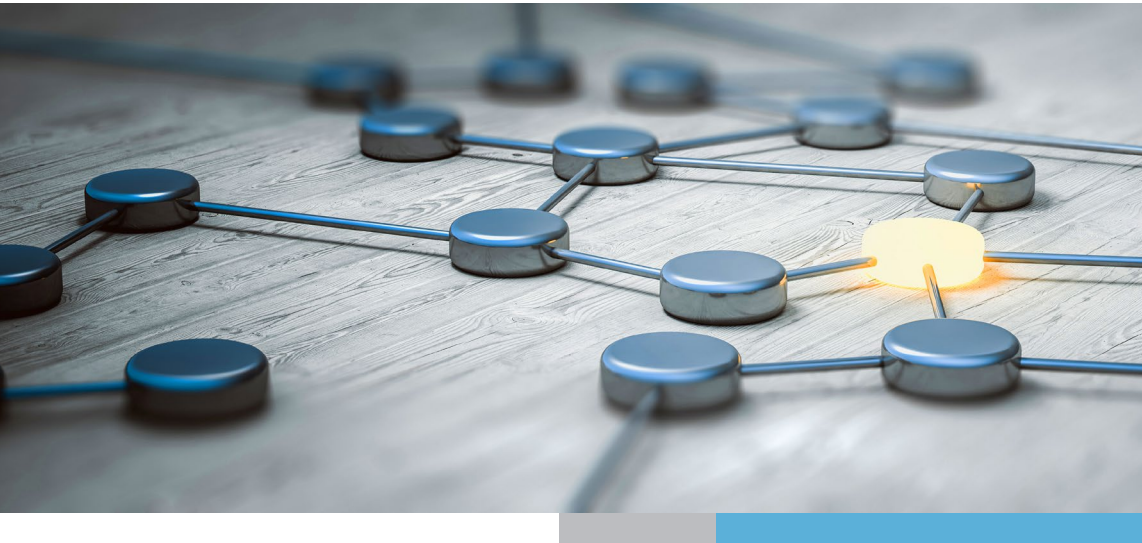




CELEBRATING 38 YEARS OF BRANDING BRILLIANCE



Sana inspires brilliance by connecting people with brands.

We are often considered an essential branch or division of your core executive team — a boutique agency specializing in brand development that comprehends your vision for the future and how to work with your team to achieve it.

BRAND INSIGHTS

BRAND STRATEGY

BRAND STORY

BRAND DEVELOPMENT

VISUAL EXPRESSION

VERBAL PERSONALITY

BRAND ACTIVATION

BRAND GUARDIANSHIP

EXECUTIVE ENGAGEMENT



who we are 



JEFFREY DAMM

Founder & Chief Creative Officer

LOS ANGELES
NEW YORK
TAMPA

With over 38 years of expert branding and marketing experience, Damm has worked for some of the world's most elite brands. He has created award-winning designs for **NFL, Disney, Trump, HBO, National Geographic, Nickelodeon, USF, Pfizer, Time Warner, Johnson & Johnson, NPR, and JPMorgan Chase** to name a few. Having lived and worked in Los Angeles, New York, and Tampa has given him a strong passion and perspective for taking companies from **GOOD to GREAT!**



JAIMEE DAMM

Chief Insights Officer

Jaimee's role is to shine a light on the unknown. She uses the data available to investigate a myriad of issues facing a business, and sometimes to solely explore the data and see what jumps out.



LISA MAIER

Digital Performance Strategist

Lisa Maier is the founder and CEO of DirectiveGroup. Her background includes executive management and information business strategy consulting focused on technology based offerings and tactics.



ROB WREN

Client Relations Director

Rob has been successful throughout his career in sales and customer relationships, he possess excellent communication skills and has a firm understanding our customer's individual needs and addressing these.

▶ CLIENT LIST 1985-PRESENT

Brilliance in Branding.™



TRUMP



WALT DISNEY

NATIONAL GEOGRAPHIC

DISNEY INTERACTIVE

HBO

NATIONAL PUBLIC RADIO

BUENA VISTA PICTURES

TOUCHSTONE PICTURES

HOLLYWOOD PICTURES

JERRY BRUCKHEIMER

NICKELODEON

TIME WARNER

NFL

BRISTOL-MEYERS SQUIB

JOHNSON & JOHNSON

MERK

ASTRAZENECA

ABBOTT

BAYER

PFIZER

GLAXO SMITH KLEIN

TAMPA GENERAL HOSPITAL

ANAZAO HEALTH

STRYKER

USF HEALTH

JPMORGAN CHASE

BANK OF FLORIDA

FOWLER WHITE BOGGS

TRUMP

FLORIDA FINANCIAL ADVISORS

SMOKEY ROBINSON FOUNDATION

NOKIA - LATIN AMERICA

UNIVERSITY OF SOUTH FLORIDA

UNIVERSITY OF WEST VIRGINIA

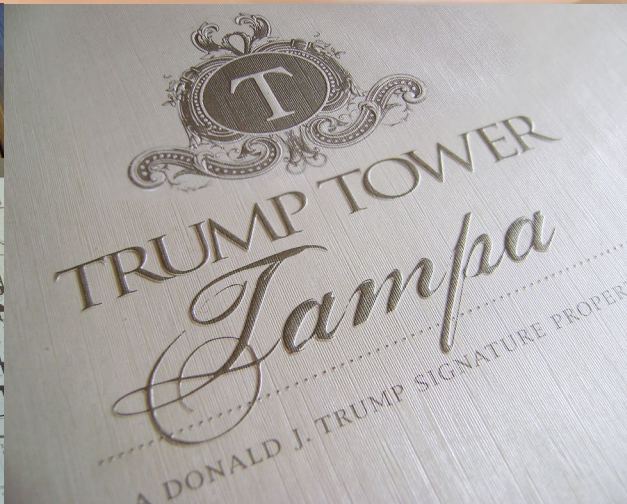
ALL PRO DAD

REEVES IMPORT MOTORCARS

BIC - INTERNATIONAL

▶ TRUMP TOWER TAMPA

Brilliance in Branding.™





Character and Virtues //

Our unwavering ethos we uphold in pursuit of our mission and vision.

CREATIVE & DRIVEN

We are driven to express creativity in the pursuit of brilliance.

BRILLIANCE IN EVERYTHING

We settle for nothing less than the best in everything we do.

FOREVER LEARNING & DEVELOPING

We continually strive to be better versions of ourselves.

AUTHENTIC AT HEART

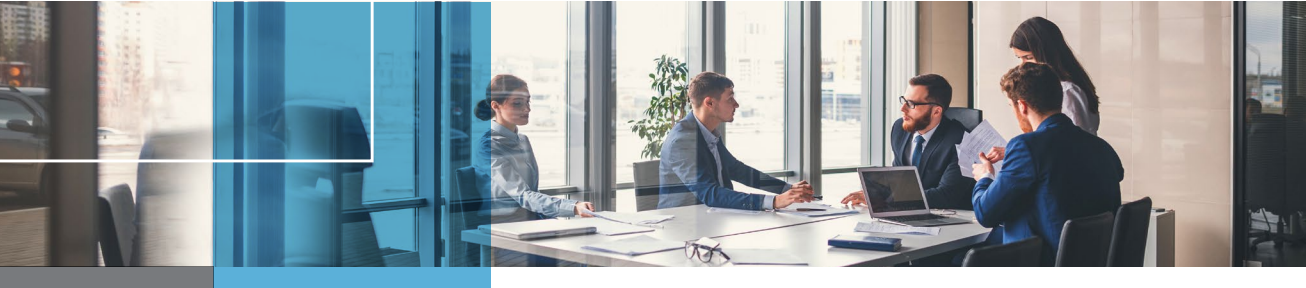
We are true to ourselves and stand behind our character and virtues.

SERVANT LEADERSHIP

We aspire to live a stewarding nature to each client.



what we do 



Areas of Expertise and Mastery

BRAND RESEARCH

- Brand and Name Equity Research
- Brand Positioning Development
- Positioning Evaluation
- Customer Experience Journey
- Creative Evaluation
- Communications Optimization
- Product and Service Innovation

BRAND STRATEGY

- Brand Compass Workshop
- Brand Strategy Consulting
- Company and Product Naming
- Brand Architecture
- Define Your North Star
- Develop Brand Core
- Brand Positioning and Pillars
- Customer Experience Roadmap

BRAND EXPRESSION

- Corporate Identity
- Brand Visual Expression
- Brand Voice and Tone
- Internal and External Brand Launches
- Social, Digital and Website Development
- Sales Tools and Training
- Brand Collateral and Execution

BRAND MANAGEMENT

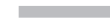
- Brand Standards and Guidelines Book
- Infusing the Brand Into Hiring and Training
- Brand Tracking and Measurement
- Brand Compliance



OUR TRUE

CREATIVE PASSION

IS A GIFTED VISION FOR CREATIVE
BRILLIANCE. WE IGNITE COHESIVE BRAND
TRANSFORMATIONS THAT REFLECT THE
CORE ETHOS OF YOUR BRAND STORY.



WE PROVIDE TWO CHOICES

Even the best branding has a shelf life. It should last for a while, but it will eventually need to be replaced. If your current branding looks like it belongs in a different decade, it's time for a brand refresh.

1
CHOICE

BRAND REFRESH

The most basic branding level, the brand refresh, is best for businesses with relatively simple needs. A brand refresh typically includes the following strategic and creative components:

- Brand Discovery
- Brand Audit
- Core Principles
- Visual Expression
- Verbal Personality
- Brand Messaging Strategy
- Brand Guidelines

BUDGET: \$8,000 - \$15,000+

TIMELINE: 3 - 4 MONTHS

OR

2
CHOICE

FRESH BRAND

Whether you're a startup or a company that is an established enterprise with a global presence, rebranding is complicated by the size and complexity of its business model. This often includes the following:

- Brand Discovery
- Internal Research
- Customer Research
- Brand Audit
- Brand Positioning
- Brand Architecture
- Brand Naming
- Core Principles
- Customer Journey Map
- Visual Expression
- Verbal Personality
- Photography
- Brand Messaging Strategy
- Brand Guidelines

BUDGET: \$12,000 - \$25,000+

TIMELINE: 4 - 8 MONTHS



1. STRATEGY

BRAND STRATEGY

First, we have to know the complete background of the brand, and where it intends to go. Giving the brand a personality and beliefs makes it approachable to consumers.

BRAND COMPASS WORKSHOP

BRAND AUDIT

CUSTOMER RESEARCH

BRAND INSIGHTS FINDINGS

PRODUCT & SERVICE EVALUATION

AUDIENCE PERSONA

CORE PRINCIPLES

10-STEP FORMULA

BRAND PERSONALITY

MARKET POSITIONING

BRAND BELIEFS

BRAND ARCHITECTURE

CUSTOMER JOURNEY MAP



2. EXPRESSION

VISUAL IDENTITY

These are all the elements that you will use to express what your brand is about, and what it stands for. Outlining these in the guidelines is absolutely necessary if you want to achieve consistency within your brand.

LOGO TREATMENTS

BRAND COLORS

ICONOGRAPHY

HOUSE TYPEFACES

BRAND IMAGERY

BRAND GUIDELINES

VERBAL PERSONALITY

Having a strong personality that is expressed primarily within written media needs to be outlined to coincide with all the visual material.

BRAND STORY

BRAND VOICE & TONE

VOICE FRAMEWORK

CONTENT DEVELOPMENT GUIDELINES



3. ACTIVATION

LAUNCH & IMPLEMENTATION

Activate your brand with services designed to boost awareness, supercharge growth, and set the stage for building brand equity. Brand activation is where your brand comes to life — for internal and external stakeholders alike. Branding doesn't end after a successful brand rollout. Our brand activation services ensure you get the most out of your rebranding investment.

BRAND GUIDELINES BOOK DESIGN

BRAND LAUNCH STRATEGY

TEAM TRAINING & LAUNCH EVENTS

WEBSITE DESIGN

INTERNAL & EXTERNAL SIGNAGE

PRINT COLLATERAL

PUBLICATION & OUTDOOR ADVERTISING

SOCIAL MEDIA DESIGN GRAPHICS

SALES PRESENTATIONS

TRADESHOW & EXHIBIT



4. GOVERNANCE

BRAND MANAGEMENT

Our dedicated Brand Governance team is comprised of expert brand strategist, brand developers, graphic designers, communication experts, and brand managers. We are here to help you increase brand awareness and consistency while enhancing independence in brand implementation from both traditional and digital marketing. We govern over everyday communication related to ongoing projects, collect feedback and provide guidance to every involved party (employees, consultants, vendors, subcontractors, agencies etc.).

BRAND BOOK TRAINING

INTRANET ASSET HUB

MARKETING APPROVAL

DESIGN SUPPORT

ON-SITE PRESS CHECKS

EXTERNAL BRAND SUPPORT

brand compass 

SANA PRESENTS

The Business Guide to

BRANDING

**JEFFREY
DAMM**

brand
compass  CO-CREATION
WORKSHOP



KEY TAKEAWAYS



BRAND COMPASS CO~CREATION WORKSHOP WILL:

- UNITE YOUR LEADERSHIP TEAM
- DISCOVER YOUR AUDIENCE
- FRAME CORE PRINCIPLES
- DESIGN YOUR VISUAL EXPRESSION
- AUDIT YOUR COMPETITION
- CRAFT YOUR VOICE & TONE
- DEFINE YOUR DIFFERENTIATION
- ACHIEVE BRAND ALIGNMENT
- CLAIM BRAND POSITION
- DEVELOP BRAND GUIDELINES

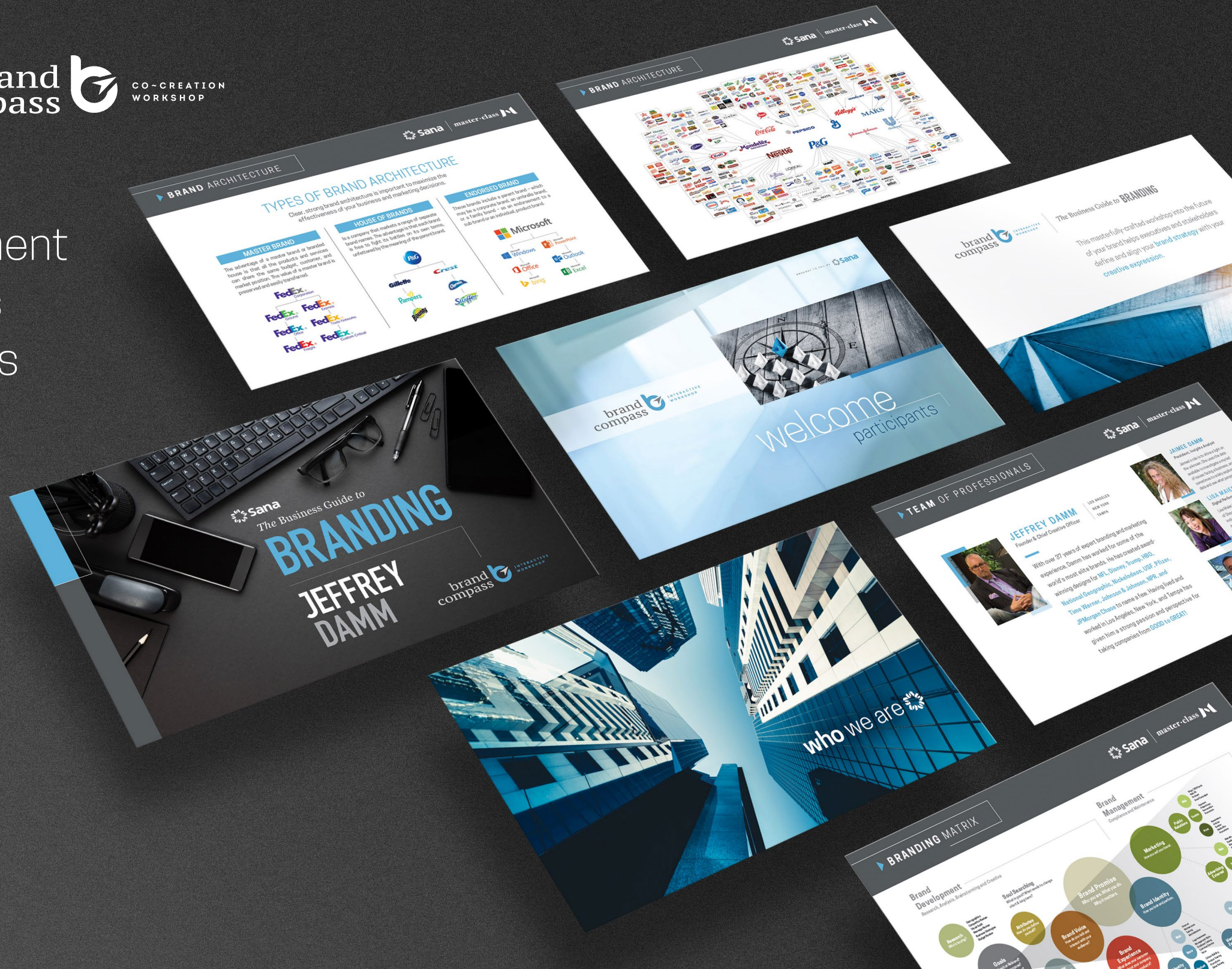




Brand Development for Organizations and Professionals

BRAND COMPASS CO-CREATION WORKSHOP

This exclusive brand building workshop is for all leaders, executives and managers who are responsible for branding and who contribute to the organization's growth initiatives.



BRAND ARCHITECTURE

TYPES OF BRAND ARCHITECTURE
Clear, strong brand architecture is important to maximize the effectiveness of your business and marketing decisions.

MASTER BRAND
The advantage of a master brand or branded house is that all the products and services can share the same subject, customer, and market position. The value of a master brand is preserved and easily transferred.

HOUSE OF BRANDS
Is a company that markets a range of separate brand names. The advantage is that each brand is free to fight its battles on its own terms, unaffected by the meaning of the parent brand.

ENDORSED BRAND
These brands include a parent brand - which may be a corporate brand, a umbrella brand, or a family brand - as an endorsement to a sub-brand or an individual product brand.

Logos shown: FedEx, Crest, Gillette, Pampers, Scrubbers, Microsoft, Windows, Office, Bing, Outlook, Excel.



brand compass CO-CREATION WORKSHOP

The Business Guide to **BRANDING**

This masterfully-crafted workshop into the future of your brand helps executives and stakeholders define and align your brand strategy with your creative expression.

Sana

The Business Guide to **BRANDING**

JEFFREY DAMM

brand compass INTERACTIVE WORKSHOP

brand compass INTERACTIVE WORKSHOP

welcome participants

TEAM OF PROFESSIONALS

JEFFREY DAMM
Founder & Chief Creative Officer

With over 27 years of expert branding and marketing experience, Damm has worked for some of the world's most elite brands. He has created award-winning designs for NFL, Disney, Trump, HBO, National Geographic, Kellogg, USF, Pfizer, and Time Warner. Johnson & Johnson NPI, and JP Morgan Chase to name a few. Having lived and worked in Los Angeles, New York, and Tampa has given him a strong passion and perspective for taking companies from GOOD to GREAT!

JAMIE DAMM
President, Strategic Analysis & Execution

LISA MARCH
Digital Advisor

who we are





A Company Never Acts Without a Vision.

TRUE VISION CAN'T BE IMPOSED

on a company- it has to grow from the shared purpose and passion of its people. The leader's job is to shape and articulate that vision, making it distinct and inspiring.



RESPONSIBILITIES

When everyone is responsible for the brand's growth - it shows.

Brand Guidelines Book
Uses a combination of written, visual, and strategic tools, visual communications and communications so that everyone in the company is enabled to understand the brand, be inspired by it, and know what to do about it.

- INSPIRE**
Leadership must inspire employees to believe in the brand and take the risk they have with supporting it.
- EMPOWER**
Employees need to have the resources and tools so that the brand promise being made is kept.
- INFORM**
Customers need to know what the brand promise is, what the values are, and why they are right for the organization.

BRANDING VS. MARKETING

Branding vs. Marketing Extensions

Sustainable brands are built from the inside out... therefore we put a much effort in communicating the brand internally so we do marketing externally.

BRANDING
When your brand is built, you become an organization.

MARKETING
Be a connector, accelerator, scalemaker of relationships.

INTERNAL BRANDING
Culture, Values, Mission, Vision, Story, Purpose, Leadership, Employees, Customers, Partners, Suppliers, Competitors, Channels, Media, etc.

EXTERNAL MARKETING
Product, Services, Promotions, Advertising, Public Relations, Sales, Distribution, etc.

**RIGHT PEOPLE
RIGHT PLACE
RIGHT TIME**

TODAY is an opportunity to spark conversations and build a roadmap together with clear expectations of your brand's core principles - purpose, mission, vision, goals and everything else in between.

BRAND POSITIONING

Be Good and Different!

Companies need positioning because customers have choices - and if you don't stand out, you lose.

GOOD BUT NOT DIFFERENT - Good overall but not differentiated based on competitors - Customers see you as interchangeable - No competitive advantage	GOOD AND DIFFERENT - Good overall and differentiated - Customers see you as unique - Competitive advantage - Differentiated position
NOT GOOD AND NOT DIFFERENT - Poor overall and not differentiated - Customers see you as interchangeable - No competitive advantage	DIFFERENT BUT NOT GOOD - Different overall but not differentiated - Customers see you as unique - No competitive advantage - Differentiated position

INTERNAL BRAND

A person's perception about a product, service, or business. Think of a company's internal **BRAND** like a person's **REPUTATION**. Your personal reputation, like a company's brand, is something you try to influence - good or bad.

TRUST, KINDNESS, CREATIVE, FRESH, OPULENT

BUILDING A WORLD-CLASS BRAND

Three Key Elements FOR BRAND-BUILDING

Our job is to help you understand you build together the better way to build business.

BRAND STRATEGY
First, we have to know the brand, and then we can build it. Brand is not a personality you can develop. It is a personality you can discover. It is a personality you can create.

VERBAL PERSONALITY
Having a strong personality that is expressed in a verbal form is the key to a brand's success. It is the verbal personality that is the brand's voice and tone.

VISUAL IDENTITY
Having a strong visual identity that is expressed in a visual form is the key to a brand's success. It is the visual identity that is the brand's look and feel.

Who are you?
What do you look like?
How do you sound?

17-STEP FORMULA

THE 17-STEP FORMULA

1. Who are you?
2. What do you look like?
3. How do you sound?
4. What do you do?
5. What makes you different?

Each checkpoint addresses four key elements: DIFFERENTIATION, COMMUNICATIONS, etc.

VISION + EXECUTION

Think of building a house, you must first design the **BLUEPRINT** (vision) before you **BUILD IT** (execution).

PHASE 1: VISION

BRAND STRATEGY

First we have to know the background of the brand, and where it intends to go. Giving the brand a personality and beliefs makes it approachable to consumers.

BRAND AUDIT & VALUATION

CORE PRINCIPLES

BRAND PERSONALITY

MARKET POSITIONING

THE BRAND BELIEFS

BRAND ARCHITECTURE

Who are you?



What do you look like?



How do you sound?



PHASE 2: EXECUTION

VISUAL EXPRESSION

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HOUSE TYPEFACES

THE BRAND IMAGERY

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BRAND STORY

BRAND VOICE & TONE

CONTENT FRAMEWORK



LAUNCH EVENT

BRAND LAUNCH

Congratulations, it's time to get your new brand moving. This is a perfect marketing opportunity. Rolling out your new brand shows that you are a vibrant organization—take advantage of it. We can help plan your launch event.



BRAND DEVELOPMENT

Strategy and Creative Expression



BRAND MANAGEMENT

Activation and Governance





LET'S CREATE a modern culture that promotes innovation over me-too thinking, purpose over process, collaboration over silos. Sana defines clarity and brilliance that inspires brand connections through the power of strategic thinking and creative expression. Let's connect today!

sana-branding.com

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