

## Visual brand expression workshop

*How can you...*

- + *build a visual identity that really represents—and differentiates—your organization?*
- + *achieve recognition and visual consistency across an ever-increasing array of communication opportunities?*
- + *focus the array of creative choices you have to make through a strategic lens?*
- + *communicate to advance specific initiatives and programs for particular audiences, **and** not dilute your brand?*

The visual brand expression workshop is a half-day interactive session to introduce participants to visual brand identity *system* thinking—a strategic approach to identifying, making, and implementing creative decisions.

In this collaborative session we will explore a *framework* for building visual expression systems: the parts you can “own,” like your logo—and those you can’t, like color, for which you can develop focused approaches that help you to almost achieve ownership. We will look at drivers of design decisions—brand personality, positioning, brand strategy—and how the interaction among those decisions both defines a strong visual brand and provides an aesthetic mirror to help customers and prospects identify with you. You’ll learn how to talk about design in term of what works (or doesn’t) for your organization—and move the conversation away from personal likes and dislikes. We’ll look at the best ways to share thinking and encourage buy-in across your organization.

**Session outline:** *Estimated duration 4 hours*

- + Presentation: Introduction to visual brand systems: models, mini-case examples, and questions for planning and improvement
- + Team breakout: Using sample materials, teams are tasked to make choices—color, typography, imagery, design—to best represent one of several made-up organizations
- + Breakout presentation and analysis: Each team presents and defends their decisions for discussion
- + About you: Interactive audit and review of how you currently present yourself visually across print and digital and environmental media
- + Looking ahead: Based on presentation, breakout exercise, and audit, collaborative discussion of opportunities, challenges, and potential next steps for building or refining your system for brand visual expression

**What’s included:** *A senior Sametz Blackstone consultant will—*

- + Prepare for up to four hours before your session based on the background information and print and digital samples you provide
- + Present a visual brand systems primer and lead a workshop session up to four hours long
- + Leave you with a PDF copy of the presentation with additional reference information and questions
- + Deliver a follow-up summary of workshop outcomes and potential next steps for you to consider

### Who should participate

The workshop is designed for those, at all levels, who make and /or manage visual expression, across media. Marketing, brand management, and strategic planning staff, if your organization has such, are strongly encouraged to attend. Current outside design partners are also encouraged, if appropriate.

### Cost

Workshops start at \$3,500, including preparation, follow-up summary, and materials to be used in the workshop. Excludes additional out-of-pocket and travel expenses; no additional cost for travel within the metro Boston region (I-495 loop). Reimbursable expenses not incurred without approval.

### Customized programs

We can also structure the workshop as a two-session engagement (with more in-depth homework to complete between meetings), or we can customize the workshop to your precise needs. Please contact us to determine how we can design a program that fits your requirements.