



# The R&R Way | Branding

*The path to beautiful designs & smart ideas*



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## Research & Immersion

**1.1 Brand & marketing audit**  
We'll assess all existing brand elements and marketing collateral to understand the history of the brand.

**1.2 Interview key stakeholders**  
We'll check in with key stakeholders to better

understand the pain points as well as potential opportunities for the core branding needs.

### 1.3 SWOT Analysis

We'll complete primary research to identify the strengths, weaknesses, opportunities and threats.

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## Clarifying Strategy

**2.1 Positioning**  
It's time to identify your single most persuasive idea as well as your organization's "uniques."

**2.2 Creative Brief**  
This visual document is the foundation for our creative conceiving.

### 2.3 Naming & Tagline

Not every organization needs a new name or tagline, but when you do, getting the right one is important. The creative brief process uncovers your core messaging and brand promise. We'll use that to guide the team through naming exercises.

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## Design

**3.1 Creative Conceiving**  
The fun part! We'll sketch and design and design and sketch until we've narrowed down 3 to 4 of the best options.

**3.2 Color**  
Color speaks volumes; we'll identify the right palette for your brand.

### 3.3 Typography

Slab, sans, serif, script – the options are endless. The right combination of fonts can impact the personality of your brand.

### 3.4 Refinement

Design is a collaborative exercise; we'll work with you to refine all the way to design love.

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## Managing Assets

**4.1 Standards Guide**  
This guide outlines all the important aspects of your brand, including colors, typography, clear space, violations and more.

**4.2 Logo Library**  
You never know what format you'll need your logo in down the line. We make sure you have all the files in one easy-to-navigate file library.

### 4.3 Building Brand Champions

Becoming a brand champion starts with you. It's time to get excited and share with the team.

### 4.4 Launching the Brand

A new brand is a big deal, and it should transcend all marketing channels: digital, print and social. Ready to tackle it all? We can help!