

# VISUAL BUSINESS BRAND IDENTITY PACKAGES

*We don't just build websites.  
We build business brands.*

# DESIGN

e**Vision**  
Media



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# VISUAL BUSINESS BRAND IDENTITY PACKAGES

Now more than ever your business needs to be presented in a visually professional manner. You make first impressions daily on social media, your website and anywhere your marketing materials are displayed. You only have a few seconds to make a positive impact on your prospective clients.

Our visual branding services are for small businesses and rising entrepreneurs looking to present their business in a way that will better impress their target market while establishing vital credibility and trust.

After working with our team, your logo and business branding materials will uniquely distinguish you from your competitors, giving you a competitive advantage above others that lack these critical business components.

Let us help you create your brand, showcase your business and nurture your dream to reality.

*"Before working with eVision Media, I was working a part time business with my self-built website.*

*After working with Susan and her team on my new branding and website, Wow! I am SO IMPRESSED!*

*They were so patient with me; they asked me what I wanted, what I stand for, who were my clients, etc... they just nailed it!*

*Through this experience, I learned an investment in oneself is a great shot-in-the-arm of confidence and professionalism. You need a professional image if you want to attract qualified potential clients."*

**– Kathryn Wilking**  
Kathryn Wilking Designs

**LEADERSHIP IS A PLAYGROUND. PLAY FEARLESSLY**  
WWW.MARCWSCHWARTZ.COM

**MARC W. SCHWARTZ™**  
INTERNATIONAL SPEAKER, AUTHOR & EDU-TRAIN-MENT SPECIALIST  
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**LEADERSHIP IS A PLAYGROUND. PLAY FEARLESSLY**

**MARC W. SCHWARTZ™** has traveled the world presenting to over 50,000 people in 38 countries on exactly how to use INFLUENCE to break through the barriers that stand in the way of leaders getting optimal performance from their team members. Schwartz says, "Influence, not power, is the key to creating a really effective, multi-generational approach to the next evolution of business leadership."

Marc is a best-selling author and uses the insights and strategies from his book, Power Shift, blended with over thirty years of experience to help leaders, executives, middle managers and small business entrepreneurs who want to learn proven processes to create a high-performance culture that can increase productivity, retention and financial performance so they can spend less time managing and more time growing their business.

**PRESENTATION TOPICS**

**POWER SHIFT™ - THE NEW RULES OF ENGAGEMENT FOR LEADERS**  
3 ways to create a collaborative workforce environment that nurtures higher productivity, retention and financial performance.

- Creating a high-performance environment is critically important for leaders. When they love their work, the people they lead, the organization, the people in it, families, communities, and entire nations thrive.
- Influential leaders are being called to step up and meet the challenges organizations face today. But to be influential, it's essential to know what those you seek to lead want and expect.
- In this informative, high-energy talk, your audience will discover how the power of influence can move people of every generation to heights of effectiveness most never imagined. We will also:
  - Explore the **emerging workforce** and the values they embrace that are impacting business.
  - Take a closer look at the **employee disengagement** factor and determine why it's so high and what can be done about it.
  - Present the three **primary leadership types** that exist now and which one will lead us, most effectively into the future.
  - Look at why the **traditional management model no longer works** and what will replace it.

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**WHAT CLIENTS ARE SAYING**

"Our meeting last year was an unmitigated success because Marc was a key piece and had well over one and a half days of leadership curriculum to present. The outcome was extremely impacting, very insightful as well as uplifting. He kept my management team engaged and entertained throughout. We are ready to do this again."  
– **Mike Kahler**, VP Operations  
TLH Enterprises / Rent-A-Center Franchise

"Marc has done numerous programs for our company. From keynote presentations at our National meeting to regional/local sales trainings, the principals and tools Marc has shared have been very impactful yet easy to employ."  
– **Candy LeBlanc**, RN BSN  
Senior Manager Global Education and Learning  
ASP

"Thank you so much for speaking at our Annual Sale Managers Retreat. We had many VPs in the room who run very large and profitable homebuilding companies. They really enjoyed your session and it was the talk of the retreat. What a timely message and I enjoyed your book as well."  
– **Mar'Sue Haffner**  
National Sales Trainer  
Sales Solve Everything, LLC

**PARTIAL LIST OF CLIENTS**  
Brinks, Bank of America, 3M, Charles River, I&I, Tripwire, Novo Nordisk, Novartis, Marriott, Sandoz and many more.

**Johnson & Johnson**  
**charles river**  
**3M** **novo nordisk™**

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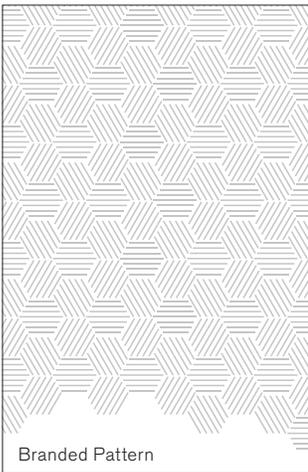


# SILVER LOGO & BRANDING DESIGN

Business Investment: \$1997

This package is for you if you have a basic idea of who your target market is and how you want your brand to be perceived by your ideal client. You could use Susan's expertise in helping get clarity on exactly what your ideal clients look like and how you can best serve them. Susan can also help you get clear on your unique selling position and your brand personality.

This package also gives you all the promotional tools you need to get your business off to a great, professional start when you're ready to begin your marketing efforts.



## MARKET ANALYSIS

1.5 to 2 hour brand strategy session with Susan to determine:

- Target market clarification and definition
- Brand positioning / personality clarification and definition
- USP definition

## BUSINESS BRAND COLLATERAL

- One Primary Logo
- One Submark
- Social Media Header Kit
- Branded Pattern / Texture
- Branded Style Guide
- Email Signature

## MARKETING COLLATERAL (Choose One)

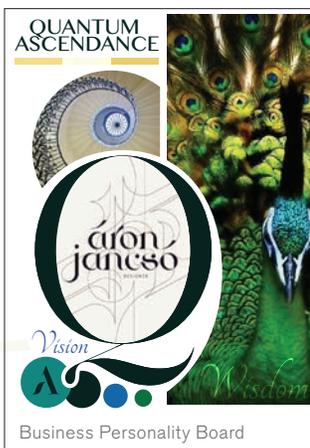
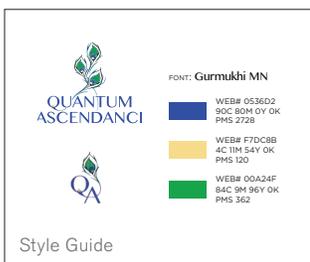
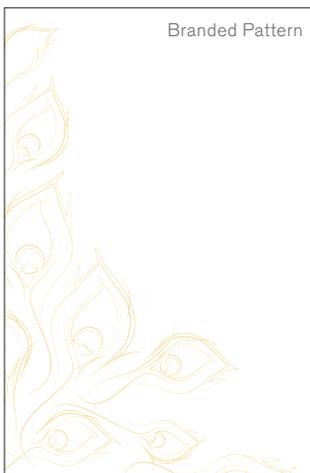
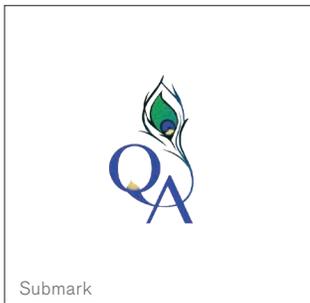
- One (1) Two-Sided Business Card
- Full Page Flyer (Single-Sided)
- Double Sided Promo Card or Rack Card
- Media One Sheet
- Digital Report Cover & 3D Icon
- Letterhead & Envelope



Marketing Collateral



Social Media Header Kit



# GOLD LOGO & BRANDING DESIGN

Business Investment: \$3497

This deluxe package is for the entrepreneur just starting out and wants to burst onto the business scene in a professional way without wasting any time, effort or money in the process. This is also for the existing business owner who has come to recognize their existing brand just doesn't work anymore (or never did) and it's time to start over and do it right this time.

In this package, we will have several phone and/or Skype conference meetings, along with our designer, where we will get crystal clarity on who your target market is, what your brand positioning should be for optimal results, and how to capitalize on your unique selling position when it comes time to launch your product or service.

We will walk you through several stages of the brand definition process where you will be presented with business personality boards, design layouts and have lots of opportunities for discussion and feedback.

The end result will be a complete, professional marketing package that will position you and your business in the marketplace as a credible expert in your industry. You will be equipped with several marketing tools that will bring brand consistency throughout all of your promotional efforts.

## MARKET ANALYSIS

Several brand strategy sessions with Susan and our designer to determine:

- Target market clarification & definition
- Brand positioning
- Brand personality clarification & definition
- Brand inspiration mood board & colour palette design
- USP definition
- Business name (if required)
- Tag line creation
- Competitor analysis

## BUSINESS BRAND COLLATERAL

- One Primary Logo with Multiple Concepts
- One Submark
- Social Media Header Kit
- Branded Pattern / Texture
- Branded Style Guide
- Business Personality Board
- Email Signature

## MARKETING COLLATERAL (Choose Two)

- One (1) Two-Sided Business Card
- Full Page Flyer (Single-Sided)
- Letterhead & Envelope
- Double Sided Promo Card or Rack Card
- Media One Sheet
- Digital Report Cover & 3D Icon

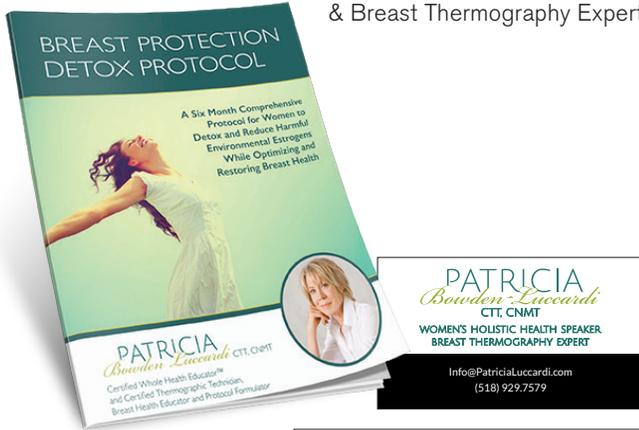


"Susan has since created a persona for me with branding, a website, speakers sheet, business cards, brochures, copy for LinkedIn and she is still meeting my needs. Not only does Susan work with a talented group of artists and techy types, she has a gift of listening and patience.

She has been a miracle worker for me and I am so grateful that I have teamed up with eVision Media. Delegate...it makes life a heck of a lot easier!"

– Patricia Bowden Luccardi

Women's Holistic Health Speaker & Breast Thermography Expert



## BRAND COLLATERAL ADD-ON ITEMS

Delivered as high-res, print-ready files. Printing available for an additional fee.

- Double Sided Business Card
- Letterhead & Branded Envelope
- Double Sided Promo or Post card
- Full Page Flyer
- Double Sided Bookmarker
- Digital Free Report Cover
- Gift Certificate
- Media One Sheet
- Double Sided Rack Card
- 2-Fold, 3-Panel Double Sided Folded Brochure
- Price Sheet / Sales Sheet
- Branded Social Media Background Post Templates

"I can't say enough good things about Susan and her team of dedicated professionals. Before hiring eVision Media, I had used another person to create my website, Facebook page, logo, etc. And guess what? No clients. Another business friend of mine suggested I use her person, Susan.

And wow – I went from the minors to the major league instantly. She spent the time to get to know me, what my business delivers, who my ideal clients were (and she helped me figure that one out too), and then worked through an iterative process to create my logo, business cards, website and marketing materials."

– Katherine Hartvickson

Quantum Ascendance HR Consulting



Creating your Brand, Showcasing your Business, Nurturing your Dream to Reality

We appreciate your interest in our branding services. We would love to hear from you!

Contact us today to schedule your free design consultation.

