



FAQ's ... Frequently Asked Questions

What makes Outstanding MARX services different and unique? If you miss the human touch and personal accountability in today's business world; you'll find working with us a relief. We understand that no matter what your field of expertise, learning and implementing your own logo design and branding concepts can be intimidating and time consuming. Even with the help of a complete network of online graphic designers and printers, it's probably not the highest and best use of your time and unique skills. All of our services as are performed one-on-one and are highly personalized experiences. And although we often share branding *concepts* from past projects, our custom logo designs are created based on your specific needs and wants. They are not "cookie cutter" designs you choose from a catalog or on the internet and share with everyone else who likes the same design. Also different from other design companies, our services offer the education and tools necessary for you and your team to maximize the potential of your new logo design, branding and marketing plan. Finally, we have developed exciting ways to unite your team and your marketplace behind your new brand! **We believe that education and empowerment in "walking the talk" are vital keys to your future successes when building healthy brand equity.**

What is a Brand? Behind every great brand is a great idea or story. The more inspiring the idea or story is, the more vivid, intense and profound the commitment and endurance of the brand will be. **A great brand is the collection of concrete images and ideas that precisely pin-point the promise of your business (product or service).** It conveys your business' uniqueness clearly, concisely and gets reinforced every time people come in contact with any facet of you or your business. If you sell a service or run a service business, you absolutely need to develop and manage a strong, positive brand image. Two main reasons for this are because: 1) People buy your service based entirely on their belief in your brand promise (people need to have faith in you, your ability, and your reputation before they decide to commit their business to you), and 2) Before signing on the dotted line to purchase a service, customers need to believe that their expectations will be met (if they know nothing about you or lack confidence in the quality of your service, they will take their business elsewhere.)

What is Branding and how does it differ from Marketing? Branding is the process of building a positive collection of perceptions in your customer's mind about you and your business, services and products. The essential tool in successful branding is *consistency* along with an authentic and compelling true story that is systematically told in conjunction with the brand. **Marketing is the act of taking a specific product or service offering out to as many people as possible in a way that elicits their attention and makes them eager to do business with you.** Marketing is vital to building a successful brand and vice versa. Effective branding and marketing are essential to building a successful business in today's market.

What is Brand Equity? Brand Equity measures the total value of the brand as an asset to the brand owner based on its qualities, reputation and recognition as well as the commitment and demand it generates. A valuable brand results in customer relationships that secure future earnings by developing brand passion and loyalty. From the perspective of brand owners, branded businesses and their products and services also command higher prices for similar goods and services, as well as the overall value of the business when it is sold.

What is Brand Identity? Brand Identity refers to the marks that visually present your brand, usually in the form of a logo, symbol, or a unique typestyle (font).

What is a Tagline? Taglines (or, slogans) are those wonderful little (3 to 5 words) that along with your logo image, name and colors, complete your brand's story. It is used on all of your marketing and promotional pieces. Examples: "Just Do It!" And "Even a Caveman Can Do It"

What is a Marketing Statement? Your Marketing Statement is 4 to 6 lines describing your promise to your market. It is repeated, along with your logo and tagline, in all promotional materials.

What is an Internal Launch? Before you even consider introducing your new brand to customers, your Internal Launch is used explain your new brand identity to all who have or feel that they have a stake in your business, including managers, employees, key business partners, major customers and referral sources. Be prepared to answer questions like "Why are we spending money on this?" and "How will this strengthen our business?" It is also critical that your immediate team is provided with a complete set of verbal tools to help them present your brand position and story to prospects and customers with conviction.

What is an External Launch? Your External Launch occurs when you unveil your name, logo, and tagline, and when you begin to tell your market the story of how your brand reflects what you stand for. This step carries the announcement of your new brand into your marketplace.

Is Color important? Of all the forms of non-verbal communication, color is the most instantaneous method of conveying messages and meanings. Often called the "silent salesperson", color must immediately attract the consumer's eye, convey the message of what the product is about, create a brand identity and help to make the sale. We can help you choose colors that match your mission and the message you wish to convey.

How long will it take for me to get a logo and start branding? Of all the questions we are asked, this one is the most difficult to answer prior to interviewing you to determine your specific wants, needs and challenges. **It could take as little as 6 weeks and as long as it takes to make it right for you!** (Because we guarantee that we will work with you until you have the designs you want and we are dependant upon you to give us feedback, it can take longer when your busy schedule requires you to concentrate on other business decisions.) Our commitment to you is to treat you as the valued client you are and expedite your project every step of the way in an effort to meet your deadlines and commitments.

Gulp! How much does it cost??? Brand identity development and design fees run the gamut depending on whether you are building a brand that will face only local competition in a small geographic region or one that aims globally. Regardless of how far you want to reach with your influence, take heed of this **WARNING!** As you reach for your calculator to begin adding up the costs of logo design and branding services, you'll probably have the temptation to mark through certain services you think you and your employees can handle on your own without outside help and costs. Businesses that start with do-it-yourself (or online, "stock") logos and presentation materials most often achieve false savings. They economize on the front end, but they also cost themselves the benefit of a strong, competitive, and professional first impression. Thinking that branding is all about choosing a catchy name and a witty logo design, they often lack a clear and compelling brand identity and story. This oversight sets them up to skip over two of the most important branding rules--- the Internal and External Launch phases that are required to build the solid foundation for the new brand. We can help you to launch your brand from the inside out, bringing every aspect of your business into alignment with your brand promise, personality and character. So...**If your goal is to build a brand that you can grow, leverage and even sell in the future; invest the money required to get off to a good start. By the time you amortize your start-up expenses, the cost will be minimal in comparison to the value received.**