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**Gumro & associates** Brand

# Gumro & associates Image

Designed to align with customers needs and expectations Makes G&A distinctive and unique Conveys strong foundation, leader in industry, fresh logo, fresh look, fresh solutions…

## **G & A Brand**

### Our brand establishes our identity for our service and business. It creates a visual, emotional, and cultural connection between customers and the company. A brand conjures up powerful images for customers, both consciously and subconsciously. It paints a picture about our company or service, and the type of customer we represents. When customers buy our brand, they are buying our values and promises. They feel that their expectations are aligned with the G&A.

**We Need a Tagline**

# Best Practices

Our messages need to be consistent, using same key words, conveying similar themes and formats. Business Cards in Sync with visual image of G&A Is G&A or G & A. What is the font and type size for G&A when used in copy?... Best Practice needs to be defined and executed with consistency. LinkedIn should be consistent with website Emails consistent with website… Slicks consistent with corporate image as defined by Best Practices Document. While Best Practices should be defined collectively or be signed off by designated officer, Anand should be the one to document Best Practices and audit ALL correspondence from electronic invoices, to websites, marketing materials E-Mail Signatures, stationary… As Best Practices are defined and implemented, our G&A brand will be built and will begin to tell our story.