

Corporate Identity Solutions

Corporate identity solutions to help you dominate your market and take your business to the next level

INTRODUCTION

Public image in a cluttered and ultra-competitive marketplace is pivotal to success. Novaris designs and implements corporate identity and branding programs that create personality, drive awareness, and command loyalty.

For your business to truly thrive in today's competitive marketplace, you must have a clear vision and strategy to position your business with your customer base and differentiate yourself from the competition. This starts with establishing a strong corporate identity.

Unfortunately, most businesses are so focused on tactical day-to-day problems they fail to capitalize on the strategic market dominance a well-implemented corporate identity program can bring them.

Furthermore, when businesses do try to implement an effective corporate identity program they find the approach offered by most creative service agencies is too expensive and too esoteric.

Novaris provides a unique "real world" approach to designing, developing, and deploying corporate identity solutions that will help you dominate your market and beat your competition. The Novaris approach is both practical and economical—in short, our corporate identity solutions are designed for the "real world."

HIGHLIGHTS

There is much more involved in corporate identity than simply designing a logo. Novaris' package of corporate identity solutions focuses on developing a fully integrated corporate identity program for your business.

When implemented, your corporate identity program serves as the foundation from which you can launch your business, products, and services to achieve market dominance.

To implement a corporate identity program for your business, Novaris typically engages in the following activities:

- Conducts analysis and research to evaluate your competitive landscape.
- Evaluates perceptions of your current market position and defines how you want to be perceived in the minds of customers and yourself.
- Assesses and defines what your vision of success is, what purpose your business serves, and what values your business embodies.
- Develops and implements systems for visual and verbal identity that differentiate your business from the competition.
- Develops and implements systems to manage your brand as your business matures and grows.
- Develops and implements a public relations strategy.

Novaris' corporate identity solutions are appropriate to your business at several critical junctures of your business lifecycle:

- When you are starting a new business
- When you are launching a new product or service
- When you need to re-invent or re-invigorate your business
- When you need to refine your current corporate identity

DETAILS

Novaris' corporate identity solutions are designed as a single integrated package. However, Novaris can provide any of the corporate identity solutions individually.

Corporate Strategy

Corporate strategy involves research, analysis, and strategic planning activities to understand your competition and to position you for market success.

Novaris uses a combination of strategy workshops and information analysis tools to collect and analyze information from you, your customers, and your competition. The net result of these activities is a clearly articulated market position, vision, and mission that informs and propels all of your business activities.

Market Position

Position is the cornerstone of an effective marketing communications plan. Without direction or focus, a business often acts like a multi-headed creature-speaking from many mouths, but saying nothing and going nowhere.

To develop your market position, Novaris gathers information using interviews, information analysis tools, and workshops. Novaris analyzes and synthesizes this information to develop a statement of position and positioning statement:

- **Statement of Position.** A no-nonsense statement of how your business is currently perceived in the minds of prospects and yourself.
- **Positioning Statement.** The core message you want to deliver in every medium to influence perceptions of your service. It is how you wish to be perceived.

Vision

Vision answers the question, "What will success look like?" It is the pursuit of this image of success that really motivates people to work together.

To develop your vision, Novaris gathers information from a combination of interviews, information analysis tools, and workshops. Novaris analyzes and synthesizes this information to develop a vision statement.

The vision statement forms a guiding image of success for your business in terms of your business' contribution to society.

Mission

Mission answers the questions: "Why does your business exist?" "What business are you in?" "What values will guide your business?"

To develop your mission, Novaris gathers information from a combination of interviews, information analysis tools, and workshops. Novaris analyzes and synthesizes this information to develop a mission statement.

The mission statement describes who your business is, what values your business embraces, and where it fits in its market(s). It represents the enduring soul of your business, and is both a rallying point for internal employees as well as a clear statement of intent for customers and the market as a whole. The mission statement sets the tone, stakes out the territory, and guides all planning activities across different functions in your business.

Corporate Development

Corporate development involves designing, developing, and implementing visual and verbal identity systems for your business.

Visual Identity

Your brand's graphic representation must have the power to elevate brand recognition against an intensely competitive visual landscape.

To develop your visual identity, Novaris gathers information using a combination of interviews, information analysis tools, and workshops. Novaris analyzes and synthesizes this information with your corporate strategy to produce a visual identity system.

A visual identity system typically includes:

- Logo
- Color scheme
- Fonts
- Business stationery template
- Business card template
- Print collateral templates
- Web templates
- Presentation (PowerPoint) templates
- Visual identity style guide

Verbal Identity

Your verbal identity must clearly communicate your brand's essence. The right verbal brand clears the way for market understanding and acceptance, creating the catalyst between a positioning strategy and an accessible identity. Managed properly, a brand name is one of a company's most valuable and vital assets.

To develop your verbal identity, Novaris gathers information using a combination of interviews, information analysis tools, and workshops. Novaris analyzes and synthesizes this information with your corporate strategy to produce a visual verbal identity system.

A verbal identity system typically includes:

- Company name
- Product/service name(s)
- Nomenclature system
- Editorial style guide detailing the tone and style of internal and external communications

Holistic Brand Management

Brands are the most universal aspects of modern markets. Nearly every company has a brand—an identity, a name, a reputation; and it is crucial to protect and manage that brand.

Novaris uses a holistic approach to brand management, ensuring that your brand strategy permeates and drives every aspect of your business.

Brand Research

Understanding who and where you are in the marketplace is essential to successful brand management. Novaris uses a variety of methods to conduct brand research:

- Interviews (one-on-one)
- Surveys (online)
- Focus groups

Brand Equity Valuation

What is the value of your brand? How does it stack up against your competition? Novaris analyzes the effectiveness of your brand to create measurements and reports that provide you with the tools and information necessary to make informed market decisions.

Brand Alignment

Keeping your brand aligned across multiple lines of business or across multiple products/services can be incredibly challenging. Novaris helps keep your brand on track as your business evolves and expands.

Brand Protection

Your brand is incredibly important to the success of your business. Novaris continually monitors how your brand is being perceived in the marketplace. Novaris also monitors the competition to ensure that your brand is not being eroded through unethical business practices. Throughout this ongoing process, Novaris keeps you informed of any problems and advises you on how to respond.

Digital Branding

Nuances exist over all media and none so prominent as in the digital theater. Novaris offers services to ensure a consistent brand experience in the digital realm:

- Brand integration
- Information architecture
- User experience design

Public Relations

Novaris uses a multi-pronged approach to get your message heard and to improve how the public perceives your business. Our public relations services include:

- Media relations
- Corporate communications
- Community relations

BENEFITS

With a corporate identity program designed, developed, deployed, and managed by Novaris, your business is positioned to reap many benefits:

Improved market position. Most businesses are too focused on day-to-day issues to focus on corporate identity. They fail to recognize that a focused approach to corporate identity is necessary to dominate their markets. Those businesses that choose to take a coordinated approach to corporate identity can quickly out-distance competitors who don't have an approach. With Novaris as your partner, you are positioned to dominate your market.

Enhanced revenues. With a well-implemented and managed corporate identity program from Novaris, your business is positioned to dominate your market. Market dominance can lead to dramatic increases in revenues.

Consistent brand image. In a cluttered and ultra-competitive marketplace, a consistent brand image can be critical to your market success. Novaris' holistic, integrated approach to corporate identity ensures that your image and message make you stand out from your competition.

Reduced costs. Many businesses rely on multiple sources for corporate identity services. This fragmented approach can be costly. With Novaris' broad capabilities, you can single-source all your corporate identity needs with Novaris, thus significantly reducing costs. Furthermore, Novaris' practical, non-nonsense approach to corporate identity is more economical than the approach used by most other creative services agencies.

Reduced complexity. With Novaris' broad corporate identity capabilities you can single-source all your identity needs, significantly reducing complexity.

THE NOVARIS ADVANTAGE

Any successful corporate identity program demands an integrated approach. The Novaris advantage is this integrated approach. With Novaris, you get a "big picture" approach not only for corporate identity, but for all your marketing, creative, design, and technology needs.

Corporate identity solutions are a subset of the Novaris Roadmap, which is Novaris' premier solution set. The Novaris Roadmap is the sum of all of Novaris' marketing, design, creative, and technology services, customized to suit your needs and available to you for a monthly fee.

With the Novaris advantage, you can be assured that your corporate identity program will fit seamlessly within your broader marketing and business strategy.

Novaris Group is a new breed of creative services agency serving the needs of businesses competing in the new economy.

Novaris Group's services span the full spectrum of marketing activities. This broad skillset in business, marketing, creative services, and technology leaves Novaris uniquely well-suited to tackle both large and small projects.

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