



How do you market your company, organization, products, and/or services if you don't know who you are or what makes you different than 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 organization's 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 is a statement all employees can learn quickly and apply it to how they treat and help customers as well as solve business issues. It ensures continued focus on the ideal as the brand grows, and every decision can be held up to it as a litmus test.

■ 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 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 most significant 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 what 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 others first.

*Color 9 Creative's Core Values

Color 9 Creative is a branding and graphic design firm that helps build relationships and interactions 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 touchpoint.

Color 9 helps companies and businesses in a variety 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



helping businesses
build & share their
Authentic Brand

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