



Latest Episode

How to Translate Your Brand into a Physical Reality with Ron Novak, Drawing Dept



## Insight of The Week

### Translating your brand into a physical reality

When we say “brand,” we mean more than your logo, colors, and fonts. We’re talking about the experience you’re creating and how it’s going to connect emotionally with your client, customer, or consumer. This feels super tangible when you’re talking about products, but what about when you walk into an office building, a restaurant/bar/club, a condo complex, a retail store, an entertainment venue, and beyond? Think of the below when bringing your brand to life in physical form.

- How do you translate your brand into a physical reality? What makes your brand special? What are you selling? When are you selling it? What is the social component/approachability?
- What does branding mean in physical spaces?
- How do you address form vs. function?



Photo credit: [MartaSVGDesigns](#)

## FRp Spotlight

Ron Novak, Foundering Partner and Principal at  
**Drawing Dept**

“The key is: What makes you so damn special?”



**FIRST COHORT POWER HOUR**

**Tracey Ireland**  
VP, Marketing, Rhinegeist Brewery

Hear the importance of  
"Getting Out of Your Own Way"  
and prioritizing your value  
in order to achieve your vision.

12 PM EST  
Virtual Session

Tuesday,  
January 16,  
2024

## ForthRight Women's Cohort

Announcing our first **ForthRight Women Cohort** "Power Hour" Speaker: Tracey Ireland!! Mark your calendars for **Jan 16 at 12:00 pm EST** for this virtual event. As the Vice President of Marketing at **Rhinegeist Brewery** and mom to 16 year old twin daughters, she knows the importance of "Getting Out of Your Own Way" in order to achieve your vision. Essential to this is learning how to prioritize your value, a hard endeavor for many of us who feel pulled in different directions. Be one of the founding 30 of The Cohort and your first month, including this discussion with Tracey, is FREE!

The first 30 members can enjoy this special introductory offer:

- First month is FREE
- Special rate of \$25 per month for 6 months\*
- 3 Personal Growth Modules (valued at \$165)
- No obligation. Cancel at anytime\*

\*After 6 months, the rate increases to the going rate of \$45/month. Payment will terminate upon canceling, but reimbursements will not be given for the current month.

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## 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...

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