




Boldly Tell Your Brand Story



Hundreds of books have been written about branding, each offering a complex definition. But our favorite definition comes from Jeff Bezos because of its brevity: “A brand is what people say about you when you’re not in the room.” Simply put, your brand is the perception people have of your company.

Every company has a brand, whether it’s investing in branding or not. If you’re not actively cultivating your brand identity, you’re leaving your future in the hands of billions of strangers with social media accounts. (Scary thought!)

B2B companies often prioritize lead generation over branding because of internal pressures to drive pipeline and revenue. However, developing a well-defined, cohesive brand identity is critical for long-term success.

Why is branding important?

A strong brand identity:

1. Distinguishes you from your competition
2. Makes your marketing more effective
3. Accelerates the sales process
4. Allows you to charge a premium
5. Fosters trust and customer loyalty
6. Aids with recruitment
7. Motivates employees

BOL has decades of B2B branding experience. We help start-ups build their brands from scratch, established companies refresh their branding or launch new products, and merged companies manage the mash-up of various brand identities. We also help companies with existing brand guidelines maintain consistency across every touchpoint.

Phase 1 Brand strategy

BOL's branding process starts with a deep dive into your brand and an analysis of your competitors. We employ qualitative and quantitative research methods to measure your brand's impact and to test and fine-tune our strategic and creative efforts.

Key questions we ask include

1. What are your mission, vision, and values? Do they align with the values of your target audiences? (This is important, especially among Millennial and Gen-Z audiences.)
2. What's your current brand architecture? House of brands? Branded house? A hybrid approach?
3. Are you planning any mergers and acquisitions or product launches that will impact your brand architecture?
4. What do your targets currently think about your brand? What do you want them to believe?
5. Do you have strong brand equity? Unaided brand awareness? What have you done to establish or reinforce your current brand?
6. Are you planning to expand into new markets? If so, where? Will the name translate?
7. What are your competitors saying about their brands? What are they saying about you? Is there a messaging gap you can exploit?
8. What does your visual branding say about your company? Does it stand out from your competitors' visual branding?
9. Are there co-branding opportunities or influencers you could team up with to build your brand more quickly?

Branded House

One brand creates a single powerful image, sometimes with a descriptor



Endorsed Brands

Leading with a strong sub-brand but leveraging corporate brand as endorser



House of Brands

Decentralized companies targeting diverse markets



Phase 2 Brand creative

Once we nail down the strategy, the creative process begins. BOL's award-winning team of writers, art directors, and designers will work with you to bring your brand to life. Depending upon your needs, this can range from a full rebranding exercise to tweaks to your existing brand. Some of the typical branding elements include:

Visual branding (the way you look)

1. Logo design and usage: We'll design the logo and prepare detailed guidelines on usage including acceptable variations, sizing, spacing, logo animation, and what to avoid in terms of placement and modification.
2. Color palette: Specifications of the brand's color scheme, including primary and secondary colors, with precise color codes for consistency across digital and print media.
3. Typography: Guidelines on font usage such as weight, size, hierarchy, and application.
4. Imagery style: Directions on the style of photography, illustration, icons, and any other visual elements that represent the brand. This can include mood, tone, and compositional guidelines.
5. Packaging and environmental branding: Guidelines for dimensional branding elements such as trade show booths, corporate wayfinding systems, and direct mail.



Verbal branding (the way you sound)

1. Brand mission, vision, and values: Why do you do what you do?
2. Brand story: We'll take the insights from the strategic research to craft a story unique to your company. This is represented in a brand manifesto that can be used to align your internal teams.
3. Brand campaigns: Once we get buy-in on the brand story, we'll conceptualize campaigns that bring the story to life. This can be general messaging or targeted messaging (persona-based/ industry-based) depending on your specific needs.
4. Naming exploration: If you're launching a new company/product or merging companies, we can help you land on the perfect name and/or naming convention.
5. Tagline exploration: Got tagline? We'll concept a concise and memorable way to summarize your brand promise.
6. Voice and tone: Description of the brand's communication style, including how the brand should sound in different types of communication (e.g., professional, friendly, authoritative).
7. Editorial guidelines: Rules for grammar, punctuation, and formatting to maintain a consistent voice in written content.
8. Audio mnemonics: Sound cues that differentiate your video and audio content.

Examples of BOL Brand Campaigns





BUYER JOURNEY

Our game-changing focus on full management from sales to service to sales.

ENGINEERS

represents our perfect balance of smart people and innovative technology.

KEY PERSONAS



TARGET AUDIENCE

Who benefits the most from Better Car People's solutions? What roles do they play within their organization and in the buying process? The answers.

BETTER CAR PEOPLE BRAND PLAYBOOK

JULY 2023

BETTER CAR PEOPLE

COLOR PALETTE

PRIMARY

- HEX #1E4A8D R:22 G:75 B:115 C:87 M:75 Y:0 K:0
- HEX #1E4A8D R:17 G:64 B:122 C:87 M:56 Y:0 K:0
- HEX #1E2745 R:30 G:39 B:67 C:86 M:83 Y:44 K:48

SECONDARY

- HEX #8CC5DF R:140 G:197 B:223 C:45 M:9 Y:0 K:0
- HEX #E6E9E2 R:225 G:235 B:226 C:7 M:5 Y:0 K:0
- HEX #000000 R:0 G:0 B:0 C:75 M:83 Y:87 K:90

TERTIARY

- HEX #E6FF66 R:225 G:255 B:101 C:0 M:83 Y:74 K:0
- USE SPARINGLY AS ACCENT COLOR

KEY PERSONA: GENERAL SALES MANAGER

JAMES DAVIS, 40

- Experienced in managing a team of salespeople, overseeing sales processes, and driving revenue growth.
- Reports to GM
- Alpha personality - Jack of all trades
- Proud of close-ratios

INTERESTS:

- Actively participates in industry events and conferences to stay updated on the latest trends and developments.
- Has a strong influence in decision-making within the dealership.

GOALS AND RESPONSIBILITIES:

- Assumes responsibility for customer acquisition, retention and profitability in the new- and used-vehicle profit centers.
- Fulfills responsibilities primarily through:
 - a. effective personnel management,
 - b. knowledge of market potential,
 - c. established performance standards,
 - d. and a keen awareness of each department's break-even point.

ASPIRATIONS IN THE NEXT FIVE YEARS:

- Embrace digital transformation
- Personalization and customer-centricity
- Enhanced data analytics
- Omni-channel presence
- Collaboration with OEMs

© BETTER CAR PEOPLE BRAND PLAYBOOK

CONEXPO CON-AGG

Creative Playbook



AUGUST 2023




Social Content Themes



STEP 2
KEEP THEM ENGAGED

Once you've caught their eye, you want to keep it on your content – and your brand. Here's how to make your audience stick with you.

- Start a conversation by inviting answers, opinions and feedback.
- Focus on the benefits to your audience and their communities.
- Interact with your audience through comments and messages.
- Leverage carousels to give your audience more options.



THE TEXT BLOCK


The inspiration for this construct comes from blueprint/CAD file blocks.

- Identifiable and relatable to our target
- Provides a visual hierarchy for content
- Original language
- Feels modern and "constructed"
- Flexibility of content
- Ownable

MIX BRAND COLORS OR JUST 1 VERTICAL OR HORIZONTAL TEXT AND PHOTOS

THEME #1
CONSTRUCTION WORKER PRIDE


- Show how workers are irreplaceable/vital
- Profiles of courage/heroism
- Showcase hard skills
- Nominations/awards for industry bests



STEP 3
MAKE IT SHAREABLE

When your audience is done reading, they just might click "Share" if your content was engaging enough. Use these tips to make it even more shareable.

- Spark inspiration with stories that make them want to take action.
- Put your own spin on an trending topic.
- Use text on your images so they can be easily shared on Stories.
- Track your shares to see what works for your audience.




How it Comes to Life




THEME #2
CONSTRUCTION WORKER CAUSES

- Safety
- Suicide prevention
- Scholarships
- Sustainability
- Getting kids involved
- Community outreach

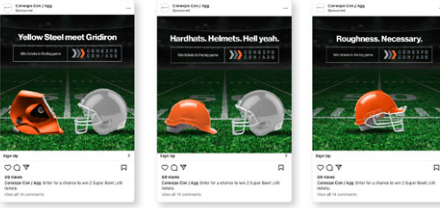


Creative Guidelines



THEME #4
EVENTS / PROMOTIONS / Giveaways

INSTAGRAM POST



Best Practices for Social Campaigns



To keep followers engaged, social campaigns need to stand out in an increasingly crowded world. But how?

COLOR PALETTE

PRIMARY

- HEX #F06292 / RGB (240, 98, 146) / CMYK (100, 50, 50, 0)
- HEX #4F81BD / RGB (79, 129, 189) / CMYK (100, 50, 50, 0)
- HEX #A9A9A9 / RGB (169, 169, 169) / CMYK (100, 100, 100, 0)

SECONDARY

- HEX #0070C0 / RGB (0, 112, 192) / CMYK (100, 50, 50, 0)
- HEX #FFFFFF / RGB (255, 255, 255) / CMYK (0, 0, 0, 100)
- HEX #333333 / RGB (51, 51, 51) / CMYK (100, 100, 100, 0)
- HEX #E6E6E6 / RGB (230, 230, 230) / CMYK (100, 100, 100, 0)

TERTIARY

- HEX #D9D9D9 / RGB (217, 217, 217) / CMYK (100, 100, 100, 0)
- HEX #CCCCCC / RGB (204, 204, 204) / CMYK (100, 100, 100, 0)

Thank you



QUESTIONS?

CONTACT INFO HERE

No matter the scope — whether you need a completely new brand architecture or some simple refreshes, extensions, and clean-ups — BOL's deep expertise in B2B branding will ensure your brand's story is powerfully and consistently told. Take your brand to the next level.

[Speak to a BOL branding expert today.](#)

