

branding
and
marketing



exclusively
for
entrepreneurs

Branding for Innovators & Networking Pitch Tips

The Lineup

**The
Basics**

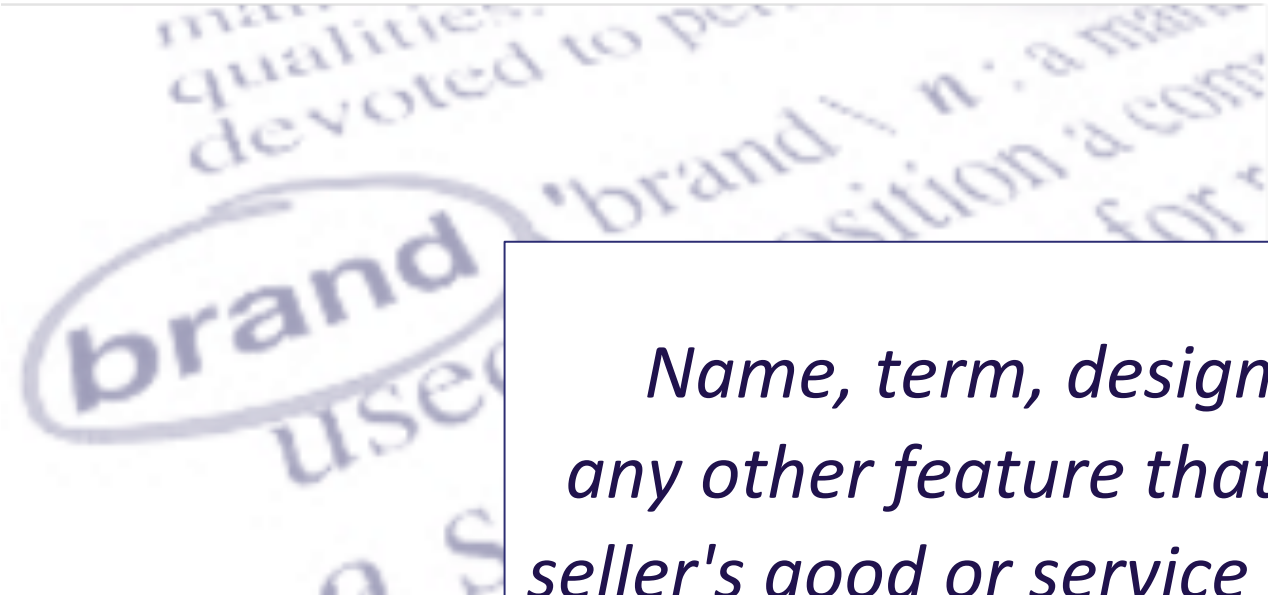
**K.I.S.S
Concept**

**What's
in a
Brand?**

**Your
Pitch**



First Things First: Definition



Name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers.
- American Marketing Assoc.

Problem -> Solution

Your product/service must present an effective solution to a problem bothersome enough that customers are willing to pay to solve it.



Your Brand = Your Passion



Why fit in
when you
were born to
stand out?

Dr. Seuss

Niches are Nice

*I don't know the key
to success, but the key
to failure is trying to
please everyone.*

- Bill Cosby



Our Niche

A virtually untapped, ever-growing market for creative services



Our signature E2E concept:

We are entrepreneurs who work exclusively with fellow entrepreneurs, sharing our branding and marketing expertise so every startup can shine in the spotlight.

Focus

*Find the simple story in
the product and present
it in an articulate,
intelligent and
persuasive way.*

*- Bill Bernbach
of the original "Mad Men"*



K.I.S.S

Keep it *simple* and *sincere*



Simple: Easy to understand, easy to use

Sincere: Clear communication,
dedication in action



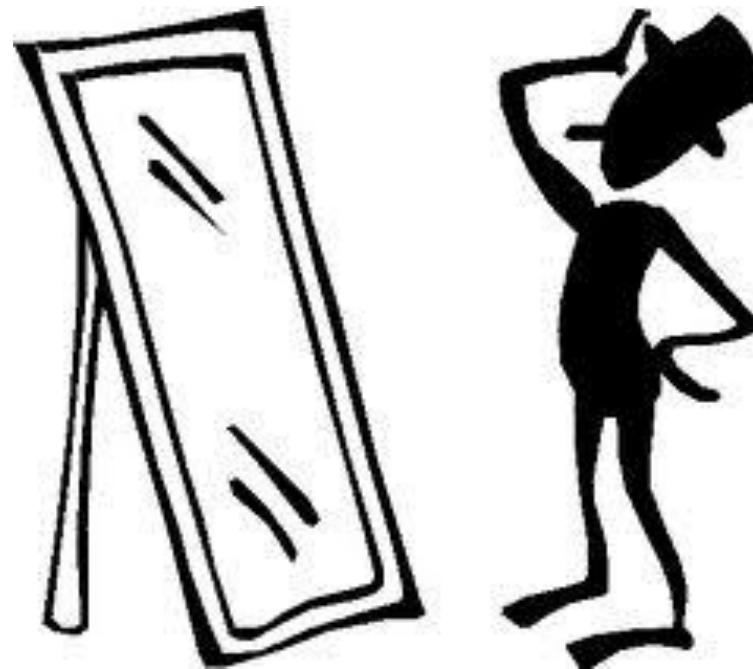
Key Elements

Name

Logo

Font &
Color

Slogan



Name



Google

You know you've made it when your brand name
replaces a commonly used verb!

Ex. Google = search

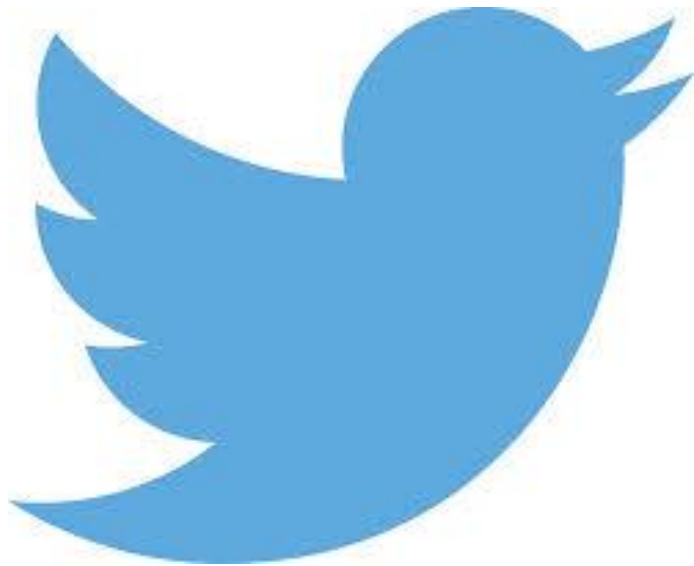


Name

Tips

- Made-up names are easier to trademark/register
- Uncommon words or made-up names tend to stand out in consumers' minds
- Be sure the name is short and easy to pronounce

Logo





Logo

Tips

- Straightforward logos are instantly recognizable
- Stick to basic shapes, very few colors (2-3 max)
- Wordmarks are just as effective as image-centric logos; present your brand name in a signature color

Font & Color



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Font & Color

friendbox

Which brand do you think of when seeing this?

Ex. Facebook color + font

Font & Color

Tips

- A unique color combination used consistently across brand communications online and offline makes the brand easy to recognize even in different languages
- Custom typography is not necessary; choose an existing font that is used sparingly. Avoid everyday fonts like Arial or Times.
- Focus on contrasting colors. For ex - blue and orange complement each other well, while white and yellow together are hard on the eyes.

Slogan



Aveya Creative client example (before)

Many consumers first thought PlateDate was a catering company when reading the slogan.

Slogan



Aveya Creative client example (after)

Following a minor update, it became clear that
PlateDate is a personal chef service.



Slogan

Tips

- Keep your slogan down to 3 or 4 words
- The slogan should explain what your brand does and/or emphasize the brand's promise
- Test your slogan on friends, family and wider audiences to be sure people outside the company get it

Your Networking Pitch



Think of your networking pitch as the brand name, slogan and promise - delivered live.

To Keep in Mind



- What do you do best? (*value*)
- Whom do you serve? (*target segment*)
- How do you do it? (*unique selling point*)

Fill in the Blanks

Hi, my name is _____.

As a/I _____ *your role* _____ at _____ *name of company/concept* _____, We/I make/offer _____ *product/service* _____ for _____ *target audience* _____.

We are proud to be the only _____ *product/service* _____ provider in the realm of _____ *industry/category* _____ thanks to our _____ *unique selling points* _____.

Sample

Mariya's Branding Statement

Hi. My name's Mariya. I recently launched **Aveya Creative**, a boutique **branding** and **marketing** agency dedicated **exclusively** to **entrepreneurs**. We work with startups at every stage on everything from **logo design** and **brand strategy** to **copywriting**, **ad creative**, **social media** and **press releases**. We love transforming new ideas into top-of-mind brands!

Ready, Set, Go!

The spotlight's
on you!



Wrapping Up



*Tweet questions to **@aveyacreative**
More tips and updates at
Facebook.com/aveyacreative*

branding
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