

Face of the Brandsm / Voice of the Brandsm – Creating and expressing real market distinction for your brand

To help organizations set themselves apart from their competitors and convey compelling visual and verbal meanings via their brand(s), we have created two proprietary methodologies that accomplish breakthrough results.

Face of the Brandsm consists of a unified set of visual symbols that are tailored to depict the brand. These can include custom illustration, custom or stock photography, colors, shapes, and even textures, deployed singly or in combination. This approach offers brand communications enormous flexibility in expressing the meaning behind the brand—it is unmistakably personal, representing the unique attributes of a particular brand, and takes every visual factor into account. Face of the Brandsm goes further than a simple logo statement; it reveals the core attributes that comprise a brand's personality. Our approach invites the viewer into a more complex, dimensional story that is meant to be interpreted. Face of the Brandsm complements our Voice of the Brandsm methodology.

Voice of the Brandsm is intended to keep everyone on-message and brand-focused and helps ensure that all executives, employees, external consultants and vendors including advertising and PR firms, accurately express the brand and are speaking with the same voice, communicating consistent messages. The process involves the crafting of specific language that acts as core messaging for your brand and transferring this into a user-friendly communications guide.

A proven foundation piece for all brand communications development, the guide includes:

- *your existing tagline/slogan with usage recommendations*
- *brand vision*
- *positioning statement*
- *core values defined*
- *brand attributes defined*
- *attributes and messages customized for each constituent group and market*
- *key messages including facts, strengths, culture/style, and future focus*

Written communication to all of your constituents—internal and external—will be based on the language developed in this guide. The guide is an organizing tool that serves as the foundation for general internal communications, collateral, web site and other external communications pieces developed in the deployment phase. With this in place, it is certain that the brand impression created in any of your constituents' minds will be consistent regardless of the interaction. That is what creates a clear, unique brand voice in your constituents' minds—the key to achieving a strong brand.

Call us to explore how these tools can help better express your unique and compelling brand. We'll be happy to share some real examples of what we've done for others.