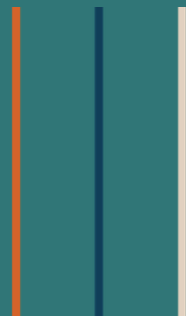




STAND OUT FROM YOUR COMPETITORS:
5 KEY ELEMENTS TO
DEVELOP YOUR BRAND





MOTLEY

WHY FOCUS ON BRANDING?

Branding is the impression that you leave on your clients and partners. Branding gives you name recognition and builds deeper relationships with the stakeholders of your business. This is one form of storytelling that engages viewers with who you are and what you have to offer.

In the next few pages, you will find tools to develop and advertise your brand.



1. What is your brand trying to accomplish?

WHAT IS YOUR GOAL? WHO IS YOUR AUDIENCE? WHAT IS YOUR PRODUCT/SERVICE?
WHAT MAKES YOU DIFFERENT FROM YOUR COMPETITORS? (E.G. OUR BRAND IS
WORKING TO BUILD TRUST IN ORDER FOR CLIENTS TO INVEST FINANCIALLY.)





WHAT IS YOUR FONT, LOGO + COLOR STORY?



2. FONT

Heading 1 Font: _____

Heading 2 Font: _____

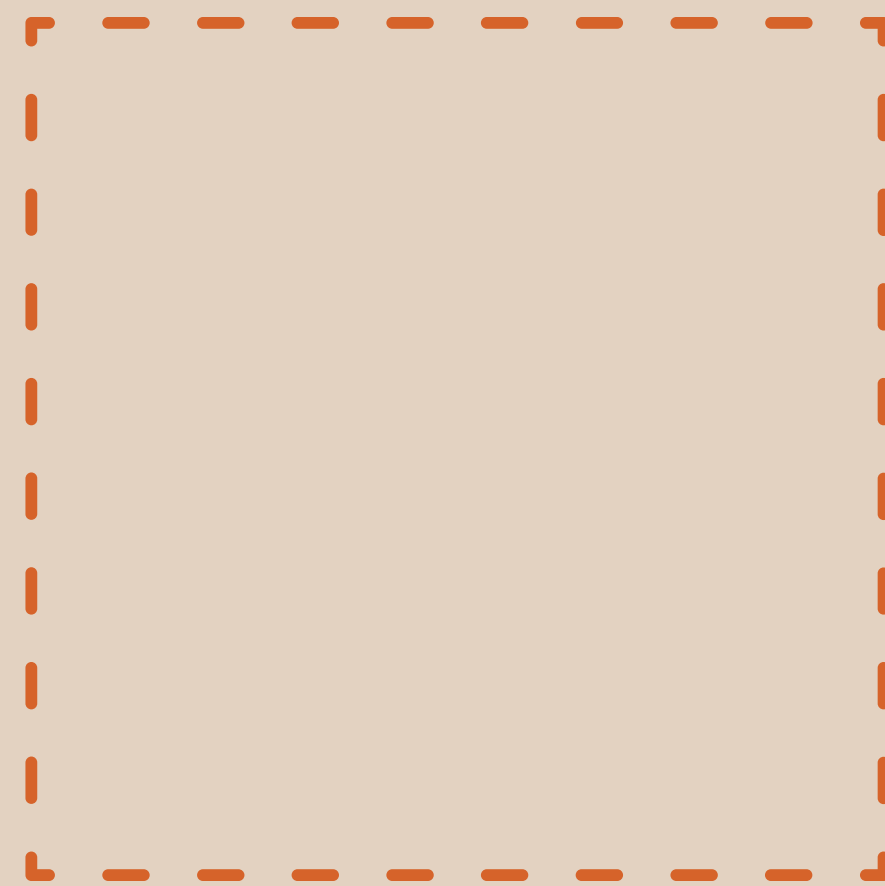
Heading 3 Font: _____

Paragraph Font: _____

Logo Font: _____

3. LOGO

Insert your logo here:

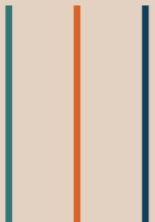


4. COLOR STORY

Primary Colors: _____

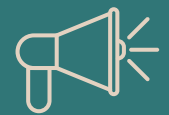
Secondary Colors: _____

Background Colors: _____





5. WHAT ARE YOUR "CALLS TO ACTION?"



i.e. Call us for a free consult



i.e. Email us to find out more



i.e. Fill out this form



Bonus
Tip:

KNOWLEDGE IS POWER, REPETITION BUILDS RECOGNITION

1. Identifying your goal helps you communicate your purpose, values, and goals. Customers know how to pick brands out of a crowded market and will return to the familiar, expert brands.
2. With the repetition of colors, logos, and fonts you build recognition for your client. ("This is a font you can trust, information with this logo is something that is a fact", etc.)
3. Stick to "calls to action" on your website, handouts, and social media to encourage your markets to further engage with you as the expert.

REACH OUT

We work to tell your stories and build your brand. Do you need a consultation?
Do you want help building your brand? We'd love to talk with you.

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