It’s A Journey, Not A Destination

a presentation by Mike Graff
Brand Insurance [ˈbrænd ɪnˈʃʊrənʃ] noun

I. Often attributed to the ability of a company to portray their brand color correctly from situation to situation, substrate to substrate, and promotion to promotion

II. Avoid having senior management yelling at the production team in said company
AGENDA

- Creating a culture of color excellence.
- What’s in it for me?
- What’s in it for your clients?
- How to do it.
1969
hello.
AN EDUCATED CONSUMER IS OUR BEST CUSTOMER