

## Brands That Align



TAHARI



ATHLETA



## Overall Tone

- Elegant, classy
- Friendly
- Feminine
- Classic, reliable
- Healthy
- Fun, Active
- Solitary, stands alone, unique
- Precise, efficient
- Practical
- Premium



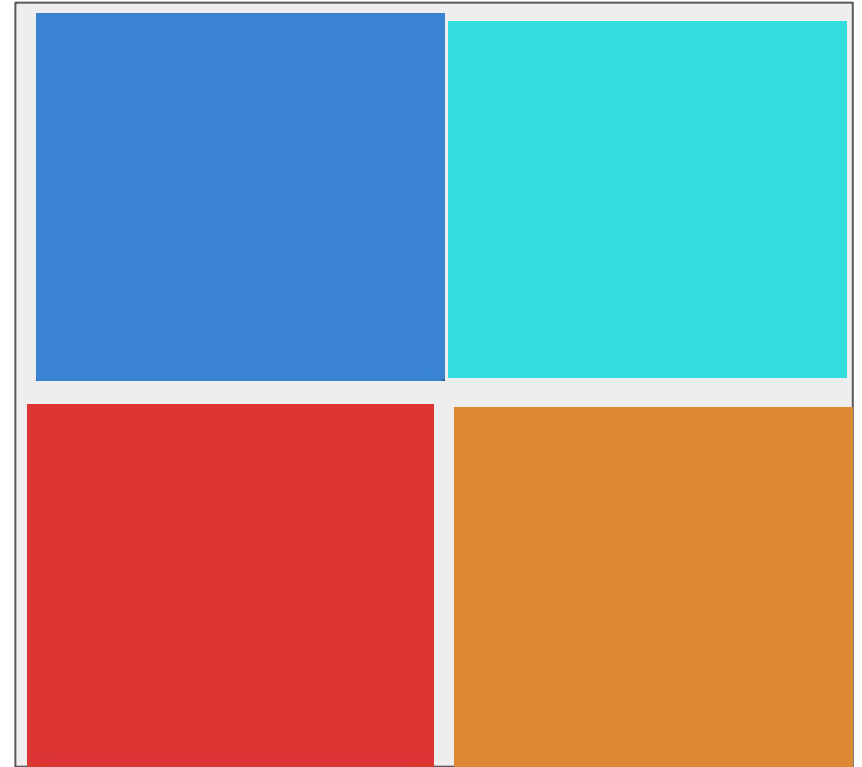
## Brand Tone

- Elegant, classy
- Friendly, approachable, fun
- Professional, expert
- Classic, reliable, trustworthy
- Efficient, Practical
- Premium, not for everyone
- Authentic, real, no drama



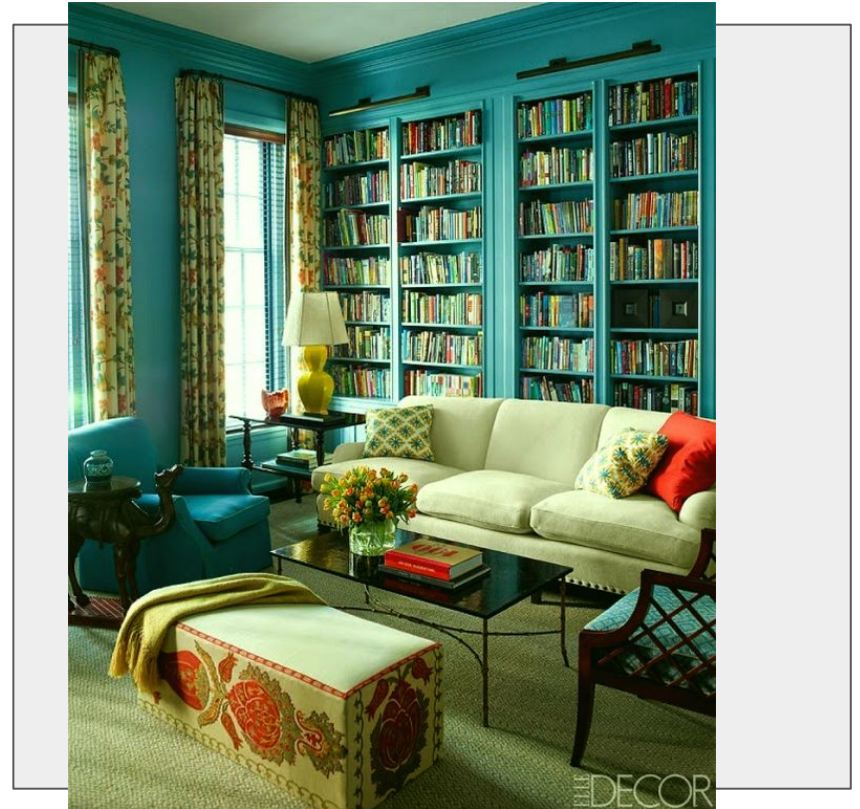
# What Colors Represent Your Brand?

- Blue- primary
- Turquoise- secondary
- Red - punch
- Orange - accent



# What interior design Style matches your brand?

- Neo-traditional
- Colorful
- Contemporary accents +  
Classic bones



## How do you want people To feel when they see your brand

- Trust & Integrity
- Fun to work with, can be myself  
and relax with her
- “The Real Deal”
- Warmth and caring

