**Branding Identity Brief**

**Our company vision is….**

We are a global coaching company who are a world leader and focused on delivering excellence to our clients who are integrity individuals and organisations. We focus on getting results for our clients through powerful transformation.

**Our company mission is….**

Providing our clients with usable strategies/techniques thus enabling them to provide a more valuable customer service.

**Our core company values are….**

1. Helping others

2. Leadership

3. Integrity

4. Growth

**Our ideal customers are….**

1. Individuals, businesses/companies and organisations

2. Clients who take themselves seriously and are actively seeking excellence in the form of results

3. Clients who are based around the world

4. Their style is they are hardworking, professional, motivated by money as well as passionate about success

5. They don’t give in to fear and instead use that as a driver

6. Clients who are seeking to live life on their own terms

**The top three companies we respect most and & want to model are:**

1. Tony Robbins – he’s the gold standard in coaching and a globally established and known figure

2. Rolex – Rolex specialise in exquisite craftmanship and again globally well known

3. Lamborghini – A big name is the world of Luxury automobiles

Like these three brands, my business must be built with their brand standards in mind.

**Who are our top competitors?**

1. CEO coaching international – They are a big, well established name in the industry providing services to high end individuals

2. Performance consultants international – Another well-established company paving the way in coaching and leadership development

**Why is Resilient Results so different to our competitors?**

1. There are many coaching/consulting businesses out there. We focus on this as well, but our main goal is getting you the results you desire.

2. We are a luxury brand and as such, our high and superior level of customer service reflects this.

3. Constantly finding new ways and innovative problem solving is our thing.

4. Best of luck forgetting us as we will stand the test of time long after you have achieved.

5. Our products/services come with such unique content and such value, it will be hard for you to go elsewhere.

6. The reputation we have built precedes us as we are the company of experts.

7. We are so eager to help those around us that we make the process of you getting on board as varied and easy as possible.

8. Our values define who we are and our essence.

9. You will be so content with you have achieved, you won’t want to keep it to yourself.

10. We are a hugely successful global player.

**The benefits of using our products/services are….**

1. You will receive unique bespoke service that you won’t just be another mark on our books.

2. We plan and provide a clear strategy that you will want to stick with.

3. Your goals will become more magnified with us at your side.

4. As our clients are valuable to us, we work around you and you’re needs.

5. Your success will positively affect other areas such as relationships, health, business or mindset.

6. You will have an increased sense of peace and harmony due to having worked on your obstacles.

7. Others will notice a difference in you, whether this be clients, customers or family and friends.

8. The freedom to live life on your terms.

9. Less anxiety in tackling future challenges.

10. The process of problem solving will become clearer for you.

**The core areas of our business are….**

1. Coaching – Helping our clients to perform at an optimal level within a given area such as business

2. Mentoring – Making sure our clients have truly learnt and have been transformed

3. Consulting - Providing ongoing support to our clients to maintain excellence and success

**Words that describe us as a company are….**

1. Peak performance

2. Empowerment

3. Transmutation

4. Transformation

5. World class

6. Flawless

**The marketing materials this brand identity will be applied to are….**

1. Website

2. Social media

3. Online banners

4. Leaflets, posters, physical banners

5. Coaching programme and other materials

6. Business cards

7.Pens (the logo must be able to work at this small size as well)

**The fundamental design elements that must be included as part of this project are:**

The logo design (I expect to see 10 design concepts to choose from)

Letterhead designs

Business card design (Make it unique and stand out)

Social media profile designs (Timeline and background images)

Email signature strip (Logo with contact details to go at the bottom of all images)

Brand guidelines document (To give any future suppliers who will use our logo)

**Suggested typefaces:**

This brand is going to be aimed at a mix of both male and female target audience.

This brand is going to be aimed at representing luxury, world class and premium services.

**Brand design colours:**

Haven’t decided on any colours but a few suggestions/ideas:

1. Blue – represents trustworthy, secure and responsible

2. Purple – represents successful, wise and royal

3. Black – represents exclusive, prestigious and luxury

4. Silver – represents dynamic, excellence and prosperity

**Sub brands to be designed as part of the whole brand:**

Apart from the parent brand name Resilient Results, the sub brands there will be are Resilient coaching, Resilient mentoring and Resilient consulting.