12/28 Marketing Material Meeting

1. Brand Message
   1. How do we want to position ourselves?
   2. Say what we do or who we are?
   3. What makes us unique?
   4. Protect | Analyze | Develop?
2. Brand Rules
   1. Logo
   2. Colors
   3. Fonts
3. Logo
   1. Variants (3)
   2. Where to store files?
   3. Idea of file types & sizes needed?
4. Business Cards
   1. Vertical vs Horizontal?
   2. What certifications/acknowledgements need to be on them?
   3. How much customizability (back of card)?
5. Capability Statements
   1. What are our main areas of focus?
      1. Information Management, Analytics & Visualization, Software & Systems Engineering, Management Consulting???
   2. Any stats to include – make infographics?
   3. Limit blocks of text
      1. What we do
      2. Previous Work
   4. Most important certifications/acknowledgements?
   5. Call to action – drive the reader to do something (go to website/make direct contact)
6. Presentation Deck
   1. Title Slide
   2. General body slide
   3. Other slide templates?
      1. Conclusion
      2. About/overview
      3. Contact Info
7. Folders
8. Project Description Sheets
   1. Need examples
   2. Should it be same format as capabilities statement?
9. Letterhead
   1. Anything other than contact info needed?