



Latest Episode

## 4 Tips for Building an Impactful Brand Toolkit



## Insight of The Week

**A brand toolkit is MUCH more than the logo, font and colors.**

So what is a brand toolkit? It is all of the visual and verbal assets that bring your brand to life. This includes brand story, character, TOV and all of the visual assets - logo, fonts, colors, photography treatments, textures, iconography, macro and micro visual elements, and usage of all of these items inclusive of executions. We are big fans of before and after examples, but it doesn't have to be this. It can be totally new executions. The point of the toolkit is to build a consistent and authentic brand experience. All of these items TOGETHER do this.



## Marketing Smarts Moment

### Scott Mautz

Scott Mautz is a popular keynote speaker and #1 bestselling author whose latest book and talk [Leading from the Middle](#) helps middle managers dramatically increase their influence up, down, and across their organization.

“ A lot of people shy away from tools that could be very powerful for them because they’ve experienced it badly, don’t know how to internalize it, and don’t know how to set it up for success. ”

-April Martini  
ForthRight People

forthright-people.com

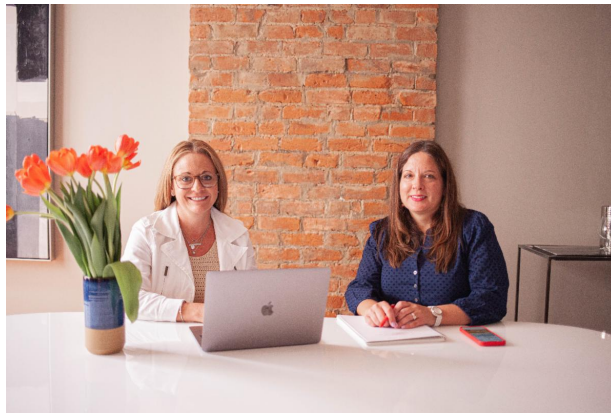
## Not to Miss

We’ve all had experiences with technology that haven’t gone well. Knowing that our use of technology continues to increase, marketing professionals need to take steps to use it to their benefit. Check out a recent Marketing Smarts [episode](#) where we address this topic!

Want your company's middle managers and leaders equipped to foster a high-performing organization? Want them inspired to drive the change and transformation that's a challenging necessity moving forward? Go to [ScottMautz.com](https://www.ScottMautz.com) to check out [Leading from the Middle](#) and all of Scott's keynotes, trainings, courses, and books

Shamir Duverseau, [Smart Panda Labs](#)

Make sure to follow FRp on [Instagram](#) to stay up to date!



## ABOUT US

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

[More About Us](#)

Follow Us for More FRp Insights



Forthright People, LLC [Contact Us](#)

Are our newsletters going to spam? Want to make sure they end up in your inbox? Add our address to your contacts. Check out this [link](#) for more details.

Forthright People | PO Box 43174, Maderia, OH 45243

[Unsubscribe](#) [laura@forthright-people.com](mailto:laura@forthright-people.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by [laura@forthright-people.com](mailto:laura@forthright-people.com) in collaboration  
with



Try email marketing for free today!