

//WEBSITE  
STROM-MEDIA.COM



BRAND  
GUIDLINE

THROUGH THIS PDF YOU WILL  
BE ABLE TO LEARN ABOUT IMPORTANCE  
OF EACH SECTION IN BRANDING,  
READING COMMENTS HERE ↓

//COMMENT



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Visit Strom Media Website

# INTRODUCTION

## ABOUT US

Founded 2024, **Strom Media** is a marketing, web design and strategy agency operating internationally. Our clients' businesses are mid size to big corporations. We offer services in Branding, Web Design, Graphic & Motion Design, Ads, Conversion optimization, Social Media and Strategy.

## OUR MISSION

At **Strom Media**, our mission is to help businesses achieve growth through innovative and effective media, strategy, and digital marketing. We are committed to understanding the unique needs of each client and delivering tailored strategies that drive results. By leveraging our expertise and staying at the forefront of industry trends, we strive to provide exceptional value and support, helping our clients in the digital landscape with success.

## OUR VISION

At **Strom Media**, our mission is to help businesses achieve growth through innovative and effective media, strategy, and digital marketing. We are committed to understanding the unique needs of each client and delivering tailored strategies that drive results. By leveraging our expertise and staying at the forefront of industry trends, we strive to provide exceptional value and support, helping our clients in the digital landscape with success.



# OUR VALUES

**QUICK, AND SPOT ON:** We are committed to consistently delivering high-quality work that meets and exceeds our clients' expectations.

**WE KEEP OUR PROMISES:** We operate with honesty, transparency, and ethical practices, building trust with our clients and partners.

**OUR BIGGEST ASSET - OUR EMPLOYEES:** We invest in our employees so they can deliver exceptional work for our clients.

**PERFECTIONISM:** We strive for perfection in every project, paying attention to detail to achieve exceptional results.

**COLLABORATION AND COMMUNICATION:** We believe in the power of teamwork and open communication, both within our team and with our clients, to foster a productive and creative environment.

**ADAPTABILITY:** We are flexible and responsive to change, always ready to adapt our strategies to meet the evolving needs of the digital landscape.

# OUR STORY

In 2024, Oswald saw an opportunity in the media and marketing industry. Having spent years on the buying side, he witnessed firsthand the challenges businesses faced in navigating the digital landscape. With a vision to do things better, he founded Strom Media.

From the very beginning, Strom Media was built on the principles of quality, innovation, and client-centricity. Oswald's passion for excellence and his belief in the power of marketing set the foundation for a company dedicated to helping businesses scale.

Our journey started with a small but determined team, united by a shared goal: to provide exceptional media, strategy, and digital marketing solutions. Through hard work, creativity, and a commitment to our clients, we quickly gained a reputation for delivering results that exceeded expectations.

As we grew, so did our dedication to investing in our employees. We understood that a strong, knowledgeable team was crucial to maintaining our high standards and driving success in a fast-paced environment. By fostering a culture of continuous learning and collaboration, we ensured that Strom Media remained at the forefront of industry trends and innovations.

Today, Strom Media stands as a leader and go-to agency known for quality and perfection. Our clients trust us to provide a premium experience, from the initial consultation to the final execution of their campaigns. We take pride in our ability to adapt and respond to the ever-changing digital world, always with the goal of delivering the best for our clients.

Our story is one of growth, resilience, and unwavering commitment to excellence. As we look to the future, we remain dedicated to helping businesses achieve remarkable success through innovative media and marketing solutions.

AGE: 35+

GENDER: ANY

INCOME: HIGH

ROLE: CXO OR BUSINESS OWNER

GEOGRAPHY: WORLD WIDE

EDUCATION: ANY

# AUDIANCE PERSONA

## **BRAND MESSAGES**

**SCALING YOUR BUSINESS.  
EXCEEDING YOUR EXPECTATIONS.**

**YOUR BUSINESS GOALS ARE  
OUR MARKETING TARGETS.**

**AGENCIES WORK FOR PROFIT,  
WE WORK FOR PEOPLE.**

**YOUR GROWTH, OUR EXPERTISE.**

**BUILDING TRUST BY COMPLETE  
TRANSPARENCY.**

**UNDER PROMISE, OVER DELIVER**

## WEBSITES

### DESCRIPTION

The central hub for information about Strom Media's services, case studies, and contact details. It should reflect the brand's commitment to quality and innovation.

### FOCUS

User-friendly design, clear messaging, and showcasing successful projects.

## EMAIL MARKETING

### DESCRIPTION

Regular newsletters and updates sent to clients and prospects, featuring industry trends, case studies, and special offers.

### FOCUS

Professional design, valuable content, and a personalized approach.

## SOCIAL MEDIA

### DESCRIPTION

Platforms like LinkedIn, Instagram, and Twitter where Strom Media shares industry insights, company updates, and engages with the audience.

### FOCUS

Consistent branding, engaging content, and interactive posts that reflect the company's expertise.

## CLIENT PROPOSALS & REPORTS

### DESCRIPTION

Documents used for presenting project proposals, reports, and performance metrics to clients.

### FOCUS

Clear, concise information with a professional appearance that reinforces Strom Media's premium positioning.

## CUSTOMER SERVICE

### DESCRIPTION

Interactions through phone, email, or chat support where clients seek assistance or information.

### FOCUS

Responsive, helpful, and friendly service that reflects the company's commitment to client satisfaction.

## CLIENT ONBOARDING MATERIALS

### DESCRIPTION

Documents and resources provided to new clients to guide them through the onboarding process.

### FOCUS

Clear, informative content with a friendly and welcoming tone.

## ADVERTISING & PROMOTIONS

### DESCRIPTION

Online and offline ads, sponsored content, and promotional materials.

### FOCUS

Consistent messaging and visual identity that highlight Strom Media's unique value proposition.

# tone of voice 1-2

## PROFESSIONAL BUT APPROACHABLE:

**Description:** Maintain a high level of professionalism while being warm and accessible. This helps build trust and makes clients feel valued.

**Example:** “We’re here to provide you with expert guidance and a personal touch. Let’s work together to achieve your goals.”

## CONFIDENT AND ASSERTIVE:

**Description:** Communicate with assurance, reflecting the expertise and high standards of Strom Media. Avoid overly aggressive or boastful language.

**Example:** “Our strategies are designed to deliver results. Trust us to take your business to the next level.”

## CLEAR AND DIRECT:

**Description:** Use straightforward language that is easy to understand. Avoid jargon or complex terminology unless necessary.

**Example:** “We simplify digital marketing so you can focus on what you do best. Here’s how we can help.”

## TRANSPARENT AND HONEST:

**Description:** Be open and clear about what clients can expect. Honesty fosters trust and sets realistic expectations.

**Example:** “We believe in full transparency. You’ll know exactly what we’re doing and why.”

## SUPPORTIVE AND ENCOURAGING:

**Description:** Show enthusiasm and support for clients’ goals. Encourage them through every stage of their journey with Strom Media.

**Example:** “Your success is our success. We’re here to support you every step of the way.”

# tone of voice 2-2

## INNOVATIVE AND INSIGHTFUL:

**Description:** Reflect the forward-thinking and cutting-edge nature of Strom Media. Offer valuable insights and creative solutions.

**Example:** “Stay ahead of the curve with our innovative strategies and expert insights. Let’s make an impact together.”

## PRACTICAL APPLICATION

**Website Content:** Clear, professional, and engaging, with a focus on how Strom Media can solve clients’ challenges.

**Social Media Posts:** Friendly and engaging, with a mix of professional insights and personable interactions.

**Client Proposals:** Confident and detailed, clearly outlining how Strom Media will achieve the client’s goals.

**Emails:** Professional yet approachable, with a focus on providing value and maintaining transparent communication.





# THE LOGO

# TYPOGRAPHY

Heading H1

Font: **Archivo BOLD**

Example: **LOREM IPSUM DOLOR SIT AMET**

Heading H2, H3, H4

Font: **Archivo REGULAR**

Example: **LOREM IPSUM DOLOR SIT AMET**

Paragraph

Font: **Archivo REGULAR**

Example: Lorem ipsum dolor sit amet

## EXAMPLE OF USING FONT IN A TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**THIS WOULD BE HEADING 2**

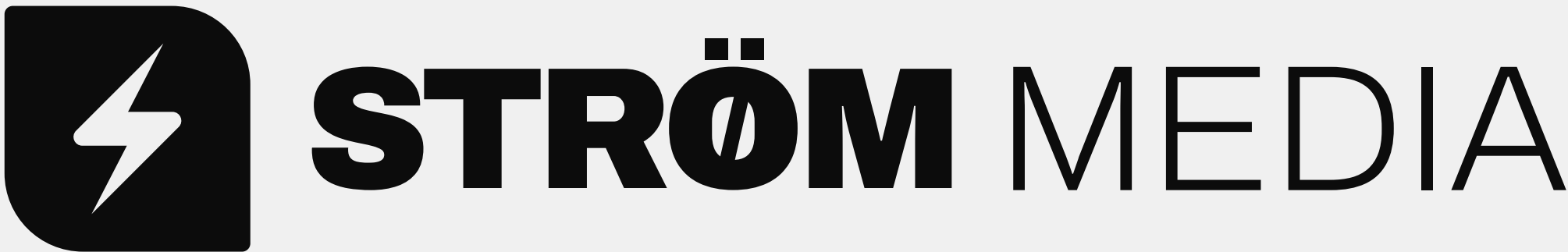


# BRAND COLORS

WOWW THOSE  
COLORS ARE  
SO GOOD

 WHITE  
#F0F0F0

 BLACK  
#0C0C0C





# LOGO ICON VARIATION



//FILL



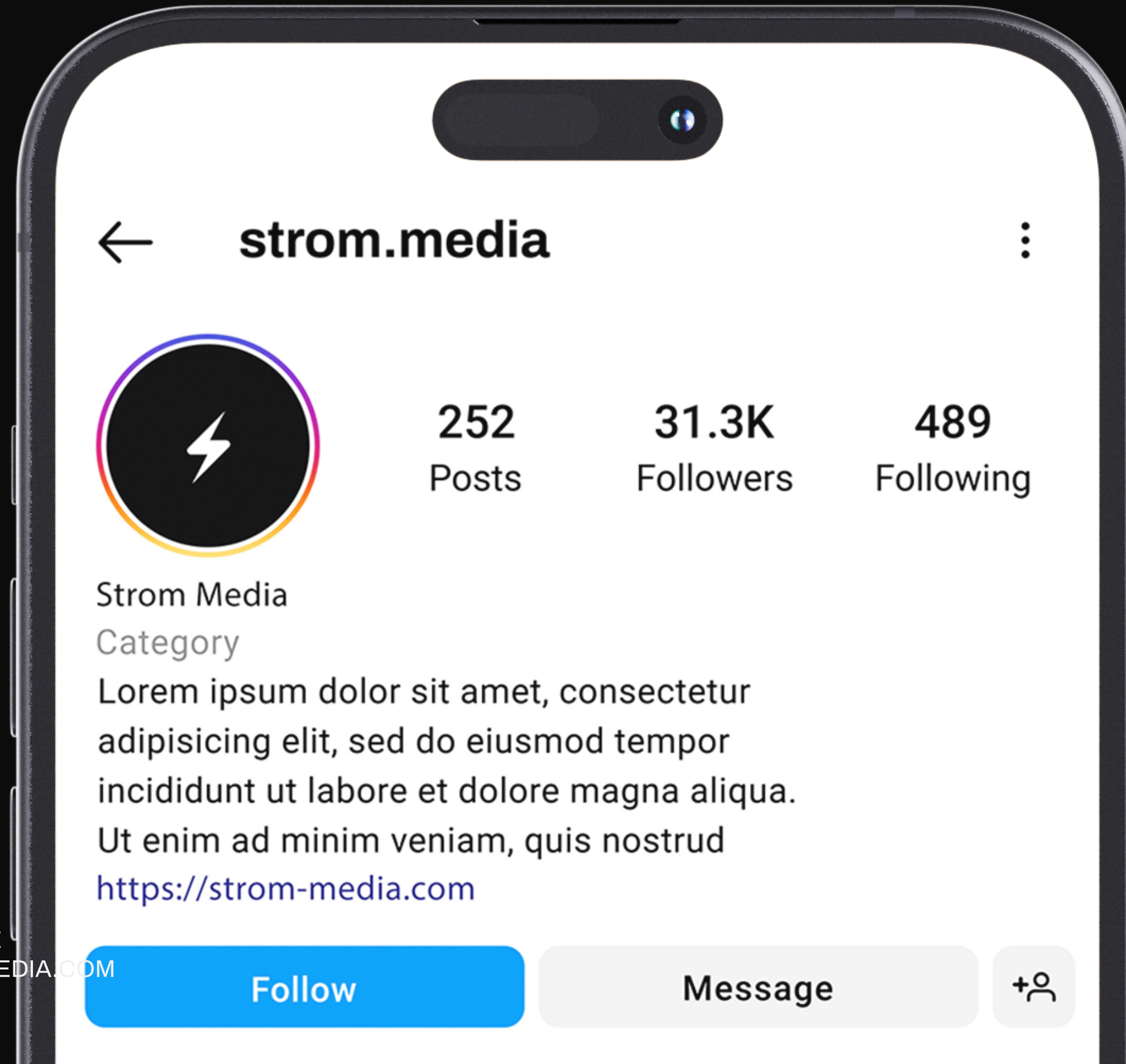
//ORIGINAL



//STROKE



# BRAND IN USE



# SOCIAL MEDIA DESIGN

//SOCIAL MEDIA, AS THE NEW ERA OF MARKETING, IS ONE OF THE MOST IMPORTANT AND MODERN FORMS OF PROMOTION. THEREFORE, ALONG WITH BRANDING, IT IS ESSENTIAL TO HAVE A VISION FOR THE FOLLOWING.





//WEBSITE  
STROM-MEDIA.COM

# PATTERN

//PATTERN IS NOT ALWAYS NEEDED

//PATTERNS MIGHT BE THE MOST IMPORTANT TO PEOPLE WITH PRODUCTS.  
ON PACKAGING, T-SHIRTS, DECORATIVE PAPERS, PATTERNS PLAY A KEY  
ROLE IN BRAND RECOGNITION AND ATTRACTING CUSTOMERS' ATTENTION.



BADASS  
LOGO  
EVERYWHERE

# BRAND IN ENVIROMENT



//WEBSITE  
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//PLACING THE LOGO ON A SPECIFIC SURFACE ALSO PLAYS A SIGNIFICANT ROLE IN  
VISUALIZING THE LOGO. AS A DIGITAL PRODUCTS COMPANY, OUR LOGO IS PRIMARILY PLACED ON DEVICES.  
WE ALSO MAKE IT A HABIT TO PLACE THEM ON BUSINESS CARDS, FLYERS, BROCHURES, AND T-SHIRTS.



