



A logo and tagline alone won't set you apart—what matters is how your audience feels when they experience your brand. **Visually. Intellectually. Emotionally.**

**I help brands move from forgettable to unforgettable** by building identity, relevance, and emotional connection.



## MY PROMISE TO YOU...

- Our collaboration will **bring clarity** to your brand
- You'll be ready to **amplify your brand** with **confidence and consistency**
- Your team will have **all the support needed to create on-brand materials** with clear **brand standards and messaging**, a comprehensive **brand library** integrated into your existing systems, and **templates** in the apps you use most
- Your organization will receive **concise brand training** to set you up for success

### DO I HAVE ALL THE ANSWERS? NO.

That's why I'll work with your team to understand your needs, your business, your culture, and your customers. This helps inform the research, recommendations, and tools that will move your business forward.

### READY TO BUILD A BRAND THAT MEANS SOMETHING?

Let's move your brand forward with clarity and connection!



Email me at  
[robadamscreative@gmail.com](mailto:robadamscreative@gmail.com)  
 for your free consultation.



## ABOUT ME

- **Award-winning Creative Brand Champion** driving change through **brand elevation, creative vision, and strategic leadership**
- Strategic leader with success in **motivating and managing teams**
- **Thought leader** with expertise in agency and in-house settings
- Expert at helping cross-functional teams **build meaningful brand experiences**



## WE'RE A GOOD FIT IF YOU'RE A

- **Sole proprietor** needing a personal brand
- **Nonprofit** or mission-driven organization
- **Small or midsize company** on a tighter budget
- Larger organization in need of **supplemental support**

## Services to Fit Your Needs

### END-TO-END FRACTIONAL BRAND LEADERSHIP



#### 1. Discovery

I work with your team to understand needs, budget, culture, and customers.



#### 2. Foundational Research

External analysis for competitive landscape, market opportunities, and customer personas.



#### 3. Brand Strategy

Recommendations for brand pillars, archetype, promise, and architecture based on steps 1 and 2.



#### 4. Concept Testing

Focus group testing of three creative concepts for messaging and visual identity.



#### 5. Brand Activation

Approved creative concept brought to life: visual identity, messaging matrix, brand library integration, brand standards, templates, team training, and digital/print/social/web guidance.

### ADDITIONAL SERVICES

I also offer creative and brand execution support: trademark protection, product naming, marketing materials, operations review to align all brand experiences to your brand promise, and ongoing brand oversight.

### A LA CARTE SERVICES TO MEET YOU WHERE YOU ARE

Already have a logo, research, or competitive analysis? Let's build on what you have to refresh and clarify your brand.

## BRAND = PERCEPTIONS+EXPERIENCES

If your brand is just a logo, you missed the point.

If it only shows up in marketing,  
you missed the moment.

If it's not alive in every touch point,  
you'll miss your customers.

Branding isn't what *you say*—it's what *they feel*.

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### PARTIAL AWARDS LIST

#### Brand Awards

- International Stevie Award for Brand Renovation
- IABC Gold Quill Award
- GDUSA: Digital Design Awards

#### Creative Awards

- Creativity 27 Award
- Hermes International Creative Awards
- American Graphic Design Awards

#### Leadership Awards

- ETS Dale Carnegie Leadership Innovation Award
- Ortho Leadership Award for Global Brand Consistency
- Saga Education Gemmie Mindset Master Award



### HELPFUL LINKS

- [Testimonials](#)
- [Case Studies](#)



### CONTACT ME FOR YOUR FREE CONSULTATION

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