

Making  
**success**  
look  
easy.



Quantum **INSIGHT!**  
Visual Identity Assessment



[quantumidentitygroup.com](http://quantumidentitygroup.com)

# “A good image can be a company’s most powerful marketing tool”

## OVERVIEW

Developing a successful company image can often seem like the preserve of big companies with large marketing budgets. However, an organization of any size can and should enjoy the benefits that a good image brings to a business.

A good image can be a company’s most powerful marketing tool. But all too often the opportunities a good image can create are wasted because the company did not properly manage its visual identity. As a result, the branding strategy has eroded, the integrity of the image has been compromised, and the value of the key marketing

messages are no longer relevant—even the look of the collateral varies widely.

When companies do not actively manage their visual identity, it also sends a mixed, confusing signal to their target market. The unfortunate consequence: Customers are uneasy, mind share is endangered, and revenue is at stake.

### We have just the solution.

**Quantum INSIGHT!™**, a visual identity assessment service, is ideal for business professionals who need an objective valuation of the visual quality of their company’s brand to unify collateral, capture mind share and

increase sales.

## SOLUTION

**Quantum INSIGHT!™** is a visual identity assessment service designed to reinforce your branding efforts with an objective appraisal of your company’s visual identity. Using the latest methods in perceptions management and our unique five-stage Quantum Delivery Approach, we offer clients brand expertise and marketing know-how, resulting in an image assessment worth its investment.

Image is everything. It’s what makes your business unique, distinct, and recognizable. It defines

the character of your company and tells who you are to your customers. The consistency of your image, and the manner in which it’s conveyed, also makes it easier for customers to become familiar with your products and distinguish your company from a sea of competitors. Neglect this aspect of your company and you will unwittingly risk anonymity and isolation.

At Quantum Identity Group, our comprehensive planning approach addresses this critical element by conducting a thorough assessment of your company’s visual identity, highlighting the areas of noncompliance and setting out a methodical and practical approach to deliver improvement.

And unlike traditional consulting methods, we won’t subject you to an endless litany of case studies or complex proprietary formulas on “how we tackle visual identity assessments”. Instead, our approach to developing a candid assessment of your company’s visual identity relies heavily on the active involvement of our clients; including participation in creative discourse, Q&A sessions, and comparison-contrast exercises.

In addition, we ensure that at every stage of the process your assessment accurately represents the ideas discussed and agreed on. The result: A consistent company image. The entire process is highly interactive.

An expertly managed image is a company’s most important asset. No company can expect to gain consumer credibility or distinguish itself from competitors without a consistently reinforced visual identity.

Savvy entrepreneurs everywhere are turning to Quantum Identity Group for a proven way to successfully brand business ventures.

To learn more about **Quantum INSIGHT!™**, call us toll-free at 1-800-823-6243, Monday through Friday, 8 AM to 5 PM (CST), or visit us online at [www.quantumidentitygroup.com](http://www.quantumidentitygroup.com) (All information disclosed will remain in the strictest confidence.)

## MARKETS

**Quantum INSIGHT!™** is specifically designed for business professionals who:

- Need an expert assessment of the condition of their brand portfolio
- Want to improve their internal and external image controls
- Require more accountability for managing their company’s brand
- Need to secure and preserve their brand’s current and future equity

## HIGHLIGHTS

- Improve your overall business image
- Increase sales by improving your customers’ perception of your product or service
- Total cost of service applicable toward the price of a core brand identity system, marketing collateral system, complete media/marketing kit, crisis communications plan, whitepaper lead generation strategy, or company planning, launch and execution service
- Satisfaction guaranteed

## BENEFITS

- Distinguish your company from competitors by creating a perception of credibility and professionalism
- Leave a lasting, positive impression by establishing a consistent visual identity across all brand mediums

## FEATURES

- Final draft delivered electronically as Microsoft® Word or Adobe® PDF file
- Email and phone consultations available during project development phase
- Entire project completed in five business days or less

## DELIVERABLES

- Visual identity assessment with all required sections, including situational review, brand inventory, brand analysis and audit findings
- Appraisal of the overall visual impression of branded collateral
- Measurement of findings against corporate identity guidelines
- Observations that highlight areas of poor quality and noncompliance
- Recommendations for remedial actions

## PRICING

Quantum Identity Group prices each plan according to its unique level of complexity. The cost of the **Quantum INSIGHT!™ Visual Identity Assessment** starts at \$499. Price factors include:

- Intended audience
- Concept complexity
- Depth of market research
- Size of operations