

Your Brand Is Your Biggest Asset.

What every entrepreneur needs to know right now.

Think of the last time you chose one brand over another

- Same price.*
- Similar product*

But **something** made you choose.

What was that?

Most businesses don't have a marketing problem. They have a **branding** problem.

01 BRANDING

Who you are. What you stand for. Why anyone should care.

Start **HERE**

02 MARKETING STRATEGY

Who to target. What message. Which channels. What story to tell.

Then here

03 MARKETING OPERATIONS

Meta Ads, Google Ads, SEO, Email Marketing, PR, Social Media...

Most start here — that's the problem

To fix this. You should start from the foundation.

WHAT'S HAPPENING RIGHT NOW
2025 · 2026 · The data

90%

of executives believe
customers trust them

vs only 30% of customers
who actually do

Consumer Trust Statistics, 2025

10–20%

of revenue growth for brands
with consistent identity

only 29% without formal
guidelines hit that level

Forrester Research, 2026

45%

of consumers already use AI
to research, compare, and
decide

before they ever talk to a
brand

IBM + NRF Global Study, January 2026

More budget will not fix a broken brand. More clarity will.

WHAT BRAND ACTUALLY IS?

We define brand as the intersection of promise and perception.

Ken Pasternak
Chief Strategy Officer
Two by Four



Brand touchpoints
Each touchpoint is an opportunity to increase awareness.

Do you talk, or do you bark?

THE GUY / THE CLIENT

- The one paying
- The one making the business decision
- The message should reduce risk and create confidence

THE DOG / THE USER

- The one using it
- The one experiencing the product day to day
- Useful insights, but often not the final buyer

Do you talk, or do you bark?

THE QUEEN/ IDEAL CUSTOMER

- Our target group or buyer personas
- Who you wish would buy.

THE SNAKE / LOST OPPORTUNITY

- The lost opportunity
- Was interested, then ghosted you.

THE 12 BRAND ARCHETYPES : The 12 Brand Personalities

-The Innocent: seeks happiness, purity, and simplicity
Tone of voice (tov): optimistic, clean, positive

-The Explorer: seeks freedom, adventure, and discovery
Tov: adventurous, independent, curious

-The Sage: seeks truth, knowledge, and understanding
Tov: wise, analytical, intellectual

-The Hero: seeks to prove worth, overcome challenges, and achieve goals
Tov: bold, motivating, inspiring

-The Outlaw (Rebel): seeks to break rules and challenge the system
Tov: provocative, disruptive, daring

-The Magician : seeks transformation and making the impossible possible
Tov: visionary, mystical, inspiring

THE 12 BRAND ARCHETYPES : The 12 Brand Personalities

-**The Everyman**: seeks belonging, connection, and acceptance

Tov: relatable, down-to-earth, friendly

-**The Lover** : seeks love, pleasure, and deep emotional connection

Tov: sensual, emotional, elegant

-**The Jester** : seeks fun, joy, and living in the moment

Tov: playful, humorous, spontaneous

-**The Caregiver** : seeks to help, protect, and care for others

Tov: warm, empathetic, nurturing

-**The Creator** : seeks to innovate, create, and express ideas

Tov: imaginative, artistic, expressive

-**The Ruler** : seeks control, leadership, and success

Tov: authoritative, confident, refined

The Innocent



The Hero



The Explorer



The Ruler



Your archetype organizes color, type, tone of voice, naming, and content choices into one consistent personality.

Your font speaks before your copy does.

SERIF

Georgia, Garamond

COMMUNICATES

Tradition, authority,
elegance

BEST FOR

Vogue, Rolex

VOGUE

ROLEX

SANS SERIF

Helvetica, Arial, Inter

COMMUNICATES

Modern, clean,
accessible

BEST FOR

Apple, Google

iPhone

Google

SCRIPT

Brush Script, Pacifico

COMMUNICATES

Personal, human,
creative

BEST FOR

Coca-Cola, Instagram

Coca-Cola

Instagram

DISPLAY / BOLD

Impact, Bebas Neue

COMMUNICATES

Attention,
confidence, energy

BEST FOR

ESPN, Fanta








ESPN

FANTA

Naming is the first touchpoint: memorable, ownable, and aligned with your archetype — not just available as a domain.

COLOR PSYCHOLOGY

Colors trigger emotion before the brain reads a single word.
Use color to reinforce your archetype, not just decorate the logo.

COLOR	WHAT IT COMMUNICATES	BRANDS USING IT
 RED	Passion, Energy, Urgency	<i>Coca-Cola, YouTube, Netflix</i>
 BLUE	Trust, Stability, Calm	<i>Facebook, PayPal, Samsung</i>
 YELLOW	Joy, Optimism, Warmth	<i>McDonald's, IKEA, Snapchat</i>
 GREEN	Health, Growth, Nature	<i>Whole Foods, Spotify, Starbucks</i>
 PURPLE	Luxury, Creativity, Wisdom	<i>Cadbury, Hallmark, Twitch</i>
 ORANGE	Friendly, Confident, Value	<i>Amazon, Fanta, Mastercard</i>
 BLACK	Power, Elegance, Prestige	<i>Chanel, Nike, Apple</i>

Psychology of Colors in Brands

RED

EMOTION

Strength
Passion
Excitement



Use In Marketing

- Used extensively in food industry to trigger appetite
- Conveys strong energy and high confidence
- Attracts attention and adds high visibility to the brand

YELLOW

EMOTION

Intellect
Joy
Energy



Use In Marketing

- Conveys positivity, high energy and optimism
- Stimulate creativity and attracts consumer attention
- Indicates fun, cheerfulness and a "happy" brand image

BLUE

EMOTION

Loyalty
Trust
Intelligence



Use In Marketing

- Considered as the most popular brand color
- Suggests high loyalty and precision
- Closely associated to intelligence and trust

GREEN

EMOTION

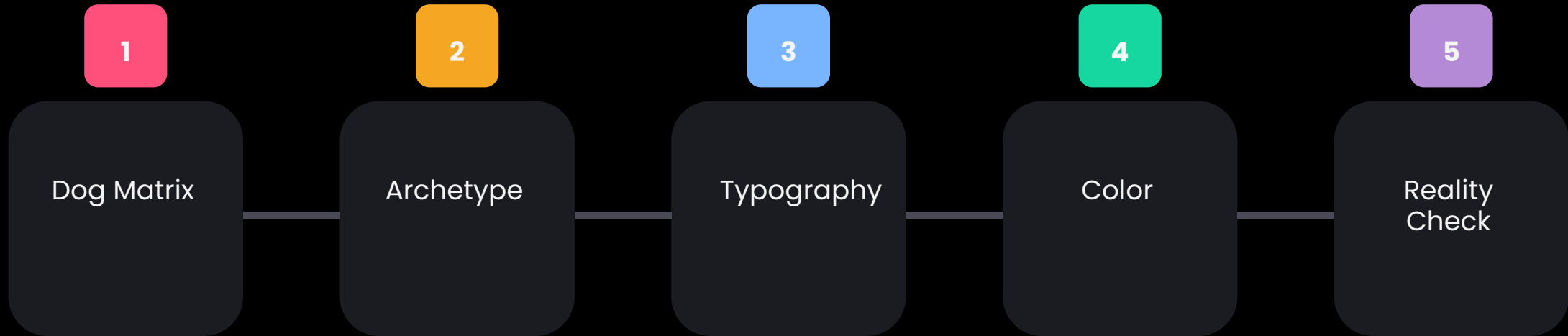
Freshness
Growth
Safety



Use In Marketing

- Is considered as the easiest color for human vision
- Used to project a relaxing image and environment in stores
- Extensive usage to indicate an environment friendly approach

WORKSHOP

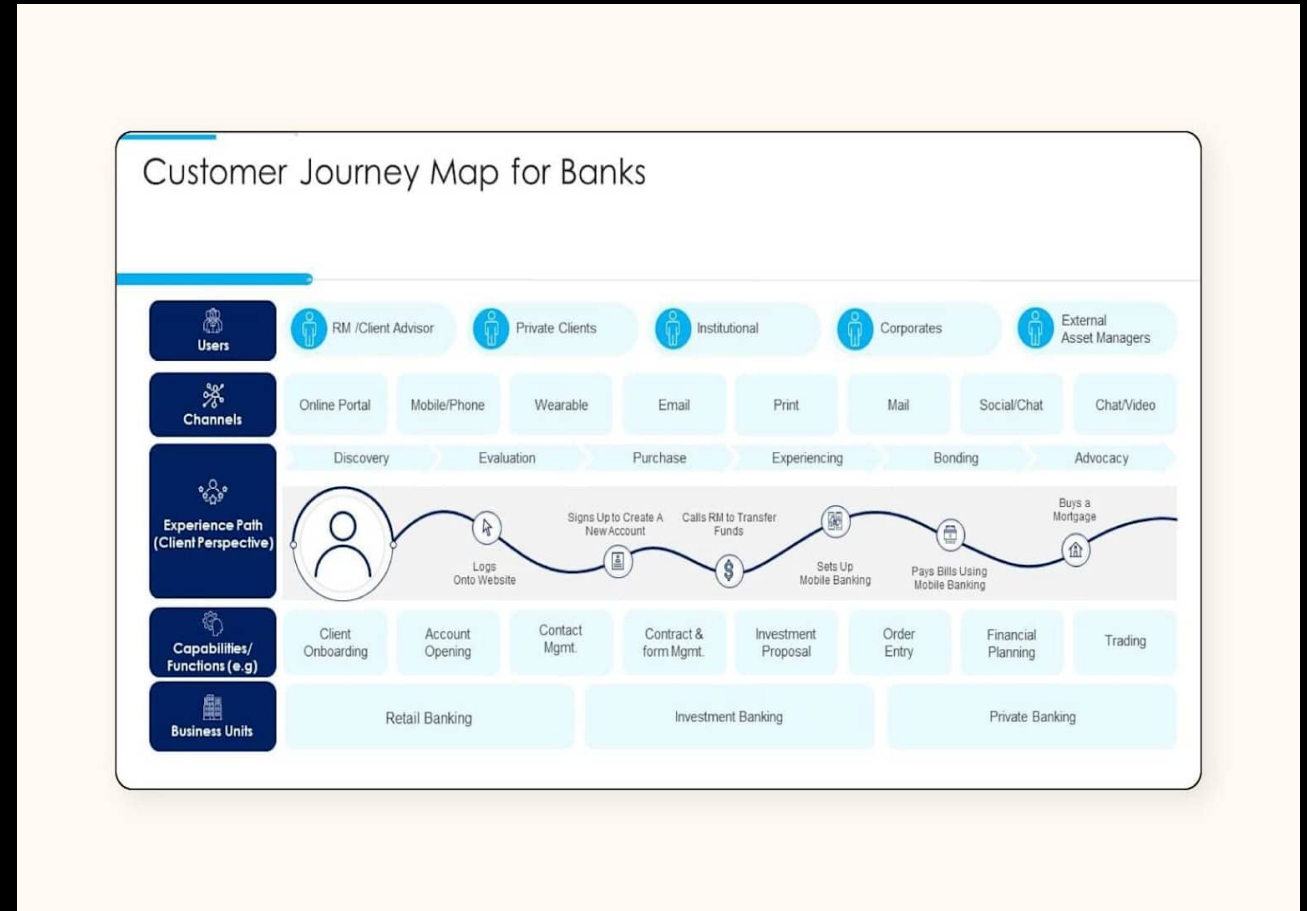


The goal is not to make things prettier. The goal is to expose where your brand strategy and your real communication are out of sync.

MARKETING DISCONNECT

Show the right message at the right moment

- Wrong audience = wasted spend
- Wrong timing = ignored message
- Wrong channel = low relevance
- Right insight first, paid amplification last



The ad is the last step, not the first.

SALES

Sales is where the brand can die

- Sales is the last touchpoint of the brand, not a separate department.
- Marketing builds trust; one salesperson breaking tone can destroy it in seconds.
- Teams often improvise language, overpromise, and drift from strategy.
- Sales needs a tone-of-voice guide, not just a pitch deck.
- Every salesperson is a brand representative whether they know it or not.

Consistency at the point of sale is what makes the promise believable.

Questions for your brand

- Who exactly is your customer — not demographics, but pain, language, and moment?
- What position do you own in their mind, and what archetype are you willing to commit to?
- Are design, marketing, and sales working from the same foundation?
- If not, where is the contradiction showing up first?
- A strong brand is not the loudest one in the room — it is the clearest.

SUMMARY

Your brand must be:

- PERSONABLE:** Something that represents and builds it from what it is, in a clear way.
- AUTHENTIC:** Credible according to its promise.
- RELEVANT:** Desirable and vital.
- ENDURING:** The essence of the brand will remain over time beyond trends.
- UNIQUE:** Different from its competition

CONCLUSIONS

Brand is now business strategy

- Brand used to sit under marketing umbrella. In the best companies today, brand is the operating lens.
- Sales, HR, IT, customer service, and product all shape the same promise.
- Design without strategy becomes **decoration**.
- Marketing operations without strategy becomes **noise**.
- Sales without strategy becomes **luck**.

A brand is not a campaign layer. It is the system that aligns decisions.

**IF YOU DIDN'T EXIST ANYMORE,
WOULD WE MISS YOU?**

THANK YOU!