



BUILD A BRAND IN 5 STEPS

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Craft • Communicate • Captivate

STEP 1: KNOW YOUR AUDIENCE

Your brand starts with them—not you.
Speak to their needs, goals, and motivations
in every message.

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STEP 2: DEFINE YOUR POSITION

Be clear on what makes you different.
Your value should be obvious and meaningful
at a glance.

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STEP 3: USE A CONSISTENT VOICE

Show up the same way, everywhere.
A steady voice builds recognition and trust.

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STEP 4: MAKE DESIGN WORK HARDER

Design isn't just visual—it's strategic.
Let your look support your message,
not distract from it.

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STEP 5: APPLY IT EVERYWHERE

Branding doesn't stop at your website.
From decks to emails to social, consistency
is key.

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BUILD A BRAND THAT WORKS HARDER FOR YOU

We help clean energy orgs turn strategy
into standout identity.

Ready? Let's talk

equinox-creative.com/buildyourbrand

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