



Brand Guidelines

Brand Identity and usage guide for Eleven34 Media

Presentation
Template

Compiled by
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Introduction

Our style is defined by our culture, core values, and characteristics in the marketplace.

Overview

Eleven34 Media is a strategic & relational force in the marketplace to help level up businesses and non profits in the online space and more. Through content creation, strategic digital marketing, and unique creative approaches to web development, Eleven34 is positioned to partner alongside existing businesses and become their complete production and marketing “department”.

A division of LPMG, alongside FOH Productions, we bring decades of experience to the table and leverage existing relationships to build long term, multi-layered business.

Brand Vision

We leverage relationships to strengthen businesses and brands, & elevate their web presence through captivating content

Brand Positioning / Target Market

Businesses with monthly marketing budget, US based, small enough to not have in-house marketing
Not for profits, churches
Civic organizations, Local Chambers



Brand Reputation and Visibility

Brand reputation is simply how a brand (a person or an organization) is viewed by everyone else. A great brand reputation shows consumers' trust in your brand and that consumers are confident to do business with us. It is built from the customers, stakeholders and the market's perceptions towards the brand.

These views and reactions present a piece of detailed information that can be used to conduct further actions or marketing plans to improve our brands and meet the customers' needs.



We Help
Organizations win



We Care About
Community



Fast and
Responsive



We're a Trusted
Strategic Partner

Brand Personality

Modern

Expert

Visual

Trusted

Relational

Startup

Digital

Respectful

Responsive

What is brand personality and why should we care about it?

Brand personality is what makes our business human in the eyes of potential customers. It's communicated through tone of voice, visuals, and even customer service policies. Anything we do to inform our audience what the experience is like to be our customer can benefit from conveying consistent personality traits.

Brand personality refers to human characteristics associated with a brand. They're expressed as adjectives that convey how you want people to perceive you

Brand Attributes



A brand represents the essence of a company, which is built upon the characteristics that a business already has.

The simple definition of “attributes” is: a quality or feature regarded as a characteristic or inherent part of someone or something. So brand attributes are characteristics that the audience sees as an inherent part of a brand.

Brand attributes also include the deeper values of a business — not just the first impression that customers have, but the values and characteristics that customers don’t yet know about a company at first glance.

Brand attributes are made from the culture of a brand, its potential customers, the emotions those customers have, and its brand voice.

#2

Identity

All about our logo, how it looks, and how to use it correctly,

Logo



Logo Variations

These are some alternate layouts and color variations for uses when it's better suited for the application.



Main Font

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font files)

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Secondary Font

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Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Brand Color

R39 G170 B225
C70 M15 YO KO
#27AAE1

45°

R28 G117 B188
C85 M50 YO KO
#1C75BC

R89 G87 B125
C30 M70 Y9 K10
#RGB354

R89 G87 B125
C30 M70 Y9 K10
#RGB354



#3

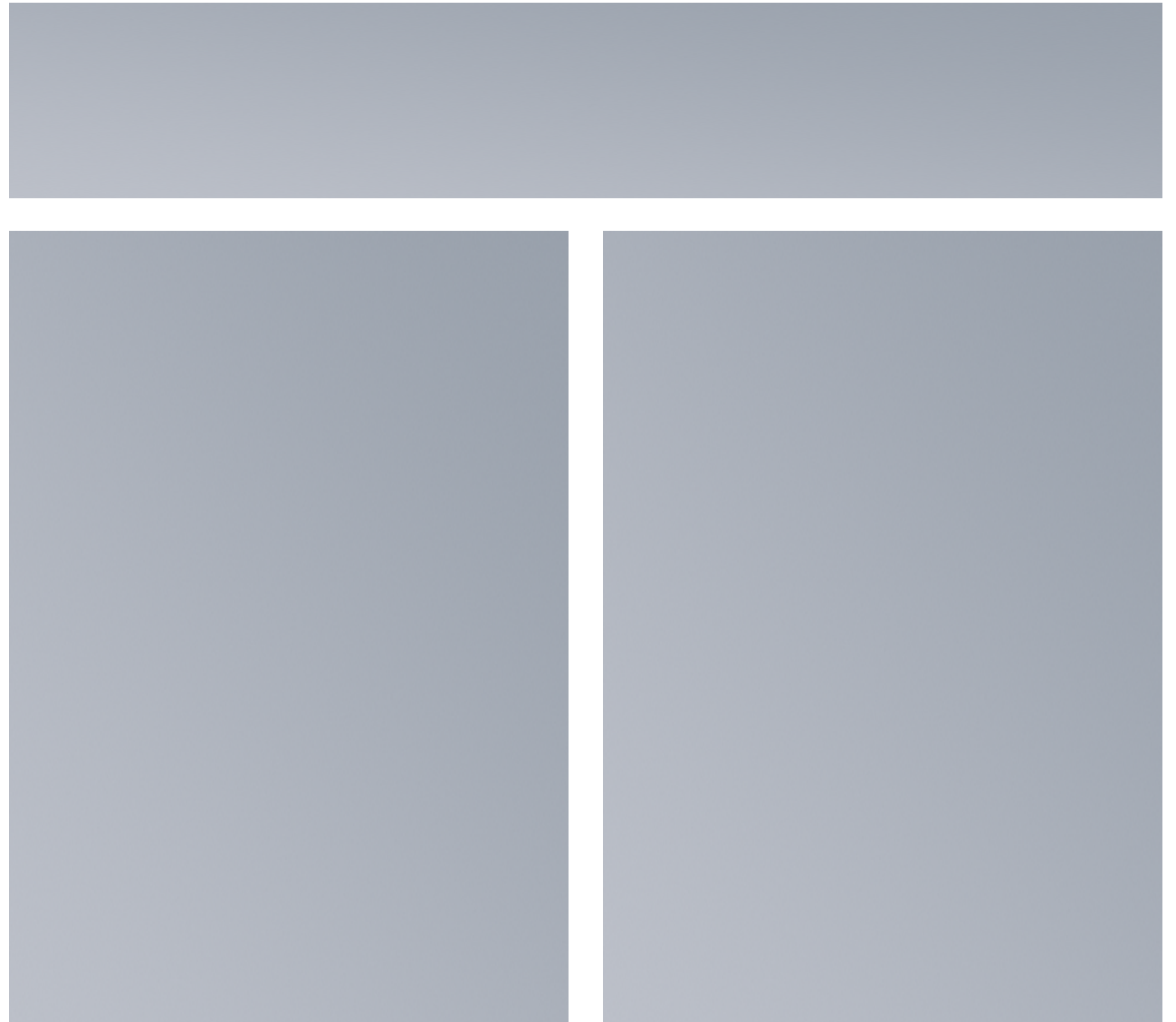
Mockups

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Layout Composition

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Media Kit

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Business Card

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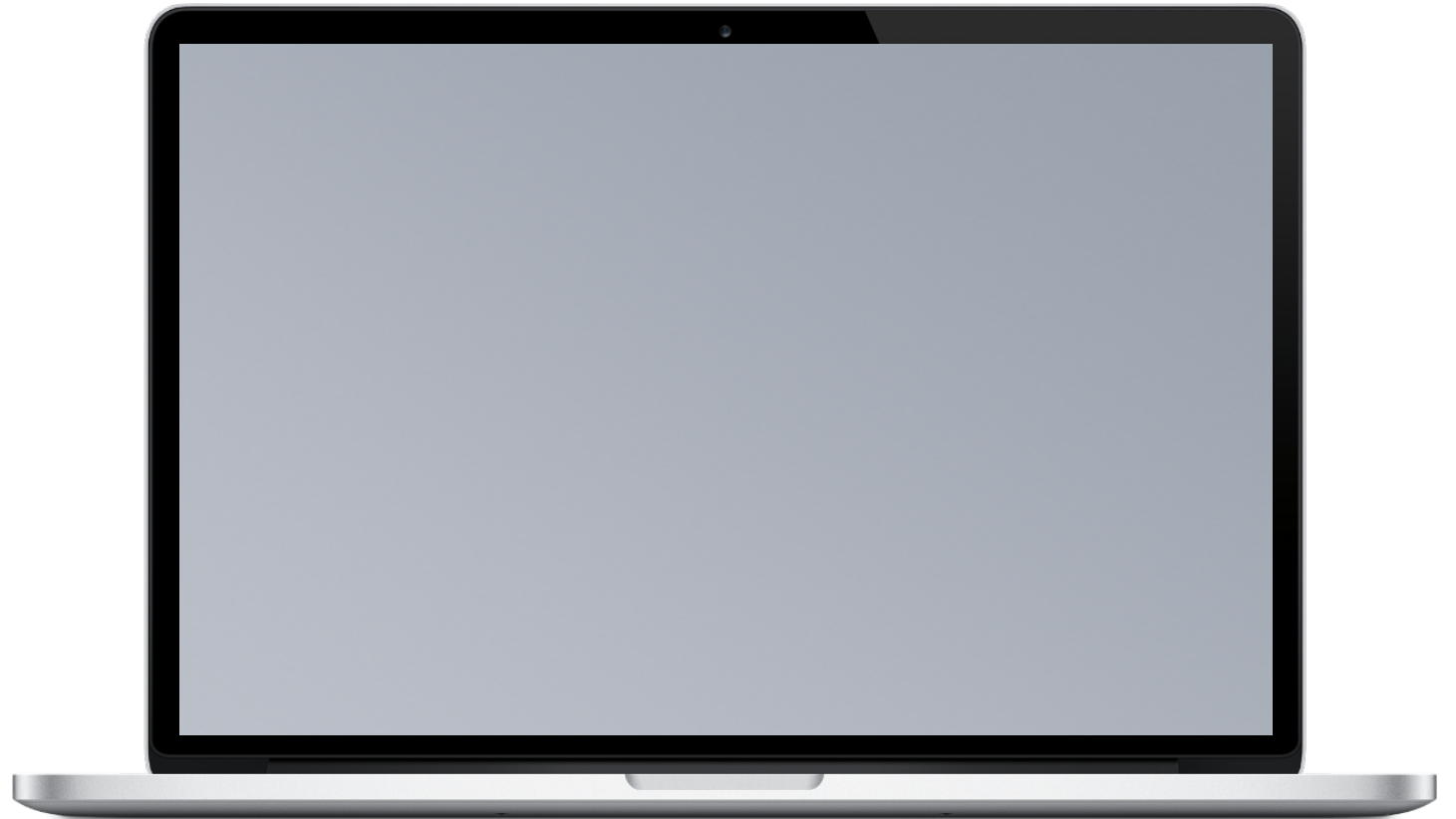


Size :
3.5x4

Material :
Card Paper

Laptop Mockup

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Desktop Mockup

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Mobile Mockup

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