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Whitney Design has been helping clients tell their stories since 1982. We take pride in the results of our collaborative approach to identifying, clarifying and empowering your message. Our consistent objective is to tell your story with imagination, clarity and flair.



INTRODUCTION

Whitney Design's One Day Brand Camp helps small-to medium-sized organizations take control of their brand, inspired them with fresh marketing ideas and helps them create a clear guide for success.

When companies have a compass for their brand, they can steer it and take it where they need to go.



**TAKE
CONTROL
OF YOUR
BRAND
& CREATE
A CLEAR
GUIDE FOR
SUCCESS**

IT'S MORE THAN A NAME AND A LOGO

From small family-owned start-ups to Fortune 100 enterprises, a company's brand is the heart and spirit of their organization. It's not just a name and logo; it's the level of quality of the product and service, the dedication and loyalty of the employees, and the feelings and experience that a customer has when they interact with the company.

Whitney Design's Brand Camp is a serious (but very fun) day-long session where your company's leaders and internal stakeholders rise above their day-to-day grind and actively explore their organization from a different perspective. Whitney Design will facilitate open discussion and dialogue that will result in stronger definitions of the organization's purpose, products, services, and mission.

**HEART,
SPIRIT &
THE LEVEL
OF QUALITY**

IT GROWS FROM THE INSIDE

Not only does Brand Camp reset, regroup and rejuvenate your team, it kick-starts your company's brand from the inside out. All functional groups within the organization, no matter how big or small, will be clear on direction and what their role is in supporting the brand and your company's vision.

IT'S ORGANIC

By simply including your group in an open discussion on branding, your company shows that it values the voices of its employees. You gain their trust, loyalty and give them a sense of purpose. Allowing your team to engage in your Organization's brand can positively impact quality, customer service, performance, employee morale and the overall health of the organization.

**RESET,
REGROUP &
REJUVENATE**

ABOUT THE DAY

Whitney Design's Brand Camp consists of a 4-8 hour onsite meeting at your facility or other offsite meeting location. The participants should include senior management/ownership and all major stakeholders in the company—especially those that are customer facing or than can contribute to the subjects listed below. The format is considered a retreat where everyone is encouraged to relax for the day and commit to being part of the process. This is a very interactive session and we'll capture everyone's ideas and perspectives.



TRUST, LOYALTY & PURPOSE

HERE ARE THE MAIN TOPICS DISCUSSED IN THE SESSION :

Organizational Definitions – WD guides your team through defining your company, products, customers and competition.

Marketing and Branding – Interactive discussion where we discuss market perceptions and personify your brand.

Business Development – Open dialogue where we explore other ideas and concepts for growing your business.

At the end of the session, we'll collect and transcribe all the information and notes into a more formal document that your company can use either as a foundation of your plan moving forward, or as a supplement to your existing plan. Brand Camp includes a one-hour follow-up session where we review the material together.

**ENJOY,
LEARN &
HAVE FUN!**

LET'S GET STARTED

Whitney Design's Brand Camp is a great way to begin any new logo or corporate identification project. It's insightful, affordable, and fun. **Ready to get started?**

Contact us to find out more.

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IMPORTANT LINKS:

<https://whitneydesign.net/brand-camp>

www.whitneydesign.net/contact

www.whitneydesign.net



**NEW LOGO
OR
CORPORATE
IDENTITY
PROJECT?**