



## Frequently Asked Questions about Kite Inc.

### **Q: What is Kite?**

A: Kite is a full-service brand strategy, print and interactive design firm that builds authentic brands for a diverse national clientele. Kite helps companies and organizations reveal who they are and what they stand for, and to communicate and deliver a meaningful experience at every touch point.

### **Q: Who founded Kite? What is their background and expertise?**

A: Mary Weisnewski founded Kite in 2007 with the vision of building a firm based on the principle that brand influences and inspires design. Prior to starting and leading her own firm, she served as chief brand strategist at Methodologie, one of the leading design and brand firms located in Seattle, as well as brand strategist at Parker LePla, a leading integrated branding and marketing communications firm also located in Seattle. Mary is a popular speaker on the power of authentic brands and has spoken at events for organizations including Rice University's Executive MBA Program, The Smithsonian, and the Association of Fundraising Professionals, to name a few. Her writings on brand have appeared in publications including *American Way*, *Design Management Review*, *Chronicle of Philanthropy*, *Washington CEO*, *BrandChannel.com* and the *Puget Sound Business Journal*.

### **Q: What, exactly, is a brand?**

A: Kite believes that brand is more than a logo, name or typeface. It is a powerful business tool that is deeply rooted in the companies' strengths and can be highly leveraged for driving organizational success. Brand is everything associated with a company, product, service, or person -- all the attributes, tangible and intangible. It's what they stand for, what they do, what they say and what they look like.

### **Q: What services do you offer to your clients?**

A: From strategy development to integrated communications, our services include: brand development; print and graphic design; interactive design; brand audits and benchmarking; positioning and message development; and naming.

### **Q: When should companies evaluate their brand?**

A: Brand is not a launch event, it's a long-term investment. It is a tool for consistent and effective relationship building through actions and communications. Managing a brand is a thoughtful, methodical and long-term commitment to the daily delivery of its attributes. As a company grows and evolves, so should its brand. Some particularly relevant times to evaluate and build a brand are when a company experiences:

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- Shift in focus: When there's a change in the mission or direction of an organization, a brand audit will help to ensure the shift is meaningful, that the revitalized brand strategy builds internal alignment and that the visual brand is appropriately and powerfully aligned.
- Growth: When a company is small, typically privately owned and funded by its founders, the strategy is easily understood internally and communicated externally. With growth, and when publically owned by shareholders, it must demonstrate that it's reliable, credible and savvy enough to trust. An established brand platform and sophisticated visual brand and messages are needed to support this.
- Broadening geographic reach: The farther spread out a company is, the more important it is that they have clear and focused guidelines. A strong brand is the filter for consistency, no matter how far apart they are physically.

**Q: What are some of the tangible tools that comprise a brand platform?**

A: Using the information gathered from a brand audit, Kite helps its clients to uncover the tools that keep their brand -- and their company -- running smoothly. These tools include the following:

- Mission statement-- explains why the company exists; its reason for being. Should be easy to understand, easy to remember and inspiring.
- Guiding principles -- the values that drive the culture of the company and define its belief system.
- Brand promise -- the everyday shortcut to the brand that all staff can use to guide daily decision-making. It defines the unique approach that a company can own and wants to be known for.
- Brand personality -- the way a company would describe the character of the organization if it were a person. It defines the appropriate look and feel, and tone of voice of all communications.
- Solid Positioning -- the foundation for all company messages and how the organization is positioned in the marketplace against its competition. It is the value proposition.

**Q: Who are some of Kite's clients?**

A: Kite serves an array of companies and organizations both large and small, across diverse industries including: professional services; healthcare; financial services; technology; consumer, business-to-business; non-profit; and real estate. Clients include Point B Solutions Group, PeaceHealth, Cornerstone Advisors, The Cottage Company, Seattle Savings Bank, Axon Physiotherapy, iDocLocker, Quosal and Carena, to name a few.

**Q: How is Kite any different than other branding firms?**

Kite's roots are in both brand strategy and design. Typically, brand is created by either a strategic firm or a design firm. By bringing these disciplines together, Kite takes a seamless approach in which brand informs and inspires design -- becoming the vehicle for accurately communicating the essence of the brand and the experience of the organization.

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Kite's approach has a track record of proven success in internal consensus building at the highest level, and a deep understanding of what it takes to live the brand and deliver on it at every touch point.

There's no second team at Kite. Some strategic firms and design firms bring in their executive teams to pitch business, only to hand it off to more junior-level teams in the process of learning as they go. This doesn't happen at Kite. What you see is what you get: senior-level branding at every touch point.

### **Q: How is Kite funded?**

A: Kite is a privately-held company that has been funded entirely by its founder, Mary Weisnewski.