



How does Stone
Soup Creative
help you define
and communicate
your brand?



Hello! I'm Julia Reich of Stone Soup Creative.

I'm a brand strategist, graphic designer, writer & speaker.

I work with organizations to help them develop and communicate their brand in order to maximize mission impact. And I have a question for you (well, four questions):

Do you need to:

1. Take **control** of your brand?
2. **Stand out** more in peoples' minds?
3. Gain supporters' **trust** (and **money**)?
4. Make your marketing efforts more **effective**?



If you answered "yes" to any of these questions, then you are in the right place.



BrandRecipe

All of these things are possible with an authentic brand.

The Brand Recipe is a simple yet comprehensive process that will help your group be authentically you, something no other organization can be.



There's something magical about a brand that works, one that flows from what the organization truly is, at its core...

I'll work closely with your team to uncover truths about your organization that are already there – to capture your identity.



I believe that the most successful brands share their authentic character and personality with their participants, supporters and influencers. So the basis of the **Brand Recipe** rests on this concept:

If you reveal more about **who** you are as an organization, people will connect with you **emotionally**.

And if people connect with you emotionally, they are more likely to:

- **Pay attention** to you
- **Trust** you
- Offer their **support**



Here's how it works!

I'll do this: ●.....
↓

THE BRAND RECIPE PROCESS
CAN BE CUSTOMIZED BASED
ON YOUR NEEDS, BUDGET &
TIME CONSTRAINTS.

① Pre-Branding

Goals: to get everyone on the same page about what branding is... and isn't

② Branding Groundwork

Goals: to get buy-in from the team through collaborative brainstorming activities

③ Brand Values

Goal: to define who you are and how you act

④ Ideal Audience

Goal: to make communications more targeted.



And this: ●.....
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IT CAN BE DONE AS A
SINGLE WORKSHOP, OR OVER
THE COURSE OF SEVERAL
SMALLER SESSIONS.

5 Brand Message

Goal: get the entire Branding Team to be in agreement about what the organization does

6 Brand Positioning

Goal: to discover what makes you unique and create a statement that can be used verbatim in marketing

7 Validation Research

Goal: to test our brand positioning assumptions before going public

8 Color Analysis

Goal: to discover a differentiating color opportunity that allows your brand to own its own color



And finally, this: ●.....
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IF YOU WANT ONLY ONE
OR A FEW OF THESE STEPS,
THAT'S OK TOO. WE'LL TALK
ABOUT WHAT'S BEST FOR
YOU AND YOUR ORG.

9 Internal Audit

Goal: to discover attitudes towards existing brand visuals and document variations & consistencies

10 Logo Design (and tagline too, if needed)

Goal: to create a visual mark that represents your organization, one that is simple, memorable and expertly executed

11 Graphic Standards

Goal: to own a comprehensive brand "rule book" for the use of your visual elements, and to keep them consistent

12 Branding Report

Goal: CELEBRATE!



And in the end, you'll have this!

- A brand that reflects your **mission** and **values**
- Internally: decision-makers **agree** (IT'S A MIRA(LE!))
- Marketing communications that are **consistent** and **focused** so you don't have to keep coming up with new messages and ideas
- **You** are the boss of your brand

I LOVE TALKING ABOUT
BRANDING, MARKETING
AND DESIGN EVERY CHANCE
I GET!



Want to learn more?

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