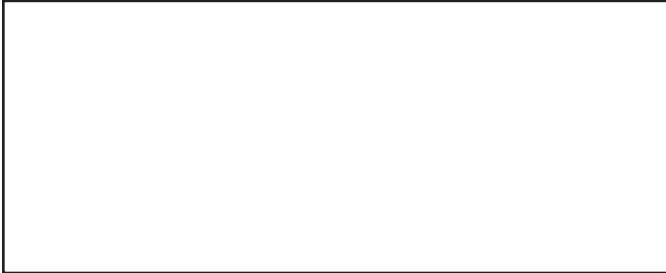
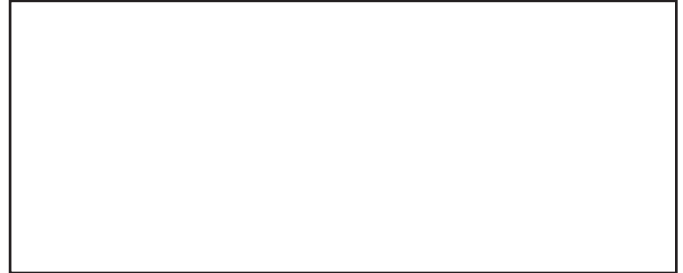


# Brand Blueprint

## Opportunity




## Personality



## Products and Services



## Voice



## Value Proposition



## Visuals



## Customers



## Application

Our brand should be clear and consistent across everything we do. Branding is an important way to:

- Establish our presence in the market
- Motivates leads to become customers
- Build trust and loyalty with customers