

# THE ULTIMATE GUIDE TO CREATE AN AWESOME BRAND



1

## Stay consistent

If you're consistent in the way you orient your brand to your audience, people will recognize and remember your brand. Not to mention your brand identity will be safe.

We know this doesn't need to be said, but many times companies don't know they're being inconsistent and tend to overlook, which is why it's best to double-check and always stay vigilant.

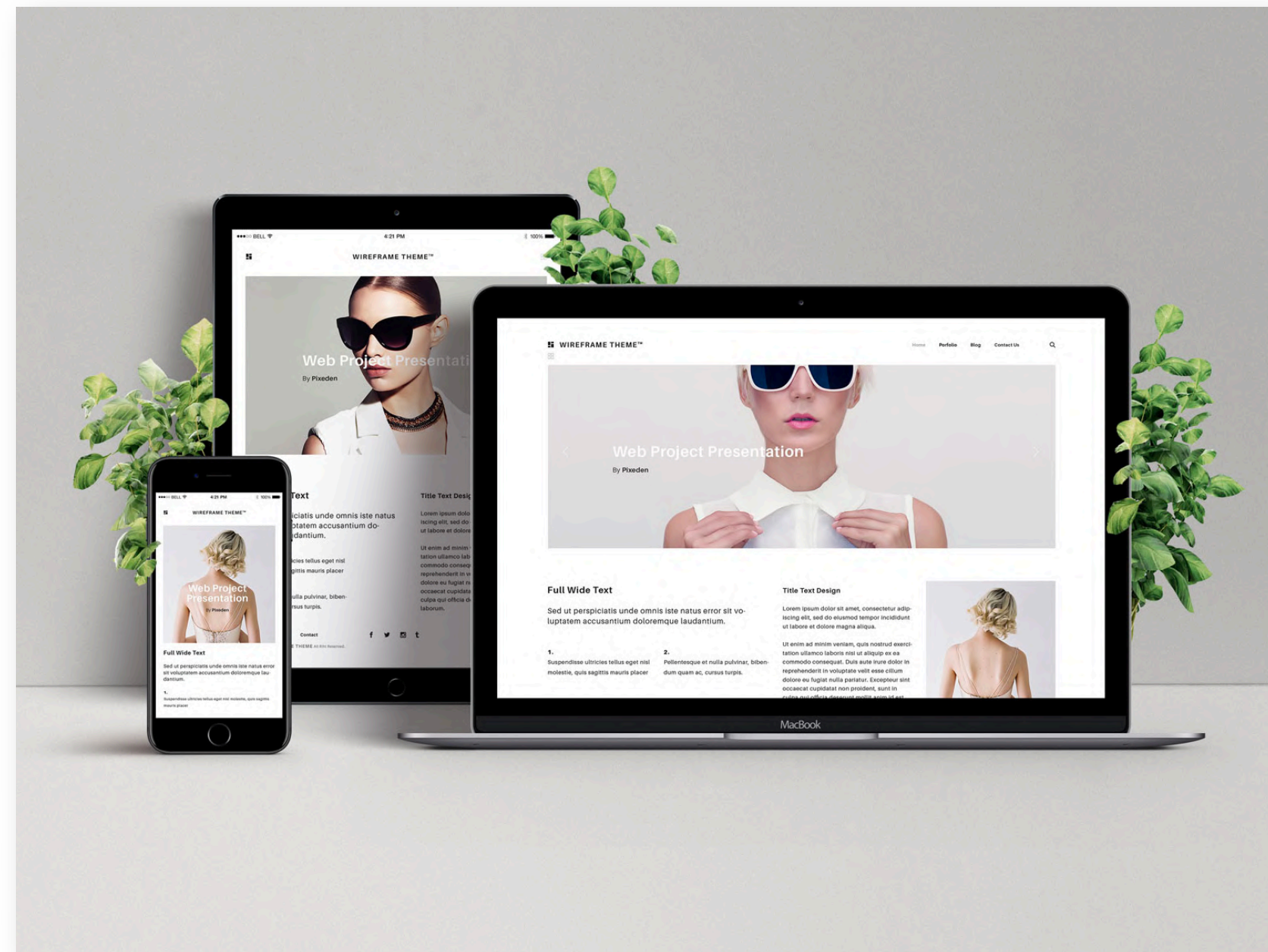


## 2

## Weave your brand into everything you do

Branding should be a large part of every company related endeavour you decide to take on.

Your brand should reflect on your blogs, social media posts and everything else you do. You should not just create content with the aim to make money or gain customers.



3

## Showcase positivity in your brand strategy

Brand awareness might mean different things for different brands. But one thing that all successful brand strategies and identities have in common is positivity.

People want to feel good and confident. Making a positive statement will help you gain their trust and let them know that you're more than just a brand.



“ TO MAKE A CONTRIBUTION TO THE  
WORLD BY MAKING TOOLS FOR  
THE MIND THAT ADVANCE  
HUMANKIND ”

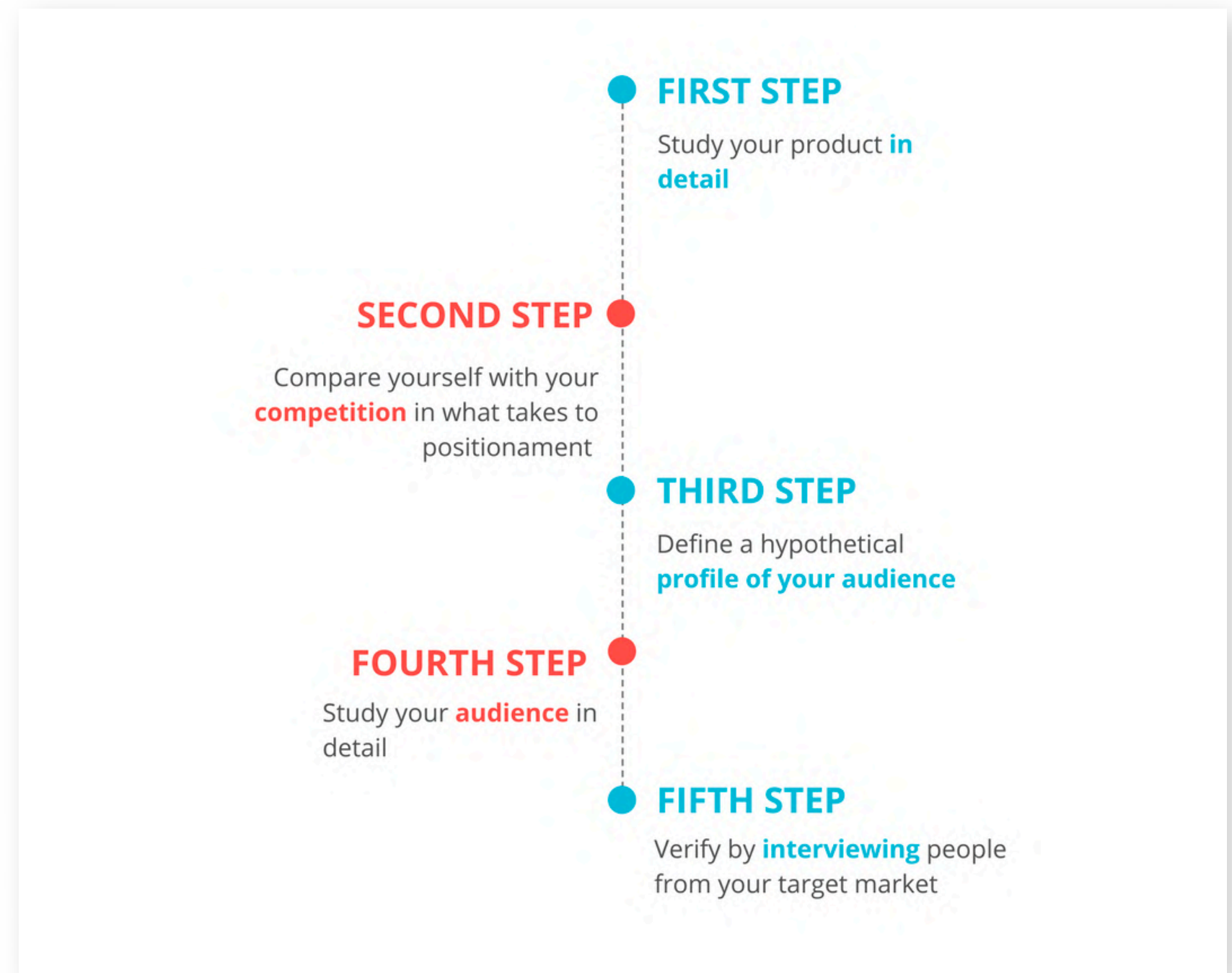


5

## Consider what your customers will think

Most of the time logos, slogans and company names are thought of by the entrepreneur or an agency before they even land a single customer.

Define your customer and then create your brand because the customers need to like your brand as well, not just you.



## 4

## Clearly identify yourselves

Catchy names and cool graphics are contemporary. They are interesting, but they don't do a good job of telling your brand story.

Your company name logo and slogan should help the customer understand what products and services you have to offer. Or else you'll be wasting your time explaining your self while your customers are bewildered and looking at your competitors.

### Mission Statement



**STARBUCKS**

**To inspire and nurture the human spirit  
– one person and one cup at a time.**



## 6

## Create a liquid experience

Creating a liquid experience means repeating the same slogans and looks across all platforms.

While you do this you also need to take into consideration the user and the audience. Only then can you reach and create a cohesive yet customized branding version for the best user experience.

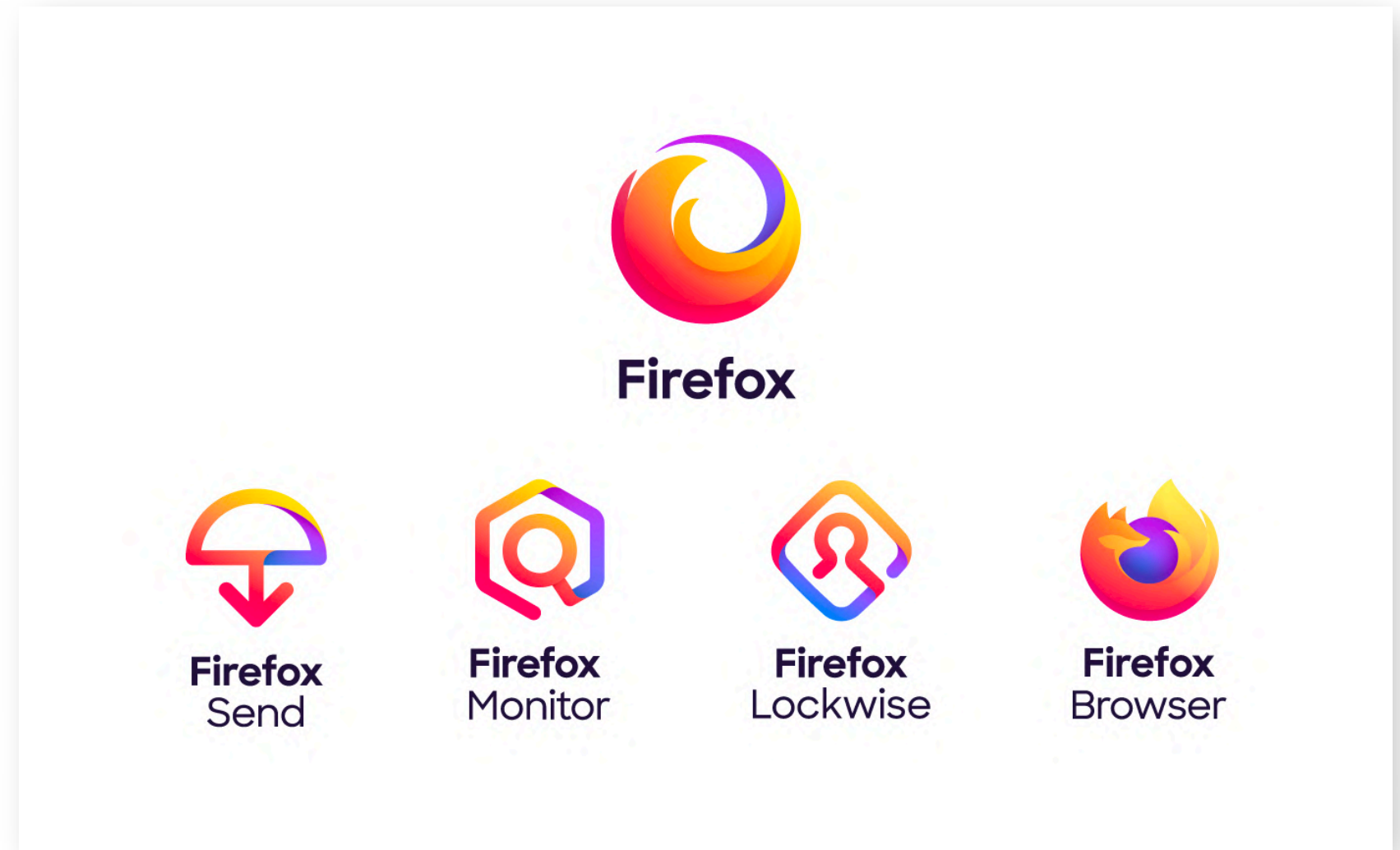


## 7

## Design for the long term

While designing you need to keep in mind how your branding and logo will look over time.

You may be successful in creating and communicating a brand that is cutting edge or hip. The real challenge is creating a timeless brand experience for your customers.

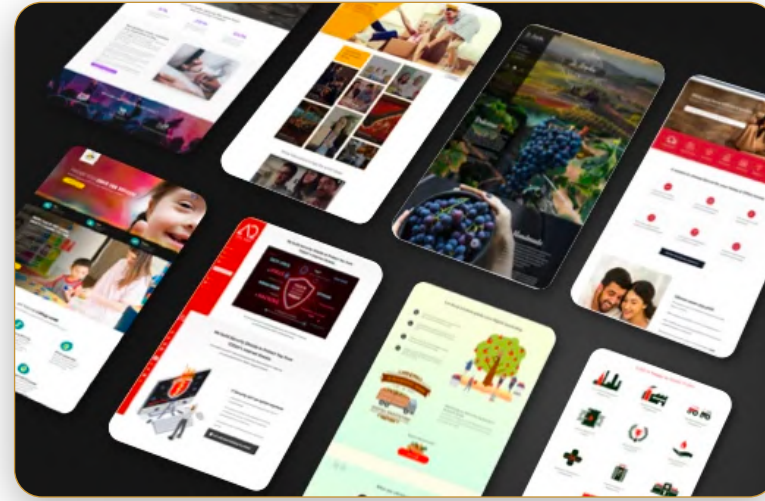




# Our Services



Branding



User Interface Design



Social Media & Lead Magnets



Design Training & Consulting



Storytelling Copywriting



SEO Optimized Blogs



## About ThriveFinity

We craft human-centric digital experiences, and timeless brand identities for growing businesses around the globe.

Customers are people who like stories, emotions and meaningful communication. We craft brands & experiences with character and soul.

We work with clients from the start of their business lives. For others, we are an extension of their current marketing team.

### Result-Oriented Design

Our process is driven by research and strategic thinking. We study and ask a lot of questions. By taking the time to deeply understand the challenges that confront your business, we consistently deliver effective creative solutions.

### Collaborative Partnership

We approach projects as a collaborative partnership. Client participation is encouraged early and often, as we work together to polish and refine concepts into valuable deliverables. Constant communication along with transparent process guarantee our clients outstanding results.

### Guaranteed Success

Our clients trust us because we are as passionate about their project as they are. When our clients succeed, we succeed. We invite you to partner with people invested in your success.



### Pranav Krishna Unni

*Founder & Art Director,  
ThriveFinity*





## What our Clients say



### Tim Edwards

Market Entry | Product Launch | Rapid & Sustained Growth | Startup | Marketing Consultant | San Jose, California, USA.

May 25, 2018

I am happy to recommend ThriveFinity. I have worked with them on many graphic design projects including website design, product packaging, corporate image, brand messaging and advertising design for predominantly tech companies in Silicon Valley, as well as our own wine company in Chile.

They are very good at listening to the customer, and quickly cutting to exactly what we need. They are clever, diligent, a pleasure to work with, and their results are outstanding. My customers love their work. I recommend ThriveFinity without reservation.

### Get Results Now!



or



## AWARDS



## Why Us?

- Harness the expertise from work on 50+ international projects
- The experience that solves digital communication challenges
- Get result-oriented strategies that guarantees ROI
- Complete, done-for-you white-label service with zero risks
- 100% Satisfaction Guaranteed
- No long term contracts, or commitments
- Expertise trusted by clients all over the world
- 30-day money back guarantee

### GET RESULTS NOW!

@ Visit Site

or

📞 Call

or

✉ Mail



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