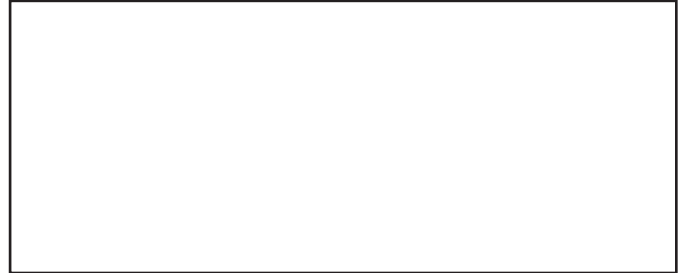


Brand Blueprint


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