

Tmm : The Media
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No Time to Sit on Your Assets

When was the last time you had an honest review?
Ensure your company image is forever fresh and
consistent across channels with a tactical,
step-by-step process to rebranding.

**Have a Coke
and a Smile.**

Who
Are
You?

Why fit in
when **YOU**
were born to
STAND OUT!

—Dr. Seuss

You are not just a logo or product.

(Determining what your brand is not,
is just as important as what it is.)

Accept that your
brand needs to

evolve.

A thick, green, curved line that starts below the word 'evolve.' and sweeps upwards and to the left, ending near the top of the word 'evolve.'.

Brand Evolution

1887-1890s 
 1890-1891 
 1893-1901 
 1903-1931 
 1930-1941 
 1941-1960s 

1960s 
 1969 
 1980s 

2003 
 2007 


 Present

1962 

1968 

1975 

2004 



iPad

iPhone



Brand Evolution

2001



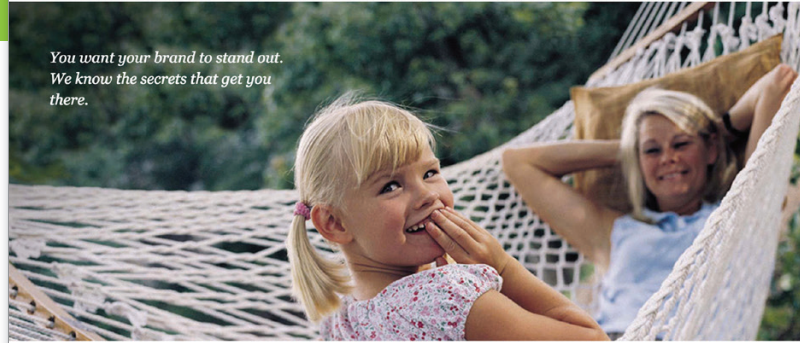
2008



2017



*You want your brand to stand out.
We know the secrets that get you
there.*



we communicate your brand

Your brand is your most valuable asset. The voice and face of your brand sets you apart. At TMM we know how to identify your unique qualities, elevate your particular relevance and then mold it all into a strong selling proposition. The success comes because we know — IT MATTERS what's said, when it's said, how it's said and to whom it's said.



brand strategy



marketing communications



public relations



social media



creative services



consulting services



e-commerce



advertising



event planning

How often should you
review your brand?

Why rebrand?

**A uniform
customer experience
is critical to branding.**

Who is your
customer and
why is it so
important
to know?



What appealed to their
parents or grandparents
won't motivate them
to darken your doorway.

The most dangerous phase
in the language is,
“We’ve always done it this way.”

– Rear Admiral Grace Hopper

#stuckinneutral
#TMMism

Here are some easy tactics to ensure that your new branding will appeal to them:

- Focus groups: online, in store and through marketing agency
- Targeted demographic studies
- Surveys
- Contests

**New competitors
are appearing in
your marketplace.**

Where do I  START ?

“your entire company
should be considered your
branding department”

**Gather all
your assets.**

All of them.

Keep It Consistent.

Colors, font choices, layout, graphics,
logo placement. Let the thread of
commonality run unbroken from
print materials to web to trucks to stores.

**Avoid the pitfalls of
“design by committee.”**

(Or worse, a dictator)



**Bring in the
big guns.**

You hire professionals
because they are respected
in their industry,
have experience, expertise
and a proven track record.



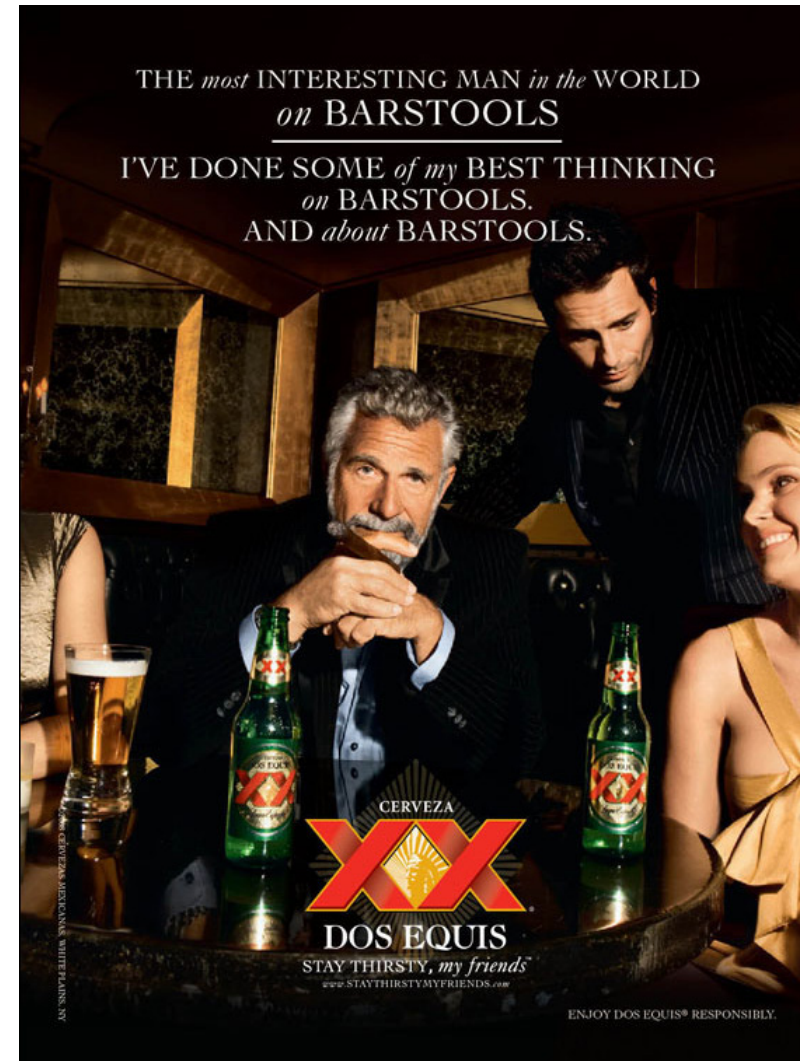
Then you
don't listen to
their advice.

#moneydownthedrain
#TMMism

What can we learn
from others?

**Give your brand
a story.**

The most
interesting
beer in
the world.



Subway heard
a story about
a guy named
Jared Fogel.



**Design with a
mission statement.**



Logos and taglines
and icons...oh my!

ICON → LOGO

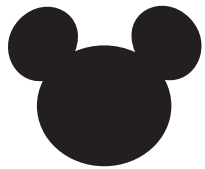


Mercedes-Benz

ICON → LOGO



Volkswagen



Disney



Microsoft





got milk?[®]



Melts in your mouth,
not in your hand.



The Ultimate
Driving Machine

“A Good Place to Sit and Eat”

“Heck, You Don’t Even Need a Fork”

“Mountain Grown, the Richest Kind of Coffee”

“Quality, Value & Style”



Brand Standards

2017

Logo & Icon Usage

COLOR & USAGE

Our logo and icon are the cornerstone of our brand identity. It is our signature and it is paramount to use the logo and icon correctly and consistently across all platforms and medias.

Always use the logo and icon as specified in this guideline. Do not deviate or alter the logo or icon in any way. Always verify that the most current version is in use. Materials with older versions of the logo should be reproduced with the correct artwork to maintain a consistent brand image.

When working with the logo and/or icon, be sure to use the original digital files. The imagery (at right) displays the correct logo and icon artwork.



Pantone 376



Pantone 709



Pantone Cool Grey 6

Main TMM Logo #1
BTM Pantone 376



Main TMM Logo #2
BTM Pantone 709



TMM Icon #1A
BTM Pantone 376



www.tmm.agency

TMM Icon #1B
BTM Pantone 709



www.tmm.agency

TMM Icon #1C
Black/Grey



www.tmm.agency

TMM Icon #2A
(for use in social media)
BTM Pantone 376



TMM Icon #2B
(for use in social media)
BTM Pantone 709



TMM Icon #2C
(for use in social media)
Black/Grey



TMM Icon #3A
BTM Pantone 376



TMM Icon #3B
BTM Pantone 709



TMM Icon #3C
Black/Grey



**What function is the
Brand Standards and
who need a copy?**

The key to success?

Consistency,
Consistency,
Consistency.

- #1 Gather
- #2 Review
- #3 Assess
- #4 Prioritize
- #5 Get Help
- #6 Refresh
- #7 Manage

Rebranding is somewhere in your future.

Make sure you make the right rebranding
decision for your company.

Successful branding:

Just do it!

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