



THE BRAND CLINIC

Small Business RX for Branding Challenges

The Brand Clinic helps entrepreneurs and small businesses face the challenges of building or nurturing brands—in high-impact, 1 to 3-hour, idea-filled sessions. Whether starting a new company or looking for ways to make a current brand more unified, relevant, authentic or accessible, The Brand Clinic “operates” with empathy and precision.

**“Immersive but fast and fun—
like turbo-therapy for your business brand!”**

—Karen Porier, Marketing Consultants

BrandStorming Sessions

- Your Big Idea brainstorm (mapped before your eyes)
- Concept development
- Logo assessment
- Tagline design
- Ad concepts
- Image suggestions
- Brand standards guidelines
- Namestorming (business name/URL)
- VisionQuest guided meditation session/business focus

Brand Clinic Clients are Asking...

- How can I improve my web content/navigation?
- What are some strategies for publishing a Print-on-Demand (POD) book?
- How do I set up a Wix or SquareSpace site?
- What are the pros & cons of my company name/tagline?
- Ok, so I need a new business name. Where do I start?
- Show me how to set up and use Instagram.
- Show me how to size/upload photos to my website.
- I hired a logo/graphic designer and need help directing their process!

“Terese asked all the right questions to understand what I needed then designed a beautiful and functional site in under a week! A later session was invaluable to helping map out a new site build.”

—Ann Rosenthal, Artist/Educator, LOCUSArt

- What’s working/not working with our present logo?
- Help me write descriptions for my Etsy shop!
- What advertising messages would work well with my current brand, without being cliché or using cheesy sales jargon?
- Walk me through brand standards. Do I really need them?
- How can I combine everything I do into one website?
- How do I break down what I offer to potential clients?
- I can get a working website in a day if I have content? Really!?

What We Do

- Design coaching for print/web, with an educated eye for logos design, color, typography, layout, and information architecture/ navigation (what goes where and how a user experiences and uses the information on your website).
- Help in envisioning and determining overall concept, parent vs. subsidiary business hierarchy, design strategy, and action steps.

How It’s Different

- Co-collaborative approach isn’t just brainstorming but highly intentional insight that cuts to the chase faster than more traditional consulting.
- Empathic approach to business and brand assessment, questioning expansively and listening from multiple viewpoints as to how a brand is formulated and received.
- Creative problem-solving, with a “design thinking” mindset.
- Continually considering the user experience/interface with brands as well as pre-existing strategy and materials.

Fees / Discounts

One-hour session: \$125

\$150 with half hour follow up by phone or email.

Single parent special – 2 sessions for the price of 1

(child care available while we meet at Whetstone Work Group)!

First session free to anyone booking 3 or more sessions after first session.

Set Up a Meeting!

Fridays at Whetstone Work Group. Meeting other days can be at other co-worker spaces, on site or by phone. Contact below.

FREE Brand Guide and “BrandAide” to help you complete your action steps after our first session.



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art + design + energy