

# Brand Gates™

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## WHO YOU ARE

Defines the character of your brand

**your core values, core purpose, and grand vision**

Unify your organization through an honest expression of your grand vision and purpose. We will develop a charter of meaningful values that serve as the criteria for internal decision making and external messaging.

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## POSITIONING

Your brand promise - what do you want to be famous for?

**your customers, competitors, differentiation and brand touch points**

Don't try to be everything to everyone. Companies who are brave enough to find a niche and stake a claim on it are the ones who get remembered. We'll help you find your position and build your business plan around it.

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## BRAND IDENTITY

Proudly reflects who you are and how you're positioned

**your brand name, brand design standards, and key touch points**

Your brand identity should reflect your grand vision, purpose and position. Having consistent standards for your brand's execution will translate your message effectively to the outside world.

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## COMMUNICATION

### Internal

**culture & operations**

Live the brand you've created. We match your outputs (products/service design, systems and procedures, and brand culture maintenance) to your vision, purpose and values so that your whole organization lives and breathes your collective brand identity.

### External

**marketing**

Initiate meaningful conversations with your potential customers and communicate your purpose and position through a variety of critical channels. Educate your communities on who you are, what you do, and why it matters in a unique voice that reflects who you are.