



THE KELTEK BRAND



Brand Style. Brand Voice. Brand Behavior.

What is a brand?

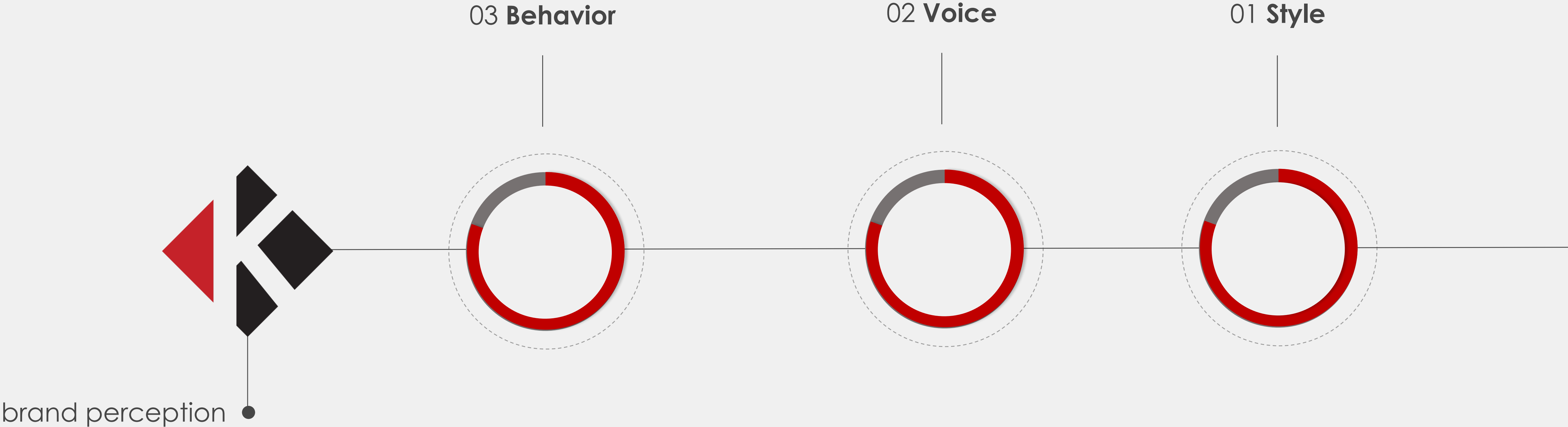
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A person's perception of a product, service, experience or organization; the art and science of brand building.





Opportunities to influence brand perception:



Creating Brand Style

- Clean & Simple
- Durable / Quality
- Elements of Drama
- Approachable



the KELTEK
brand style

// It's time to strut our stuff!

Creating Brand Voice

- Customer First
- Tell a good story
- Provide Value
- When in doubt, entertain

the KELTEK
brand **voice**

// Customer focused & providing value

Creating Brand Behavior

- Create an Experience
- Leave them w/ something memorable
- Listen first
- Understand their needs



the KELTEK
brand **behavior**

// Actions speak louder than words

THANKS FOR LISTENING!

LET'S DO THIS!