

# PLAYBOOKS

CATALOG OF SERVICES  
2025 / 2026

**RALLY CRY**  
BRANDS

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**CORE BRAND**



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# CORE BRAND

This is a strategic, high-performance system designed to unify your brand story—showcasing differentiators, sharpening purpose, and aligning teams to act with confidence. It's every word and idea needed to connect meaningfully with customers, inspire your team, and drive results that matter. It's your rallying cry to compete fiercely, lead proudly, and build unstoppable momentum across the organization.

## **You might need a Core Brand if...**

- Your brand feels like the industry's best-kept secret
- Marketing costs are high due to inconsistent brand messaging
- Expanding into new markets or product lines is risky and uncertain
- You struggle to stand out in crowded markets because you lack a clear differentiator
- Customers rarely recommend your brand to others
- Departments work in silos without a shared sense of purpose or alignment
- Attracting and retaining top talent is hard because you're not seen as a resume-builder, leaving critical roles vacant or filled with mismatched hires
- Bankers question your company's stability and growth potential
- Your brand's digital presence is scattered, at best, and drives no impacts for you
- Customers switch to competitors all the time with no loyalty to you
- Long-term growth has been unstable
- The lack of clarity on your social impact is a barrier to loyalty for modern consumers
- Brand confusion makes it impossible to assess a good M&A fit
- Pricing is constantly under pressure due to lack of perceived value / brand credibility
- Your brand struggles to stand out in crowded markets because of a lack of a clear promise or a differentiation

## PHASE ONE: Discovery

Audits look at your brand from every angle, revealing the truths, gaps, and opportunities others miss. Our Discovery is the difference-maker: a data-driven, intensive market research process that replaces guesswork with certainty.

- 1. Strategic Brand Clarity Audit:** Evaluates how your brand is seen, understood, and differentiated in the market
- 2. Relationship Audit:** Maps how well you're connecting with customers, employees, donors, and partners
- 3. Marketing Audit:** Assesses brand expression and performance across channels and campaigns
- 4. Operational Audit:** Surfaces disconnects between your brand promise and how things actually run
- 5. Cultural Relevance & Risk Audit:** Checks your brand's alignment with current culture, values, and social expectations

The power of deep discovery is in what it makes clear: who you are, what you offer, to whom it matters, and why they'll care about it. It gives you the insight and language you need to move forward with confidence—no guesswork, just clarity.

## PHASE TWO: Core Brand Development

- 1. Purpose:** We identify and define the core reason your brand exists beyond profit—tying it to a perspective or customer-focused impact that sets direction and guides your brand consistently. This purpose shapes decisions, culture, and relevance, inspiring customers and employees to rally around a shared sense of meaning and direction.
- 2. Audience and Motivation:** We conduct market research to find and define key audience segments and their core motivations, ensuring every part of your organization—from sales to customer service to operations—delivers consistent, relevant experiences that build trust, drive engagement, and align with your brand's promise.
- 3. Brand Differentiators:** We identify and position your strategic differentiators that empower your brand to claim a unique, defensible place in the market—maximizing impact, protecting margins, and building a lasting legacy.

**4. Positioning Statement:** An often overlooked yet essential tool that answers WHAT, WHY, HOW, WHO, and WHEN, defining a brand's market position and strategic space. As the single most powerful safeguard against brand and mission creep, it sharpens strategy, streamlines decisions, and ensures every investment supports the brand's purpose. We don't call it until we craft one that locks in your brand's place in the market, clear, powerful, and recognizable.

**5. Brand Language Toolbox:** A comprehensive, high-performance package that equips organizations with the words, phrases, and messages they need to launch, live, and grow their brand. From day one, every team member has the pieces and parts they need to speak consistently, confidently, and powerfully—making the brand recognizable across every channel, audience, and touchpoint.

- a. Brand Voice System: Defines your brand's unique emotional DNA, capturing its style, attitude, and tone. It's more than just words; it's the personality that unifies every message and every customer experience.
- b. Branded Content: Powerful words and ideas that amplify the brand's purpose, sharpen its competitive edge, and ignite action across all marketing and communication materials. Includes FAQs, differentiations, and all the quips, soundbites, lines, and bits that bring the brand to life across markets, features, and channels.
- c. Brand Story: A humanizing narrative that captures why the brand exists, where it came from, and what drives it forward. It's an introduction to the back story.
- d. Tagline and Elevator Pitch: Concise AHA statements that distill the brand's key promise and relevance, powerful tools for quick, compelling introductions.
- e. Communication Playbook: A clear guide and reference point for using branded content to communicate internally and externally, building confidence, consistency, and clarity in every conversation.
- f. Key Messaging Framework: Structured talking points tailored to different audiences and scenarios, ensuring every communication supports the brand's strategy.

**6. Brand Book:** A practical field guide that shows how to live the brand every day. It unites tools, guidelines, and resources to apply the brand's identity, voice, and positioning consistently. This user's manual makes it easy to navigate tone of voice, messaging, and visuals. It equips every role and department with a clear sense of the brand—critical for using and managing it consistently.

Range: \$40,000 to \$90,000  
Contact us for an estimate.

# CULTURE BRAND

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# CULTURE BRAND

This is a powerful, pivotal internal alignment system designed to close the gap between what your brand promises and how your culture performs. It equips your team with the tools, habits, and clarity to thrive together—reducing burnout, improving execution, and transforming values into visible results. It's where purpose meets practice: a resilient culture that works better, feels better, and delivers more.

## You might need a Culture Brand if...

- Mistrust and confusion has formed in the team due to inconsistent communication from leadership
- The team is disengaged and has no sense of pride in their place of work
- Deliveries are late, burnout is high, and people are stretched thinly
- Consumer loyalty is being damaged by poor customer service experiences
- Process inconsistencies and accountability gaps derail inter-departmental work
- Poorly run meetings waste time, drain energy, and lack clear purpose or agendas
- Daily priorities and long-range goals remain disconnected
- Turnover is high and employee engagement is low
- Inconsistent leadership disenfranchises team members and impedes collaborative organizational trust
- Appreciation is inconsistent and great work goes unnoticed
- Employees doesn't feel safe to speak up, influence, or report concerns
- Too much firefighting prevents blue-sky dreaming and pursuing growth goals
- Investments yield poor returns and technology adoption lags
- Safety violations are on the rise and employees make costly errors
- Threats, risks, and red flags are ignored or overlooked
- Remote teams have no sense of unity across sites or miles
- Employees don't feel connected to the company's community impact work or feel their work makes a difference



## PHASE ONE: Discovery

### Cultural Alignment Audit

A diagnostic deep dive into the heartbeat of your working culture, this audit evaluates planning, systems, performance management, and daily execution to uncover how well your internal reality supports your external brand promise. It identifies where alignment thrives or breaks down, providing the insight needed to deepen a high-trust, high-performance culture that outperforms itself.

## PHASE TWO: Culture Brand Development

- 1. Employee Value Proposition (EVP):** A clear, credible promise that reflects an organization's commitment to building an exceptional workplace—where systems are intentional, quality is a priority, and every role and goal are supported by a culture of alignment.
- 2. Branded Habits:** High-performing cultures are upheld by a set of human-centered habits that establish clear expectations and consistent actions. These habits equip every contributor to bring their best, engage fully, and flourish together. Branded habits create a reliable framework that prevents dysfunction and promotes a thriving, innovative, and dynamic culture, keeping top talent engaged and energized.
- 3. Branded Habits-Based Hiring Criteria:** Branded habits attract candidates who align with the organization's culture, ensuring each hire contributes to the environment of excellence you're cultivating. These habits are embedded, from the job posting through the interview phase, reinforcing alignment and shaping a consistent employee experience.
- 4. Branded Onboarding Experience:** Immersing new hires in the organization's EVP and branded habits from day one ensures they know how to thrive and contribute. This high-performance start reinforces the culture with every hire, building cohesion, alignment, and operational excellence.
- 5. Habits-Based Programs Framework:** A practical toolkit designed to build cohesion, deepen engagement, and bring the brand to life through useful initiatives. With clear processes and directives, teams know exactly what to do to adopt the brand and build a culture that delivers the outcomes that matter most.
- 6. Activated Employee Input:** Tools and structures for gathering, sharing, and acting on employee ideas and feedback to refine the culture.
- 7. Internal Communications Guidelines:** Consistent messaging templates and habits-based communication practices that keep everyone informed and aligned.

**9. Meeting Framework:** Agendas, best practices, and facilitation guides for your team to ensure every meeting reinforces the organization's branded habits.

**10. Internal Goodwill Initiatives:** Programs that build trust, collaboration, and a sense of belonging—rooted in the EVP and branded habits.

**11. Corporate Social Responsibility (CSR) Partnerships:** Method and guidelines for selecting and nurturing external partnerships that reflect the brand's values.

**12. Branded Strategic Partnership Framework:** Guidance for developing external collaborations that extend the brand's habits and culture into the industry and community.

**13. Employee Handbook:** Policies and guidelines that align with brand culture. A comprehensive resource that outlines the organization's policies, expectations, and standards of work, ensuring employees have the clarity and guidance needed to navigate their roles and participate fully in the workplace. It serves as a practical tool to align daily behaviors with the brand's culture and support a high-performance environment.

**14. Culture Brand Book:** A comprehensive, practical field guide that centralizes all the tools, guidelines, and resources needed to manage and sustain an organization's internal culture. This package equips leaders to transform bold strategies into measurable outcomes—uniting people, practices, and purpose for a brand that excels from the inside out.

Range: \$40,000 to \$90,000  
Contact us for an estimate.

# NONPROFIT BRAND

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BRANDS

# NONPROFIT BRAND

This package is a trust-based, discovery-driven engagement, designed to help nonprofits lead through uncertainty and reach the people who need you most. It equips your team with the tools, language, and strategy necessary to rally support, move resources, and serve with power and precision.

**1. Comprehensive Strategic Plan:** A fast, focused roadmap designed to align your team, clarify priorities, and guide decision-making when every move counts.

Your comprehensive strategic plan includes:

- Strategic Summary Deck (10–15 slides): A board- and funder-ready overview of your mission, core challenges, key priorities, and brand implications.
- Priority Framework & Action Map (1–2 pages): A breakdown of top strategic goals, high-level initiatives, ownership zones, and timing—so momentum has a map.
- Decision Filters & Guiding Questions (1 page): Practical criteria and questions that help your team make aligned, values-based decisions—especially under pressure.
- Audience Alignment Summary (1 page): A top-line snapshot of key audiences, motivations, and strategic connections to fundraising, advocacy, and programming.

# — NONPROFIT BRAND

**2. Brand Development:** Right now, you need something stronger than recognition. You need a rally cry.

Your full brand development includes:

- Organizational Purpose: Your true north, clearly and confidently stated—defining why your work matters and how it drives programs, partnerships, and progress.
- Audience & Motivation Profiles: Evidence-based insights to reach the people you serve, resonate with funders, and align with partners for greater collective power.
- Brand Differentiators: These distinctions expose the need, reframe the cause, protect the vulnerable, and deepen engagement. Make the case for your urgency.
- Positioning Statement & Strategic Space Map: A foundational asset that anchors your mission with clarity, rooted in discovery. It defines what you do, how you do it, and why it matters now—serving as both compass and shield.
- Strategic Messaging & Narrative System: From funder appeals to front-line conversations, your messaging will be bold, values-driven, and built to move money, protect dignity, and redefine ally-ship.
- Brand Book & Strategic Playbook: A practical, easy-to-use guide for your team and partners to implement your brand from day one. This keeps everyone aligned, consistent, and driving impact.

Mission-driven fixed price: \$30,000

# BRAND ASSETS

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# LOGO SUITE

## 1. Primary and secondary logos

- a. Primary logo: The primary logo is the cornerstone of your brand's visual identity, used when introducing the company to new audiences and serving as the most recognizable representation of the brand. This logo shines in larger applications, like web homepages and billboards.
- b. Secondary logo: When the primary logo isn't suitable for a particular application—due to size constraints, color limitations, etc—secondary logos come into play. These are designed to maintain brand consistency with more flexibility through a design that carries the strength of the primary logo in a simplified form.

## 2. Logo variations: Full color, black and white, horizontal, and vertical versions of the primary and secondary logos.

## 3. Favicon and social media icons

- a. Favicon: This small icon represents your brand in browser tabs, bookmarks, and other browser elements.
- b. Social media icons: These recognizable brand icons are sized for an Instagram profile picture, a Twitter header and profile picture, a LinkedIn banner image and profile picture, and a Facebook cover photo and profile picture.

## 4. Primary and secondary fonts

- a. Primary font: The main typeface used in your brand materials, this font reflects your brand's personality. It's typically used for headlines, key messages, and larger text, establishing tone and visual identity.
- b. Secondary font: Used for body text, captions, and smaller details, maintaining a cohesive design across all platforms. This font is simple and neutral to ensure readability and balance.

## 5. Usage Guidelines: These guidelines cover sizing, coloring, spacing, co-branding, and more to clearly define parameters for how the visual brand can be applied to ensure brand consistency, legibility, and maximum impact.

# MARKETING TOOLKIT

- 1. Email marketing templates:** Three branded, responsive designs with customizable sections, optimized for mobile and desktop and provided in HTML/CSS format for integration into platforms like Mailchimp, Constant Contact, or others.
- 2. Brochure templates:** Two fully branded, customizable brochure layouts with structured sections for text and images, optimized for print and digital formats.
- 3. Flyer templates:** Two branded, customizable layouts with areas for text, images, and calls to action, optimized for print and digital distribution.
- 4. Invitation templates:** Two branded, customizable designs with spots for event details, imagery, and RSVP information, optimized for both print and digital use.
- 5. Social post templates:** Six branded, customizable layouts optimized for LinkedIn, Instagram, and Facebook, with sections for text, images, and calls to action. Three pieces of brand-aligned memes / social content and three traditional promotional post templates.

BRAND ASSETS



# WEB DESIGN

- 1. Full 5-page website:** We'll build your brand's website, informed by what we've discovered your brand's customers' desires and what you uniquely provide. This site combines structure, design, and functionality to deliver an engaging user experience that reflects your purpose and drives meaningful interactions.
- 2. Integrated brand messaging and content:** We'll weave your distinctive voice, style, and all your essential materials—like text, images, and videos—into a seamless website design. This will create an audience-centered site that showcases what matters to your users, keeping your brand clear and relevant to their needs.
- 3. SEO and keyword optimization:** Enhancing your website with the right keywords, meta tags, and top-notch SEO strategies will elevate your visibility, attract organic visitors, and make it easy for your audience to discover you.
- 4. Mobile responsiveness:** We'll ensure the site is optimized for all screen sizes, including phones and tablets, so your audience engage with your brand in a smooth experience on every device.
- 5. Basic analytics:** Insights into traffic, audience preferences, and engagement patterns enable you to refine strategies and maximize impact, along with Google Analytics configuration to monitor website performance and user behavior.
- 6. Contact form integration:** The invite for engagement—simplify connection and welcome communication from site visitors through a custom contact form designed for inquiries, requests, or feedback.

BRAND ASSETS

# ONGOING SUPPORT

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# BRAND SUPPORT

Not everyone can have a full marketing department in-house. But you can still tap the full strength of one. This is expert brand and marketing support: remote, flexible, and built around your business model, platforms, and goals.

From social posts to pitch decks, mailers to message shifts, we provide senior-level talent, without the overhead. You'll have a dedicated brand lead, a market strategist poised to respond, refine, and adjust in real time, and a social media coordinator fluent in your voice and the markets you serve. Clear roles. Consistent output. Strategic advantage.

Check out our launch support packages on the following pages. Or, connect with our team to craft a personalized partnership. These are packages tailored to your needs—all impact, no excess.

## **You might need Ongoing Brand Support if...**

- Your brand launch feels flat or unfocused
- You're not seeing brand equity translate into growth or valuation
- The brand execution isn't showing up consistently across departments
- Growth is outpacing your internal brand execution capacity
- You lack access to reliable high-level brand expertise in-house
- Teams aren't using brand tools correctly—or at all
- Leadership is stuck managing brand instead of leading vision
- You can't respond quickly to market shifts or threats
- You're unsure how to navigate a crisis without losing trust
- You're not using data to guide brand and marketing strategy
- The brand is drifting as the organization evolves
- Innovation feels risky or disconnected from your brand
- Product launches or M&As feel disconnected from the brand
- Your brand isn't keeping pace with changing customer needs
- Leadership is making brand decisions without a clear North Star
- Your brand content is getting stale or inconsistent

ONGOING

# LAUNCH PARTNER

*The Brand Launch Partner is a tactical, execution-focused role—perfect for teams without in-house marketing capacity who need someone to own the rollout and ongoing expression of their newly minted brand.*

**What's included:**

- Brand launch campaign planning (content overview for email, social, and print materials over first 4–6 weeks)
- Training to align internal stakeholders and ensure confident, consistent brand usage
- Brand asset audit confirming all customer-facing touch-points reflect your new brand
- 8–10 ready-to-roll content pieces per month for 2–3 core platforms. This could include newsletters, emails, sales materials, social media content, etc. tailored to your distinct brand launch strategy
- Monthly brand voice and content check-ins to guard alignment as you grow
- Ongoing strategy and planning to refine goals and keep campaigns on track
- Bi-monthly progress updates and monthly reporting with brand health insights and recommendations

**Why it matters:**

This package gives you a dedicated partner who understands your brand from the inside and knows how to activate it. Ideal for teams without a full-time marketer, or teams whose marketers are focused elsewhere. This role brings strategy to life through content, campaigns, and consistency.

**Why now:**

A brand launch without follow-through is just an unmemorable makeover. Sustain momentum and keep your brand showing up like it has something to say. Pull in the hands and brainpower you need to let the brand sing.

ONGOING

# EMBEDDED STRATEGIST

*The Embedded Brand Strategist is a high-level, oversight-driven role—ideal for teams with internal marketing talent who need expert brand leadership, not more tactical hands on deck.*

**What's included:**

- One in-person strategy day per month embedded with your team to guide execution and cross-functional alignment (6 hours)
- Brand-aligned ideation and campaign development to elevate your marketing efforts
- Strategic review and approvals on campaign roll-outs, creative drafts, and content calendars
- Brand implementation audits across every touch-point to ensure consistency and cohesion in execution
- Monthly project planning and cross-functional prioritization to keep your marketing calendar on track
- 10 hours/month of remote brand management—reviewing materials, providing feedback, creative direction, and supporting strategic decisions

**Why it matters:**

This package gives you a senior brand partner on call—someone who knows your brand inside and out and ensures it's reflected in every effort. Consider us an arm of your team. It's the guardrail that keeps the brand from drifting, the sounding board for your ideas, and the steady hand keeping the strategy front and center.

**Why now:**

You've invested in building a strong brand—don't let inconsistency or confusion undermine it. With the Embedded Brand Strategist in the room and in your corner, your team gets sharper, faster, and more aligned.

ONGOING

# ABOUT US

We build brands that decide for you. That's it. That's the job. We discover brands that give the heart what it wants and the mind what it needs to say AHA.

The result? Brands that hit home, scale smoother, grow stronger, and pull their weight in revenue.

When a brand is built right, it feels right. Everything gets easier: faster hires, stronger culture, and far fewer "what are we even doing?" moments. That kind of clarity isn't a color scheme or a vibe. It's an all-knowing gut check and a marketable advantage.

We get there through a discovery process that digs deep. We study human behavior at scale and market behavior in the moment. Working like brand anthropologists with business instincts, we track the patterns, decode the signals, and build cultural intelligence.

Because behind every brand is a cue, a trigger, and a truth waiting to be uncovered. We find it. And then we brand it.

We are the thinking partner that builds the brands people hear, see, feel, and choose.

We invite decision-makers to step into the experience with us. Because we know what it's like to carry the weight of a vision no one else can see yet. To be the ones who have to call the shot, fund the pivot, hold the team, and still deliver.

We work alongside founders, CEOs, and heads of brand and strategy who are ready to stop talking in circles and start moving forward. People with a lot on the line, and even more ahead.

Join us for an adventure to remember. One that transforms the way you see yourself, your work, and the people who show up every day to make it real.

# Give us a holler

We'd love to work together

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