

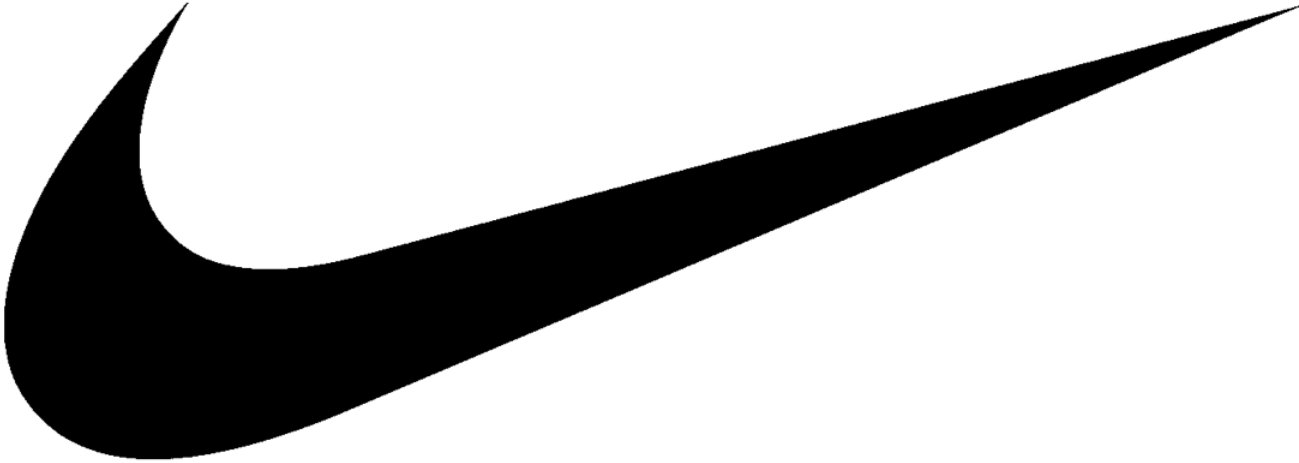


# You Represent a Brand

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**

**[me2graphics.com/audit](https://me2graphics.com/audit)**

5 Key Areas

# LOGO

[me2graphics.com/audit](https://me2graphics.com/audit)

# PRINT

[me2graphics.com/audit](https://me2graphics.com/audit)



# WEB

[me2graphics.com/audit](https://me2graphics.com/audit)

# PHOTOS

[me2graphics.com/audit](https://me2graphics.com/audit)

# SOCIAL MEDIA

[me2graphics.com/audit](https://me2graphics.com/audit)

**Your Score**

**What's Next?**



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