Your Brand, Your Way: Strategic Branding & Marketing Services



**TENDERLING**<sup>®</sup> 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  $\underline{W}$  and Penny Moore

TABLE OF CONTENTS

- Brand Strategy 4
- Brand Development 7
- Brand Execution 11
- Brand Maintenance 20
- 22 Yearly Branding Plan
- Let's Get Started 23

Learning to see begins with our first breath. We see shapes, colors and patterns before we learn to walk and talk.

Seeing is our first and most primary language. A language of the senses and of the soul. A language that connects us all.

Controlling how and what others see is powerful. So, at Tenderling, we choose daily to be students of sight and heroes of the heart.

To study the language of our origin. To see and to create. We design to teach and to flourish others.

We design to inspire.



---

# 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





### A ZEST FOR LIFE



 DEFINITION: • Organization from the word Zest, related to the name Vess; related to the name Vess; meaning "God behadus.
 URLS: • Hote/Zessa.com • Their/obj/Zessa.com
 COMFLICTS: • Zessa.Lingerie in Sweden (first Google result for Zessa)

### TRADEMARKING RISK ASSESSMENT

# 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			BRA	BRAND REFRESH OR EXPANSIONS		
	LOGO			COL	COLOR PALETTE	
	COLOR PALETTE			GRAPHIC ELEMENTS		
	GRAPHIC ELEMENTS				PATTERNS	
		PATTERNS			SECONDARY MARKS	
		SECONDARY MARKS			ILLUSTRATIONS	
		ILLUSTRATIONS		ΤΥΡ	OGRAPHY	
	TYPOGRAPHY			PHOTOGRAPHIC STYLING		
	PHOTOGRAPHIC STYLING			BRAND GUIDELINES		
	BRAND GUIDELINES				STYLE GUIDE	
		BRAND PLAYBOOK				





11766 Wilshire Boulevard, Suite 820 Los Angeles, California 90025 T 310 582 1991 X 210 C 310 428 7225 the menter appendix on the

### BORSTE AL NO

PLEASE SUBMIT JOINT VENTURE OPPORTUNITIES TO:

## 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





## 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:

### **D PHOTOGRAPHY**

- CONCEPT/BRAND ALIGNMENT
- □ FULL PHOTO SHOOT PRODUCTION

### 

- 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

### 

- 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

### 

- 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:

- **D PRESENTATIONS**
- □ FACT SHEETS
- □ GRAPHICS/CHARTS/MAPS



		ovation	
	DLOGY & INNOVATION ornia remains the global epicenter orging spaces such as AI, blockcha reging spaces such as AI, sector isistent immigration, domestically isistent immigration, domest AI-ref base posters (66,624) and	er of tech innova inspire	
TCHNO	DLOGY & INNOVATION ornia remains the global epicenter ornia remains the global epicenter ornia remains the global epicenter ornia spaces such as Al, blockcha ging spaces such as Al, blockcha reging spaces such as Al, blockcha isistent immigration, domestically reging spaces such as Al, blockcha isistent immigration, domestically reging spaces such as Al, blockcha isistent immigration, domestically reging spaces such as Al, blockcha reging spaces such as Al, blockcha epicenters and all blockcha reging spaces such as Al, blockcha reging space such as A	ain, and internationalis	
TECH	DOGY & interest of the global epicekcha ornia remains the global epicekcha orging spaces such as AI, blockcha isistent immigration, domestically isistent immigration, domest AI-re lifornia has posted the most AI-re liforni has posted the most AI-re lifornia has	elated jobs by elated	
col	sistent III: has posted the lifornia has posted the 42,154) versus Texas (66,624) and ICULTURE California is the largest agricultur California is the largest agricultur of total U.S. output, producing 9 of total U.S. output, producing 9	ating 11.8%	
• (14	lifornia inersus Texas 42,154) versus Texas ICULTURE California is the largest agricultui of total U.S. output, producing 9 of total U.S. MEDIA	state, representinges(2)	
	TURE gest agricult	99% OT 111	
AGR	icult is the large producting	t hub	
	of total U.S. outr	ld's leading entertainment hub by the growth of streaming ning	
	California's status as the work California's status as the work is projected to be bolstered h video, social media, and gam	Id's leading en of streams	-
E	ITERTAIN is status as the polstered h	by the Bi	
E	California's status as usered to california's status as usered to is projected to be bolstered to video, social media, and gam	nine	
	SOULT SOULT	in the	
	video, soo SHIPPING & LOGISTICS california hosts the two la	argest shipping ports () ent 30% of all export activity and ty in the country(3)	
	DUIPPING & Losts the two w	argot of all export activity	S
	California nos	ent 30% Country(3)	۲
	· States state's ports represent	ty in the	
	SHIPPING California hosts the curves States The state's ports represe the state's ports represent the state'	il 2023) 2021-2022	-
	40	AL (APTILE - wiew 201	
	Stanford Universellure	Statist's Office	
	<ol> <li>Stanford University Ha</li> <li>California Agriculture</li> <li>California Legislative</li> </ol>		
	3. California	real estate trants	,
		Landowners, reas, consultant	4
on		including landowners, real estate brokers, master planners, consultants architects, engineers, contractors, property managers, municipal agenci property leaders, collaborate in and industry leaders, collaborate in two rky	es,
	and	brokers, engines, municiporate in	ti.
	vertical and	alo party man loaders,	
ning, en	titlement, vertical and opment, development, set management	including tarmers relations contracts brokers, master plain, contracts architects, engineers, municipal agenci property managers, municipal agenci and industry leaders, collaborate in dynamic network	
land planning develo	titien, development opment, development set management	dynamic	
horizonta and ass	et int		
PRK resident perating missions / closing Costs Revenue PROJECT COSTS and oft Costs Soft Cost Sontingency* Soft Cost Contingency* Soft Cost Contingency*	\$91,473,00 \$1200 TOTAL \$45,96 \$5,700,000 \$93,6 \$11,609,000 \$93,6 \$43,536,583 \$316 \$2,046,482 \$5 \$43,543,648 \$5	\$ PER RSP           NIT         \$30           68         \$61           621         \$3           180         \$227           51,101         \$11           66,504         \$24           36,642         \$8           627,721         \$363	
Hard Cost Hard Cost Contingency* Hard Cost Contingency*	77394	AF61,731 \$11	
Hard Cost Contingency Hard Cost Contingency Escalation, Admin, Fee, Marketing	\$1,5 403	\$119,591	
Marketing Cost	\$14,850,	\$ PER RSF	
Marketing Financing Cost TOTAL COST	5.00%	PER UNIT \$200	
TOTAL	TOTAL	\$103	
	0 172	\$252,782 \$305	
EXIT CAP KAN		\$2001,737	
	\$31,34 \$69,655,403		
Debt			
LP Equity Total Funding			
Total			

BRAND EXECUTION

## 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



BRAND EXECUTION

## 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

- D 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.



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.

### INCLUDES:

 Monthly Brand Strategy Consultation and Performance Review

**GROWTH & CONSISTENCY** 

- 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.



### INCLUDES:

- **Ongoing Support**

- Insights

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

### **FULL-SERVICE BRAND STEWARDSHIP**

Dedicated Brand Consultant for

• 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

### • VIP Rush Service for Urgent Branding Needs

## 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	
TENDERLING			

Q4

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

### TENDERLING® BRAND STRATEG & DESIGN

512 291 7094

In

J

newbusiness@tenderling.com tenderling.com

Penny Moore PARTNER PENNY@TENDERLING.COM

James <u>W</u> Moore PARTNER JAMES@TENDERLING.COM

10