

# BRAND ALIGNMENT EXPERTS



UNANIMOUS

# We Are UNANIMOUS

**UNITED WE BRAND**

UNANIMOUS is a full-service branding agency based in the heart of the Midwest—Lincoln, Nebraska. We have partnered with clients to develop strong brand alignment through strategic marketing, creative design, engaging websites, and compelling video projects of all sizes and scopes. UNANIMOUS is known for collaborative partnerships and works with a wide variety of clients nationwide. We pride ourselves on rhyme, reason, and results.

## **YOUR BRAND ALIGNMENT CHECKLIST**

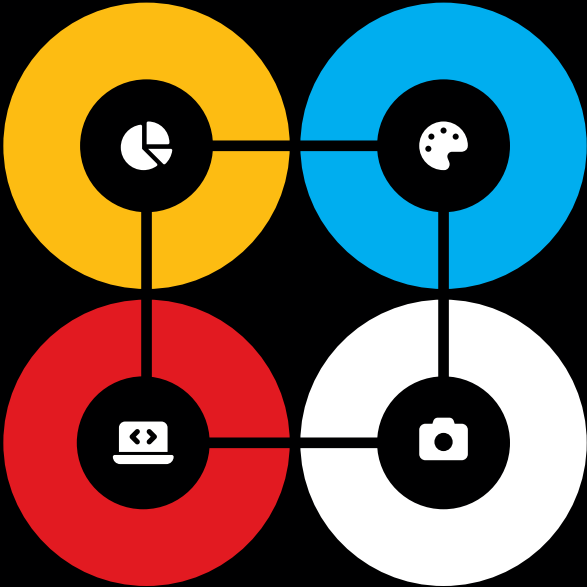
- Your organization's culture attracts and retains like-minded talent.
- Your brand accurately represents the services and expertise you provide.
- Your values are clearly defined, known, and lived out.
- Your internal communications are cohesive and consistent.
- Your external messages are an extension of your mission.
- You tailor your communication to clearly defined audiences.
- Your brand is progressive, competent, and compassionate.
- Your brand inspires pride among your employees.
- Your brand receives positive recognition from those in your community
- You regularly ask for internal and external feedback about experiences.

If any of the items above are left unchecked, your brand may need work.

Contact UNANIMOUS at 402.423.5447 to learn how we can help.

PERSONA ▶ EXPERIENCES ▶ CONSISTENCY ▶ TRUST ▶ ENGAGEMENT ▶ COMMUNITY

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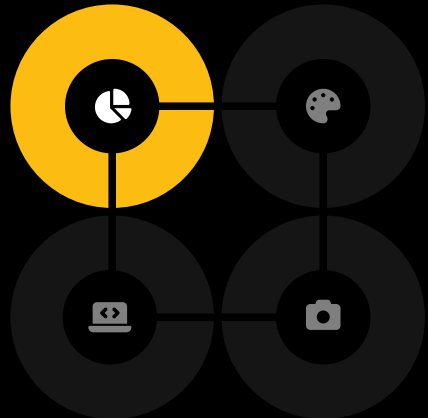
# Marketing & Advertising

## STRATEGY + VERBAL IDENTITY

Connecting with and engaging your audience is the key to success in a competitive marketplace. We work diligently to understand your business, research the market, and make sure you stay top of mind. We will analyze your competition, develop strategies to reach your targets, motivate action, and build brand loyalty.

- ▶ Internal Communications
- ▶ External Messaging
- ▶ Research & Analysis
- ▶ Brand Naming & Renaming
- ▶ Digital & Traditional Advertising
- ▶ Copywriting & Content
- ▶ Social Media Management
- ▶ Public Relations
- ▶ Fully Integrated Campaigns

*Are you regular, relevant, and strategic with your brand communication?*



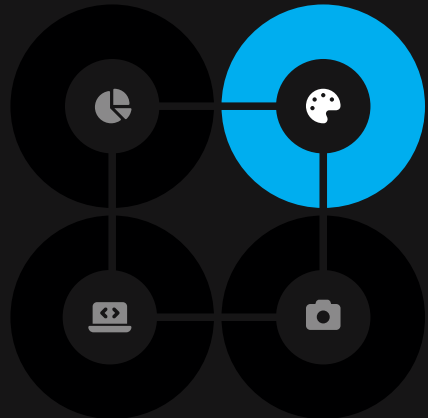
# Creative & Design

## AESTHETICS + VISUAL IDENTITY

Like most things, you get out of it what you put into it—your brand is no different. It's your first impression, and people will make an instant decision about the value of your work based on appearance alone. It's important to be intentional and to ensure your brand appearance genuinely reflects the quality of your organization.

- ▶ Logo & Identity Design
- ▶ Brand Guidelines & Standards
- ▶ Brand Architecture
- ▶ Collateral & Stationery
- ▶ Signage & Outdoor
- ▶ Vehicle Graphics
- ▶ Tradeshow & Exhibits
- ▶ UX/UI/AX Design
- ▶ Promotional Materials

*Does your brand appearance match the quality of your organization?*



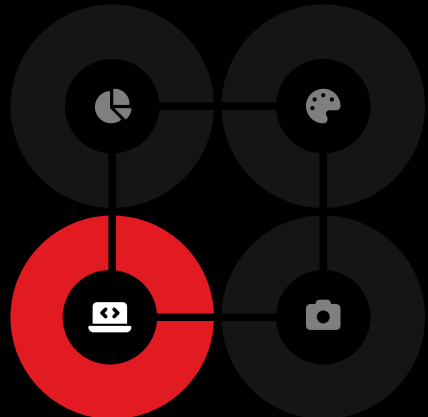
# Website & Interactive

## WEB DESIGN + DEVELOPMENT

Comprehensive website planning, design, and development is the true passion of the UNANIMOUS web team. Our website projects range in size, scope, and complexity. We ensure our websites offer a professional user experience to engage visitors with compelling messaging and intuitive functionality.

- ▶ Custom Web Design
- ▶ In-House Web Development
- ▶ Website Planning & Architecture
- ▶ E-commerce & Online Transactions
- ▶ API & Third-Party Integrations
- ▶ Analytics & Search Console
- ▶ Landing Pages & Micro-sites
- ▶ Hosting & Maintenance
- ▶ Website Support

*Are you consistently tracking metrics, reviewing results, and making adjustments online?*



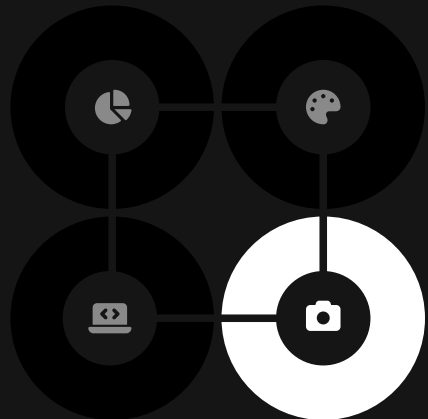
# Video & Photography

## STORYTELLING + IMAGERY

Put your organization in the spotlight, bring your story to life, and activate your brand. UNANIMOUS will guide the entire process from storyboarding, animating, shooting, editing, and distribution. Our experts combine strong imagery with compelling stories to connect and encourage your audience to take action.

- ▶ Pre-Production & Planning
- ▶ Video Shoot Production
- ▶ Post-Production & Editing
- ▶ Project Scripting & Storyboarding
- ▶ Professional Portraits
- ▶ Product Photography
- ▶ Drone Video & Aerial Photography
- ▶ Motion Graphics & Animation
- ▶ Video Distribution & Promotion

*Do you have an efficient and effective way to share your story with your audience?*




*"I'm really proud of the brand we have moving forward. It unifies us and identifies us as a beacon within the communities we serve. UNANIMOUS brought so much to the table during rebrand. We know we have a true partner that gives us flexibility and opportunities to make an impact in our area."*

 **Treg Vyzourek - CEO, Brodstone Healthcare**

*"The U-crew is my go-to external team that helps us move the needle and bring large-scale creative visions to life."*

 **Jess Rustad - Marketing Director, Farmers Mutual of Nebraska**

*"The UNANIMOUS team knocked our enrollment guide out of the park! The entire team was incredible to work with on the project. They came with ideas and a vision that delivered a piece that we are all proud of, excited to use, and that significantly elevated our brand and image. And they did it all with an aggressive timeline that beat our deadline - we received our physical pieces early! UNANIMOUS stayed with the project every step of the way until the finished product was in our hands!"*

 **Kat Kreikemeier - Administrative Director, Admissions, Southeast Community College**



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