

Cream'wich Branding Guide

1. Create a tone of voice/personality.
2. Be consistent.
3. Be distinctive.
4. Set goals.
5. Choose a consistent color palette.
6. What qualities do you want customers to associate with Cream'wich?
7. Who are you targeting/want to target?
8. What sets Cream'wich apart from other brands?
9. What are the key messages you want to communicate about Cream'wich?

Advantages to Branding:

1. Enhances product recognition. - Brands provide sensory stimuli to enhance customer recognition.
2. Helps build brand loyalty. - Customers who are frequent and enthusiastic purchasers of a particular brand are likely to become "brand loyal".
3. Builds brand equity (Brand's attributes including reputation, symbols, associations, names and value). - Strong brands can lead to financial advantages through the concept of brand equity, in which the brand itself becomes more valuable.
4. The quality of branded product is seen as undoubtedly better.

Brand Equity:

- Begin by building greater awareness.
- Try to deepen the customer connection to Cream'wich socially and psychologically through strategic targeted marketing.
- Aim to achieve positive customer feelings and judgments about Cream'wich.
- Strive to connect with customers at the strongest level of loyalty, inspiring them to become more involved via social media and brand or marketing events.

Brand Standards:

- Create a brand standard that is applied universally for all advertising and marketing materials. Attention to detail and strict adherence to these standards will help to build strong brand equity. Our customers should never hesitate or be confused by any aspect of their experience with Cream'wich.
- To make sure everyone follows the Cream'wich visual identity, publish and promote a company style guide. This should include visual styles that define precisely how your brand will look along with content rules that spell out how the brand will sound and read.
- Complete consistency in our brand presentation is critical. The style guide can be fairly brief or elaborate. Either way, make sure that everyone who communicates to the public uses it.

Brand Voice:

- Cream'wich should have personality and character, and a big part of that is having a voice that is distinctive, authentic, consistent and reflects our brand.
- Our "voice" should reflect our brand. It should have the right tone, whether that is friendly and conversational or more formal and authoritative. It should be an integral part of our brand and promote a stronger bond with customers.
- Our customers should recognize the Cream'wich voice immediately and it should be applied consistently across all communication, such as marketing and advertising platforms. This includes websites, social media, traditional advertising and marketing channels, and even the in-store customer experience at Manhattan Beach Creamery.