



StartUp
Mendocino

BUSINESS ACCELERATOR

2023

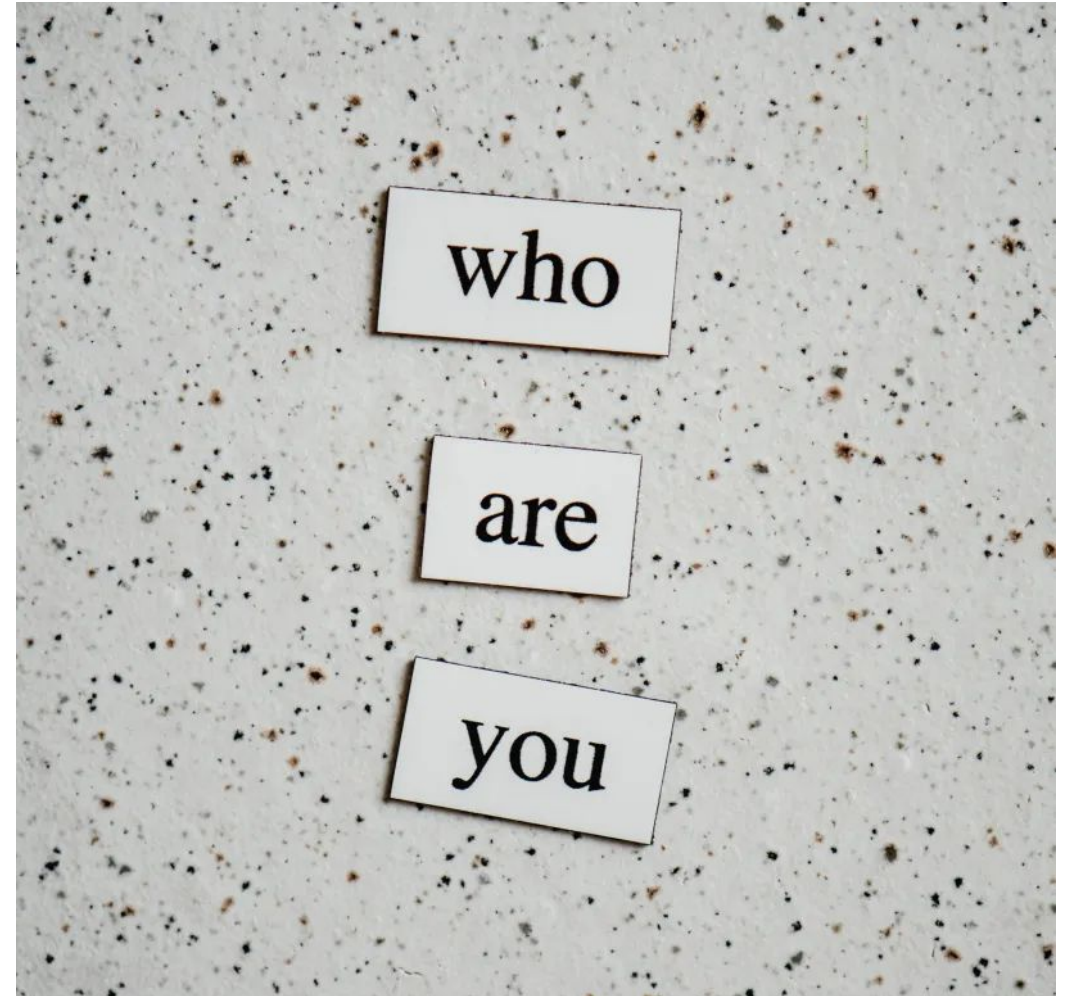
Branding and Identity



Brand Identity

Who Are You?

1. Brand Authenticity
2. Brand Commitment Statement
3. Implementing Your Identity



Who has been doing it right...



and why?

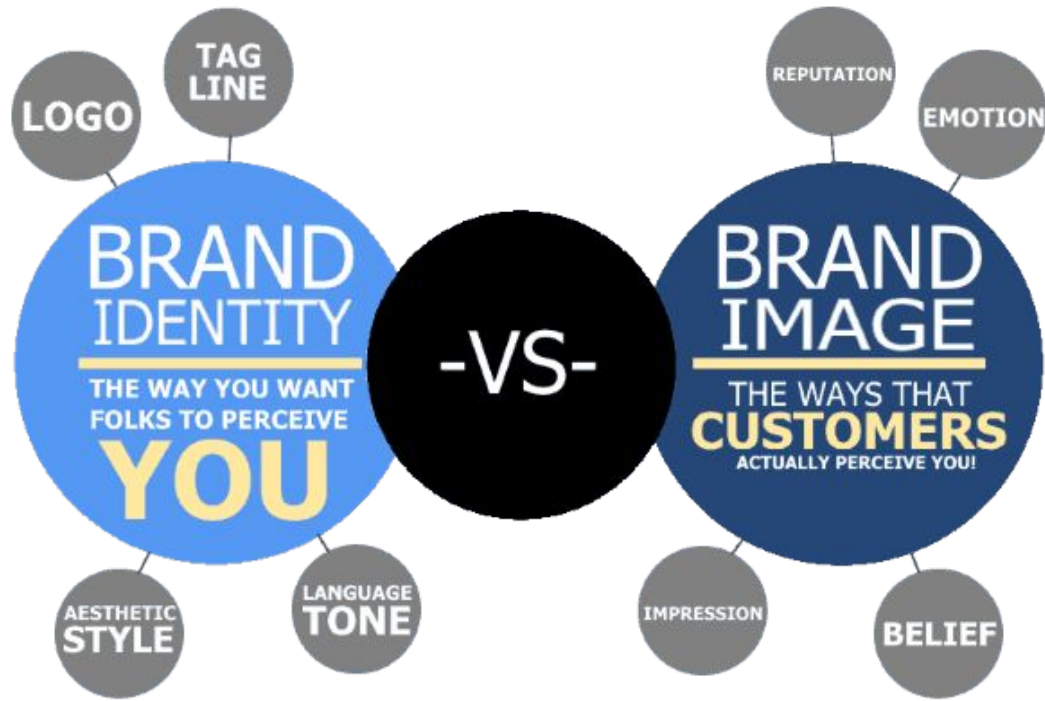


BRAND AUTHENTICITY IS KEY

- Continuity (brand being faithful to itself),
- Credibility (true to its consumers)
- Integrity (motivated by caring and responsibility)
- Symbolism (support consumers in being true to themselves)



Branding is derived from your individual values, passions and purpose. Your Brand Statement is your promise, to your market, for how you will do business. This includes, but is not limited, to your product, service, systems, culture, behavior and actions.



What do you want your customers to say about you?

How do you want your customers to feel about you?

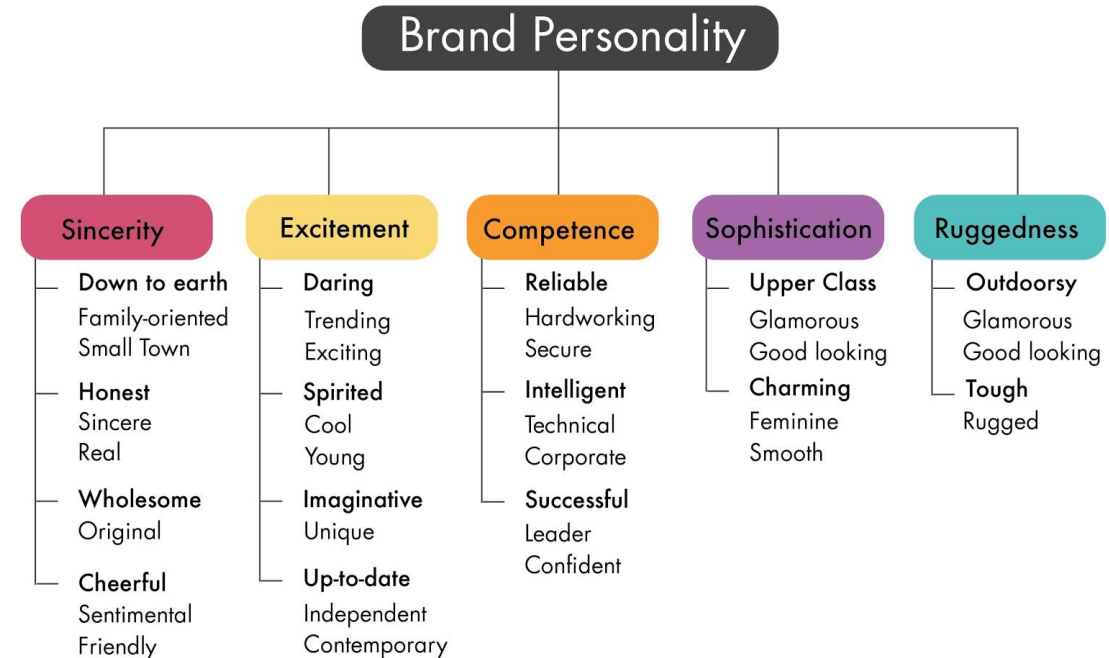
What do you want interactions to be like?

YOUR BRAND IS WHAT PEOPLE SAY ABOUT
YOU AFTER YOU LEAVE THE ROOM

20 Words

Finding the specific words to represent your business will allow you to create the most specific definition you can. The more defined your business is, the more attractive it will be for your target market.

Success Tip: Try to find words that represent all word types; nouns, adjectives, verbs and even pronouns.



Brand Commitment Statement

Using your word bank, describe how you want your customers to feel after every interaction with your company.

This statement should be no longer than 2-3 sentences.

Tips and Tricks

Does this statement feel like you?

Is this something you want to do?

When you say it out loud, are you proud?

Does it fill a need the market wants?

Implementing Your Identity

A brand identity is the visual representation of the values and “personality” of your brand. Identity design essentially sets the tone of your brand, and it can be used to evoke specific feelings in your audience. Your brand identity should be designed to communicate your company’s overall message and promote your business goals.



IF I EVER SOLD A LINE OF SUPERMARKET GOODS,
THIS IS HOW I'D BUILD A BRAND IDENTITY OVERNIGHT.

Target Market

By dedicating your business to your most probable customer base, you are creating a path towards building a lifelong business that have financial well being and competitive advantage.



People

Age, Gender, Occupation, Household income, Employment status, Education Marital status, Family status, Location, Race, Ethnicity, Physical characteristics



Business

Job title, Department, Industry, Product line(s), Size of business, Type of business, Location(s), Geographic coverage, Financial status



MENDOCINO COAST – Caspar to Gualala

Demographic characteristics	Mendocino coast: Caspar to Gualala	Mendocino County	Sonoma County	California
Total Population	8,194	86,296	490,357	39,725,146
Population 35-64 years	38%	36%	n/a	38%
Population 65+ years	35%	22%	21%	15%
Median age	56.6 years	44.1 years	42.4 years	37.8 years
Bachelor or higher degree (25+ years)	37%	24%	37%	35%
Total number of households	3,954	35,051	188,841	13,651,253
Average household size	2.07	2.41	2.58	2.91
% households with children	18%	29%	28%	38%
Median household income	\$68,302	\$61,241	\$86,173	\$89,461
Unemployment rate	3.27%	5.47%	4.60%	5.28%
Median value owner occupied housing units	\$647,000	\$502,132	\$665,800	\$668,223

A small, but attractive target market for quality products and services

The coastal area of Mendocino – from Caspar to the southern county border at Gualala - is a concentration of a key target market for upmarket quality products.

- ✓ Its residents are well-educated, older and about a third are already retired (or approaching retirement). It has a lower unemployment rate than elsewhere.
- ✓ The household size is smaller than average and less than one in five (18%) households have resident children:
 - therefore the proportion of household income available for *discretionary spending is higher*.
- ✓ The median *value of owner occupied housing units* is similar to that of Sonoma County and CA – even though the median household income is higher in Sonoma and CA
- ✓ Many of the homes for sale (or recently sold) in this coastal area are selling for \$1,000,000 +

Making your logo work for you

CHARACTERISTICS OF A GOOD LOGO

- It's Simple
- It Conveys a particular feeling or theme
- The font choice reflects the brand identity
- Graphics are not always used
- It looks good at any scale
- It's unique



Marketing Plan



1. Best use of your time and resources
2. Target Audience
3. Budget



I'm here for you...

Please send along any questions
you have for branding or logo review
- we are happy to help!

kiersten@braggadoon.com



THANK YOU FOR BEING PART OF



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[WESTCENTER.ORG/STARTUP-MENDO](https://westcenter.org/startup-mendo)