

2

SMALL BUSINESS
**MARKETING
SERIES**



*Brought to you
by Crowley Main Street*

STRENGTHENING YOUR POSITIONING & BRANDING

SMALL BUSINESS
**MARKETING
SERIES**



Brought to you
by *Crowley Main Street*

WELCOME & FRAMING SESSION



TODAY'S AGENDA

5:00 – 5:10	Welcome & Framing Session
5:10 – 5:40	Positioning
5:40 – 6:00	Brand Personality & Voice
6:00 – 6:15	BREAK
6:15 – 6:30	Visual Identity
6:30 – 6:50	Messaging, Brand Experience & Touchpoints
6:50 – 7:00	Action Planning & Wrap Up

THE FACILITATOR

CHERIE HEBERT

Co-founder of BBR Creative

With 30 years of marketing and advertising experience, Cherie Hebert has helped more than 750 businesses grow their brands since co-founding BBR Creative in 1997.



BBR



TODAY'S OBJECTIVES

By the end of this session, you will:

- Clarify who your brand is for
- Define what makes your business different
- Identify your brand voice and visual direction
- Leave with clear next steps you can implement immediately

SMALL BUSINESS
**MARKETING
SERIES**



*Brought to you
by Crowley Main Street*

WELCOME & FRAMING SESSION

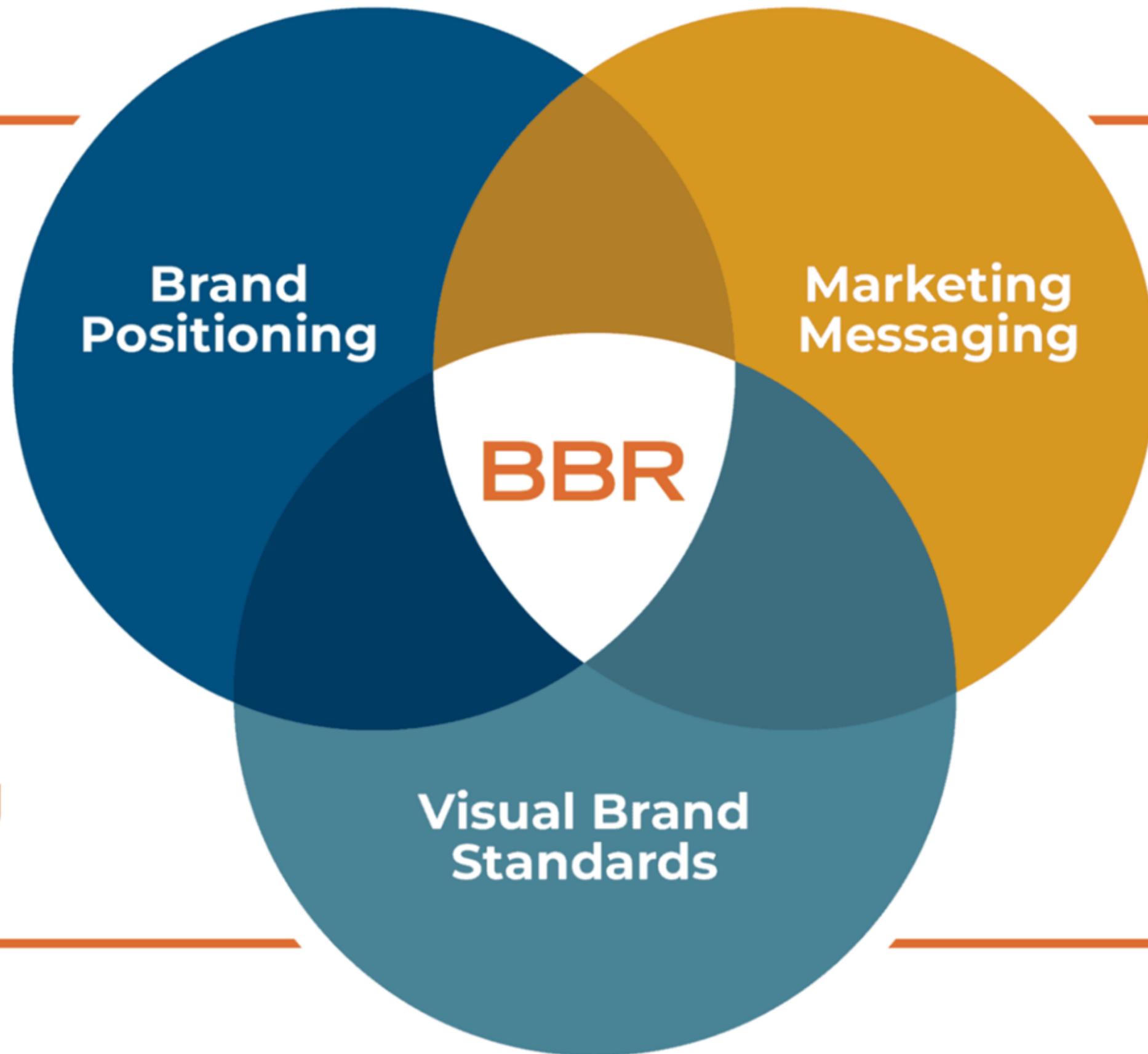
**Brand
Positioning**

**Marketing
Messaging**

BBR

**Visual Brand
Standards**

**BBR's
Branding
Trinity**



Elements of a Brand Platform

A **brand platform** is the foundation that states who you are and why you exist.

1. Purpose
2. Vision
3. Mission
4. Target Audience
5. Positioning Statement
6. Value Proposition
7. Brand Values
8. Brand Personality
9. Brand Voice & Tone
10. Key Messages / Proof Points

Elements of a Brand Guidelines

A **brand guidelines document** (sometimes called a brand standards or brand book) explains how your brand should look, sound, and behave so it stays consistent everywhere it appears.

1. Brand Foundation
2. Brand Personality & Voice
3. Logo System
4. Color Palette
5. Typography
6. Imagery & Style
7. Layout & Design System
8. Brand Applications
9. Digital & Social Media Guidelines
10. Governance & Usage Rights

LogoJET

Brand Platform



LOGOJET
EMPOWERING CUSTOMIZATION

Brand Platform & Messaging Guide

BRAND POSITIONING

VISION

Describes the desired future position of the company.

Our vision is to be the #1 UV printing solution. We aim to fully equip the customer so they can hit the ground running. Beyond manufacturing and selling printers, we want to be the top resource for a fully comprehensive solution that includes training, tech support and efficient workflow solutions.

MISSION

Defines the company's business, its objectives and its approach to reach those objectives.

At LogoJET, we are a direct-to-object UV printer manufacturer that goes the extra mile to build lasting relationships with our customers. We work hand-in-hand with each client to tailor creative in-house printing solutions backed by reliable support. Our goal is to empower each customer to create unique products that stand out in the market and maximize their profits.

BRAND MESSAGING

Brand Persona

Sets the Tone/Voice



An intuitive tech guy with an outgoing personality. Business-minded and imaginative, he thrives at developing creative solutions to address difficult problems for his customers. Above all, he is a skilled communicator who can simplify complex concepts and help others easily understand.

Masculine & Casual
The brand communicates in a direct and relaxed manner while not becoming stuffy, aggressive or uptight.

Approachable
The brand welcomes others warmly using language and visuals that are easy to understand and non-intimidating.

Business Savvy
The brand has an intimate understanding of how businesses work and is comfortable creating highly tailored printing solutions for any type of company or working environment.

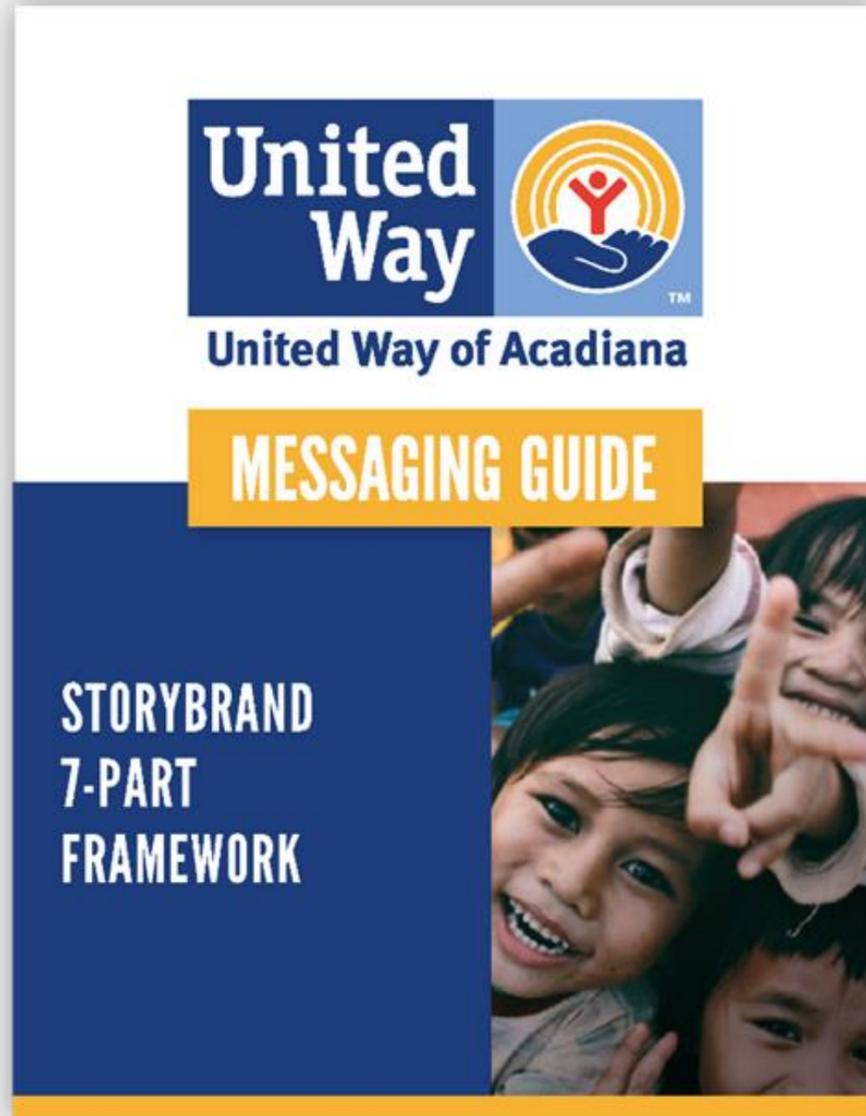
Hard Working
The brand emphasizes a dedicated working environment where all team members strive to go the extra mile for each client in setup, service and support.

Reliable
The brand offers durable products and ongoing support that clients can depend on for effective solutions to keep their printing work on schedule and running smoothly.

Creative
The brand is innovative at heart and capable of crafting out-of-the-box solutions to take each client's custom printing capabilities to the next level.

United Way

Brand Messaging



United Way ™
United Way of Acadiana

MESSAGING GUIDE

STORYBRAND 7-PART FRAMEWORK



STORYBRAND 7-PART FRAMEWORK

YOUR HERO(ES)

CLIENT:
30-40 years old, single parent, employed (1 or more jobs), low income, ALICE

CLIENT WANTS:

- To become self-sufficient in life and break the poverty cycle.
- To understand the aid and programs available to them.
- To know who they can rely on for help.
- To find real solutions to their root issues.

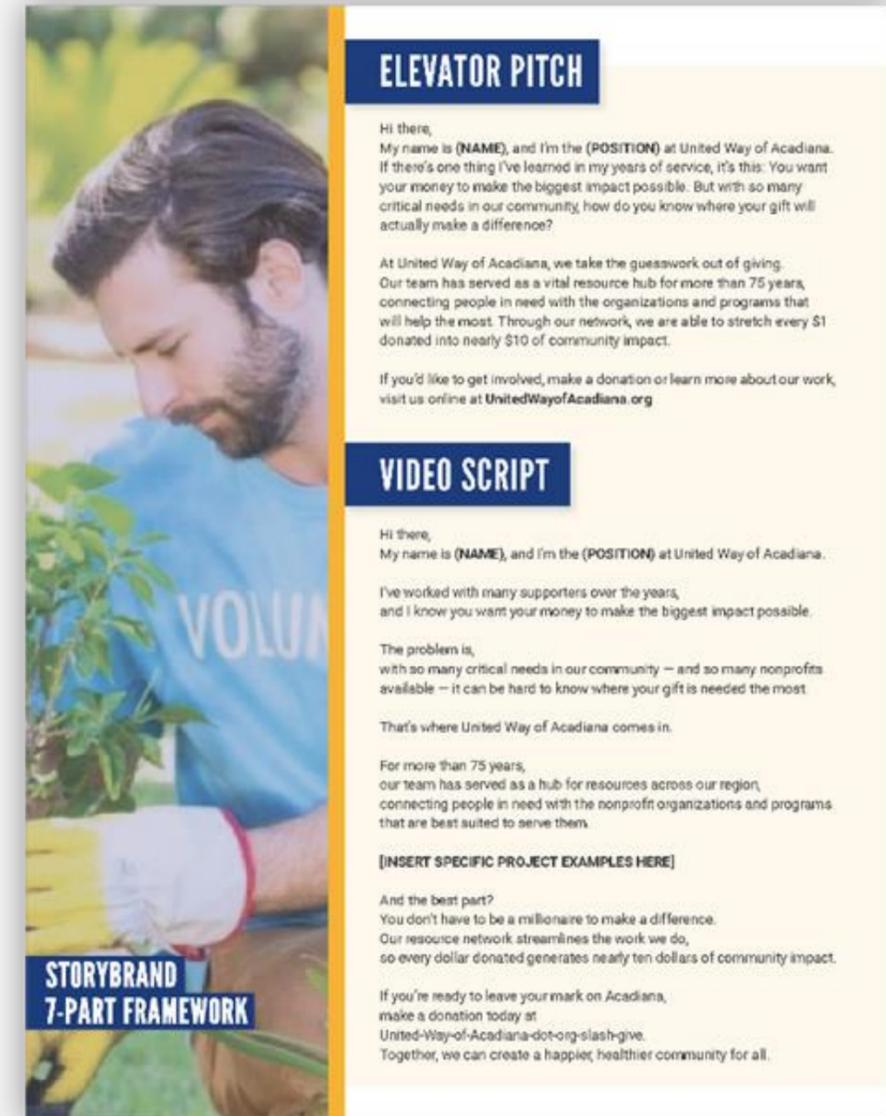
CLIENT TRANSFORMATION:
From insecure, isolated and struggling to secure, supported and empowered.

DONOR:
21-40 years old, employed and community-oriented

DONOR WANTS:

- To move the needle on progress.
- To make an impact in their community.
- To give back because they've benefited from programs, too.
- To get involved, but unsure where or how.

DONOR TRANSFORMATION:
From unaware, purposeless and unengaged to enlightened, engaged and connected.



ELEVATOR PITCH

Hi there,
My name is **(NAME)**, and I'm the **(POSITION)** at United Way of Acadiana. If there's one thing I've learned in my years of service, it's this: You want your money to make the biggest impact possible. But with so many critical needs in our community, how do you know where your gift will actually make a difference?

At United Way of Acadiana, we take the guesswork out of giving. Our team has served as a vital resource hub for more than 75 years, connecting people in need with the organizations and programs that will help the most. Through our network, we are able to stretch every \$1 donated into nearly \$10 of community impact.

If you'd like to get involved, make a donation or learn more about our work, visit us online at UnitedWayofAcadiana.org

VIDEO SCRIPT

Hi there,
My name is **(NAME)**, and I'm the **(POSITION)** at United Way of Acadiana.

I've worked with many supporters over the years, and I know you want your money to make the biggest impact possible.

The problem is, with so many critical needs in our community — and so many nonprofits available — it can be hard to know where your gift is needed the most.

That's where United Way of Acadiana comes in.

For more than 75 years, our team has served as a hub for resources across our region, connecting people in need with the nonprofit organizations and programs that are best suited to serve them.

[INSERT SPECIFIC PROJECT EXAMPLES HERE]

And the best part?
You don't have to be a millionaire to make a difference. Our resource network streamlines the work we do, so every dollar donated generates nearly ten dollars of community impact.

If you're ready to leave your mark on Acadiana, make a donation today at United-Way-of-Acadiana-dot-org-slash-give. Together, we can create a happier, healthier community for all.

STORYBRAND 7-PART FRAMEWORK

BBR Creative

Brand Guidelines

BRAND USAGE GUIDELINES

Logo Usage

The files should always be used without alteration. Below illustrates the correct usage, as well as some examples of incorrect usage applied to all versions of the logo. These guidelines should be applied to every version.



CORRECT



INCORRECT: Altering Proportions



INCORRECT: Altering Colors



INCORRECT: Adding Graphic Elements



INCORRECT: Altering Logo Fonts

INCORRECT: Missing Elements

21

BRAND USAGE GUIDELINES

Color Palette

Primary



Secondary



Tertiary



Orange Gradient



Blue Gradient



Color Variants



Color Formulas

C 15, M 78, Y 97, K 3 | R 204, G 89, B 45 | HEX CB592B | PANTONE 159 C
 C 100, M 88, Y 24, K 9 | R 3, G 56, B 125 | HEX 03387D | PANTONE 287 C
 C 74, M 39, Y 33, K 4 | R 74, G 128, B 148 | HEX 4A8094 | PANTONE 5483 C
 C 16, M 42, Y 100, K 1 | R 215, G 152, B 33 | HEX D79821 | PANTONE 124 C
 C 20, M 93, Y 98, K 10 | R 185, G 49, B 39 | HEX B93127 | PANTONE 7620 C
 C 56, M 31, Y 87, K 11 | R 119, G 136, B 72 | HEX 778B48 | PANTONE 7490 C

22



REFRAMING “BRANDING”

Core message to establish early:

Your brand is not what you say—it’s what people understand and remember about you.

Branding is not just a logo.

- It’s how people perceive you
- It’s shaped by every interaction
- It’s built through consistency over time



QUICK REFLECTION EXERCISE

Prompt:

“If a customer described your business to a friend, what would they say?”

- One sentence
- No jargon
- Write it down

SMALL BUSINESS
**MARKETING
SERIES**



Brought to you
by *Crowley Main Street*

POSITIONING



Volvo — “Safety First”

Positioning: The safest cars on the road

How it’s expressed:

- Decades-long focus on safety innovation (seat belts, crash protection, driver-assist tech)
- Advertising centered on protecting families, not performance or luxury
- Consistent messaging across markets and generations

Why it works:

Volvo owns a *single, highly relevant attribute* in the customer’s mind. When people think “safe car,” they think Volvo—clear, defensible, and emotionally resonant.

Nike — “For Every Athlete”



Positioning: High-performance sportswear for anyone who wants to push their limits

How it's expressed:

- “If you have a body, you are an athlete”
- Storytelling around perseverance, grit, and personal achievement
- Broad appeal without losing authenticity with elite athletes

Why it works:

Nike positions around *identity and mindset*, not product features. This creates emotional loyalty and allows the brand to span multiple sports, price points, and generations.

The logo for Trader Joe's, featuring the words "TRADER JOE'S" in a bold, red, serif font.

Trader Joe's — “Unexpected Quality at a Great Value”

Positioning: A fun, curated grocery experience with high-quality, affordable products

How it's expressed:

- Limited SKUs with private-label products
- Playful tone of voice and in-store experience
- Strong emphasis on discovery and uniqueness

Why it works:

Trader Joe's competes on *difference*, not scale. It doesn't try to be everything to everyone—its focused positioning makes the brand distinctive and hard to copy.



DEFINING YOUR TARGET AUDIENCE

Who are you REALLY for?

- Not everyone
- Your best, most profitable, most loyal customers

Define:

- Who benefits the **most** from what you do?
- Who is easiest to serve well?
- Who values your differentiators?

Exercise:

“My best customer is someone who _____ and values _____.”



THE PROBLEM YOU SOLVE

Positioning starts with the customer's problem, not the business's services.

Customers don't buy services—they buy solutions.

- Functional problem (what's broken)
- Emotional problem (how it feels)
- Aspirational outcome (what success looks like)

Exercise:

“Our customers come to us because they are tired of _____ and want _____.”



DIFFERENTIATION: STANDING OUT

What makes you unique? Most small businesses skip this or say “great service.” Go beyond cliches.

Avoid generic claims:

- “Great service”
- “High quality”
- “Trusted”

Instead, focus on:

- Specialization
- Unique process
- Local expertise
- Values or approach

Exercise:

“Unlike others, we specifically _____.”



YOUR SIMPLE POSITIONING

Use this formula as a starting point:

*We help **[audience]** solve **[problem]** by **[unique approach]**.*

Draft your positioning statement:

We help _____

solve _____

by _____



IKEA

We help **people create better everyday living spaces** by **offering well-designed, affordable home furnishings.**



Salesforce

We help **businesses build stronger customer relationships** by **unifying data, technology, and insights on one platform.**



Airbnb

We help **travelers feel at home anywhere** by **connecting them with unique, locally hosted places to stay.**

SMALL BUSINESS
**MARKETING
SERIES**



Brought to you
by *Crowley Main Street*

BRAND PERSONALITY & VOICE



BRAND PERSONALITY & VOICE

What Is Brand Voice?

Brand voice is how your brand sounds, not just what it says.

- How you sound
- How you make people feel
- How consistently you show up

Consider: Tone (friendly, expert, bold, calm, playful, etc.)

- Language style (formal vs conversational)
- Emotional presence (supportive, confident, energetic)



BRAND PERSONALITY & VOICE

Exercise:

- Select 3 adjectives that describe how your brand should feel

Choose 3 words that describe how your brand should feel:

1. _____
2. _____
3. _____

Choose 2 words your brand should *not* feel like:

1. _____
2. _____



CHOOSING YOUR BRAND PERSONALITY

When we communicate, our tone should generally be:

Pick 3-5 words that describe how your brand should feel

Examples:

- Friendly
- Confident
- Professional
- Approachable
- Bold
- Knowledgeable
- Sophisticated, Elegant
- Playful, Quirky
- Reliable, Trustworthy

Southern Hospitality

In South Louisiana, no one's a stranger and everyone's a friend and that's exactly how we deliver our coffee every single day — with personalized service that's friendly, welcoming and hospitable.

Traditionally Hip

CC's Community Coffee House bridges generation gaps. No matter your age, we appeal to the taste buds and lifestyles of both young and old — and everyone in between.

Your Neighbor, In the Neighborhood

Around the corner, on campus, down the street, in the neighborhood, CC's Community Coffee Houses make indulging in our delicious coffee convenient.

Community Coffee Representative

CC's Community Coffee House proudly brings an American-made, Louisiana tradition to a coffee house setting. Not only can you purchase prepared coffee, you can also purchase our specialty coffee.

Child of Community Coffee

If you noticed the resemblance, it's because we're related — and darn proud of it! CC's Community Coffee House was born out of a long-standing Louisiana tradition of sharing Community Coffee with friends and family. Now, you can enjoy the same coffee tradition away from home in a relaxed, comfortable setting or on the road.

Local Flavor

CC's Community Coffee House is the essence of Louisiana's culture. Bold, cultured and colorful, we bring our Southern roots to our customers not only through our coffee but also through the coffee house experience with local music and art.

Drive-Thru Convenience

From our convenient drive-thru windows, to our expanded hours, to service within nine seconds of walking through our doors, CC's Community Coffee House has many added perks other than our delicious coffee.

Fresh & Delicious

From muffins to oatmeal to our delicious croissants, CC's serves our fresh brewed coffee with fresh baked pastries, cookies and more.

A Historical Community

For four generations, the Saurage family of Louisiana has owned and operated Community Coffee Company. In 1919, Henry Norman "Cap" Saurage discovered the secret of making this great-tasting coffee in his country store in Dixie, Louisiana, near Baton Rouge. He named his coffee "Community" in honor of his community of friends. In turn, CC's Community Coffee House celebrates its founder's intention by providing a wonderful destination for our community of friends.

Premium Flavor Expert Baristas

Whatever your blend, whatever your flavor or drink of choice, CC's Community Coffee House baristas are experts in brewing the freshest, most flavorful, aromatic coffee in the South.





WHAT YOUR BRAND IS NOT

Clarity comes from contrast.

Exercise:

“Our brand should NOT feel _____.”



TRANSLATING VOICE INTO REAL LANGUAGE

How voice shows up in:

- Website copy
- Social posts
- Emails
- Customer interactions

Exercise:

Original sentence (generic):

“We offer high-quality services to our customers.”

Rewrite this sentence using your brand voice:

SMALL BUSINESS
**MARKETING
SERIES**



Brought to you
by Crowley Main Street

BREAK



SMALL BUSINESS
**MARKETING
SERIES**



Brought to you
by *Crowley Main Street*

VISUAL IDENTITY



VISUAL IDENTITY BASICS

Visuals should:

- Support positioning
- Reinforce personality
- Be consistent

Cover the essentials:

- Color psychology (how colors feel)
- Typography (clean vs expressive)
- Photography style (real, polished, lifestyle, product-driven)

Key point

Consistency matters more than perfection.



VISUAL CONSISTENCY AUDIT

Core Visual Elements:

- Logo usage
- Colors (emotion & mood)
- Fonts (clean vs expressive) across platforms
- Photography style (real, polished, lifestyle, product)

Exercise:

What visual feeling do you want customers to have?

Identify one visual element you can standardize immediately.

SMALL BUSINESS
**MARKETING
SERIES**



Brought to you
by *Crowley Main Street*

MESSAGING



MESSAGING THAT ALIGNS WITH YOUR BRAND

Clear Messaging Builds Trust

Strong brands:

- Say the same thing repeatedly
- Say it clearly
- Say it from the customer's perspective



YOUR CORE BRAND MESSAGES

Every business needs:

- One clear value proposition

- 3 supporting messages

- ---

- ---

- ---

- One customer-centered headline



MESSAGING EXERCISE

Exercise:

Write a homepage headline using this formula:

Helping [audience] achieve [outcome] without [pain point].

Draft your headline:

Helping *__[audience]__*_____

achieve *__[outcome]__*_____

without *_____ [pain point]*_____

SMALL BUSINESS
**MARKETING
SERIES**



Brought to you
by Crowley Main Street

BRAND EXPERIENCE & TOUCHPOINTS



BRAND EXPERIENCE & TOUCHPOINTS

Every Interaction Is a Brand Moment

Brand shows up in:

- Websites
- Social media
- In-store or service experiences
- Follow-up emails
- Reviews



TOUCHPOINT MAPPING EXERCISE

Exercise:

- Name 3 key customer touch points:

- Ask: “What does this experience say about my brand?”

SMALL BUSINESS
**MARKETING
SERIES**



Brought to you
by *Crowley Main Street*

ACTION PLANNING & WRAP UP



ACTION PLANNING & WRAP UP

Making Branding Actionable

In the next 30 days, identify:

- One positioning improvement
- One voice adjustment
- One visual consistency fix
- One messaging update



YOUR 30-DAY BRAND ACTION PLAN

In the next 30 days, I will:

- Improve my positioning by: _____
- Adjust my brand voice by: _____
- Fix one visual consistency issue: _____
- Update one key message or headline: _____

One commitment I am making today:



KEY TAKEAWAYS

- Branding is clarity, not creativity alone
- Positioning comes before visuals
- Consistency builds trust
- Small changes, repeated often, make a strong brand



Q&A + NEXT STEPS

- Questions
- Resources
- How to continue refining your brand

SMALL BUSINESS
**MARKETING
SERIES**



Brought to you
by *Crowley Main Street*

NEXT SESSION



NEXT IN THE SERIES

February 26, 2026

Session 3: Improving Online Presence (Websites, SEO & Google Business Profiles)

Grow your online visibility and connect to more customers with optimizations for your website and Google Business Profile.



SMALL BUSINESS

MARKETING SERIES

2

STRENGTHENING
YOUR POSITIONING
& BRANDING

THANK YOU

Presented by BBR Creative

Cherie Hebert

337-781-9215

chebert@bbrcreative.com

Brought to you by Crowley Main Street

Amber Hargrave

337.783.0824, ext. 1145

ahargrave@crowleymainstreet.org

Hank Capel

337.783.0824, ext. 1145

hcapel@crowleymainstreet.org