



FUEL

Igniting Business Growth



AN INNOVATIVE **BRAND**
SOLUTION FOR SMALL
BUSINESS

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WHAT WE PROVIDE
SMALL BUSINESSES



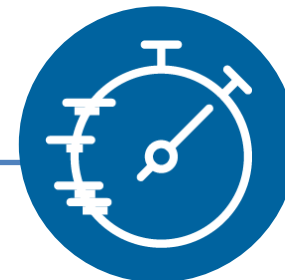
A WAY TO IGNITE GROWTH

Achieve a stronger ROI on marketing initiatives with an exciting new brand consistent with your company's mission.



MORE THAN JUST A LOGO

FUEL also provides other valuable creative assets, designs and brand narratives.



A TIMELY SOLUTION

In most cases, we can have your new brand identity ready for your review in less than a week!



STEP 1: THE QUESTIONNAIRE

The first step in your brand development is to take our online brand questionnaire. You can expect to invest 25-30 minutes to complete.

The questions are designed to reveal your company's values, priorities and mission. It will play a key part in getting your brand development just right. Take your time and answer each question honestly. There are no wrong answers - only the right answers for your company.

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STEP 2: THE DELIVERABLES

- Logo assets in all file formats, including deconstructed elements
- Recommendations for style, color and typeface
A graphics standards manual which includes all the details of your creative assets
- New design recommendations for your company letterhead, business cards and social media channels
- A comprehensive outline of your brand elements, promise and narrative. This includes a mission statement, elevator speech and more.



STEP 3: THE REVIEW PROCESS

Your representative will schedule a time to present the results of your brand development. You will have the opportunity to provide feedback and make a round of revisions.

Additional rounds of revisions may be made for a nominal fee.

