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RAE BRAND IDENTITY

DATA-DRIVEN CREATIVITY



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Brand Name Options:

- Ascendant
- Prospire
- UpGrow
- BranchUp
- AdvantEdge
- BusinessAid
- Elevate
- Evolution
- Catalytic
- PeakQuest

Brand Slogan Options:

- “Navigating Success Together”
- “Empowering Visions, Elevating Businesses”
- “Your Success, Our Mission”
- “Where Passion Meets Proficiency”
- “Beyond Consulting, Partnering for Growth”

Mission Statement: Empowering solopreneurs and small businesses by providing comprehensive and dedicated support, fostering growth, and maximizing success through strategic management and operational excellence.

Vision Statement: To be the unwavering partner for entrepreneurs and small businesses, recognized for our dedication, transparency, excellence, and humanistic approach, ensuring their success at every stage of their business journey.

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Brand Narrative: Born from a deep understanding of the challenges faced by entrepreneurs, Elevate was founded by Rae, a seasoned professional with over 20 years of Operations Management experience. Rae's journey, from her roots in the fast-paced environment of New York to her experiences in various small businesses, led her to realize the critical need for holistic support during the crucial business stages of startup, growth, and expansion.

Inspired by a passion to fill the gaps that hinder many visionaries, Rae's vision for Elevate is rooted in her commitment to making a positive impact in the lives of solopreneurs and small business owners. Her hands-on support to nonprofit organizations underscores the brand's human-centered approach, ensuring a deep understanding of people that translates into effective executive solutions.

Driven by a mission to offer practical services that not only meet the practical needs but also resonate with the lifestyle and aspirations of entrepreneurs, Elevate is more than a consultancy—it's a devoted partner in the development, scalability, and sustainability of businesses.

Brand Positioning: Elevate positions itself as the go-to partner for entrepreneurs and small businesses, offering a comprehensive suite of services encompassing Executive Advisory, Strategic Planning, Communication Facilitation, Project Management, Operations Optimization, Team Management, and more. With a focus on dedication, transparency, excellence, and a humanistic approach, Elevate stands out as the essential support system for businesses seeking unwavering expertise and a dedicated advocate for their success.

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Target Audience: Solopreneurs and small businesses at various stages of their journey, seeking comprehensive support in areas of executive management, operations, strategy, and team development. Elevate is especially tailored for those who value dedication, transparency, and human-centric solutions.









Long-Term Plan:

In 5 years, Elevate aims to be a recognized force in entrepreneurial and small business success, serving 30 ongoing accounts with a dedicated team. Each contract will span a minimum of a year, offering a full staff team comprising a business & mindset coach, a high-level operations manager, and 1-2 virtual assistants.

In 10 years, Elevate envisions expanding its reach globally, becoming an industry leader known for its unwavering commitment to client success. The brand aims to have diversified its services to meet evolving business needs and established itself as a key player in fostering innovation, sustainability, and excellence in the entrepreneurial landscape.

Colour Palette:

To complement gold, consider a sophisticated palette that reflects professionalism, depth, and passion:

- Deep Navy Blue: Represents trust, stability, and depth.  
- Rich Burgundy: Adds warmth, passion, and a touch of luxury.  
- Elegant Gray: Signifies professionalism and balance.  
- Emerald Green: Infuses a sense of growth and prosperity.  

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