



Dept. of Small Business and Supplier Diversity and Red Orange Studio  
present

## Branding 101: Make What You Stand For Stand Out

Does your brand help your business dress for success? A brand is more than just a logo. It's your brand story, your customer experience and the perception of your brand directly affects your business. And your brand shows up in more places than you may realize. Marketing and branding professional Susie Fife from Red Orange Studio, a creative agency in Shockoe Bottom, will share their expertise on branding to help you determine if your brand is working. Together, we'll discuss:

- What is a brand
- What is a strong brand
- How to know when it's time for a rebrand
- How to conduct a brand audit

This "hands-on" workshop will get you started towards developing an effective and powerful brand to help propel your business forward.

**Date:**           **Monday, January 27, 2020**

**Location:**       Twin Hickory Area Library (plenty of free parking)  
5001 Twin Hickory Road  
Glen Allen, VA 23059

**Time:**            9:00 – 12:00 pm