

Brand Services

Branding is a critical component of a competitive business strategy. Your brand defines what you stand for and the personality you convey.

Great branding can provide a sustainable competitive advantage. AHRS can guide your organization through a multi-layered process to define your brand, capture its unique qualities, and guide how you'll use it to connect with audiences and drive results.

FOCUS

AHRS Brand Services are customizable to organizational needs. Services can focus broadly on an overall branding/rebranding strategy or on individual components such as website design/redesign, logo development, social media content development, etc.

OVERVIEW

Brand Audit & Analysis

A comprehensive analysis to understand how your brand is currently perceived in the marketplace. It is the research phase of brand strategy. Activities can include industry research, evaluation of competitors, surveys, and in-depth interviews with key stakeholders of your organization.

Identity Development

Your brand position forms the foundation for all internal & external brand messaging. It voices the unique personality of your brand, differentiates you from others,

Design & Implementation

A personalized guide to use as your brand roadmap. If logo or website redesign is in order, we can ensure that the look and feel of the brand reflects the newly developed strategy.

KEY DELIVERABLES

Key deliverables for Brand Services are based on the scope of service.

WHY CHOOSE AHRS?

AHRS can help you position, develop, and invest in your brand to maximize support for your organizational mission. Contact me today and tell me how I can help you achieve your goals.