

# FineLine Branding Process

A strong brand is built from a solid understanding of what makes your business, product or service unique. All of your branding elements (logo, tagline, colors, images) weave together like denim and form around you. A strong brand brings together all the threads tightly and consistently to ensure a strong fabric that wears well, breathes and stretches when needed.

When a brand fits you well, it's like a favorite pair of jeans... you'll wear them every day.

- Client Discovery** 1 During our Client Discovery, we learn what makes your company unique and what differentiates you from the competition. We explore your history and culture by asking questions such as "What is your reason for being (mission) and plans for the future (vision)?" It's important to spend time investing in researching, defining, and building your brand.
- Current Audit** 2 We evaluate your current branding elements such as logo, website, print materials, and all other client communications. Through a facilitated discussion with your team, we document your current image and desired image.
- Market Research** 3 To succeed in branding there must be a clear understanding of the needs and wants of your customers. By examining your industry environment and competitive landscape, we get a well-defined picture of what your customers value. Focus groups and online surveys are available/quoted upon request.
- Strategic Messaging (Tagline)** 4 We review the collected data and form a marketing message congruent to your business goals. Your values and corporate personality are translated into words and positioning statements. We will assist you to confirm your mission and vision statements.
- Graphic Design** 5 We create visual elements that express who you are at a glance. This is much more than a logo. Branding consistently combines your company's visual elements: logo, color and font usage. This also includes the tone in which you communicate with your clients. Is your client's first impression clear, clean and professional or light-hearted and fun? This process ensures both the strategic messaging and visual elements are supporting the overall company image.
- Team Review** 6 Creating your brand without you would be like asking you to wear someone else's jeans. Together we review the new brand and discuss how all of the elements are working to convey the message. A creative brief explains the brand solutions and how they support the overall message.
- Branding Reveal** 7 After final selection and incorporating feedback of the chosen concept, we apply the new branding to a few communication elements to show you the overall messaging impact.
- Branding Standards** 8 We define and create the accepted branding standards and usage guide for every point of public contact. The guide provides an outline of the color palette, typography, and graphics, as well as examples of the brand in use. By being consistent across all elements, the company will build a stronger brand and increase public awareness, thus building brand equity.
- Implementation (Roll out)** 9 A strategic plan is created to launch the new brand both internally and to the public. Obvious applications are deliverables such as websites, signage, business cards, and brochures. We will provide a brand checklist and provide project estimates per request.

**FINELINE**

Your brand should tell your story in a memorable way.  
CALL US TODAY TO GET STARTED.

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