


BRANDING *Packages*

Martin Medina • *Creative Studio*



NYCHA / NYC / DOE APPROVED VENDOR • NJ / NYC MBE CERTIFIED



THERE IS
No Question
BRANDING MATTERS
FOR SCHOOLS.

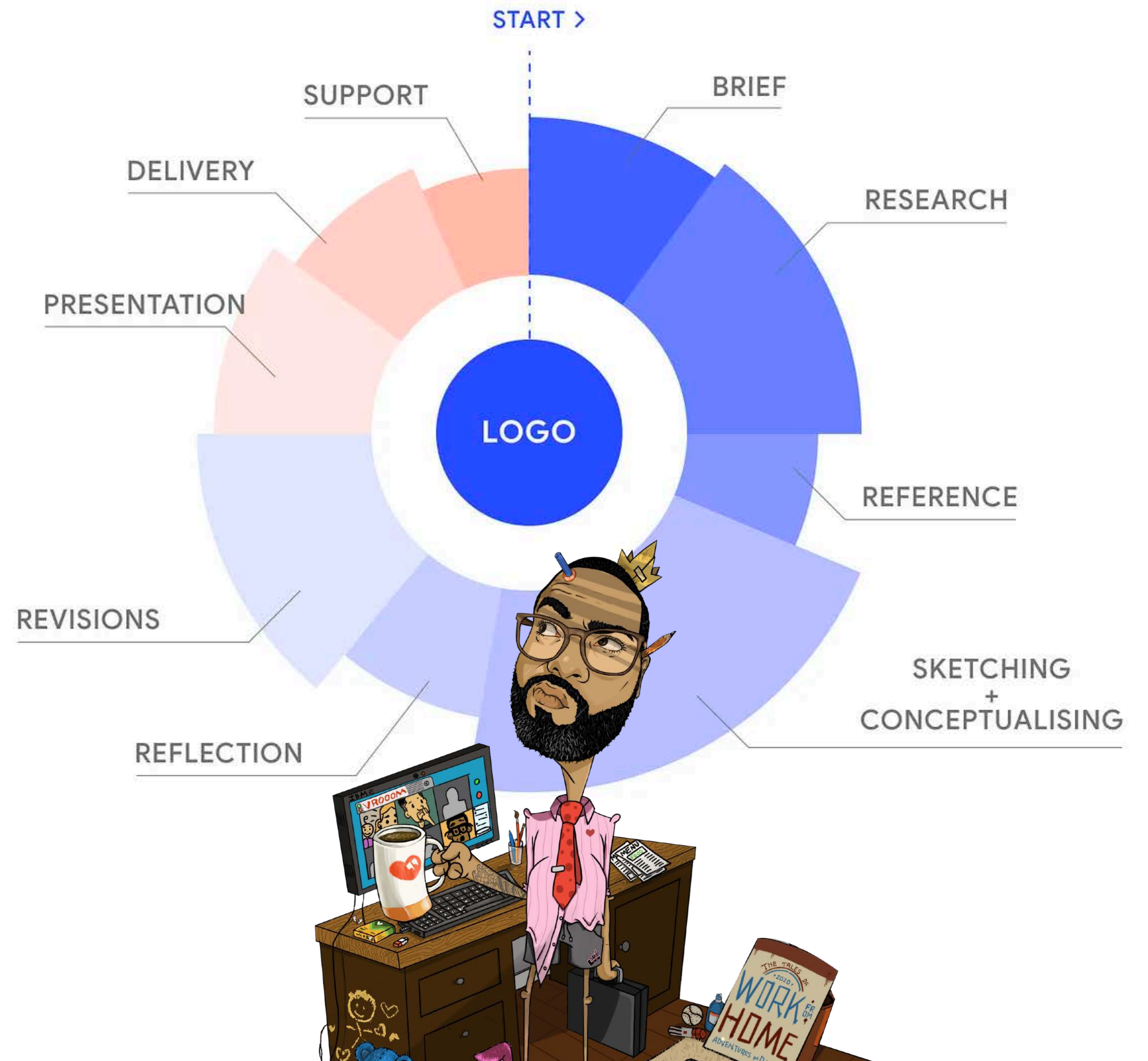
An institution with a great brand will attract more students and committed teachers. People will be motivated to achieve, parents might donate money to support programs and outcomes will be good. This furthers the cycle.

About US

We believe that every school deserves to stand out,

and that's why with ***over 20 years of experience*** working with schools, small businesses, city agencies and global brands we offer a comprehensive range of design services with a caring touch. Our local team of skilled and passionate designers are dedicated to bringing your brand's vision to life, whether it's through Logo identity, social media, printing, or custom creative solutions. With years of experience and a track record of satisfied customers, we are committed to delivering unforgettable design solutions that leave a lasting impression.

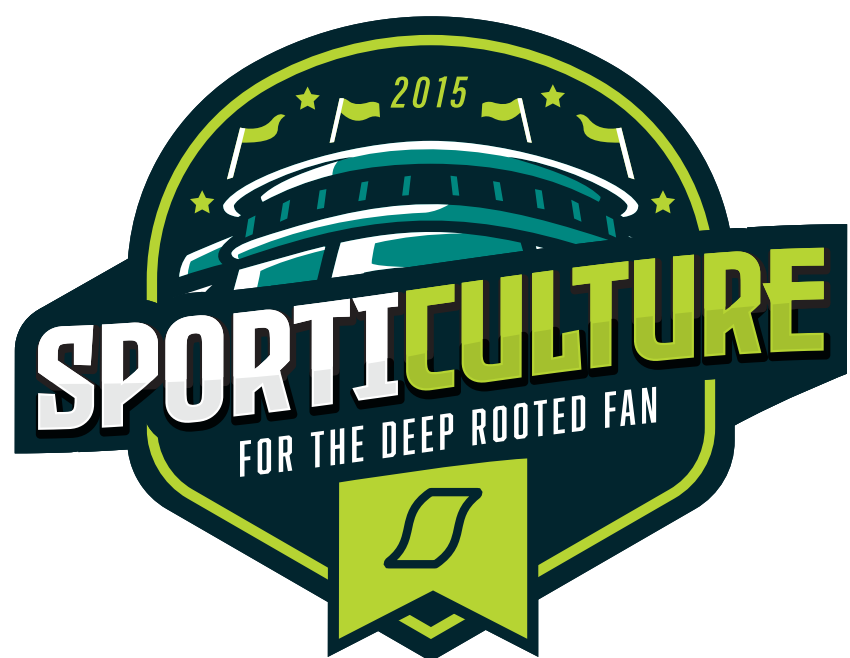
The PROCESS



The WORK



Logos



CLIENTS, COLLABORATORS AND BRANDS WE'VE WORKED WITH



The PACKAGES



PACKAGE A •

- 3 design mock ups
- 3 revisions after design direction is approved
- Style Guide: *Logo, Typography, Colors, Logo Usage guide.*
- Files: AI, jpeg, png, PDF
- Tee shirt layouts

PACKAGE B •

- **PACKAGE A+**
- Tee shirt layouts (Clothing, Uniform mockups)
- Merchandise mockups
- Stationary Template: Letterhead, Business Cards, Flyer Template
- Presentation Template: PPT, google slide, Canva
- 100 Folders with new logo

ADDITIONAL *Services*

- **Print services:**
Flyers, Posters, Banners, Post Cards, Wall/Door Decals, Tee shirts, Sweaters and more, just ask Marty!
- **Merchandise Printing:** *School branding on products*
Pens, mugs, water bottle, USB drives, tote bags and more
- **Website Maintenance and Update Services on pre-existing Websites**
- **Event Planning**
- **Year Book design**
- **Murals: Wall/Door Decals • Hand painted**
- **Online Merch Shop Set Up**
- **Social Media templates**
- **Sports Trading Cards • Game/Flash cards**
- **Sports Uniform Design**
- **CREATIVE DESIGN SOLUTIONS**

Contact Us Today for Your Personalized Package

INFO@ASKFORMARTY.COM

More Work:
WWW.ASKFORMARTY.COM

LET'S
WORK



Some BRANDING STATS

OBERLO **Authenticity**
Is Important for Brands



86%
of consumers say that authenticity is a key factor when deciding what brands they like and support.
(Stackla, 2019)

OBERLO **Consumers**
Buy Based on Trust

81%
of consumers said that they need to be able to trust the brand to buy from them.
(Edelman, 2019)



OBERLO **Importance**
of Brand Consistency



Consistent presentation of a brand has seen to increase revenue by
33%
(Lucidpress, 2019)

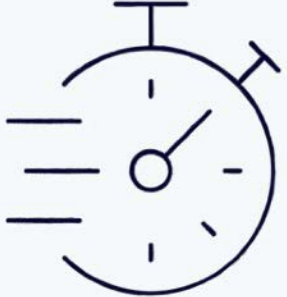
OBERLO **Color Matters**
for Brand Recognition



Using a signature color can increase brand recognition by
80%
(Reboot, 2018)

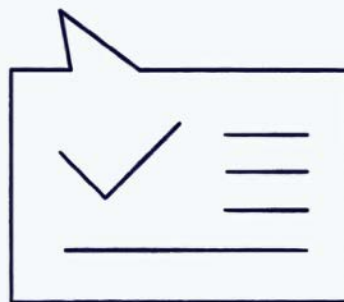
OBERLO **First Impressions**
Matter for Your Brand

It takes about
0.05 SECONDS
for people to form an opinion about your website.
(8ways, 2019)



OBERLO **Your Brand Needs**
to Be Transparent

66%
of consumers think transparency is one of the most attractive qualities in a brand.
(Accenture Strategy, 2018)



OBERLO **Customer Service** Helps Brands
to Stand out From the Crowd

73%
of consumers cite customer experience as an important factor in their purchasing decisions.
(PWC, 2018)




OBERLO **Being Meaningful**
Is Good for Business



77%
of consumers buy from brands who share the same values as they do.
(HavasGroup, 2019)

OBERLO **Content is Crucial**
for Brands

79%
of people say that user generated content highly impacts their purchasing decisions.
(Stackla, 2019)



<https://www.oberlo.com/blog/branding-statistics#:~:text=Summary%3A%20Top%20Branding%20Statistics%20You%20Need%20to%20Know%20in%202020&text=about%20your%20website,-Consistent%20presentation%20of%20a%20brand%20has%20seen%20to%20increase%20revenue,attractive%20qualities%20in%20a%20brand.&text=77%20percent%20of%20consumers%20buy,same%20values%20as%20they%20do>

Articles ON THE IMPORTANCE OF BRANDING, MARKETING AND SCHOOLS

WHY SCHOOL DISTRICTS NEED TO BUILD THEIR BRANDS

<https://www.edweek.org/leadership/why-school-districts-need-to-build-their-brands/2020/05>

REBRANDING A SCHOOL

<https://timcalkins.com/2016/07/rebranding-a-school/#:~:text=There%20is%20no%20question%20branding,This%20further%20the%20cycle.>

BRANDING 101: BEST PRACTICES YOU NEED TO KNOW

<https://kalixmarketing.com/branding-best-practices-need-to-know/>

10 SOCIAL MEDIA STATISTICS YOU NEED TO KNOW IN 2021

<https://www.oberlo.com/blog/social-media-marketing-statistics>

APPLE SLOGANS

<https://slogan.company/business/apple-slogans/>