



# MINDOMINO

A BRAND IDENTITY EXPLORATION

for a brand that

FUELS PASSION | IGNITES INSPIRATION | DEFINES BRANDS

# The Brand

MINDOMINO is a new consultation agency formed out of a persistent client need to help small businesses find their identity and brave decisions

Pronounced mindo-mino, it is the convergence of minds meeting a domino, where everything first begins to fall into place

It is the catalyst that ignites individuals into businesses, ideas into passion projects

## OUR SERVICES

### STRATEGY

- Competitive Intelligence
- Customer Targeting
- Research & Insights
- Namestorming
- Brand Audit
- Brand Architecture
- Brand Voice & Positioning
- Strategic Planning
- Integrated Marketing Planning

### INNOVATION

- Ideation
- New Business Creation
- Concept Testing
- Experience Mapping
- Customer Lifecycle

### DESIGN

- Logo Design
- Visual Identity
- Brand Roll-out
- Social Media Design
- Web & Digital Design
- Packaging Design
- Print Collateral
- Digital & Video Art Direction

# The Objective

Brands are innately human and are built by and for people. The brave few laboring to create them are plagued by a common set of problems:

- We have no clue how to position this new brand.
- We are not standing out in the marketplace.
- The market doesn't get us.
- The competition is winning.

Brands that move the needle have one thing in common: courage. A laser-focused relentlessness and determination to create order out of chaos, seek the truth, reject indifference and drive ever-increasing value in the mind of their consumer. We need a help them craft a clearer message.



1. **INFORM:** Grow MINDOMINO brand awareness to the pioneers forging their own small business
2. **EDUCATE:** Communicate the need for carving out their unique brand identity
3. **INFLUENCE:** Drive long-term relationships developing year round continuity and promotional campaigns

# The Customer

## The Pioneer



## The Hustler



PRIMARY TARGET

SECONDARY TARGET

- 35-50 year old, primarily Caucasian, married with children
- Passionate about the idea that has come to life as a real business that now supports his family and employees a couple staff
- Juggles between being a spouse, parent, and professional
- Upper Income 125-200k HHI

### VERTICALS

- Real estate agent
- Baker / personal chef
- IT Tech Support
- Accountant
- Event Planner
- Graphic Designer

- Younger (25-45), more single, more multicultural, more urban dwelling
- Works full time while developing the side hustle into a full time opportunity
- Does it without any employees, save the support of a significant other
- Mid to Upper Income 80-125k HHI

# BRAND GUIDELINES



# Brand Equity Tool & Value Propositions

## TARGET The Pioneer

35-50

Married with young children

125-200k HHI

Suburban

## KEY INSIGHT

It started as an idea, and then he plunged headfirst into building up this organization. He's an expert in his field, but recognizes he still doesn't know what he doesn't know in how to build a business

## BRAND PURPOSE

To help small business pioneers carve out their unique identity and establish value in the market

## BRAND DIFFERENTIATORS

Catalyst: We are as hungry as the small business owner, eager to ignite change  
Balanced: We aren't just geeky strategists or quirky creatives, we're the best of both worlds for a truly insight driven strategy that's brought to life in a meaningful and inspiring way

## BRAND PERSONALITY

- Passionate
- Inspired
- Authoritative
- Contemporary
- Trustworthy
- Exciting
- Trendy
- Balanced
- Curious

## BRAND PALLET

- Open

## BRAND IDENTIFIERS

- Open


# DESIRED COMMUNICATION POINTS


Palette is open but should express:


- Passionate
- Inspired
- Contemporary
- Exciting
- Trendy
- Curious

while also representing:


- Authoritative
- Trustworthy
- Balanced


 **Black:** serious, distinctive, elegant, bold, powerful, sophisticated, expensive, night, death


 **Dark Grey:** conservative, classic, responsible, dull, somberness, authority,


 **Light Grey:** neutral, logical, rich, practical, reserved, trust

 **Blue:** authority, nautical, dignity, security, confident, classic, stability, trust

 **Light Blue:** calming, patient, cool, water, contentment, trusting


 **Teal:** serene, sophisticated, water, coolness


 **Green:** healthy, fertile, freshness, environmentally conscious, nature, reliable, appetite


 **Light Green:** calm, soothing, refreshing, young


 **Yellow:** youth, friendly, positive feelings, sunshine, surprise, cowardice, energetic, caution


 **Orange:** fun, cheeriness, sunset, exuberance, spontaneous, optimistic, speed


 **Amber/Gold:** history, autumn, earthiness, richness, tradition, conservative


 **Brown:** earthy, wholesome, delicious, rich, rustic, warm, natural


 **Dark Red:** rich, refined, tasty, expensive, luxurious


 **Red:** aggressiveness, passionate, sexy, strength, powerful, assertive, vitality, fear, speed, danger


 **Hot Pink:** exciting, playful, tropical, flirtatious


 **Light Pink:** romantic, sweet tasting, femininity, innocence, softness, youthful

 **Purple:** sophistication, mysterious, spirituality, dramatic, wealth, royalty, youth, creative

 **Light Purple:** romantic, sentimental, nostalgic, fragrant

 **Ivory/Cream:** classic, soft, comforting, natural, smooth

 **White:** purity, truthfulness, faith, pristine, contemporary, refined, airy

 **Silver Metallic:** sleek, modern, classy  
metallics can't be reproduced online

 **Gold Metallic:** rich, expensive, valuable, prestigious  
metallics can't be reproduced online

WHAT WE ARE	WHAT WE AREN'T
passionate	arrogant
inspired	unrealistic
authoritative	conservative
contemporary	temporary
trustworthy	stodgy
exciting	bimbos
trendy	fad-chasers
balanced	creative OR strategic
curious	obnoxious
smart	know-it-all
approachable	lofty
supportive	desperate
customer-obsessed	self-involved

## BANNER LOOK & FEEL

Images that convey the catalyst of an idea with headline that connects to “igniting inspiration,” or “fueling passion,” etc.

### CATALYST

Nice to have: connects to either the mind or dominoes



## LOGO IDEAS

Any single iconic image that piques curiosity but has a solid, reputable feel:

### BALANCED

And subhead that articulates brand purpose by conveying:

### CONSULTATION or DESIGNS



# STRATEGY

**GET** the Small Business Pioneer

**TO** choose MINDOMINO as a **marketing partner**

**BY** building awareness of the **consultation** available

**BECAUSE** they don't have to have

**everything figured out** yet

## De-Coded

MINDOMINO's goal is to be a long-term **partner**, from the start of a new business, to the growth that allows for the ongoing development of multi-media promotions

The real need of the small business owner at this stage is **consultation**, from marketing strategy to design and execution

Ultimately, the reason the Pioneer doesn't seek help sooner is because he feels that he has to **figure it out** on his own. Help establish MINDOMINO as a brain trust that's there for the heavy lifting