How do you market your company, organization, products and/or services if you don't know who you are or what makes you different then everyone else? Start with a great foundation!

☐ **1 Core Values**

The foundation of what the brand and brand culture is built upon. Without core values the company doesn't have a rudder to steer the ship. They guide the company's attitudes, choices, and actions when things are going smoothly and helps to make decisions in rough times. They create unity, strength, and trust.

☐ **2 Purpose Statement**

Expresses a deeply held personal passion/motivation for why the organization matters. The core purpose goes beyond the functional and operational aspects of the organization and instead speaks to the organizations higher calling, not the bottom line.

☐ **3 Mission Statement**

Written from a business perspective that acts as a compass for a brand's direction. It needs to describe the purpose of the organization, who it serves, and most importantly the unique value it provides to its customer.

☐ **4 Vision Statement**

Describes where you are moving from, where you are going to, and by what means you are getting there. The best visions are inspirational, clear, memorable, and concise.

☐ **5 Brand Promise**

The essence of your brand in a simple sentence. It ensures continued focus on the ideal as the brand grows and every decision can be held up to it as a litmus test. It is a statement all employees can learn quickly and apply it to how they treat and help customers as well as solve business issues.

☐ **6 Define Competitive Set**

Define competitors that have services that could replace yours or similar to yours.

☐ **7 Brand Personality**

Everyone is unique in their own way and we like to be associated with people with like interests, aspirations, and personalities. The same is true when it comes to businesses. People want to be associated with a brand that represents them or something they aspire to.

☐ **8 Target Market**

We can't be everything to everybody! You should define and select the unique type of customer that you want to attract and make a connection with, understand their views and desires. That target market will help you prioritize efforts and resources where they will give you the biggest returns.

☐ **9 Brand Identity**

Once you know who you are with the above attributes, you can create how you look and sound: Logo, Brand Voice, Tagline, Color Palette, Typography, Visuals...

# CORE VALUES EXAMPLE*

## Play
Play can stimulate the imagination and solve problems.
It silences the "inner editor" to see problems in a new light
and create a fresh, new solution.

## Help Others Win
Educate, mentor, build up people and businesses to succeed.

## Passion
Authentically love want we do and who we work with.

## Everyone & Every Business is an Original
What makes us unique and different, helps separate us out from
the pack. No cookie cutter.

## No Fear of Failure
Nothing original, unique, innovative…comes from playing it safe
and predictable!

## Excellence
Do it as if you are doing it for God.

## A Heart for People
People are more important than things. Put other's first.

*Color 9 Creative's Core Values

**Color 9 Creative** is a branding and graphic design firm
that helps build relationships and interaction between
companies and their customers. We partner to identify
what makes your organization unique so you can stand
out above your competition. We are here to tell your story
and create a stronger bond with every customer touch point.

Color 9 helps companies and business in a verity of ways.
Below is a list of a few assets we create with our clients to
communicate to prospective and current customers.

- Branding
- Logos & Corporate Identities
- Brochures & Collateral Materials
- Magazine Advertisements
- Direct Mail
- Annual Reports
- Catalogs
- Books
- Folders
- Posters

- Trade Show Displays & Booths
- Promotional Products
- PowerPoint Presentations
- Outdoor Advertising
- Social Media
- Websites
- Web Banners & Advertising
- HTML Emails
- Print & HTML Newsletters
- ...and more

## Color9
### creative
helping businesses
share their story

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