You Represent a Brand

Presented by Luke Camara and Nathan Ingram
What is a Brand?
“Your brand is the sum total of your identity.”
Your organization is a brand.
You represent a brand.
Branding happens. It’s either intentional or accidental.
If you are not intentionally branding, you have lost control of your message.
What is your organization’s true brand identity today?
Conducting a VISUAL BRAND AUDIT
5 Key Areas
PRINT

me2graphics.com/audit
WEB

me2graphics.com/audit
PHOTOS

me2graphics.com/audit
SOCIAL MEDIA

me2graphics.com/audit
Your Score
What’s Next?
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