



Hey.

Who even am I?

Jaci Lund

PRONOUNCED JAY-CEE

OWNER/CREATIVE DIRECTOR OF TREEBIRD BRANDING

STARTED TREEBIRD BRANDING IN 2013

BRANDED OVER 500 BUSINESSES



How did I get here?

DESTINED CREATIVE - note: the crayon hair-ties

MOVED AROUND A LOT - ie. good at learning new audiences

PASSIONATE ARTIST - read: weird in highschool

MICHIGAN STATE COMS MAJOR - best vacation of my life

CREATIVE CIRCUS - "where weird kids become employable"

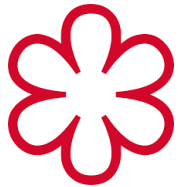
AGENCY LIFE - hit the ceiling

STARTED TREEBIRD OUT OF SPITE - celebrating 12 years



What does Treebird do?

LOTS OF STUFF! At Treebird, we don't just create brands; we craft lasting institutions designed to stand the test of time.



**THREE OF OUR CLIENTS ARE
MICHELIN STAR AWARDED
RESTAURANTS**



**WE BRANDED BATON BOB'S
WEDDING**



**WE'VE CREATED AND
WORKED ON 100'S OF
BRANDS**

Services

Branding

A BRAND IS FAR MORE THAN A LOGO OR A NAME. ITS YOUR IDENTITY AND THE FIRST IMPRESSION YOU MAKE.

Web

A WEBSITE IS YOUR BRAND'S DIGITAL STOREFRONT AND CONNECTION POINT.

Graphic Design

A STRONG BRAND IS ESSENTIAL, BUT IF YOUR COLLATERAL DOESN'T ALIGN, YOUR MESSAGE CAN FEEL DISCONNECTED.

Social

WE CREATE SHOW-STOPPING, AUDIENCE-APPROVED CONTENT FOR YOU TO POST.

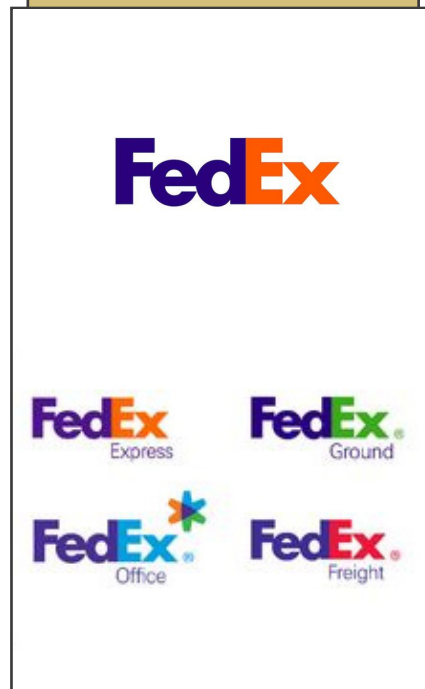
So, where
are you at?

State of your Brand

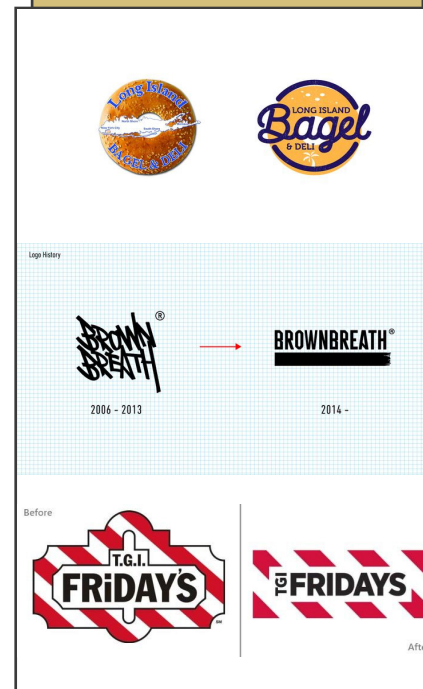
Starting a new Brand



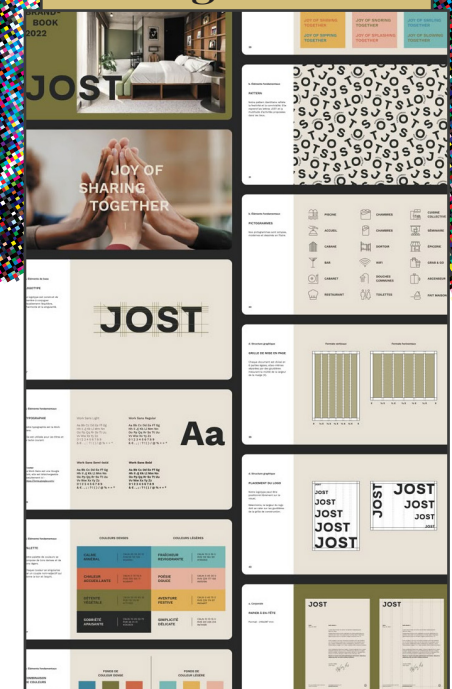
Expanding a Brand



Re-Brand



What's Branding again?



Brand Goals

1. **Build brand awareness**
2. **Create an emotional connection**
3. **Differentiate your product or service**
4. **Create credibility and trust**
5. **Motivate purchasing**

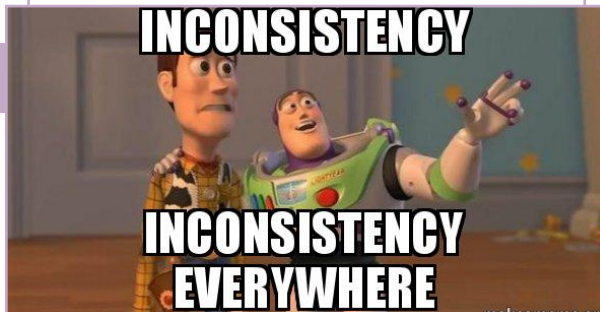
A brand isn't what
you say it is, it's what
they say it is.

Marty Neumeier, The Brand Gap

Top 5 Branding Mistakes a Company can make

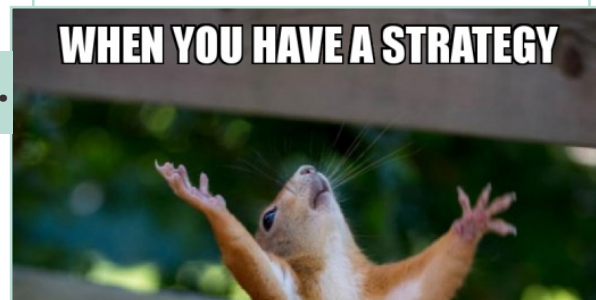
1.

Inconsistent Branding



2.

Neglecting Brand Strategy



3.

Not Understanding the Audience

Game	Target Audience	Actual Audience
CALL OF DUTY BLACK OPS II		
Pokemon		

4.

Ignoring Brand Evolution

"My website doesn't need an upgrade. I know it was created in 2016, but I use Facebook & DMs mostly anyway."

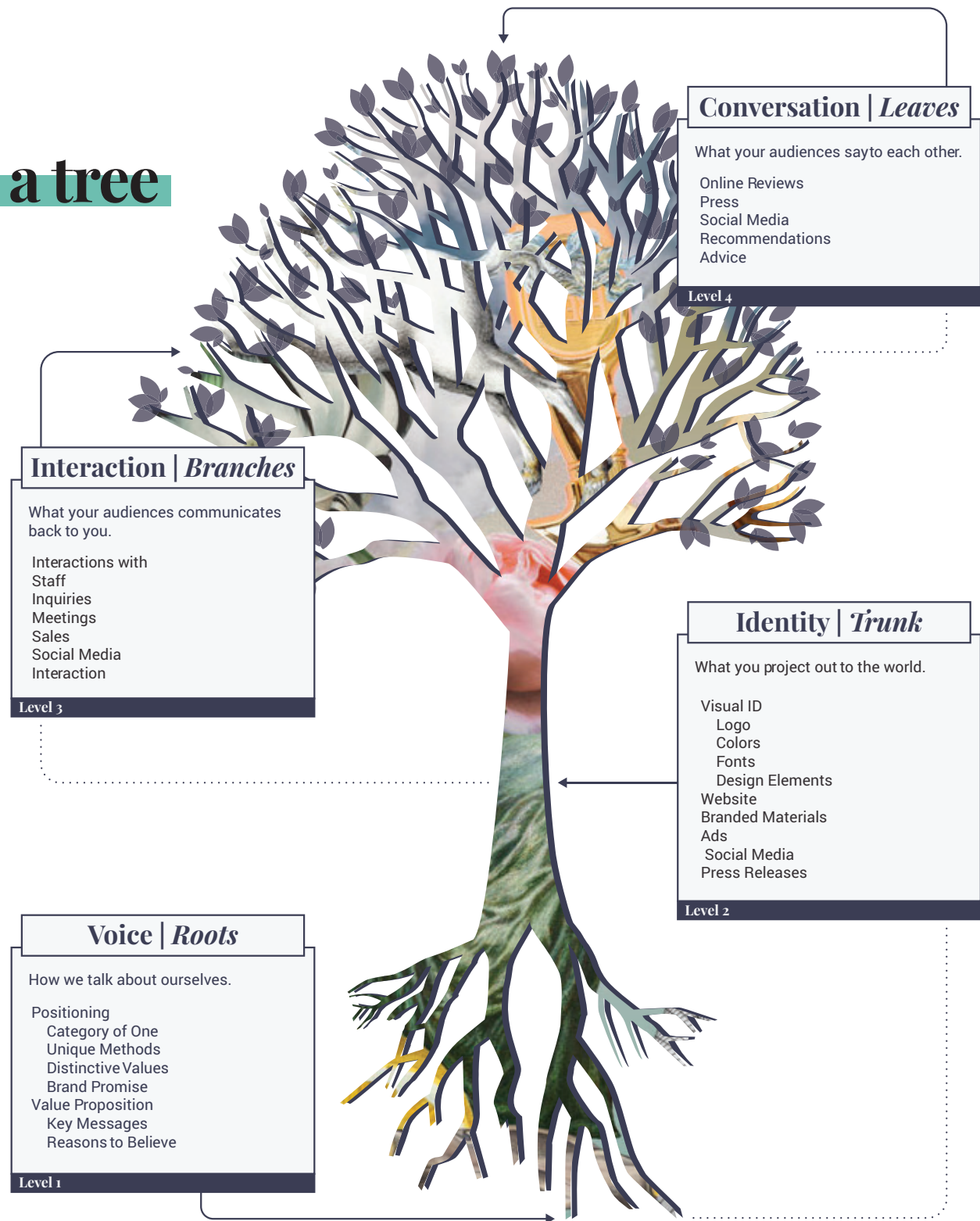


5.

Lack of Authenticity



Your Brand as a tree



Positioning Statement

Category of One

*WHAT CAN YOU CLAIM THAT NO ONE
ELSE CAN CLAIM?*

Unique Methods

*WHAT MAKES YOU DIFFERENT
FROM THE COMPETITION?*

Distinctive Values

WHAT'S IMPORTANT TO YOU?

Brand Promise

*WHAT DO YOU GUARANTEE YOUR
AUDIENCE WILL RECEIVE?*

Value Proposition

VALUE PROP STATEMENT

THE VALUE PROP STATEMENT IS THE HERO:

THE SIMPLE DISTILLATION OF WHERE PRODUCT BENEFITS MEET CLIENT NEEDS.

THIS SHOULD BE DIRECT, PITHY, AND CONCISE.

IDEALLY 1-2 (SHORT) SENTENCES AND 50 WORDS OR LESS.

KEY MESSAGES

KEY MESSAGES

THE THREE CENTRAL POINTS WE WANT TO MAKE ABOUT THE PRODUCT. THEY SUPPORT THE VPS WHILE ADDING NEEDED DETAIL AND BENEFITS.

THEY START WITH A HEADLINE

AND ADD A BIT OF COLOR AND CLIENT CONNECTION WITH THE SUPPORTING COPY.

EACH COLUMN SHOULD COMMUNICATE A CLEAR AND UNDERSTANDABLE THESIS.

SIMPLE TEST: READ THE KM AND THE UNDERLYING RTBS—THERE SHOULD BE A CLEAR TAKEAWAY SUPPORTED BY EVIDENCE.

REASONS TO BELIEVE

- Reasons to believe ladder up the key message they support
- They should be specific, concise, and compelling
- They are essentially the proof points that substantiate the key message they fall under

- Examples include specific product features, expertise in a given field, how the product solves problems, etc.
- All should not just tie into the key message they support, but address client pain points and needs as directly as possible

- There are usually 3-5 RTBs for each key message
- KMs are written in order of importance from left to right
- It's important to note that often several RTBs can support more than one KM—but they are placed under the message that that they best exemplify

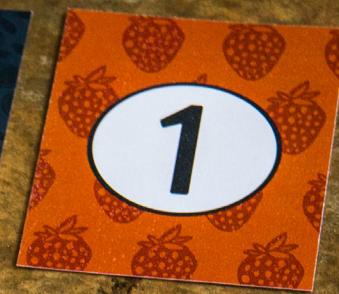
Building trust.

If the floors are
dirty, don't order
the shrimp.

Anthony Bourdain, said something like this once.



Would you “order the shrimp” here?





LATES

Spiced Edamame
led okra, lemon,
tomato remoulade
00

Honey Glazed Eggplant
nut, green onion,
fennel pollen
00

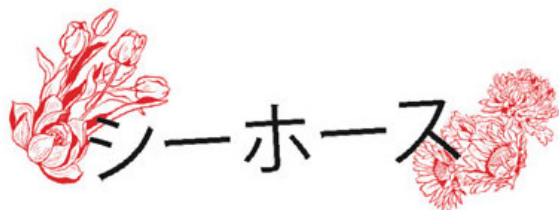
loom Tomato Katsu
sweet soy glaze,
ewpie mayonnaise,
-shiso salad, milk bread
00

upura Squash Blossoms
ke mousse, negi, sesame
00

Charred Eggplant "Dip"
roasted garlic, miso,
smoked onion oil
00

Roasted Shishito Peppers
rel aged shoyu, togarashi
00

Hamachi Carpaccio
fried caper, flake salt,
xtail dashi vinegar, evoo,
cracked black pepper,
rice paper cracker,
lemon zest
00



シーホース

MAIN

Peach-miso glazed Kurobuta Pork Tenderloin
potato croquette, mustard green salad
00

Pan Seared Snapper
edamame and sweet corn succotash,
tomato dashi, tsukemono chow chow
00

Butter Poached Lobster
tofu-lime mousse, miso buttered corn,
charred poblano, sweet onion
00

Unagi Hoppin' Don
summer squash, charred peppers, fukujinzuke,
bone marrow gravy seasoned rice, kizame butter
00

Filet of Darling Downs Australian Wagyu
black garlic potatoes, braised cabbage, sesame jus
00

Miyazaki Prefecture A5 Strip Steak
roasted mushrooms, spinach ohitashi, crispy garlic
00

SUSHI AND SURPRISES
REWARD ADVENTURERS
WHO FIND THEIR WAY HERE

NIGIRI

two pieces a la carte

Madai
pomelo, ponzu, fennel
00

Kinmadai
preserved strawberry salt, lemon, hazelnut
00

Hirame
cherry miso, pickled shiso
00

Hamachi
charred jalapeno ponzu, garlic honey
00

Shima Aji
yuzu kosho, negi
00

Kampachi
pickled plum, togarashi
00

Hotate
brussels sprout sauerkraut, fermented nori
00

Ama Ebi
low country spice, dried ham
00

Tako
tamarind-tomato glaze, chive
00

King Sake
miso cream cheese, everything spice
00

Aji
shoyu, kizame, shiso
00

Escolar
gochchang, wasabi, negi
00

Akamai
Shoyu, wasabi
00

Chutoro
ponzu, fried egg aioli
00

Toro

HANZO SAMPLER

Chef's choice "Mini Omakase"
ten pieces of nigiri and one roll
00



ROLLED

Spicy Tuna
description, description
00

Negi Toro
description, description
00

Salmon/Cucumber
description, description
00

Hamachi
description, description

SEAHORSE ADVISORS

EST. 2024

COCKTAILS

cocktail 1

abore et dolore magna aliqua. Ut enim ad
00

cocktail 2

abore et dolore magna aliqua. Ut enim ad
00

cocktail 3

abore et dolore magna aliqua. Ut enim ad
00

cocktail 4

abore et dolore magna aliqua. Ut enim ad
00

cocktail 5

abore et dolore magna aliqua. Ut enim ad
00

cocktail 6

abore et dolore magna aliqua. Ut enim ad
00

cocktail 7

abore et dolore magna aliqua. Ut enim ad
00

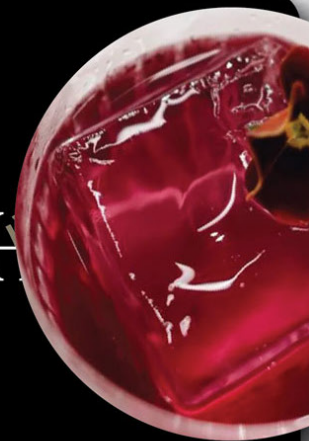


YOU DON'T PUT
GINGER ON THE FISH



IT'S TO CLEAR THE PALATE BETWEEN PIECES

SEAH



Inland Foods

NEW INLAND TAGLINE GOES HERE



etur adipiscing elit. Morbi eget libero, vel rutrum est sceleris-
congue, felis in sodales con-
a, sit amet rutrum quam lorem
nare vestibulum dignissim
on facilisis finibus, mi ante eu-
n erat. Aenean felis ex, viverra
ni. Aenean in interdum magna.
accumsan. Sed pretium vestib-
erit tempor. Nam mollis vitae
lor at bibendum suscipit, enim
ous turpis leo quis felis.
rum nunc.

um, tellus ligula tempor leo,
. Nulla sit amet maximus elit.
elementum purus ornare id.
eismod sollicitudin arcu id
eu iaculis placerat. Class
ent per conubia nostra, per in-
maximus dictum. Aliquam in-

s sollicitudin, facilis
ada lectus a volut
mauris fringilla nis
retra sagittis lacus
ntum diam dapibus
sellus egestas ante
llis ex et, fringilla est.



EST. 1977
**Inland
Foods**





**Why do we trust
these brands?**

CONSISTENCY!

**OH SHOOT - I FEEL LIKE
MY BUSINESS NEEDS A
REBRAND**

**What about
rebrands?**

People make
decisions with their
hearts, not their
heads.

ZAX

1990-1994



1994-1998



1998-2015



2015-2017

ZAXBY'S



2017-PRESENT

SUCCESSFUL REBRANDS

**AirBed&
Breakfast**
idsa connecting '07

AirBed&Breakfast™
Forget hotels.

AirBnB

2007 - 2008

2008 - 2009

2009 - 2010

airbnb

airbnb

 **airbnb**

2010 - 2013

2013 - 2014

2014 - now

SUCCESSFUL REBRANDS



1960 - 1963



1963 - 1964



1964 - 1975



1975 - 1985



1985 - 1998

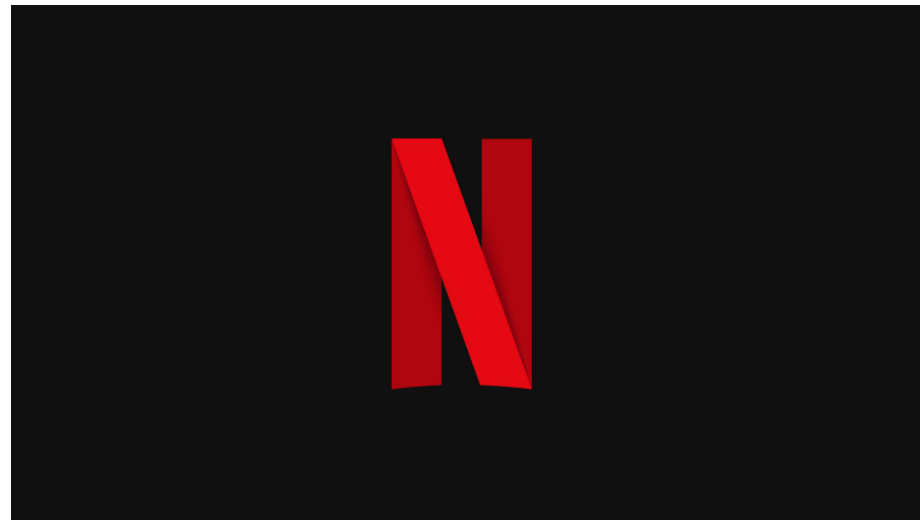


1998 - 2012



2012 - now

SUCCESSFUL REBRANDS



SUCCESSFUL REBRANDS

But does my brand
actually matter?
People know
who I am.

An Exercise in Visuals

Aoccdrnig to a rscheearch at Cmabrigde Uinervtisy, it deosn't mttar in waht oredr the ltteers in a wrod are, the olny iprmoetnt tihng is taht the frist and lsat ltteer be at the rghit pclae. The rset can be a toatl mses and you can sitll raed it wouthit porbelm. Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe.

An Exercise in Visuals



Branding triggers
our memory.

Did you know?

Color represents
up to 80% of how a
person remembers
a brand.

Menu Hot Tips

DON'T USE "\$"
(DOLLAR SIGNS) ON
A MENU

DO NOT USE A BOX TO
HIGHLIGHT A MENU
ITEM

DON'T PUT THE ITEM
YOU WANT TO SELL
MOST IN THE TOP
SPOT



The Sparrow

麻将

Appatizers

HOT APPETIZER 前菜

VEGGIE SPRING ROLL 2PC 春卷	3
LEMON BANG BANG SHRIMP 青柠虾 Deep fried shrimp, wasabi mayo sauce	11
PORK/VEG DUMPLING 6PC 水饺/锅贴 Steamed or pan fried	8
STEAMED SHRIMP DUMPLING 6PC 虾饺	12
DAN DAN NOODLES 担担面 Egg noodle, minced pork	6
SZECHUAN CHILI WONTON 6PC 红油抄手 Wonton, Szechuan chili soup	9
SZECHUAN COOKED FISH 竹塔鱼 Crispy deep-fried flounder	12

XIAO LONG BAO STEAMED SOUP BUN 6PC 小笼包 Traditional pork Shanghainese soup dumpling	11
CRISPY WONTON WRAPS 一口松 Crispy wonton chips, minced chicken, onion, grapefruit, roe SUB SHRIMP +3	10
STEAMED SCALLOPS WITH VERMICELLI 2PC 蒜蓉粉丝扇贝 Scallop, vermicelli, garlic sauce	12
DRY FRIED EGGPLANT 干煸茄子 Crispy deep-fried eggplant	11

Soup 汤

HOT & SOUR SOUP 酸辣汤	3
EGG DROP SOUP 蛋花汤	3
WONTON SOUP 云吞汤	3

XI HU MINCED BEEF SOUP 西湖牛肉羹 Beef, mushroom, cilantro, egg white	5
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Vegetable 菜类

STIR FRIED CABBAGE 炆炒高丽菜	14
STIR FRIED CAULIFLOWER 干锅台山菜花	16
STIR FRIED GREEN BEANS 干煸四季豆	14
BLANCHED ROMAINE WITH OYSTER SAUCE 白灼AA菜	14
MAPO TOFU 麻婆豆腐 Soft tofu, Szechuan sauce, Szechuan pepper	14
STIR FRIED MIXED VEGETABLES WITH HOMEMADE XO SAUCE 酱炒时蔬 Seasonal vegetables, homemade XO sauce	15

Trends Beware

If your
Branding
looks like this

IT'S TIME FOR A REBRAND.



TREEBIRDBRANDING.COM

Templates Beware





FAST FOOD TEMPLATE

SOCIAL MEDIA KIT

30 POST

10 STORIES

INSTAGRAM

TIKTOK



FLAVOR THAT WILL MAKE YOU SAY WOW!

NEW BIG TASTY

20.00 TO 23.00 H2

HEY, DINNER'S ALMOST READY!

THE BEST EXCUSE TO BREAK YOUR DIET

CHICKEN PORK BEEF SAUCE



MENU	
COMPLETE BURGER	\$10.00
Burger • lettuce • tomato • cheddar • egg	
HOT BURGER	\$8.00
Burger • lettuce • tomato • hot sauce • pickles	
BACON BURGER	\$9.00
Burger • lettuce • tomato • cheddar • bacon	
BRAND NAME	



MENÚ

50% OFF

COMPLETE BURGER
Burger • lettuce • tomato • cheddar • egg
HOT BURGER
Burger • lettuce • tomato • hot sauce • pickles
BACON BURGER
Burger • lettuce • tomato • cheddar • bacon

Did you know?

**Logos/Branding created via
Canva or AI can be used by
anyone!**

**This means your rights to the
logo are non-exclusive and
you can not register it as a
trademark.**

Small business tips.

DO NOT USE GMAIL.COM FOR YOUR PROFESSIONAL EMAIL

DO NOT PUT WWW. ON MARKETING MATERIAL

YOU NEED A BUSINESS CARD



We'll make you a business card.

Email *JACI@TREEBIRDBRANDING.COM*

EPS OF YOUR LOGO (we'll take a jpeg or a png if that's all you have)

ALL CONTACT INFORMATION YOU WANT INCLUDED

BRAND GUIDE/ONE-PAGER IF YOU HAVE IT

**ALL WE ASK IN EXCHANGE
IS THAT YOU...**

Blow us up. (ONLINE)

 JACI LUND

 TREEBIRD BRANDING AGENCY

 @TREEBIRDBRANDING





Bonus: Color Theory



Color Temperature Influences Perception

Warm colors evoke feelings of warmth, energy, and passion. Cool colors create a sense of calm, relaxation, and serenity. This temperature perception influences how people feel about a room or a brand.



Red is the Color of Humanity

Why? Red is the color of blood. It's associated with both love and danger. It can evoke strong emotions on either end of the spectrum, which is why it's often used strategically in branding and advertising to grab attention.



The Power of Blue

Blue is the most popular favorite color in the world. It's often associated with trust, stability, and professionalism, which is why many corporations and banks use blue in their logos and branding.

• BAR •
POSITANO
• CAFFÈ •

Competitive
Technological
Sophisticated
Environmental
responsible

Brightech

We accompany
you in the progress
of your life.

The
speed
of light,
the
speed
of life.

01
Abyss black
RGB 00 00 00
#000000

02
Helium yellow
RGB 255 255 0
#FFFF00

03
Light white
RGB 255 255 255
#FFFFFF

The colour criteria chosen for Brightech is
inspired in the nature of light: the absence and
presence of light, where the helium yellow
presents the energy of the sun, the sign of life.

Ramble&Co.

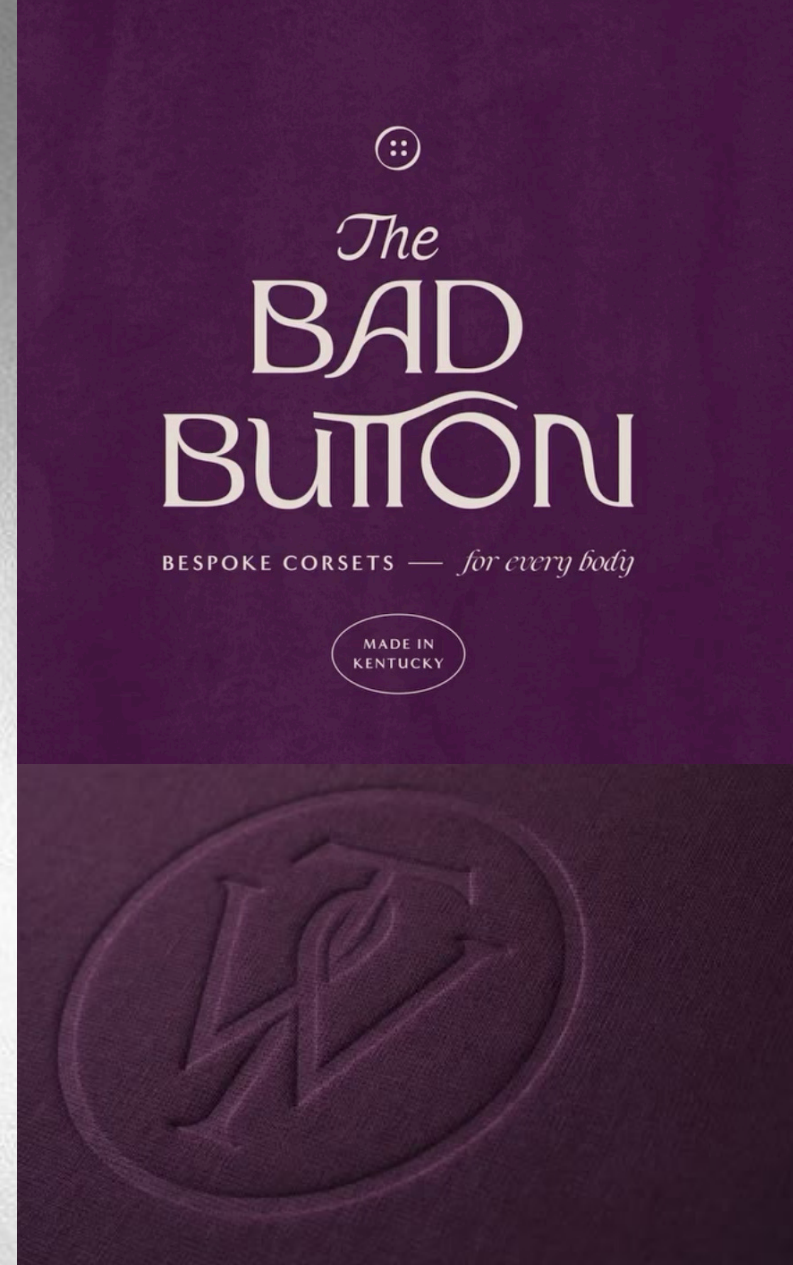
The Psychology of Yellow

Yellow is linked to happiness and optimism because it's associated with sunlight. But, too much yellow can be overwhelming and cause anxiety. Remove all yellow in recovery as it can lessen the effects of pain medications.



Green is both Nature and Money

Green naturally evokes feelings of balance and growth, as it's the color of nature and renewal. It's also linked to financial prosperity, making it a favorite for businesses aiming to convey wealth or eco-friendliness. Green trends change the most.



Purple used to be Ultra Rare

Historically, purple dye was incredibly expensive and difficult to obtain, which is why it's often associated with royalty, luxury, and wealth. Today, purple still carries that premium feel in branding and design.



COLOR NAME

Mid Gray

HEX

7D7D7D

CMYK

0, 0, 0, 51

RGB

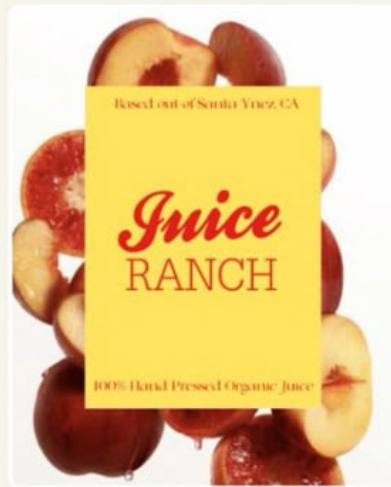
125, 125, 125

reatives



Gray is the color of indecision

Not quite black, not quite white. Grey is “in the middle” and should be avoided when trying to convey a clear, strong message. Anyone else sick of noncommittal millennial gray interior design? Boring.



NYANZA

#49596B

OLIVINE

#DBD5C9



Simultaneous Contrast

A color can look different depending on the colors around it. This is why you need primary and secondary colors to ensure everyone is playing nicely.



Color Priming

Studies show that people are more likely to associate positive feelings with a product or brand when they're exposed to certain colors beforehand. For example, green often primes people for thoughts about nature, health, or eco-friendliness.



Color consistency is crucial for brand recall.

The human brain remembers visuals far better than text, and consistent use of color can enhance brand recognition by up to 80%. Think about how the shade of red in Coca-Cola's logo is instantly recognizable.



Color and time perception.

The color of an environment can actually influence how we perceive time. Warm colors make time feel like it's passing faster, while cool colors, slow down our perception of time. This plays a role in the design of spaces like restaurants and hospitals, where specific atmospheres are desired.



Baker Miller Pink

Had a temporary calming effect—lasting about 15 to 30 minutes— so prisons started painting their walls pink. However, overexposure caused a rebound effect. Instead of pacifying the inmates, the color began to heighten their irritability, frustration, and aggression which lead to riots.

Brand Consistency Checklist

✓ 1. CORE MESSAGING ALIGNMENT

Ensure your mission, vision, and value proposition are clear, consistent, and featured prominently across all platforms.

✓ 2. BRAND VOICE & TONE

Audit your content to maintain a unified tone and adjust slightly based on platforms while staying recognizable.

✓ 3. VISUAL IDENTITY COHESION

Check for consistent use of logos, colors, fonts, and graphic elements across all designs and marketing assets.

✓ 4. TYPOGRAPHY RULES

Verify that only approved fonts and type treatments are used, with consistent hierarchy and readability standards.

✓ 5. IMAGERY & PHOTOGRAPHY STYLE

Use photos, illustrations, and icons that align with your brand's visual guidelines and maintain a cohesive look.

✓ 6. CONTENT CONSISTENCY

Keep language, themes, and topics in your content aligned with your brand's personality and expertise.

✓ 7. SOCIAL MEDIA BRANDING

Standardize profile images, cover photos, and bio descriptions, and ensure post designs are visually consistent.

✓ 8. WEBSITE UNIFORMITY

Check that all web pages adhere to brand guidelines for design, layout, and content, including calls to action.

✓ 9. EMAIL & NEWSLETTER TEMPLATES

Use branded templates and maintain a consistent format, greeting, tone, and sign-off in all email communications.

✓ 10. BRAND GUIDELINE UPDATES

Regularly review your brand guidelines to keep them current and ensure your team is informed and trained on updates.



Get the Deck!



treebirdbranding.com/webinar

Free Brand Audit



treebirdbranding.com/brand-audit

Keep in Touch!

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