



## What is your brand – & why is it worth investing in? CVG – Charrette Venture Group

02.13.25 Presentation/Discussion: *Logos, business naming, storytelling, brand consistency, branding and advancing the work small firms do.*

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## Key Takeaways

- ✓ Do you need to re-fresh or re-brand?  
See recent examples at <https://www.charrettevg.com/creative-studio>
- ✓ Does your firm have a “Why”?  
[https://issuu.com/aianys/docs/aianys\\_february\\_23\\_quarterly\\_final\\_draft\\_2-7-23](https://issuu.com/aianys/docs/aianys_february_23_quarterly_final_draft_2-7-23)
- ✓ What does your Creative Brief look like and what does it include?  
<https://www.charrettevg.com/cvg-free-learning/your-creative-brief>
- ✓ Are you looking for a top ten list of key brand considerations?  
A recorded webinar at <https://www.youtube.com/watch?v=OVMrMIyLAWM>
- ✓ What should your firm be named?  
<https://www.charrettevg.com/cvg-free-learning/naming-your-aec-firm>
- ✓ Perhaps you prefer podcasts?  
<https://entearchitect.com/podcast/entearch/naming-your-architecture-firm/>
- ✓ What is the StoryBrand framework?  
<https://storybrand.com/>
- ✓ Are you looking for a crash course in how to run a firm?  
<https://www.charrettevg.com/foundations>
- ✓ Would you like to have CVG speak at your SFx event?  
<https://www.charrettevg.com/request-a-speaker>

## Upcoming All Calls

03.13.25 Social Media for Small Firm Architects 04.10.25 Presence & Presentation