

SOCIAL LIGHT

BRAND GUIDE MEETING





OUR VISION

WE'RE NOT JUST ABOUT GROWING YOUR BRAND...

Social Light is a boutique branding & marketing company located in sunny los angeles. Our mission is to provide individual and specialized attention to our clients to successfully broaden their audience and increase engagement.

We work with you to enhance your vision for a bright future and expanded reach. Our work speaks for itself but our distinct, personalized approach is what separates us from the competition.

WE'RE ABOUT CREATING IT!



WHAT IS A BRAND GUIDE?

It's a physical and digital layout of your overall brand!

Whether you're a business, an artist, or an influencer, it's important to establish brand identity and maintain brand consistency...this is where we come in. Your brand is your visual, written, spoken, sung, environmental, authentic representation.

You shouldn't feel like you should conform to a brand - you should discover your brand! This is what our brand guide meeting will help you do.

IT'S THAT SIMPLE!



DURING THE MEETING

Prior to your brand guide meeting, our core Social Light team of 4-5 people will study your overall brand (website, social media, music, products, goals, audience, and etc) to gain an understanding of who you are, what you do and what you need.

During your brand guide meeting, whether in person or via video chat, Social Light will help you discover the fundamentals of your brand and teach you how to maintain brand consistency. We will cover “all things branding,” from visual presentation to communications to overall brand experience.

IT INVOLVES STICKY NOTES!



HOW TO PREPARE

JUST SEND US YOUR LINKS...

Don't worry, we'll do all the work! Just send us any appropriate links that are associated with your work/brand. Our team will review everything you send over so we know a little about you and where to begin.

Our goal is to see what you're already doing right, and where you can build upon. Following the completion of our meeting, we'll set you up so you can move forward in the best way with your brand!

WE'LL STUDY!



AFTER THE MEETING

We'll take photos of the final brand keywords and put those, along with representative images, into a digital brand board and email it all to you. You'll be able to use this brand board for reference when it comes to brand copy, photoshoots, styling, packaging, videos, music, lyrics, and so much more! Our goal is for you to leave our meeting feeling confident and knowledgeable about your next steps and the future of your overall brand.

YOU'RE ON YOUR WAY!