

4 steps to a Sagefrog brand strategy

1

DEFINE YOUR BRANDING NEEDS

Collaborate with Sagefrog to determine the best approach and elements to achieve your goals.

FAST TRACK

(~8 Weeks)

- ✓ Quick and cost-effective brand refresh.

DEEP DIVE

(~12 Weeks)

- ✓ Comprehensive, transformative brand strategy.

CUSTOM

(~8 Weeks)

- ✓ Tailored solutions for brand revitalization.

SAGEFROG'S BRANDING MENU:

Structuring

- Brand Architecture
- Company Naming
- Product/Service Naming Roadmap
- Transition Strategies

Visioning

- Vision Statement
- Mission Statement
- Core Values
- Personality & Tone of Voice

Messaging

- Tagline
- Anchorline
- Positioning
- Company Story
- Brand Messaging
- Messaging by Market
- Persona Messaging
- Overview Diagrams
- Buyer Personas
- Buyer's Journey

Employer Branding

- Employer Value Proposition
- Employer Messaging

Visual Identity

- Logo Concepts
- Logo Animation
- Color Palette
- Typography
- Imagery
- Graphic Elements
- Iconography

2

DUE DILIGENCE, AUDITS & INTERVIEWS

Sagefrog will thoroughly assess your brand, market, and competitive landscape to gain knowledge and insights.

- ✓ Due Diligence
- ✓ Market Research
- ✓ Competitive Audits
- ✓ In-Depth Interviews (IDIs)
- ✓ Validation Interviews
- ✓ Surveys & Focus Groups

3

BRAND WORKSHOP & TEAM ALIGNMENT

Sagefrog will host an interactive workshop to brainstorm and align on your brand's creative and strategic direction.

- ✓ Half/Full-Day Workshop
- ✓ Key Stakeholders
- ✓ Sagefrog-Led Agenda
- ✓ Insights & Questions
- ✓ Mood Boards & Ideas
- ✓ Brand Brief

4

BRAND STRATEGY & GUIDELINES

Sagefrog will present and finalize your new brand and provide all essential assets to activate your brand.

- ✓ Brand Strategy Presentation
- ✓ Revisions Until Final
- ✓ Logo & File Transfers
- ✓ Brand Guidelines
- ✓ Trademarking Support
- ✓ Activation, As Scoped

SAGEFROG'S BRAND STRATEGY PROCESS

Sagefrog has successfully led and supported the branding efforts of over 600 companies, from startups to global enterprises, over the past twenty years.