



[WWW.SUMMITCLUBPODCAST.COM](http://WWW.SUMMITCLUBPODCAST.COM)

## **BRANDING 101**

The goal of establishing a successful brand is based in messaging the right audience, conveying the right message, and being **CONSISTENT** in that message!



# BRANDING 101

## WHO ARE THE PEOPLE YOU WANT YOUR BRAND TO RESONATE WITH?

### What is the message that you want your brand to say to everyone?

Let's take a look at the consistency of your brand. Are you utilizing these branding vehicles? Are you being consistent in the messaging? Check all that apply.

#### VISUAL

- Logo
- Fonts
- Colors
- Imagery
- Graphic Design "look and feel"

#### AUDIO

- Consistent voice talent?
- Mood of music
- Use of sound effects
- Audio Identity

#### SOCIAL MEDIA

- "Voice" of the brand
- What's posted  
- what the brand talks about
- How it responds to comments

#### ACTIONABLE

- Product!
- Customer Service
- The people
- Vehicles
- The extras
- Culture

#### ARE YOU USING CONSISTENT BRANDING & MESSAGING ON YOUR

- Website
- Letterhead
- Printed Communications
- Email/digital communications
- Vehicles
- Signage
- Uniforms

*For more background please listen along with the podcast.*







[EPISODES](#) [MEET THE TEAM](#) [GUESTS](#) [READING LIST](#) [CONTACT S.C.](#)



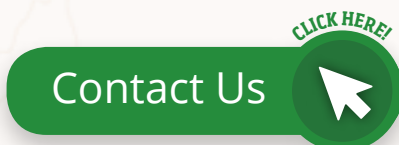
## DO YOU HAVE A MOUNTAIN TO CLIMB? DON'T DO IT ALONE

We're constantly scouting for talented people to work with. If you have a business idea that you'd like some input on, or would like to take advantage of our large and growing network of associates by being featured prominently on-site or on the podcast, please get in touch.



Performance Plus is a full-service business consulting company specializing in maximizing the efficiencies and effectiveness within organizations, ensuring processes and people are performing at their PEAK! The team will determine the pressure points of performance improvement, and develop a customized strategy and plan to get results.

**267.663.9698**



Brands in Motion, Stay in Motion.

We are the creative force that you can harness to push your company higher and faster than you've ever gone before. We'll get you in motion, keep you in motion and then accelerate your market velocity ahead of the competition. We're ready. Are you?

**888.552.IDEA**

