

# Brand Strategy Deck

## Introduction

Moye Design's brand is **bold and curious**. We are eager to grow, create, and constantly evolve everything about our brand, business, and our offer to clients.

Our greatest values are **our clients and our team**, so everything Moye does revolves around them.

*This is the way we exist and communicate in this world.*

## Brand Strategy

### What do our clients want and need?

They want **to stand out and differentiate themselves** from the competition in the minds of their audience and turn their ideas into successful products and services.

They are **looking for reliable service** and need to be sure that they will have an expert team to guide them through the process and deliver the best results.

### How do we achieve this?

We provide a **holistic approach, exceptional service, and deep understanding**. When working on a project, we start from the basics. We aim to understand every aspect and requirement to the smallest detail and translate it into a strong brand and exceptional design. We are devoted to every project as if it were our own.

**Our goal is to strategically build strong, successful brands together with our clients.** Our knowledge and experience give us the ability to go beyond just good design. We guide our clients through the process of building an authentic identity and full experience of their ideas.

## Brand Essence

### Dare to stand out

### Future brand (internal)

We will **single-handedly position the design industry of Eastern Europe at the center of the world map of design**. We won't just be the best, we will lead the best. We'll be at the front of the pack in innovation, expertise, best practices, and top-quality service.

## Commitment (internal)

Our mission is **to get in the position to pick and choose clients, collaborators, and projects that inspire and challenge us**. The ultimate quality of service that we offer and the constant improvement of our expertise are what will get us to our goal.

## Future brand (external)

**Strategically design brands that will thrive.**

## Commitment (external)

**We believe everything around us is beautiful, we bring out its uniqueness.\*\*\***

## Our Philosophy

- 1. Respect the trade** - learn, work hard, experiment, excel.
- 2. Collaborate** - everyone has a seat at the table, everyone has something to give, junior or senior.
- 3. Solve problems** - conform your design to the user, never forget to innovate and disrupt.
- 4. Be open** - to different concepts and solutions, to lead and to follow.
- 5. Stay quirky** - listen to your instincts and intuition, respect what's different.

## Brand Archetypes

### Creator

What you can imagine we can create. **What we see is potential, and we make it our mission to turn it into something different.**

We value originality and self-expression and believe that the only limit in what we can do for our clients is our imagination. We encourage our clients to dive deep into the process and substance so we can come out with a unique result.

### Magician

We constantly transform and adapt so we can take our clients on the path of transformation, too. We always work to expand our knowledge and devise solutions no one has thought of.



## Verbal identity

### Tone & Voice

Through our communication, we need to **show our clients that we've got their back**. To them, we speak like **experienced and empathetic guides** who recognize their needs, lead them through the process, and help them take their business to the next level. We're understanding and knowledgeable, never condescending or snarky.

**We put clarity above everything.** We say it like it is without overcomplicating, without industry jargon. We want everyone to get exactly the information they need.

Cheerful	Humorous
Conversational	Informative
Friendly	Passionate
Fun	Smart
Funny	Witty

### Dimensions of our tone-of-voice

<b>Funny</b>	Neutral	Serious
Formal	Neutral	<b>Casual</b>
Respectful	<b>Neutral</b>	Irreverent
<b>Enthusiastic</b>	Neutral	Matter-of-fact

### Writing the company name

#### Moye Design

The full name of our agency is Moye Design, big M, and big D. We use the word Moye always big M, and we often use it as an adjective (after all, it means mine), so we have Moye team, Moye blog, Moye portfolio, etc.

#### Writing guidelines: website, blog, portfolio pages

**\*(This document is a sample of Moye Design's brand strategy, so it shows only a part of our full strategy and identity. As we believe that every brand tells a different story, we customize every brand deck to your specific needs.)**