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brand guide



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Contents

- 4 Introduction
- 6 Brand Alignment
- 8 Brand Architecture
- 10 Corporate Colors
- 12 Logo and Usage
- 14 Website

Introduction

We believe in the power of a strong personal brand. **We believe** that people, given the correct tools can change the world. **We believe** in being in alignment with your highest self. **We believe** personal and professional growth are intertwined. **We believe** that the right audience is out there waiting to find you. **We believe** people do business with people. **We believe** the future of marketing is hyper-specialization. **We believe** the future of job security is personal branding. **We believe** in entrepreneurship. **We believe** in not settling. **We believe** we are masters of our own destiny. **We believe** you are here to serve a purpose. **We believe** our purpose is to facilitate that.



Build a Name: Who are you? Why are you? Who are you for?



Set the Stage: We live online. What does your digital home look like? What actions does it drive? Who does it appeal to?



Create a Following: How will your people find you? Where will they interact with you?

Vera Strategies combines the authenticity of a personal brand and appeal to target demographic to create a compelling digital brand for visionaries, thought leaders and impact entrepreneurs.

Welcome to our brand.

Brand Alignment

Purpose Vera Strategies empowers purposeful entrepreneurs, speakers and thought leaders to share their message with the world.

Value Drivers Integrity, Alignment, Bold, Fun, Activation, Thought Leadership, Personality

Qualities native to VS Pushing beyond Confines; Paradigm Shifting; Innovative; Fresh; Educational

Problems VS Solves Digitally savvy just “enough” but Are not ready to retire, want to help others with expertise and skill yet want to do it on their own terms as an entrepreneur, consultant or speaker/thought leader/author/public figure

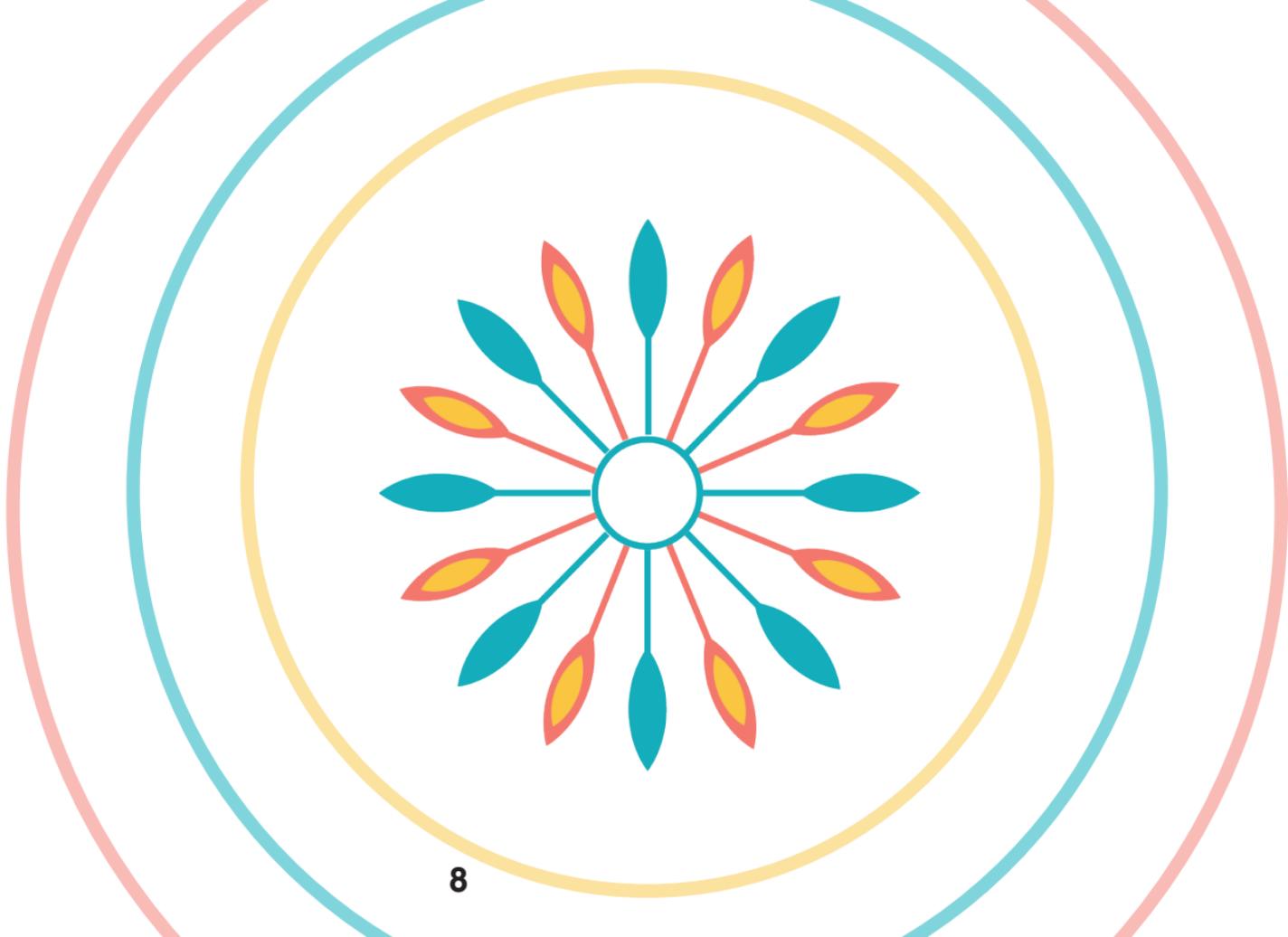
What VS does Vera Strategies creates compelling digital brands for visionaries, impact entrepreneurs and gamechangers so that we can live in a world where we are flooded with innovative ideas and purposeful messages. We believe that we should

create the world we want to live in and we do that by bringing these personal brands to the forefront of our digital world.

Target Demographic

- Baby Boomers
- Age: 55+
- Target audience value drivers: do not want to be called old or thought of as old. Place high value on trust. Are adventurous.
- Sex: Male and Female
- Digitally savvy just “enough” but are not ready to retire, want to help others with expertise and skill yet want to do it on their own terms

Services Vera Strategies creates compelling digital brands for visionaries, gamechangers and entrepreneurs. Strategic digital brand consultations with outcomes as a personal brand identity guide, logo, brand kit and gorgeous websites to drive desired action from their target demographic.



Unique Branding Positioning Giving the “Me” Generation the right tools to conquer the digital age. I help you define work on your own terms and share your expertise with the world.

Goal of digital presence Monetization – their website will aid their business by establishing credibility, drive leads and position them as an expert or thought leader in their particular field.

What we want our clients to feel activation, excitement, freshness, a youthfulness, adventure, vision, hope, they CAN do this.

What we want our clients to say
Vera Strategies was innovative and fresh. She knows her stuff. Guided me through the process – made it easy – I LOVE MY SITE. I LOVE MY BRAND. I can’t wait to share what I’m up to with the world!

Brand Architecture

Tagline Build a Name. Set the Stage. Create a Following.

Values Integrity, Alignment, Bold, Fun, Activation, Thought Leadership, Personality

Voice Educated, Impactful. Eloquent. Simple. Bold. Holistic

Personality Integrity, Alignment, Bold, Fun, Activation, thought leadership

Promise It's not only absolutely possible for you to live your dreams NOW, but I'm going to make it seamless and fun for you to do it by guiding you through it. I will invigorate your spirit and challenge you to do meaningful work and build the life you want from yourself now more than ever because you deserve it.

Target Audience According to a Nielsen study of "Marketing's Most Valuable Generation," consumers over 50 years of age represent 44% of the U.S. population, control 70% of disposable income, and THEY ARE NOT READY TO RETIRE.

Target Mindset VS will provide a solution to my present challenges. VS is an expert. VS understands how we work. VS can transform our workplace. VS will get to the root of the problem. VS is helpful. VS is worth hiring again.

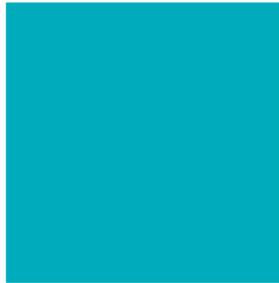
Overall Objective To make my target demo fall in love with me and decide they want to work with me BECAUSE I know what I'm doing. My site will be an example of what I can do for them.

Brand Experience Lots of analytics, case studies, proof of the value. Audience should feel as though they don't have to worry about the issue once it's in VS's hands because of the depth VS will go to un-root the problem and its commitment to doing so.

Credibility Established through blogging and some video throughout site – one high quality video down the line.

Corporate Colors

Concept Bright, open, accessible, promising, youthful. Clarity of vision and delivery. Brand colors are a take on primaries with a familiar feel. They are teal, melon and sunflower. Teal is the central brand color and promotes stability, freshness, purity. Melon and sunflower accent the teal and create a personal touch for the brand. These saturated hues work best with generous whitespace within this brand concept for an inviting and progressive concept of the service provided.



*r0 g172 b187
c76 m9 y27 k0*



*r243 g120 b110
c0 m67 y51 k0*



*r249 g197 b65
c2 m23 y85 k0*

Logo

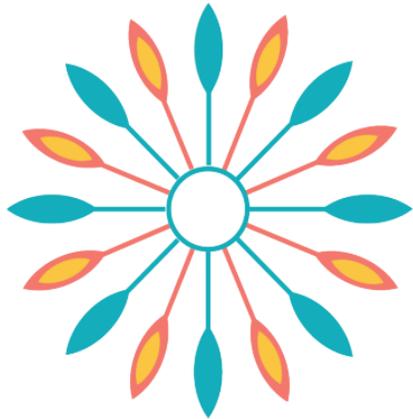
Concept a spiked, centralized icon in the company colors suggests the process and delivery of product offered by VS. it suggests strategy, diffusion, growth, energy and accessibility for its clients own personal brands.

A sans-serif display font, the transferable ITC Avant Garde is striking, clear, and business-oriented.



Logo Variations

A simplified all-white variation (knockout) may be used for usage against brand-colored grounds and approved photographic imagery in secondary branded media such as Powerpoint or subdirectory pages on the site. These variations never replace the colored branding logo as a lead image.



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Logo Usage

Concept All logos must maintain a distance of .5 inches above lowercase rise and below type baseline from all other media, including bounding boxes. Likewise, a distance of .375 inches must be maintained from lefthand and righthand extremities of the logo., at design size. **This distance remains proportionate to logo size.**



Website

Website A bold redesign shows the dynamism of brand. The simplicity of a scroll site engages users similar to other sites they are accustomed to such as Facebook and Twitter. The playful and fun images of founder, Jennifer Vera, conveys a strong personal brand as well as enthusiasm and passion for the work done.



[SERVICES](#) [WHAT WE DO](#) [ABOUT THE FOUNDER](#) [PORTFOLIO](#) [CLIENTS](#) [CONNECT WITH US](#)

It's time for you to unleash your
unique message into the world.

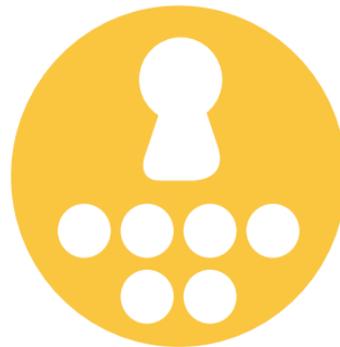
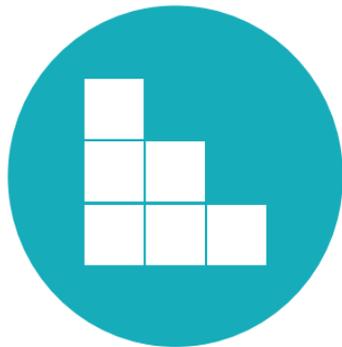
Digital branding for the purpose driven thought leader.

[WATCH VIDEO TO LEARN MORE](#)

Graphics



Graphics Aside from curated photography, a series of signature icons has been created for both the brand services and key blog entries. Easily identifiable and highly communicative, the icons are also simple, which offers for current and future continuity of the brand's visual language.





 verastrategies.com

 jennifer@verastrategies.com

 +1 847 701 4619



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verastrategies](https://facebook.com/verastrategies)



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