about why they have a new logo and why it mattered to their clients.

The Paletz team gave their clients the *reason* they will want to visit the new Paletz Law website: the Paletz team is providing relevant and current information that their clients (landlords and property management companies) need. The blog serves as a powerful inbound marketing tool to draw people to the site because they find timely and valuable information. It is also positioning the Paletz Law team as subject matter experts, strengthening customer loyalty.

This investment builds their brand on the two foundational branding pillars: building trust and being remembered.

Tip bit

10 Minutes to Impact

Matthew Paletz asked his webmaster to add the “New Us” content digitally to their website. At the launch, Matthew took 10-minutes to create a LinkedIn update about the launch, including a link to the new Paletz Law website. Matthew’s LinkedIn update sent 5,154 hits to his site in 2 weeks. It took Matthew 10 minutes to earn 5,154 visits to his website: that is a significant return on giving them a reason to connect!

PaletzLaw.com Innovative Landlord Advocates

Keep Branding!

Branding never stops. Branding requires focused decisions about what matters to your customers and employees. It's how to share the story.

with a Refined Vision
a Defined Brand Identity
and the Same Aggressive Advocacy



Paletz Law has turned the page...

PALETZ
LAW FIRM
INNOVATIVE LANDLORD ADVOCATES

Keep Branding!

KEEP FOCUSED

Keep referring to your Brand Blueprint.*
It will help you maintain consistency of your message.

KEEP IT FRESH

Maintain a brainstorming list of ways you can share your message that brings more value to people's lives in ways that align with your brand.

KEEP IT SIMPLE

Maintain clarity. Resist the temptation to add empty fluff.

"Creativity thrives within the context of restraint."

- Carmine Gallo, Talk like Ted

*Ready, Brand Launch: Part 1

KEEP IT TANGIBLE

Brand your space. Look for ways to articulate your brand in your physical environment in more meaningful ways than just getting a sign on the building and logo-sized pens on the front desk.

KEEP IT ALIGNED

Your organization, just like any living thing, needs to address opposing forces, adapt, and take advantage of the right opportunities. Do this while keeping the intangible qualities and the tangible aspects of your brand aligned.

KEEP PASSIONATE

Connect your mission with your work, strategy, and language. A motivational mission fuels excellence. Enjoy the ride!

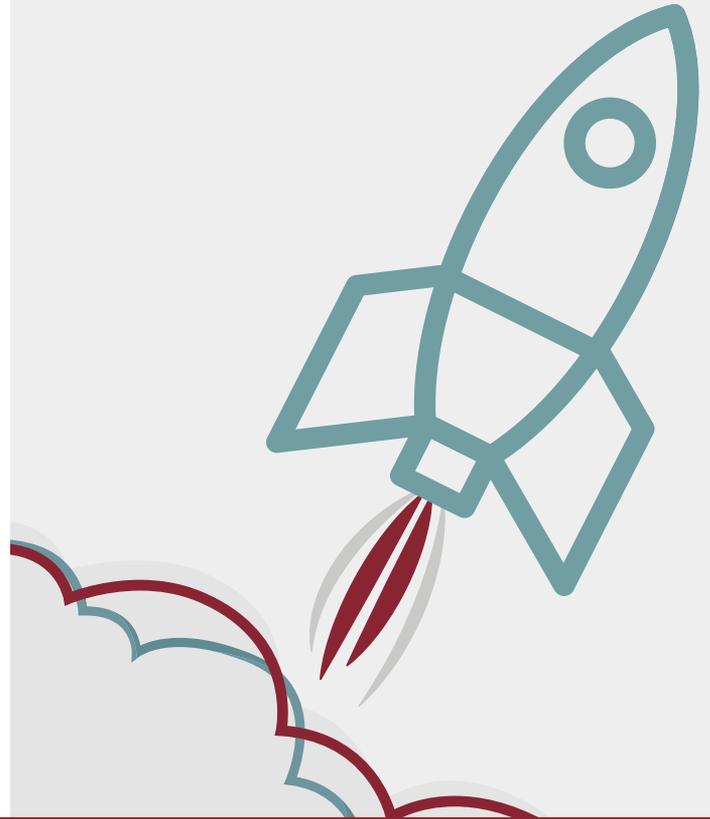
About the Author

Linda Kleist founded Identity Creative with her husband Bill in 1993. Together with their creative team, they are building remarkable brands.



"We want to see more small companies leverage their brand value. We've seen teams ignite with pride in a new logo and sharing an authentic message with passion—every employee becomes a salesperson. The energy is contagious!"

– Linda Kleist



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IC IDENTITY CREATIVE | 248.690.9222
IdentityCreative.com
INFO@IdentityCreative.com