

deft

Brand Capabilities

version 2.5

01 June 2011

“We are a design consultancy that delivers creative solutions for complex business problems.”

deft

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vision

We work with our partners to improve their business and realize the true value of their brand, market, and technology investments.

Deft Strategy exists to deliver creative solutions for complex business problems. By partnering with our clients, we conceptualize and execute strategic design thinking with confidence and enthusiasm. It is our commitment to provide human-centered design innovations that improve the quality of our clients' products, services, and business.

overview

Deft Strategy is a multidisciplinary company devoted to holistic design that serves a range of clients. We offer strategic design capabilities across a variety of industries, executed with expertise in Branding and Experience Design. By thoughtfully distilling our client's inspirations, ideas, and motivations, Deft generates fresh, sincere, compelling products and messages that engage and resonate with audiences around the world.

clients

Design is a complex and broad industry, we are constantly expanding our knowledge and experience in order to provide our clients with increasingly valuable work.

Our core team has more than 50 years of combined experience solving design challenges for companies ranging from nimble start-ups to robust corporations. Our strength is rooted in our diverse expertise and our passion for collaboration.

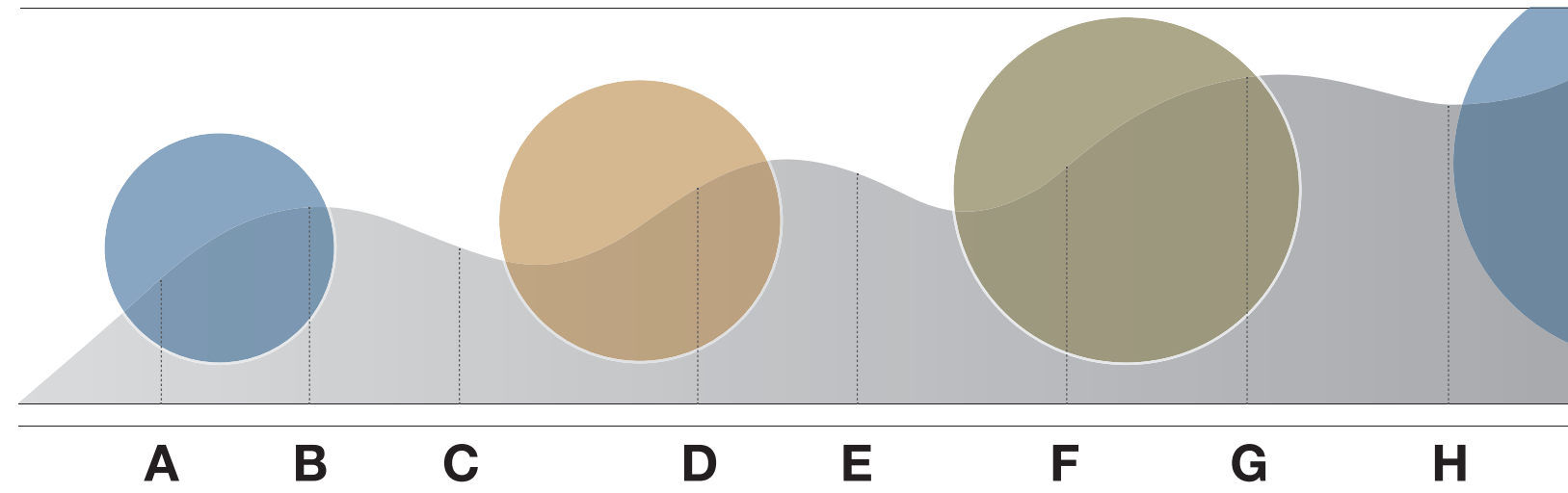
brand objective

Sustainable brand growth overtime.

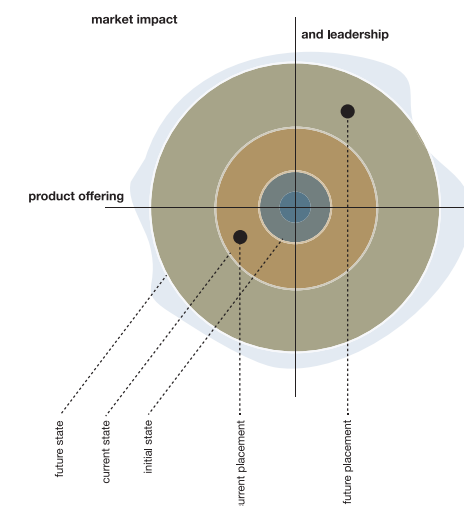
Everything deft does throughout strategic brand discovery and creation is to provide sustainable brand growth overtime.

Throughout our brand discovery and creation we strive to identify true market impact and strategic positioning. From market entry, to market leadership; everything is pre-planned and designed to insert or re-insert your brand into a given space with maximum traction and awareness. We value sustainability and positive brand impressions over flash, kitch, or trend, and will provide you with a branding solution that not only accomplishes your corporate goals and objectives, but puts a value based face to your company that you are proud to share.

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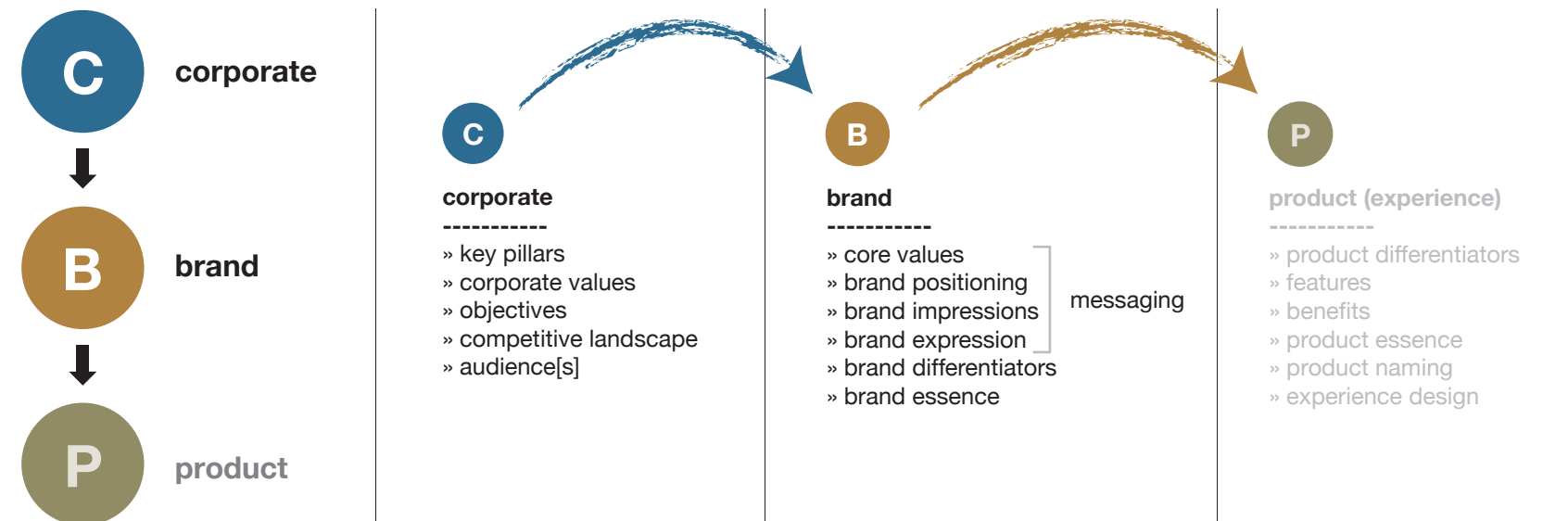
- Initial State
 - Current State
 - Future State
- A. Product Naming
 - B. Brand Creation
 - C. Market Application Plannign and Definition
 - D. Market Application
 - E. Brand Awareness
 - F. Brand/Product Recognition
 - G. Industry Recognition
 - H. Language/Campaign Extension(s)



brand dependencies

Thread of objectivity.

Anyone can build a brand. But not every brand is valued, recieved positively, or even remembered. Deft works from the ground up, strategically planning a custom approach for each client based off of their corporate values, objectives, and landscape that then inform their brand impressions, differentiators, and essence, ultimately effecting the way their audience veivs them and percieves their product offering. We plan for success and create brands that enter the market as a well built, thouroughly researched key player within a given industry.



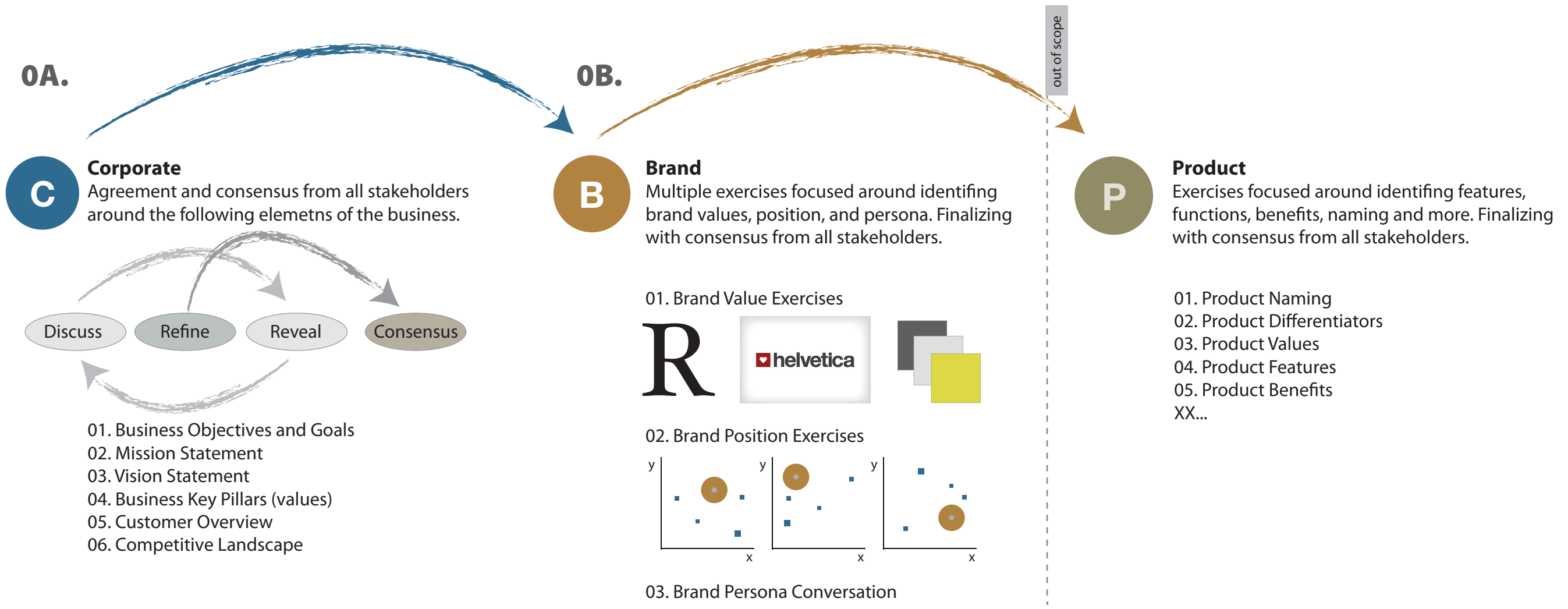
Corporate

When considering a brand it would be nieve to ignore or lessen the importance of corporate objectives and values. This is the foundation of all targeting, over-arching values, and tone of a given brand. The corporate direction informs the brand direction and gives the brand the ‘meat’ that it needs to survive on its own.

Brand

Susceptible in nature, a brand is more than a forward facing logo or mark towards your audience, competitors, clients, and consumers. It is your essence and your “stake in the ground.” A brand can fall short -- or it can suggest a fresh approach, new concept, or altered perspective to an audience. In short, your brand is the embodiment of your organization; it’s who you are. Deft works to extract, plan, and strategically deliver a brand that meets all desired impressions and ties back to established values from a corporate and brand perspective.

Brand identification process.



brand deliverables

What you get.

Brand Discovery and Research

Brand Profiling requires internal and external discovery research and validation, collaborative brand development, and recommendations for the implementation of the brand profile within the company's holistic business processes. The outcome will be used to provide foundational guidance to help steer all decision-making, provide a 'compass' for ongoing brand development, and provide the canvas for the development of all creative materials.

Brand Strategy

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Brand Creation

A brand profile will be developed through a very structured and collaborative process. The goal of the brand profile process is to succinctly distill what an organization stands for, what the company wants to become, how we want all customers/ stakeholders to feel about the company as they come across brand elements, and finally what we ultimately want customers to say about the organization when they describe the company to other potential customers.

Brand Collateral

The brand collateral consists of business stationary set (Business Card, Envelope, and Letterhead), and a branded presentation format in the format of keynote.

Deliverables defined.

01. Brand Values

Key words or phrases that make up the foundation of the corporate brand. These are the values that will define and shape all creative execution to follow. They must be concrete, scalable, and unanimously approved.

02. Brand Positioning

This will be the unique approach of the brand within its market. It will be the strategic relationship and regulated stature that the brand will have with its competitors.

03. Brand Impressions

How a consumer, competitor, or any impartial person[s] perceives the brand in its entirety. This is the essence and carefully crafted "flavor" that evokes a feeling or response to the brand's visual presence.

04. Visual Expression

The "painted picture" ... This will be the full-flavored, emotive direction of the brand. Out of this brand excerpt we will be able to feel, taste, smell, and begin to understand the brand direction. This will also begin to inform the writing style and overall visual direction of the corporate mark.

05. Brand Logo/Mark

Will include, but is not limited to, typographic builds, marks, logo related iconography, logo-lock-ups, initial color theory [if-applicable or required], custom letterforms, and final naming or spelling.

06. Typography/Color Palette

Will include, but is not limited to, primary, secondary, tertiary color palettes. Also to include all color profiles for CMYK, RGB, Hex, and [if applicable] Pantone selections associated with the corporate brand and any brand dependent elements.

07. Supporting Elements:

May include, but is not limited to, brand associated copywriting, taglines, any unique brand identifiers, and all supporting user facing elements for the brand.

08. Brand Style Guide

This will be an aggregation of all previously identified brand elements. This will be the corporate brand guide primarily intended for internal use and definition and the end deliverable for all original branding efforts.

09. Stationary

Will include, but is not limited to, business cards, letterhead, envelopes, templated online useages, and/or corporate business associated collateral.

brand timeline

Brand

Timeline / Milestones

● Begin Activity ○ Continue Activity □ Complete Activity ◆ Milestone

		Week 01					Week 02					Week 03					Week 04					Week 05					Week 06					Week 07					Week 08					Week 09																																		
		1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5																														
Activities / Deliverables																																																																												
Statement	A. Brand Values	□																																																																										
	B. Brand Positioning	□																																																																										
	C. Brand Impressions	□																																																																										
	D. Visual Expression				□																																																																							
Extension	Creation	E. Brand Logo/Mark	●					○					□																																																															
		F. Typography/Color Palette						●					□																																																															
		G. Supporting Elements*											●					□																																																										
		H. Stationary																●					□																																																					
F. Brand Style Guide																						●					□																																																	
Milestones		◆ Brand Statement															◆ Brand Creation																									◆ Brand Extension															◆ Branding Complete																			

Supporting Elements*: if applicable, may include brand associated copywriting, taglines, product specific naming, any unique brand identifiers, and all supporting user facing elements for the brand.

Brand Process

$$(\text{Brand Statement} + \text{Brand Creation} + \text{Brand Extensions}) = \text{Brand Style Guide}$$

case study : VERTS

Brand Case Study : VERTS

“VERTS has confidence that resonates a posture of clean, intentional quality, and does not leave you with a taste of prefab homes or mass produced plastic goods.”

01. Competitive Landscape
02. Corporate Objectives and Goals
03. Corporate Key Pillars
04. Corporate Values
05. Brand Vision
06. Brand Expression
07. Brand Core Values
08. Brand Positioning
09. Brand Value Proposition
10. Brand Impressions
11. Brand Essence
12. Various Brand Visual Samples



VERTS Competitive Landscape

VERTS number one competitor is and will remain - the customer. This is primarily due to the introduction of a completely new type of food; not mention a new lifestyle brand, culture, and original user experience.

To create a competitive brand within the over-saturated American food industry, we have to be bold. But boldness in and of itself is not enough, and is over-done. We must create an element of flavor, perception of experience, and originality. The typical consumer does not want to be overwhelmed any longer. Let's give them an obviously good [tasting and looking] decision that invokes confidence in brand and confidence in taste.

We will create a demeanor of approachable refinement. VERTS will not only be a cleaner, healthier, and better-than-average choice, but also present itself as an obviously more mature experience when dining quickly. It will not appear pompous or premier, but simply a better tasting good decision for anyone looking for a meal that won't disappoint, an experience that is new and inviting, and will leave you with a positive and favorable \$6.00 experience.

After reviewing all documentation on the competitive landscape, we have discovered that a mass approach to competitive comparison is helpful, yet should only remain educational. A more targeted competitive comparison is preferred to better identify exactly which brands and

companies we are truly up against. We must identify "affinity brands" to discover who would like to be similar to and who we would like to surpass as a fast-casual brand within an over-saturated fast food market. The affinity brands are others whom have created user loyalty, life-style brands and products, specific user impressions, and a brand essence that is not only memorable, but unique.

Primary Affinity Brands

- Vapiano
- Chick-Fil-A
- Chipotle
- In-n-Out Burger
- Mini Cooper
- Red Bull
- Apple

VERTS Corporate Objectives and Goals

OPTION 1:

VERTS exists to redefine the concept of fast food dining for the American consumer by combining a rich user and cultural experience with a healthy, full-flavored product.

OPTION 2:

To create a culture and perception of experience around VERTS that presents straight forward quality, with meticulous and timeless dedication to providing better tasting products.

VERTS Corporate Key Pillars

(We exist to provide and create:)

- Convenient fast-casual dining
- A shift in the expectations of American diners
- Great tasting products
- A better than average dining experience
- Quality over quantity
- A meticulously crafted dining experience we can be proud of

VERTS Corporate Values:

- Straight forward and honest
- Bold and confident
- Intentional integrity
- Precise Innovation
- Honest Quality
- Efficient and lean

brand outcome : VERTS



Brand Vision

The vision for the brand and perception of Verts consists of a few core “visual values” that we will rely on to design and build a flavorful and impactful brand.

- Modern vintage pairings and balance
- Timeless visual style[s] and reference
- Thoughtful and intentional delivery
- Bold simplicity
- Handcrafted quality

Brand Expression

Verts is more than a product, it is an experience, culture, and heritage. It makes you feel like you already knew it existed, you are just glad that you found one closer to you. VERTS feels like a vintage hardwood floor from your childhood that is perfectly white-washed and polished. It has confidence that resonates a posture of clean, intentional quality, and does not leave you with a taste of prefab homes or mass produced plastic goods. It retains true Scandinavian elegance with an honest nod to craft. VERTS doesn't have to tell you it's the right decision for your fast-casual dining, it assumes you already knew; so why don't you come in and eat your favorite food - you never knew you always liked.

- Thoughtful design
- Reversed out logo, one color
- Approachable tones
- Scandinavian Heritage
- Clean lines with touch of handcraft
- Bold confidence
- Filling a hole of quality
- Timeless flavor

Brand Core Values

Values that deliver differentiators, corporate objectives, and speak directly to primary target audience. These determined brand core values will drive the messaging, visual execution, and will remain the key components we tie all deliverable analysis back to.

- Bold and confident
- Understated Sophistication
- Honest Quality
- Fresh and Fun
- Approachable and fun
- Innovative and efficient
- Colorful and flavorful

Brand Positioning

VERTS is the only true original fast-casual dining option that can deliver a true experiential dining opportunity. It is a new and proven quality product, but more than that, it is a sophisticated and convenient way to feed yourself and others.

Brand Value Proposition

VERTS provides you a filling and quality dining experience that doesn't make you feel guilty or unoriginal. It pairs your desire of items that are crafted with purpose with those that are delivered with substantive style.

Brand Impressions

When I walk out of the door of a VERTS restaurant, I feel like I have...

- eaten a meal that is fresh and not guilt ridden.
- engaged with a culture I am comfortable in.
- experienced a rich environment where I find inspiration and originality.
- tried something new.
- partnered with a brand that I want to tell like-minded people about.
- known similar dining offerings existed, yet have not experienced them yet.
- been a part of a carefully crafted meal plan.
- payed less than expected for the quality and niche experience I was given.

VERTS has left me... “Filling Good. Feeling Great”

Brand Essence

OPTION 1:

A quality brand + premium dining experience that fulfills the common desires of substance + identity.

OPTION 2:

An original and quality brand, with a dining culture and experience that aligns with the common desire for substance and a consumption based identity.

TRACT
powered by **transverse** ✨

ingage

svol.
burritos


CRASH


VERTS.★

Revelry
BRANDS

hopdot

digilife 
simply a household solution

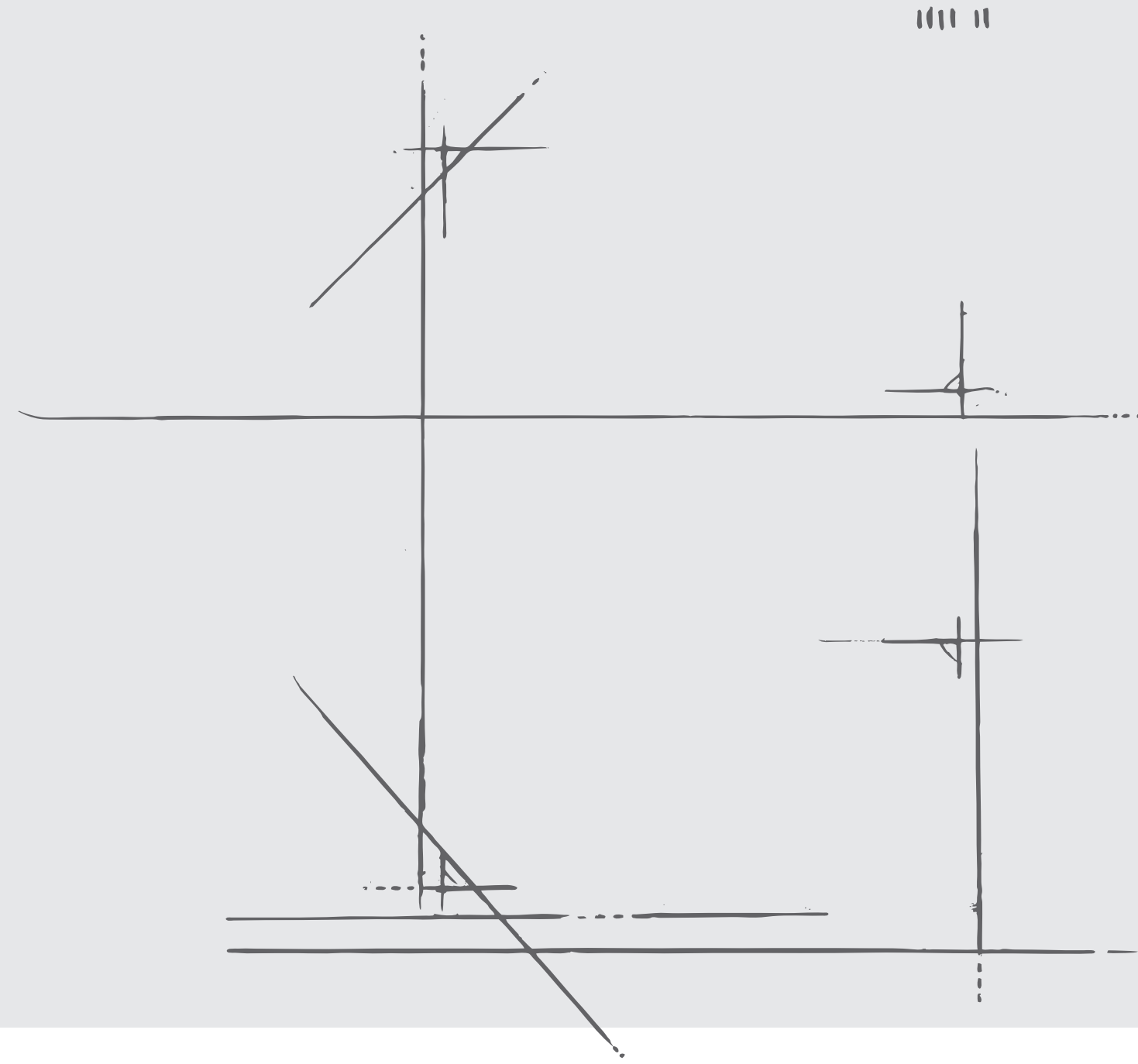
at the zoo 

brand outcome : Visual Samples

The image displays four distinct brand visual samples for VERTS:

- Logo:** The word "VERTS" in a bold, sans-serif font with a small yellow star to its right.
- Business Card:** Features the VERTS logo inside a yellow circle on the left. On the right, it reads "VERTS REAL. GOOD. NOSH" followed by contact information for DOMINIK STEIN: "888.555.1234" and "dominik.stein@verts.com".
- Banner:** A dark grey trapezoidal banner with the word "VERTS" in white, flanked by two yellow curved lines.
- Address Card:** Features the VERTS logo in a yellow circle on the left and the address "1234 Longhorn Dr Austin, TX 78704" on the right.

At the bottom left of the main layout, there is a footer with contact information: "2217 Garden St. / Austin, TX 78702 ★ 512.990.4450 ★ info@vertsfoods.com". A yellow curved line with a grey star at its end points from this footer towards the address card.



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STRATEGY

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