

Crafting *Identities* that Connect
with Audiences.



BRANDARMY

IDENTITY DEVELOPMENT

We partner with organizations, churches and para-church organizations to develop visual experiences that connect with their audiences.

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One of the best ways a logo can help an organization is by creating visual separation from the rest of the field. Perceptions are built incrementally, and a logo that takes a different tack from the competition will contribute to the distinctiveness of the brand image. In addition, a logo design sometimes can convey aspects of an organization's personality or attitude (for instance, fun, warmth, or energy).

WHAT IS IN AN IDENTITY?

WE CRAFT IDENTITIES THAT CAPTURE YOUR ORGANIZATION'S ESSENCE.

An identity is made up of a symbol/mark, logo-type and tagline. It is often referred to as a logo. Your identity is your organization's first line of offense and among the many forms of brand expressions, it is the simplest representation of who you are. However, it is not meant to tell the whole story of your organization, but rather provide a glimpse or snapshot.

Through your organization's name, symbol/mark, fonts and colors, identities represent and illustrate three areas of an organization—its mission, message and personality. An identity isn't meant to be a literal representation of these areas, rather a simple, easily remembered mark that overtime meaning can be built into.

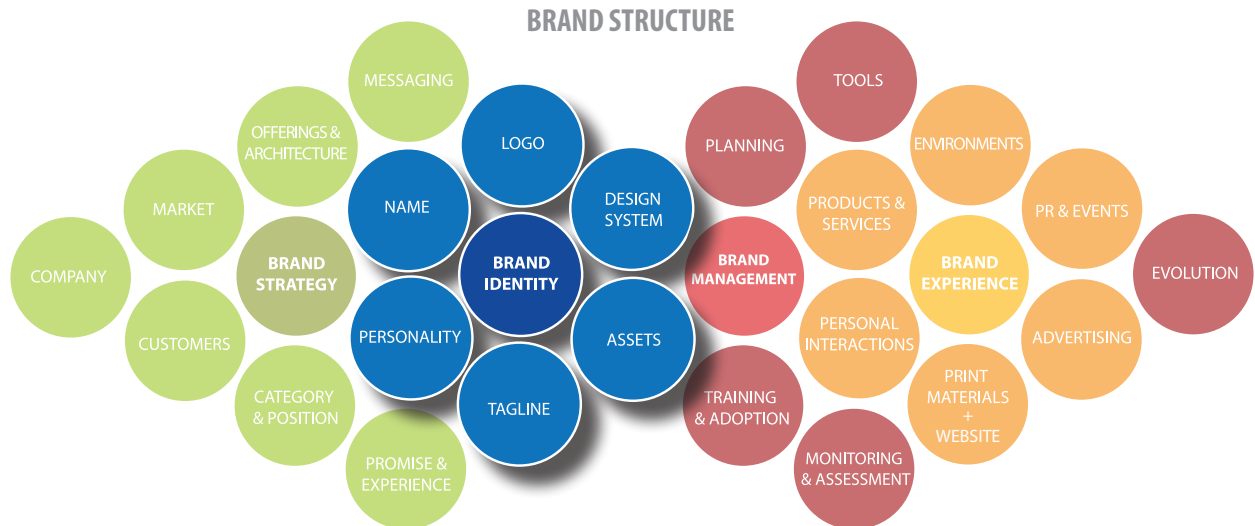


You can't attract a loyal following if nobody notices you. So if you are serious about developing a powerful brand, your first order of business is to make sure you stick out from your competition. Sure, there's more to a brand than being different, but if your organization blends into the background noise, it's lost from the start.

WHERE DOES THE IDENTITY LIVE WITHIN THE BRAND?

YOUR IDENTITY IS JUST ONE PIECE OF YOUR BRAND. HOWEVER, IT'S A VERY IMPORTANT PIECE.

A brand is much more than an identity, or a website, or simply placing your identity on a pen, business card or sticker. We don't just focus on creating a strong identity but take into consideration where and how the identity, colors and other brand attributes we develop will be used as your organization's brand evolves. The below brand structure shows all the parts of a brand that make up a healthy organization.



Our understanding of the brand structure allows us to craft identities that can successfully lead your organization's brand evolution. Through intentional and creative application, our uniquely crafted identities will differentiate you from other organizations that are competing for your audiences' attention.

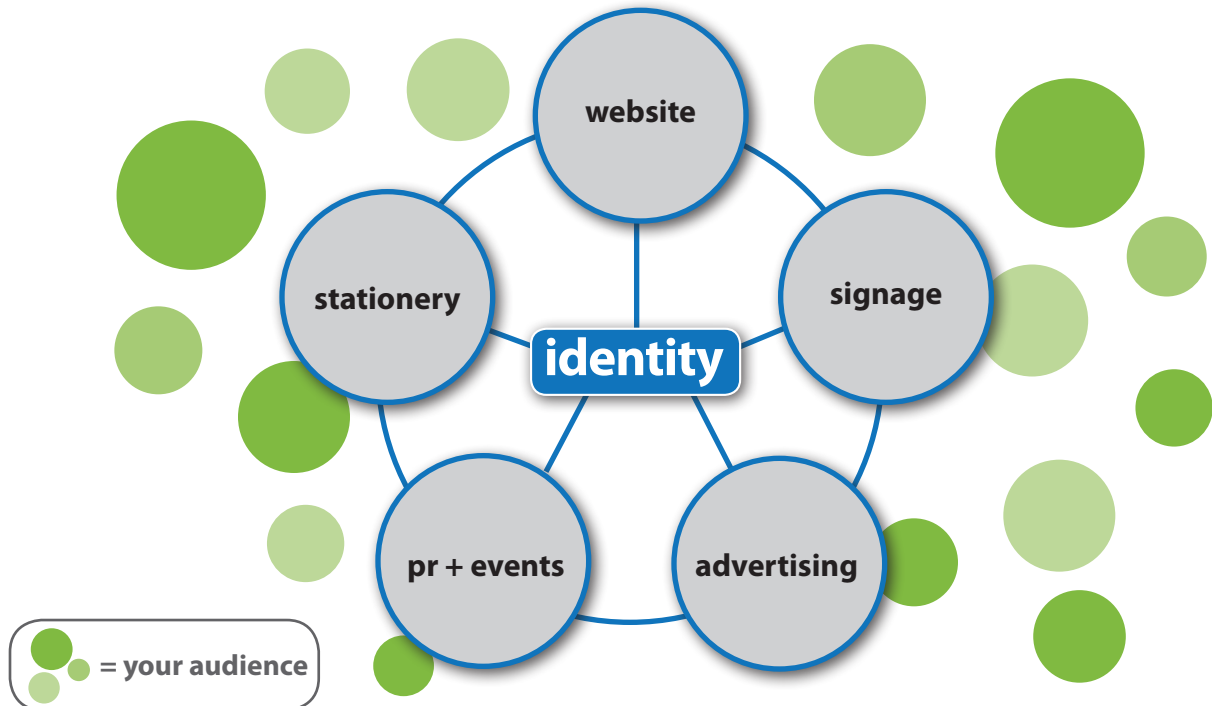
The Brand Identity provides a highly distinctive outward expression of your organization's values, personality and promise. The identity system consisting of elements such as the name, logo, colors and unique design elements are used repeatedly to provide instant recognition in a crowded marketplace.

HOW IS THE IDENTITY USED?

WHY A WELL-DEVELOPED IDENTITY IS SO IMPORTANT

An organization's identity drives all outward brand expressions including marketing efforts, collateral (both internal and external), web presence and signage. In most cases, the community, audience or market you are trying to reach will interact with one of these brand expressions before they actually come to remember your identity. To achieve a successful relationship between your organization and your audience, it is imperative that all expressions of your brand are consistent, creating a unified front—this begins with a strong identity.

The below chart illustrates how your identity is the center of your visual brand. It also illustrates the touch points that your audience will encounter before they come to recognize your identity. Your identity influences the touch points and the touch points influence the audience.



OUR IDENTITY DEVELOPMENT PROCESS

YOUR VISUAL BRAND BEGINS WITH YOUR IDENTITY. YOUR IDENTITY BEGINS WITH US.

We have a comprehensive strategy to identity development. The final outcome will ultimately drive your organization's visual brand and shape how it is positioned within your audience, community and market. With that in mind, our goal is to understand your organization's personality, mission, vision and values and craft an identity that accurately captures these areas. Our process includes:



RESEARCH + DISCOVERY

Our identity development process begins with research and discovery to gain a better understanding of your organization. We start with a brand interview, through which we discover what personality, message and mission is at the core of your organization. From there, we dig deeper with you to define your desired position, perception and impact you want your organization to have in the minds of your audience. This information is imperative in the identity development process and will also aid your organization as it begins to develop a marketing strategy.



IDENTITY DEVELOPMENT

With our findings from the brand interview, we develop three initial identities including symbols/marks, fonts, font treatments and colors. From here, we will work with you to revise the chosen identity using the brand interview document as a reference point to achieve a final identity.



TAGLINE DEVELOPMENT

If your organization has an established tagline it would like to use, we will include that in the Identity Development phase. If you don't have a tagline and want one, we will work with you to develop it. We draw from your brand interview responses as well as your mission, vision, value statements and any additional messaging we uncover through research and discovery.



STYLE AND USAGE GUIDELINES (STYLE GUIDE)

Once your identity, fonts, colors and tagline have been finalized, we develop a unique style and guidelines document for your organization to refer to when using your identity. We provide one professional printed, hard-copy of the style guide as well as a Portable Document Format (PDF) file of your style guide to distribute as needed. The style guide contains the correct usage of your identity, fonts and tagline. It also includes additional resources for printing colors, file formats and provides an overview for recommended approaches when using your identity on marketing materials.



CD CONTAINING ALL IDENTITY FILES AND ASSOCIATED ART

Along with the style guide, a CD is provided that contains all files associated with your identity. This includes multiple file formats (.eps, .jpg and .png), multiple identity variations (white, black, CMYK and any spot colors) and any additional files needed for the successful implementation of your identity. This CD is placed in the back of your hard-copy style guide and mailed to your organization.



FRAMED FINAL IDENTITY (complimentary)

As a symbol of our gratitude, we give clients a framed print of the final identity. This is meant to represent the importance of your identity and act as a reminder that all visual branding and marketing material should be derived from some or all of the elements found within your identity.



250 STICKERS OF FINAL IDENTITY (complimentary)

The goal of a well-designed identity is to differentiate you from other organizations competing for your audiences' attention. As a first step in marketing, we provide you with 250 stickers of your identity and tagline to begin distributing among team-members and the public to build awareness of your organization and its new identity.



WHY US?

CRAFTING EXPERIENCES THAT CONNECT WITH AUDIENCES

We are passionate about working closely with our clients—creating brand strategies, building brand identity programs, developing marketing campaigns and crafting brand expressions that help our clients reach their audience. Whether it's developing a new brand identity or a large-scale marketing initiative, our experience with national and international campaigns and brand structures gives us a strong understanding of how brands are shaped, nurtured and successfully evolve. Our client-partnership mentality aids us in effectively translating your mission, vision and values into a strong visual experience—it's actually in our name:

Brand (bränd) n. *A trademark or distinctive name identifying a product or a manufacturer.
Or, the marketing or advertising of a certain product or service.*

Ar•my (är'mē) n. *A group or team of people organized for a specific cause.*

We have over 8 years of award-winning advertising, branding and design experience. With our years of branding experience, we are able to help churches and organizations better connect with their audiences.



Be Strategic & Authentic

Behold, I am sending you out as sheep in the midst of wolves, so be wise as serpents and innocent as doves.

Matthew 10:16



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