



# Branding

The Power of Smart Branding.



## WE PROVIDE

- Brand audit and research
- Naming and positioning
- Brand identity and architecture
- Brand guidelines and stories
- Logo design and refresh
- Unique branded imagery
- Identity system and template design
- Social media identity
- Conference and event branding
- Photography

## THE TEAM

Our diverse team includes seasoned strategic communications, marketing, and public relations professionals; accomplished multimedia designers; digital media experts; skilled video and radio producers; award-winning journalists; and former legislative staffers. We work with government agencies, national foundations, nonprofits, and other mission-driven organizations to produce communications assets to effect positive change in the world.

## Helping you forge a powerful relationship with your audience.

A strong brand strategy can help build awareness, credibility, and trust. It can also help you distinguish yourself from your peers and competitors. Whether you are launching a new initiative or campaign, pivoting your organization's focus, or reconnecting with your audience, you need a presence that inspires and relates to your community. Together with your team, we will answer the two most important questions for building your brand: **Who are you? Who do you want to be?** We will determine a research plan to explore your market, industry, and audiences and develop high-level insights on how your audience feels about your business and the products and services you provide. Through this research, our design, marketing, and content experts will gain a nuanced understanding of your organization's brand promise, goals and aspirations, to put a memorable shine to your brand—the story you tell the world.

We recognize that branding is an iterative process that requires getting in touch with the heart of your customers and the core of your business. Through extensive audience research and deep collaboration with your team, Hatcher will help you develop a memorable brand position, outline your target audience segments, and bolster your competitive advantage.

### Sample Logos

