



Small  
Manufacturers  
Advantage™

## BRANDING

Current global trends require businesses to come up with new and innovative ways to succeed in the market place. In today's age of digital communication, marketing communication devices (websites, brochures, e-mailers) - not sales representatives - form customers' first impressions of your business.

A foundational part of your marketing communication, branding is invaluable as the battle for customers intensifies day by day. It's important to spend time researching, defining, and building your brand. Transposing your brand identity effectively across all media gives you an edge on the competition, reposing confidence in customers and showcasing your commitment to quality.

To Brand or not to Brand? That isn't a question!

### Points of Focus

- ✓ Brand positioning and framework for communications
- ✓ Creation and usage of names and logos
- ✓ Color combinations that are retained and used across all platforms
- ✓ Identification and standardization of fonts and font families
- ✓ Creation and implementation of brand manual

### Guidelines and Concepts

- ✓ A cohesive corporate identity
- ✓ Link with the mother brand if any
- ✓ Effective brand recall
- ✓ International, transposable and scalable brand image

### Service Overview

- ✓ Branding and Positioning
  - Logos and graphics
  - Branding and positioning strategy
- ✓ Design and Marketing Collateral
  - Catalogs and brochures
  - Product datasheets
  - Poster designs
  - Media Kits (folders/containers, booklets, inserts, direct mailers, etc.)
- ✓ Digital Image Manipulation
- ✓ Digital Illustration
- ✓ Print Advertising

## What makes us special?

- ✓ An ability to help grow an organization's brand value and image by providing valuable insight into customer needs and wants.
- ✓ Addressing the specific requirements and desired end results of a communications exercise with an emphasis on content management and presentation.
- ✓ Engaging with a client on a continuous basis with a goal of clearly understanding the business and delivering result oriented solutions that align with the company's vision and mission.
- ✓ A cohesive team of marketing, graphic and communication professionals intent on harnessing the true potential of various media to deliver unique and effective collaterals.
- ✓ Providing powerful marketing, product and service communication strategies and solutions to companies from assessment to execution.

## Our Services for SMB Companies

- ✓ Corporate Logo
- ✓ Brand Manual
  - Logo usage
  - Color standardization
  - Font families for print and electronic media (PPTs, website, etc.)
- ✓ Corporate Stationary Manual
  - Standardization of visiting cards
  - Envelopes
  - Letterheads
  - CDs and CD pouches
  - Stickers
  - Labels
  - ID Tags
- ✓ PPT & Email Template
- ✓ One-Page Company Profile / Product Sheet
- ✓ One-Page Case Study Template
- ✓ Corporate Folder
- ✓ Proposal Template (Cover Sheet)
- ✓ White Paper Template
- ✓ Corporate Brochure
- ✓ Posters / Flyers / Invites

A strategic partner of CMTC, RK Global offers a highly competitive pricing structure for the *Small Manufacturers Advantage*® program. Contact CMTC for pricing to improve your online presence today.

