

YOUR  
LOGO  
HERE

Does your logo separate you from your competitors? Do your employees connect and believe in your company's mission? Spitfire Communications can help you develop a style and messaging that will work seamlessly in communicating internally, and in turn, help with external marketing. Your brand is your company's identity. It needs to be clear and focused.

Everyone knows a strong brand is critical to successful external marketing but it's equally as critical to have a strong internal brand. It is more than just picking a color, theme or designing a logo. Your internal brand should:

- Support your corporate brand
- Align with (or define) your company culture/values
- Have leadership buy-in that role-models/reinforces it
- Include assets for use across all channels
- Create excitement with a well-executed launch
- Encourage ongoing adoption by celebrating actions that depict its values
- Begin at the new-hire phase for early adoption



## DID YOU KNOW?

**Less than 30% of employees have confidence** that their company follows through on internal branding commitments. (Gallup, 2016)

<30%

86%  
of millennials

**86% of millennials** (those between the ages of 22 and 37) **would consider taking a pay cut** to work at a company whose mission and values align with their own. (LinkedIn Workplace Culture Report, 2018)

95%  
have brand  
guidelines

25%  
enforced

While **95%** of organizations **have brand guidelines**, only a quarter of those are consistently enforced. (Lucidpress, 2019)

CONSISTENT AND CLEAR BRAND MESSAGING CAN BUILD A PERSONAL AND EMOTIONAL CONNECTION BETWEEN THE BRAND AND YOUR EMPLOYEES.



IDENTIFY YOUR  
BRAND VALUES  
AND GOALS



KNOW YOUR  
AUDIENCE



CUSTOMIZE  
YOUR MESSAGE



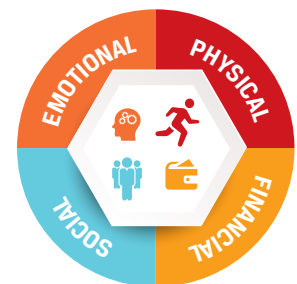
BE  
CONSISTENT



RECOGNIZE AND  
REWARD YOUR BRAND  
AMBASSADORS

## HOW CAN SPITFIRE HELP?

- Concept development
- Culture development/brand values (mission, vision...)
- Logos
- Branding guidelines
- Brand messaging (includes taglines, mastheads, digital slides, etc.)
- Refresh/re-branding
- Strategic planning and communications management to ensure your internal messages are cohesive and representative of your brand across all channels



**Well-Being**  
YOU MATTER



If you'd like to learn more, please contact:

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