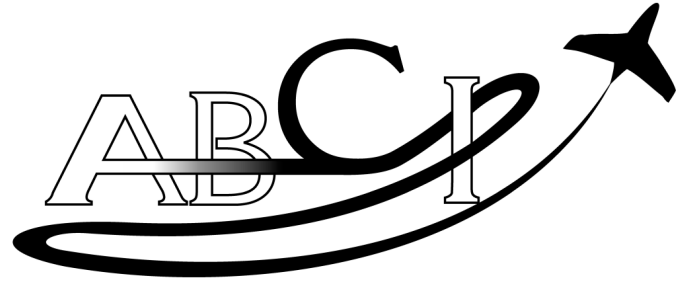


+

Brand Refresh



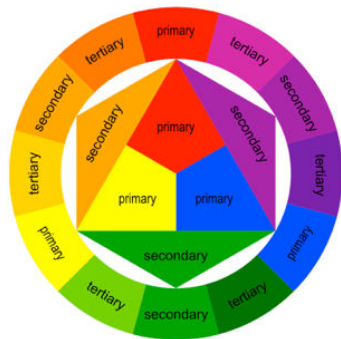
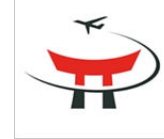
Great Brands Continually Reinvent themselves.

Is your current brand resonating with today's customers? Has your business (or the times!) changed so that your brand is no longer serving you as well as it could?

We can help.

Rates Valid through 2019

ATLANTIC

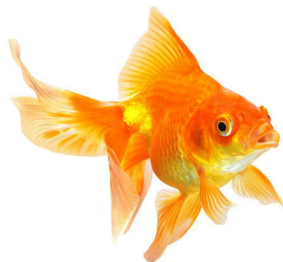


Your brand is the code that sets you apart from the avalanche of information that hits your customers every day.

The average person is exposed to more than 5,000 ads per day! How will they know which are yours in less than a second?

+ A Compelling Brand

Without the budget of a Coke or Nike.



Attention Span

Advertisers complain that people these days have a shorter attention span than a goldfish.

The antidote? A known and respected brand earns you a few more seconds to get the message across!

You'll need more than just a logo.

You need symbols that communicate your message in "shorthand" to your key prospects. Getting past that initial wall of suspicion and disbelief that consumers have acquired from years of exposure to bad advertising puts good companies at a disadvantage.

Consistency = reassurance.

Familiar symbols, colors and fonts help your customers place your communications in the "trusted" category –

just as we keep choosing books by the same authors and movies with the same characters, humans crave familiarity.

A Brand Design Template provides that consistency, in a format you can share with contractors, printers, new employees and others to help you save time and cut down on the decisions you need to make each day.

Our program is designed to make this easy for you!





Aviation Brand Refresh Package

To help an Aviation Brand (Company, Product or Service) establish a visual and verbal identity that differentiates it from the competition and communicate its unique value to its target customers.

Brand Refresh Service – Starting at \$3799

Name

Website

eMail Address

Street Address

City Name

State

Zip



Credit Card Number

CVC

Expiration Date



Fax this form to 512-857-1100, or send it in the enclosed self-addressed envelope, or complete it online at <http://www.AviationBusinessConsultants.com/Brand>



Here's What You'll Get:

- ✓ An extensive consultation with you, and up to three key customers designed to tease out they **key ideas** of your product or company that resonate with customers.
- ✓ A **basic competitive analysis** of other companies in your space.
- ✓ An evaluation of your **current brand elements**. (You'll send us copies of all of your printed materials, we'll look up all of your online materials.)
- ✓ A new or **refreshed logo**. You will have several ideas to choose from, and our guidance in the pros and cons of each idea.
- ✓ A new or refreshed **tagline, slogan or mission** that inspires your people and your company. This will be a collaborative process.
- ✓ A completed Design Brief and guidelines on how to consistently use your new branding elements **for maximum effect**.

She has a wealth of knowledge that I feel is unmatched in her field. I have seen my business grow into something that my thoughts couldn't even conceive a year ago.

Taylor Greenwood,
Taylor Greenwood
Corporate Aviation
Photography

