



BRAND OFFERINGS & INVESTMENTS

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SANA | BRAND OFFERINGS & INVESTMENTS

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A Case for Brand Refresh



Life is the proving ground for brands that evolve.

AS A BUSINESS, the path you're on continually evolves with your vision, ambitions and the stories you want to tell. Look around you. Everything changes. Everything on this earth is in a continuous state of evolving, refining, improving, adapting, enhancing, and changing. You were put on this earth to adapt and create.

A business case for a brand refresh.

Investing in your brand is not just a nice 'extra.' Brand change can deliver significant returns, boosting both customer perceptions and your bottom line— but it has to be done right. You may ask — why go to the trouble and expense of refreshing your brand at all? The answer is absolutely essential. Your business environment is always changing, and you can't afford to be left behind. New competitors, evolving customer tastes, disruptive new technologies and many other factors alter the dynamics of the marketplace. It's the old adage, ***evolve or perish***.



“ The way your
company **BRANDS**
itself is *everything*.
It ultimately decides
whether the business
survives or not. ”

SIR RICHARD BRANSON
FOUNDER OF THE VIRGIN EMPIRE



Even the best branding has a shelf life.

Your brand should last for a while, but it will eventually need to be replaced. If your current branding looks like it belongs in a different decade, it's time for a brand refresh. Your branding's job is to share your brand story. It should allow your customers to easily identify what you're about. If it doesn't do this effectively, a rebrand is needed.

BRAND REFRESH REASONS

- YOUR BRAND LOOKS OUTDATED
- NEW PRODUCT OR SERVICE
- TECHNOLOGY ADVANCEMENT
- YOU'RE GOING AFTER A NEW AUDIENCE
- YOU LOOK SIMILAR TO THE COMPETITION
- YOU'VE CHANGED IN A SIGNIFICANT WAY
- SCANDAL OR REPUTATION ALTERED
- YOUR STORY ISN'T BEING TOLD ACCURATELY
- MERGER OR ACQUISITION
- CORPORATE RESTRUCTURING
- CELEBRATING A MILESTONE

Brand Refresh Trend

Since the pandemic, 79% of businesses have rebranded.

OLD ▶				
NEW ▶				
OLD ▶				
NEW ▶				
OLD ▶				
NEW ▶				
OLD ▶				
NEW ▶				

The Sana Approach



Our Distinctive Methodology



01 **sana** | Brand Compass™

DISCOVER & DEFINE

Every strong brand begins with clarity. **Brand Compass™** helps leadership define where the brand is today, where it needs to go, and what should guide its decisions. We clarify purpose, positioning, audience, differentiation, values, and aspirations to establish a clear strategic direction. The result is more than a strategy. It is a shared compass for making brand decisions.

02 **sana** | Brand Expression™

DESIGN & DELIVER

Once the strategy is clear, Sana brings it to life. **Brand Expression™** transforms strategic thinking into the creative expression that defines how the organization presents itself to the world—from brand identity and visual language to voice, messaging, guidelines, and the templates needed to express the brand consistently across print and digital channels. The result isn't simply an identity. It is a distinctive expression of who you are.

03 **sana** | Brand Stewardship™

PROTECT & STRENGTHEN

Creating the brand is only the beginning. **Brand Stewardship™** provides the ongoing strategic oversight needed to protect its integrity and value as the organization grows. Sana serves as the brand steward, helping ensure that the people, agencies, and partners representing the company remain aligned with the strategy, identity, and standards that made the brand valuable in the first place. Because every expression of your brand should tell the same story.

What Sana Delivers



Our Engagements

YOUR COMPANY HAS EVOLVED. Your brand should evolve with it. Sana refreshes established brands that have built equity, earned trust, and reached a point where their identity, expression, or communication no longer reflects who they are today or where they're going next.

Choose the level of engagement that best fits your brand's complexity and ambition.



sana | Brand Radiance™

FOCUSED. STRATEGIC. ESSENTIAL.

A focused brand refresh for established companies whose existing brand no longer fully reflects who they are today.

Our offerings and deliverables includes:

ENGAGEMENT: LEVEL 1

MONTHLY: \$6,000+

TIMELINE: 3-4 MONTHS

RESULTS: A refreshed, cohesive brand system that gives your team the clarity and tools to represent the brand consistently.

Sana | Brand Compass™

Brand Discovery	Evaluation
Brand Audit	Core Principles
Brand Compass Workshop	Competitive Review
Brand Positioning	Brand Strategy Summary

Sana | Brand Expression™

Logo Concepts	Background Patterns
Logo Design Variations	Brand Story
Branded Color Palette	Voice & Tone Framework
Typography Usage	Foundational Messaging
Brand Imagery	Digital Asset Templates
Graphic Elements	Print Asset Templates

Sana | Brand Stewardship™

Brand Guidelines	Internal Brand Orientation
Digital Brand Asset Suite	Brand Usage Recommendations
Implementation Standards	



sana | Brand Signature™

COMPREHENSIVE. STRATEGIC. ENDURING.

For established, high-growth companies with greater brand complexity, multiple audiences, or a need for more sophisticated communication across digital and print channels.

Everything in Sana | Brand Radiance™, plus:

ENGAGEMENT: LEVEL 2

MONTHLY: \$6,000+

TIMELINE: 6-8 MONTHS

RESULTS: A fully developed brand system with the strategic foundation, communication tools, and standards required to scale with confidence.

Sana | Brand Compass™

Expanded Brand Discovery
Deeper Competitive Analysis
Expanded Brand Positioning

Brand Architecture
Customer Experience Map
Comprehensive Brand Strategy

Sana | Brand Expression™

Expanded Identity System
Comprehensive Voice & Tone
Brand Narrative Guidelines
Messaging Framework
Online-Ready Brand Content

Print-Ready Brand Content
Expanded Digital Template System
Expanded Print Template System
Marketing Communication

Sana | Brand Stewardship™

Expanded Digital Asset Suite
Brand Implementation Roadmap
Internal Brand Training

Stakeholder Alignment
Marketing Partner Guidance
Brand Governance Framework





Your brand is one of your most valuable business assets. It deserves more than a refresh. It deserves a clear strategy, distinctive expression, and thoughtful stewardship.

At Sana, we help established companies evolve their brands with purpose—strengthening the equity they’ve built and preparing them for what’s next.

From clarity to expression to stewardship.

Building trusted brands designed to endure.

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