



Your Brand, Your Way:

Strategic Branding & Marketing Services



TENDERLING®
BRAND STRATEGY
& DESIGN

At Tenderling, we're not just shaping exceptional brands, we're helping to shape the future of branding itself, one brand at a time—starting with yours.

Utilize this checklist to plan your brand's growth for the year to gain new awareness. Decide what your must-haves and nice-to-haves are for each quarter to help us prioritize your projects and allow us to transform your brand—your way.

We can't wait to get to work on your brand.

James W and Penny Moore

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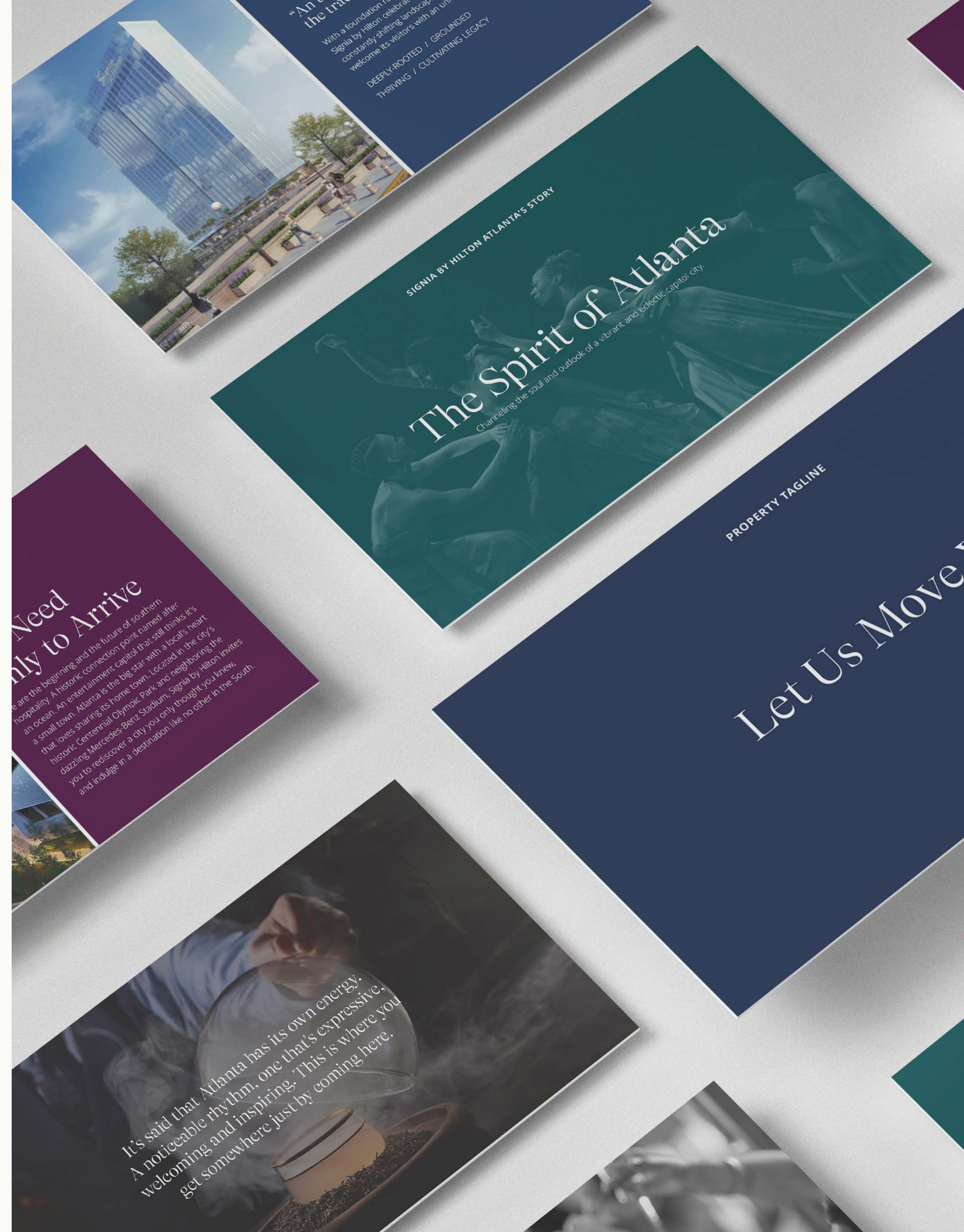
Brand Strategy

Strategic Frameworks & Team Development

Tenderling tackles brands from the top down to see the whole picture. Your brand's architecture is the foundation for everything you do and everything we design.

This phase of brand building can include:

- ❑ **COMPETITIVE RESEARCH**
- ❑ **NEIGHBORHOOD RESEARCH**
- ❑ **BRAND ARCHITECTURE**
- ❑ **BRAND POSITIONING**
- ❑ **BRAND KEYWORDS**
- ❑ **AUDIENCE SEGMENTS**
- ❑ **BRAND ROLLOUT WORKSESSIONS**
- ❑ **BRAND & MARKETING TESTING**
- ❑ **AI STORYBRAND TRAINING**
- ❑ **TEAM ALIGNMENT WORKSESSIONS**



Naming & Trademarking

Tenderling conducts thorough exploration to develop naming strategies that reflect your brand's vision and values. We can also handle the entire trademarking process.

This phase of brand building can include:

- ❑ **COMPETITIVE RESEARCH**
- ❑ **LANGUAGE AUDITS**
- ❑ **NAMING STRATEGIES**
 - ❑ SCALABLE NAMING SYSTEMS
- ❑ **USPTO TRADEMARKING**
- ❑ **DUE DILIGENCE NAMING CONFLICT REPORTS**



Brand Development

Visual Identity Systems

Tenderling crafts your brand’s identity through comprehensive brand strategy and creative exploration. Our systems are designed to support your brand’s overall story.

This phase of brand building can include:

NEW BRAND KIT

- ☐ **LOGO**
- ☐ **COLOR PALETTE**
- ☐ **GRAPHIC ELEMENTS**
 - ☐ PATTERNS
 - ☐ SECONDARY MARKS
 - ☐ ILLUSTRATIONS
- ☐ **TYPOGRAPHY**
- ☐ **PHOTOGRAPHIC STYLING**
- ☐ **BRAND GUIDELINES**
 - ☐ BRAND PLAYBOOK
 - ☐ STYLE GUIDE

BRAND REFRESH OR EXPANSIONS

- ☐ **COLOR PALETTE**
- ☐ **GRAPHIC ELEMENTS**
 - ☐ PATTERNS
 - ☐ SECONDARY MARKS
 - ☐ ILLUSTRATIONS
- ☐ **TYPOGRAPHY**
- ☐ **PHOTOGRAPHIC STYLING**
- ☐ **BRAND GUIDELINES**
 - ☐ STYLE GUIDE



Brand Language & Storytelling

Tenderling establishes the tone, personality and background of your brand based on our research. We inject your brand's voice into every piece of the brand for a cohesive story.

This phase of brand building can include:

- ☐ **tone of voice**
- ☐ **taglines & headlines**
- ☐ **brand messaging framework**
- ☐ **master brand scripts for storytelling**
- ☐ **audience-specific messaging**
- ☐ **collateral & marketing content**



The
PELHAM
NEW ORLEANS

Photography & Video

Tenderling guides the direction of your visual media assets through brand alignment and conceptualizing, or we can provide editing services after your production.

This phase of brand building can include:

☐ **PHOTOGRAPHY**

- ☐ CONCEPT/BRAND ALIGNMENT
- ☐ FULL PHOTO SHOOT PRODUCTION

☐ **VIDEO**

- ☐ CONCEPT/BRAND ALIGNMENT
- ☐ PRODUCTION/EDITING
- ☐ ASSET ORGANIZATION
- ☐ VIDEO ADS
- ☐ BRAND AWARENESS VIDEO
- ☐ COMPANY CULTURE VIDEO
- ☐ INTERNAL TRAINING AND ONBOARDING VIDEOS



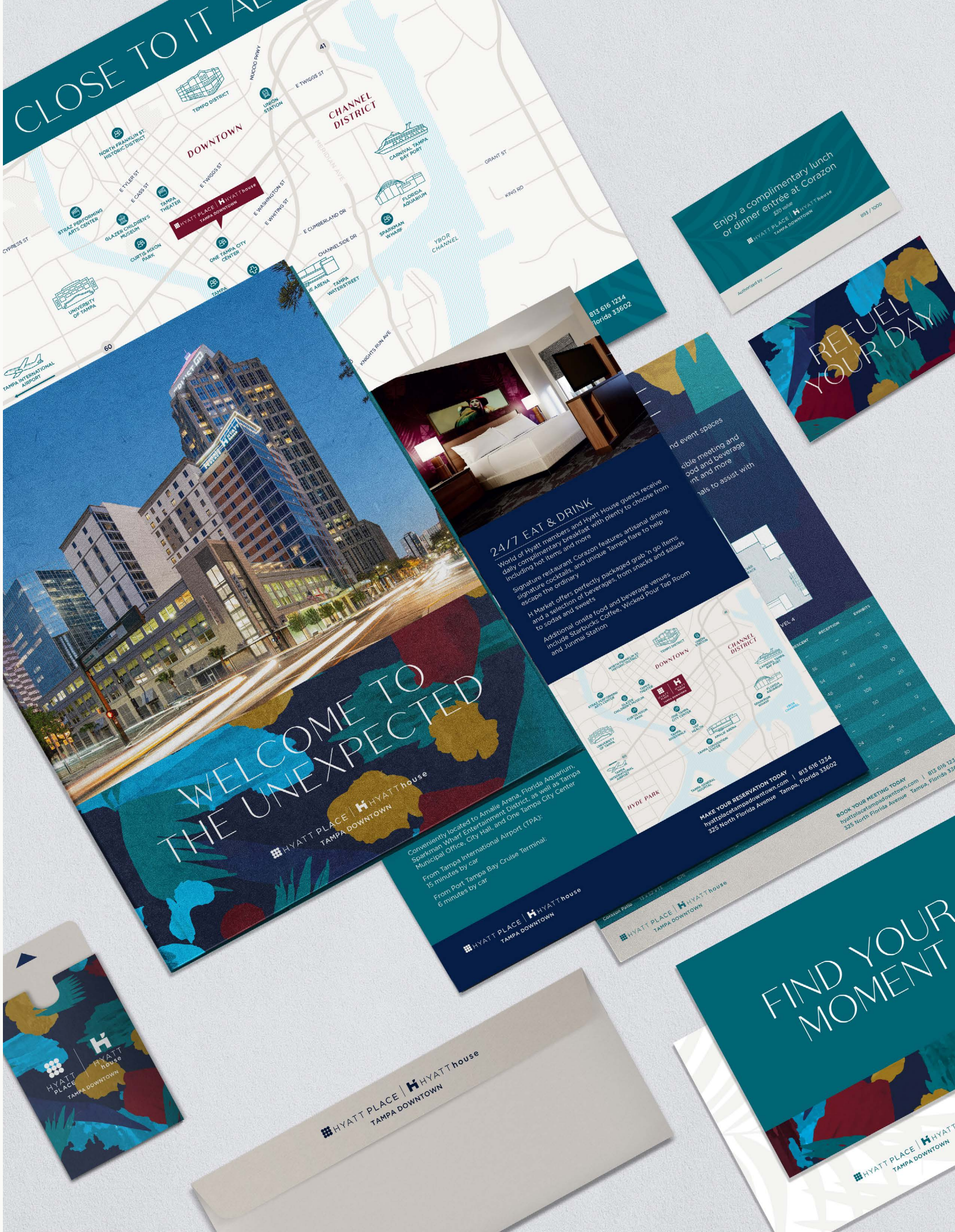
Brand Execution

Hospitality Materials

Tenderling applies the established style guide to all in-room and operational collateral so that your brand’s story carries throughout each piece.

This phase of brand building can include:

- ❑ **MARKETING & SALES COLLATERAL**
 - ❑ DIGITAL & PRINT BROCHURES
 - ❑ MEETINGS FACT SHEETS
 - ❑ CUSTOM MERCHANDISE
 - ❑ EMAIL STRATEGY & DESIGN
 - ❑ SELF-GUIDED ART TOURS
- ❑ **IN-ROOM COLLATERAL**
 - ❑ DND/DOOR HANGERS
 - ❑ IN-ROOM DINING MENUS/CARDS
 - ❑ MINIBAR MENUS
 - ❑ CONSERVATION/HOUSEKEEPING CARDS
 - ❑ NOTEPADS & PENS
 - ❑ DIGITAL COMPENDIUM



Hospitality Materials

❑ ACTIVATIONS

- ❑ NAMING
- ❑ BRAND IDENTITY
- ❑ BRAND LANGUAGE
- ❑ INTERIOR INSPIRATION
- ❑ MARKETING MATERIALS

❑ ADVERTISING

- ❑ MARKETING STRATEGY PLAN
- ❑ DIGITAL & PRINT ADVERTISING
- ❑ RETARGETING CAMPAIGNS

❑ SOCIAL MEDIA

- ❑ CONTENT STRATEGY
- ❑ TEMPLATES
- ❑ GRID/POST CREATION

❑ EVENT GRAPHICS



Multifamily Materials

Tenderling crafts all needed collateral pieces, from brochures and fact sheets to social media assets, utilizing your brand's identity.

This phase of brand building can include:

❑ **MARKETING & SALES COLLATERAL**

- ❑ DIGITAL & PRINT BROCHURES
- ❑ FACT SHEETS OR UNIT ONE-SHEETS
- ❑ PRESENTATION TEMPLATES
- ❑ CUSTOM MERCHANDISE
- ❑ STATIONARY

❑ **ADVERTISING**

- ❑ MARKETING STRATEGY PLAN
- ❑ DIGITAL & PRINT ADVERTISING

❑ **SOCIAL MEDIA**

- ❑ CONTENT STRATEGY
- ❑ TEMPLATES
- ❑ GRID/POST CREATION



Food & Beverage Materials

Tenderling designs thoughtful collateral systems—from menu suites to advertising materials—with your brand assets to tie each touchpoint together.

This phase of brand building can include:

☐ **MENUS**

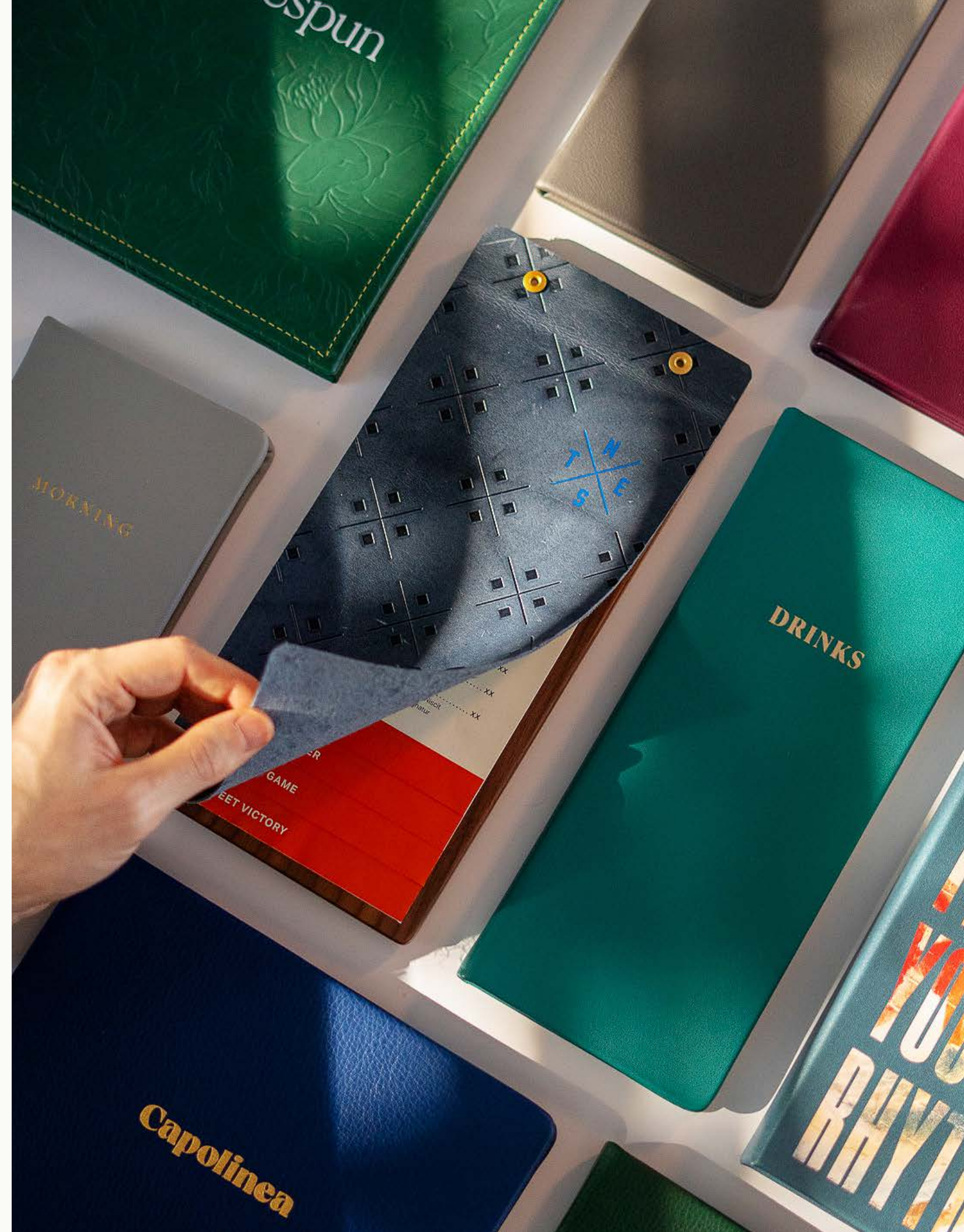
- ☐ FULL MENU SUITE: BREAKFAST, LUNCH, DINNER, DRINKS AND DESSERT
- ☐ HAPPY HOUR MENU
- ☐ SEASONAL MENU

☐ **MENU HOLDER**

☐ **CHECK PRESENTER**

☐ **MARKETING & SALES COLLATERAL**

- ☐ PROMOTIONAL FLYERS
- ☐ DIGITAL & PRINT BROCHURES
- ☐ CUSTOM MERCHANDISE
- ☐ LOYALTY CARDS



Food & Beverage Materials

❑ ADVERTISING

- ❑ MARKETING STRATEGY PLAN
- ❑ DIGITAL & PRINT ADVERTISING
- ❑ SEASONAL CAMPAIGNS

❑ SOCIAL MEDIA

- ❑ CONTENT STRATEGY
- ❑ TEMPLATES
- ❑ GRID/POST CREATION

❑ EVENT GRAPHICS



Investor Materials

Tenderling creates investor materials using your approved branding so that every piece fits into your brand story.

This phase of brand building can include:

- ❑ PRESENTATIONS
- ❑ FACT SHEETS
- ❑ GRAPHICS/CHARTS/MAPS

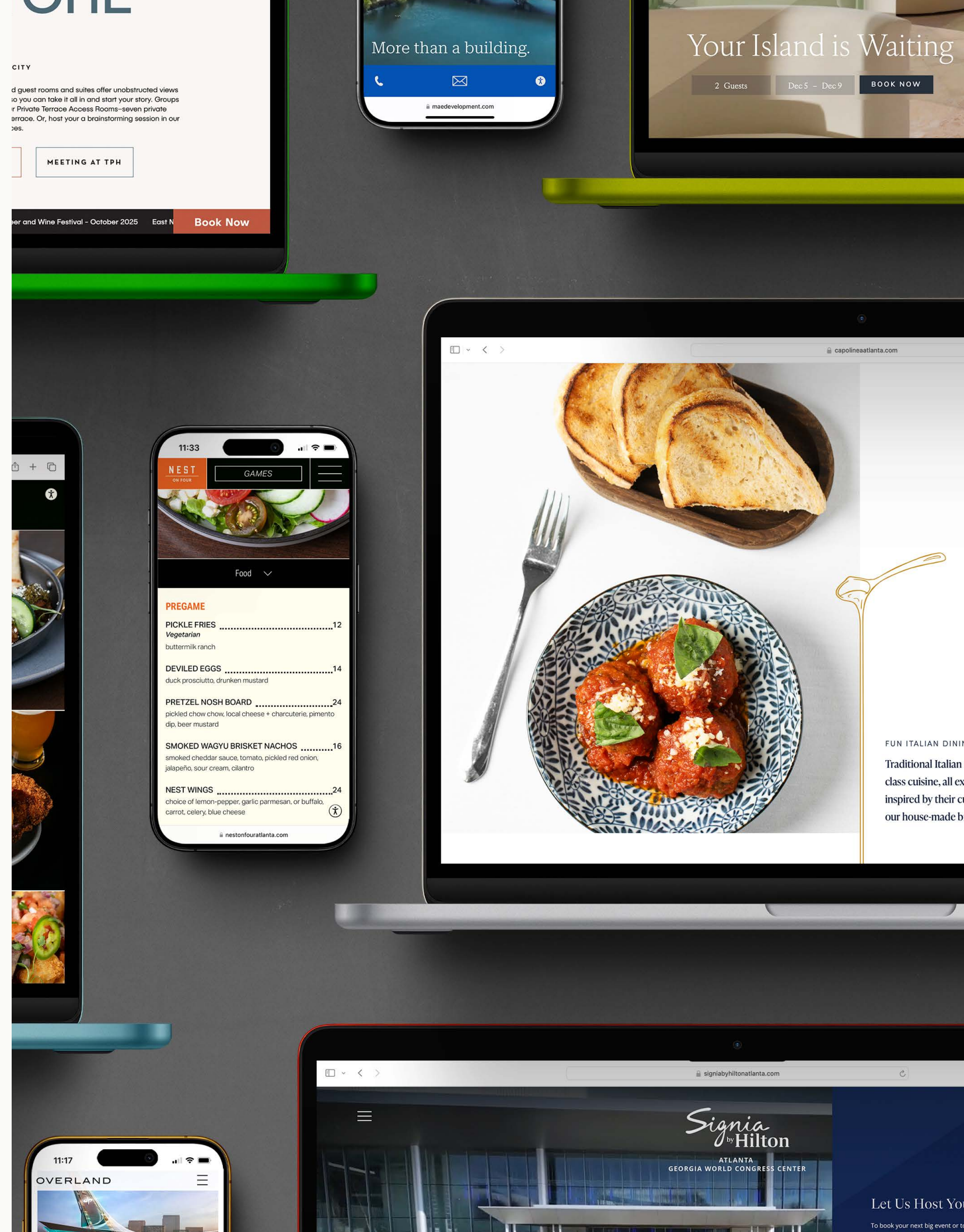


Website Design & Development

Tenderling creates a comprehensive overview of your brand through website strategy, design and custom site programming.

This phase of brand building can include:

- ❑ **FULL WEBSITE**
 - ❑ UX/UI PLANNING & STRATEGY
 - ❑ DESIGN
 - ❑ CUSTOM CODING
 - ❑ LEAD GENERATORS
- ❑ **VANITY WEBSITE/SPLASH OR HOLDING PAGE**
 - ❑ UX/UI PLANNING & STRATEGY
 - ❑ DESIGN
 - ❑ CUSTOM CODING
 - ❑ LEAD GENERATORS
- ❑ **WEBSITE HOSTING & MAINTENANCE**
 - ❑ ADA COMPLIANCE
 - ❑ SITE UPDATES
- ❑ **WEBSITE CONTENT UPDATES**



Signage

Tenderling partners with some of the best manufacturers in the US to create signage that works for your brand and your architecture.

This phase of brand building can include:

- ❑ **WAYFINDING/SIGNAGE**
 - ❑ PLANNING
 - ❑ DESIGN INTENT DRAWINGS
 - ❑ MATERIAL SPECIFICATIONS
- ❑ **FABRICATION OVERSIGHT**
- ❑ **SIGNAGE INSTALLATION**



Brand Maintenance

Retainer Package Options

Tenderling maintains your brand through collateral and content updates, additional promotional materials and more. We’re here to ensure your brand stays consistent and cohesive.

1

ESSENTIAL BRAND SUPPORT

INCLUDES:

- Quarterly Brand Check-Ins with Strategy Insights
- Minor Updates to Existing Brand Assets
- 3 Branded Marketing Assets Per Quarter
- Priority Response Time for Branding Questions

Best for small properties or businesses needing light brand maintenance.

2

GROWTH & CONSISTENCY

INCLUDES:

- Monthly Brand Strategy Consultation and Performance Review
- 5 Custom Branded Assets Per Month (Social Media Posts, Print Collateral, Signage, etc.)
- Website & Digital Branding Consistency Check (Audit & Minor Updates)
- Staff Training on Brand Usage (1 Session/Year)
- Preferred Pricing on Additional Design Work

Ideal for clients expanding their marketing efforts and needing consistent branded materials.

3

FULL-SERVICE BRAND STEWARDSHIP

INCLUDES:

- Dedicated Brand Consultant for Ongoing Support
- Unlimited Minor Updates to Branding Elements
- 10+ Branded Assets Per Month (Social Media, Advertising, Packaging, Event Materials, etc.)
- Annual Brand Refresh Recommendations and Implementation
- Competitor Brand Analysis and Market Positioning Insights
- VIP Rush Service for Urgent Branding Needs

Best for high-end hotels, multi-property groups, or premium apartment developments wanting continuous brand refinement.

Yearly Branding Plan

We know what your brand needs, and you know when you need it. Rank your need-to-haves by what quarter you'll need them in and Tenderling will get to work.

Q1	Q2	Q3	Q4
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FULL SERVICE BRAND EXPERTS

Building a brand is an ongoing process. Have any questions?
Book a call with us to discuss your brand needs.

TENDERLING®
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