Building Your Brand

The Importance of a Consistent Message

Logo: Visually represents your company brand

Tagline: Distills company identity into a cogent and lucid line (3-6 words)

Elevator Pitch: Quickly and clearly communicates your core value proposition (3-5 sentences)

Executive Summary: Further introduces your technology, the problem it is solving, and the management team (1-2 pages)

Slide Deck: Provides additional metrics and graphics to further the understanding of your opportunity (10-12 slides)

Logo
Tagline

Keep Your Message
Clear and Consistent
Throughout Your
Communication
Channels to
Develop Your Brand

Logo

www.

Website: Functions as an effective reorganization of all your materials in web format (5-7 tabs)

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How To Develop A Brand Guide

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