



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?



41% of employees strongly agree that they **know what their company stands for** and **what makes it different from competitors.**

(Gallup, 2020)



60% of people choose a workplace that **aligns with their own values and beliefs.**

(Edelman, 2022)



30% of employees **know their company's brand guidelines.** 15% said their organizations did not have any brand guidelines.

(Statista, 2021)



69% of employees say it's extremely/very important that their **employer has a brand they are proud to support.**

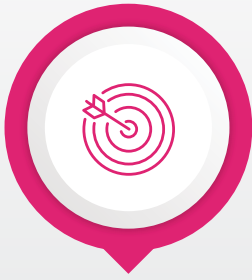
(Statista, 2021)

It takes between **5-7 impressions** to **build brand recognition.**

(Tailor Brands, 2021)



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



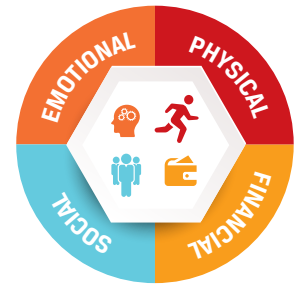
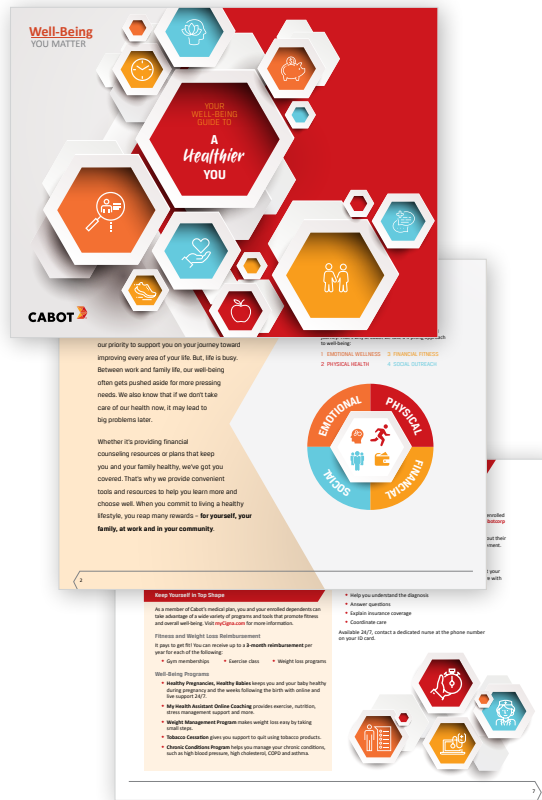
BE CONSISTENT



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

80%

Color improves brand recognition by up to 80%.

(Forbes)



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

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