

Gold Sentinel Brand Refresh

Before and After

Karen Jones
story + design



Gold Sentinel Brand Refresh

Re-branding of capabilities slide deck for a DC legal/data analytics company.

Creative services:

- Copywriting/editing for clarity and maximum impact
- Visual design options
- Final graphics on two slides, style guide
- Art direction of a junior staffer tasked with maintaining the style going forward. Coaching to maintain clean aesthetic, simple storytelling, and brand standards.

Before




Brand Tracker (BT)

GoldSentinel's **Brand Tracker (BT)** provides clients a deep level understanding of the people influencing the image of a brand, related topic, or product. Our BT seeks to track the popularity of a brand by identifying connections between promoters, users, partnerships, reviews and ratings, beliefs, funding, and outcomes. Depending on client needs, GoldSentinel can report comprehensively on client brand, or the products most needed to complement marketing efforts can be selected. GoldSentinel offers a suite of products that answer questions including:

- Are the brand's key messages resonating?
- Who are the most influential brand promoters?
- Who are the most influential detractors?
- How can I contact these influencers?
- What messages are penetrating the marketplace regarding the brand?
- How are competing brands performing in comparison?
- Are there financial investments supporting our detractors?

GoldSentinel's Brand Tracker is available as a one-time assessment, a monthly or quarterly report.

Contact Us www.goldsentinel.com | jeff@goldsentinel.com | mike@goldsentinel.com
1.833.3GoldSentinel (465-3736) | 673 Potomac Station Drive Suite 726, Landsdowne, VA 20176





GeoSpatial Services



1938 vs 2010 Development

GoldSentinel can provide tailored geospatial support to answer your firm's environmental and energy intelligence needs in such areas as: historical site conditions, environmental litigation involving CERCLA/RCRA, real estate transaction due diligence, brownfields reuse, and e-discovery.

Fresh Visual Design Options

GoldSentinel



BRAND TRACKER

YOUR FIRM'S REPUTATION IS YOUR CALLING CARD. WHERE DO YOU STAND?

We support your law firm's marketing efforts by providing data-driven insights reflecting changes in the firm's reputation. We track the popularity of your brand by identifying connections between promoters, users, partnerships, reviews and ratings. Brand Tracker answers questions such as:

- ARE OUR BRAND'S KEY MESSAGES RESONATING?
- WHO ARE OUR MOST INFLUENTIAL BRAND PROMOTERS?
- WHAT MESSAGES ARE PENETRATING THE MARKETPLACE REGARDING OUR FIRM?

Available as a one-time assessment, a monthly, or quarterly report.

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Brand Tracker (BT)

You can write a better first line.

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Who are our most influential brand promoters?
How can I contact these influencers?

Are our brand's key messages resonating?
What messages are penetrating the marketplace regarding our firm?

Who are the most influential detractors?

Available as a one-time assessment, a monthly, or quarterly report.

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Fresh Visual Design Options

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GEOSPATIAL SERVICES

We provide tailored geospatial support to answer your firm's environmental and energy intelligence needs in such areas as:

- HISTORICAL SITE CONDITIONS
- ENVIRONMENTAL LITIGATION INVOLVING CERCLA/RCRA
- REAL ESTATE TRANSACTION DUE DILIGENCE
- BROWNFIELD REUSE
- E-DISCOVERY



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After: Brand Refreshed



SECURE, LEAVE-NO-TRACE, NON-INTERFERENCE INVESTIGATIVE SERVICES



Making the right decisions to guide legal strategy requires an understanding of the interests, networks, and players involved. Our comprehensive investigative services can uncover evidence relevant to your case, for example:

- INFORMATION ON THE BACKGROUND, GEOGRAPHIC LOCATION AND ACTIVITIES OF WITNESSES
- IDENTIFICATION OF UNNAMED, HIDDEN THIRD PARTIES WHO ARE ACTIVELY INVOLVED
- HIDDEN FINANCIAL CONNECTIONS

WE PROVIDE FULL-SPECTRUM leave-no-trace investigation services supporting a variety of legal clients in class action, tort, prosecutorial and defense endeavors, as well as risk mitigation. Our leave-no-trace investigative approach compiles public information to yield new insights so that our investigations will remain confidential and unbiased.

TO COMPLEMENT OUR INVESTIGATION we offer comprehensive technical capabilities: video and image analysis, geospatial analysis, data mining and predictive analytics. Our work is protected with best-in-class security measures so that our client's interests are kept confidential.

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Color Palette

Suggested accent colors


YELLOW

LIME

INDIGO

70% BK

30% BK



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Thanks for looking!

-KJ

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