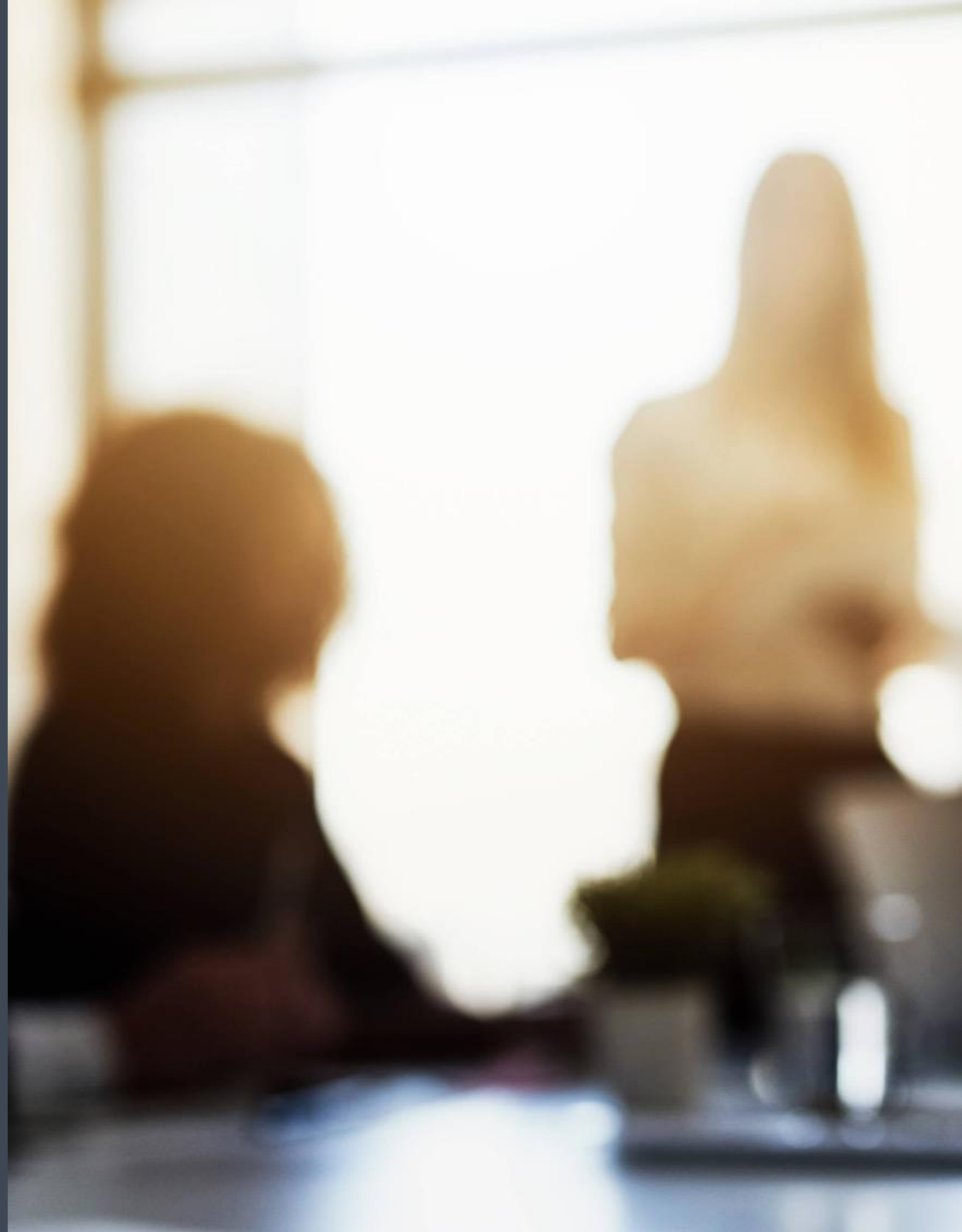




Be Brand Forward

Keep Your Company
Competitive for What's Next



OPENING PERSPECTIVE

Brand Is Not Decoration

If your brand only lives in your logo, you're already behind.

- ✓ Trust you
- ✓ Hire you
- ✓ Work with you



Let's Clear This Up

Brand is **NOT**

A logo

Colors and fonts

A one-time
website project

Brand **is**

Perception

Experience

Consistency across
every touchpoint

Your brand is what people say about you when you're not in the room.



Today's Focus

WHY

Why brand matters

- Trust
- Talent
- Culture

HOW

How brand shows up

- Messaging
- Visibility
- Consistency

REAL LIFE

Brand evolution in action

- Case Studies
- Before & After
- Rollout



Why Brand Matters More Than Ever

Why This Matters Now

- ✓ Talent is harder to attract and retain
- ✓ Buyers are more educated and skeptical
- ✓ Competition is louder and more visible
- ✓ Trust is harder to earn and easier to lose



People don't just buy services anymore, they buy confidence



Your Brand Attracts Your Team



People are choosing companies differently today



They want to understand who you are before they apply



A strong brand attracts the right people and filters out the wrong ones

Your brand is your first impression as an employer



Alignment Starts Internally

- ✓ Brand creates clarity across your team
- ✓ Helps everyone communicate the same message
- ✓ Builds a stronger, more aligned culture



When your brand is clear, your team moves together



Built Before the First Conversation



Customers research
before reaching out



Inconsistency creates
doubt



Strong branding
builds confidence
early

People decide if they trust you before they ever talk to you



Stability Through Change

- ✓ Leadership changes will happen
- ✓ A strong brand keeps the company consistent
- ✓ Prevents the business from resetting every time leadership shifts



Your brand becomes the foundation, not a person





Is This You?

- Different teams describe your company differently
- Your messaging feels unclear or inconsistent
- Your visuals feel outdated or disconnected
- Your website does not reflect who you are today



What Do You Actually Need?

BRAND BUILD

Starting from scratch

*New company or
new direction*

BRAND REFRESH

Evolving what exists

*Modernize without
losing recognition*

REBRAND

Major strategic shift

*New audience,
positioning, or identity*



The Core Pieces



Positioning

Define who you serve and what you do better than anyone else



Messaging

Create 3 to 5 clear, repeatable statements your entire team can use



Visual Identity

Consistent colors, fonts, and design that reflect your professionalism



Voice

Decide how you sound: technical, conversational, authoritative, etc.



Experience

Ensure every interaction matches your brand promise

If your brand only lives in marketing, it is not working hard enough



How Brand Shows Up In Your Business

Brand Rollout Strategy

Brand is not something you say once. It is something people experience everywhere.



Where Your Brand Lives Day to Day

DIGITAL

Website

Social

SEO / Google presence

PHYSICAL

Trucks

Signage

Apparel

Printed materials

OPERATIONAL

Proposals

Email signatures

Hiring posts

Customer
communication



Consistency Builds Trust

If your website says one thing, your proposal says another, and your team explains it a third way, you create doubt.

Strong brands feel the same everywhere.





Rollout Reality

There is no perfect rollout.

It depends on:

- Budget
- Timeline
- Team
- Current assets

**The goal is not perfection.
It is progress with consistency.**



Priorities First

Start with what matters most—
not everything needs to change
at once.

Focus on:

- What people see first
- What gets used most often
- What impacts trust immediately

Visibility drives priority.



Build Your Timeline

Think in Phases, Not All at Once



A phased rollout keeps momentum without overwhelm



Questions to Guide Your Rollout

- What is easiest to update?
- What is hardest to change?
- What takes the most time?
- What costs the most?



What NOT to Do

Treating brand like a one-time project

Only updating visuals without messaging

Not involving leadership

Ignoring internal communication

Launching without a plan



Brand evolution
in action

Hayes Company

Brand Refresh

Visual Identity Evolution

- Modernized the look while maintaining familiarity
- Refined typography and color balance
- Clarified visual hierarchy and brand consistency

Beyond the Logo

- Applied refreshed branding across digital and physical touchpoints
- Maintained legacy recognition while improving usability and cohesion
- Strengthened overall visual consistency



Before



After



The Brand in Action



Quality Insulation of Valdosta

Brand Redesign

Visual Identity Evolution

- Created a completely new visual direction
- Developed a stronger and more recognizable identity
- Introduced cleaner typography and bolder design elements

Beyond the Logo

- Established a more defined and confident brand presence
- Improved brand recognition across platforms and materials
- Created a system designed for long-term scalability



Before



After



The Brand in Action



Imperial Industries

Brand Redesign

Visual Identity Evolution

- Preserved legacy recognition while modernizing the brand
- Introduced brighter visuals and refined supporting elements
- Balanced strength, history, and modernization

Beyond the Logo

- Expanded the brand beyond visuals into language, apparel, and culture
- Unified internal and external brand presentation
- Strengthened consistency across brand touchpoints



Before



After



The Brand in Action



DZ+Associates

Brand Redesign

Visual Identity Evolution

- Repositioned the brand to reflect company growth and direction
- Created a new identity system and visual language
- Modernized typography, structure, and messaging

Beyond the Logo

- Evolved the messaging platform and brand voice
- Aligned the brand experience with the company's future vision
- Built stronger consistency across communication and positioning



Before



After



The Brand in Action



DZ BLUE
HEX #505E71
RGB 80/94/113
CMYK 27/17/0/56
PANTONE 7546 C 85%

DZ PEARL
HEX #E1DDD6
RGB 225/221/214
CMYK 0/2/5/12
PANTONE 7527

DZ OCHRE
HEX #C2664B
RGB 194/150/75
CMYK 0/23/61/24
PANTONE 7407

DZ NAVY
HEX #3E4855
RGB 62/72/85
CMYK 27/15/0/67
PANTONE 7546 C 95%



Final Takeaway

Your brand is already speaking for you
The question is: Is it saying the right things?





Thank you!

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