



Client Showcase

BRANDING

CASE STUDY



Overview



Case Study: Sixwatch

OPPORTUNITY

Sixwatch was founded by John Owens to cater to business owners and like-minded entrepreneurs. With over 25 years of experience in the industry, Owens understands the challenges of finding reliable IT vendors and partners. He found that most of these services over-promised and under-delivered, providing little support when it was needed. This led to the establishment of Sixwatch. The business had a strong message with “We’ve got your six” an military tactic for protection, but their brand story needed to come alive with a strong visual and verbal personality.

SOLUTION

Sana has given a local Managed IT service company called Sixwatch a complete brand refresh. Before refreshing the brand, it’s important to understand the background of the brand and its future goals. Giving the brand a personality and set of beliefs makes it more relatable to consumers. The brand strategy began with a thorough analysis of Sixwatch’s current status through research, insights, customer analysis, customer journey mapping, and competitive analysis. This helped us know exactly who they are.

The next step was to create the visual and verbal identity for Sixwatch. This included developing visual elements to express what the brand represents, and documenting these elements in guidelines to ensure consistency. Additionally, a strong verbal personality expressed primarily through written media needed to be outlined to align with the visual identity. Upon, completion of the brand strategy and creative expression we engaged Sixwatch with a full brand activation strategy and roll-out plan.





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.



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.



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.

DISCOVERY & FORMULATION

EXPRESSION & IMPLEMENTATION



2 OVERVIEW

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BRAND ASSET
SUITE & GUIDELINES:

Your comprehensive digital platform that enables organizations to centrally manage, distribute, and analyze their brand assets. These assets include logos, icons, templates, images, videos, and other multimedia content that represent a company’s brand identity expressed in the brand guidelines.

When everyone is responsible for the brand's growth – *it shows.*

BRAND GUIDELINES are the formally defined parameters of the visual expression and verbal personality elements of your brand. Even if we may be clear in our own minds about the work that we do, it's extraordinarily easy to not be focused without brand guidelines.

1

INSPIRE

Leadership must inspire employees to believe in the brand and the role they have with supporting it.

2

EMPOWER

Employees need to have the structure and tools so that the brand promise being made is kept sacred.

3

INFORM

Customers need to know what the brand promise is, what the values are, and why they are right for the organization.



Branding & Marketing Assets Intranet

Your comprehensive digital platform that enables organizations to centrally manage, distribute, and analyze their brand assets. These assets include logos, icons, templates, images, videos, and other multimedia content that represent a company's brand identity expressed in the brand guidelines.



Strategy





The Business Guide to **BRANDING**

In this masterfully-crafted course, Jeffrey Damm, Founder of Sana, will teach your team to discover the future of your brand. This onsite co-creation workshop guides executives, managers, and stakeholders responsible for the success of the brand to define and align their **brand strategy** with **creative expression**.



VISION + EXECUTION

Think of building a house, you must first design the **BLUEPRINT** (vision) before you **BUILD IT** (execution).

PHASE 1: VISION

BRAND STRATEGY

First we have to know the background of the brand, and where it intends to go. Giving the brand a personality and beliefs makes it approachable to consumers.

BRAND AUDIT & VALUATION

CORE PRINCIPLES

BRAND PERSONALITY

MARKET POSITIONING

THE BRAND BELIEFS

BRAND ARCHITECTURE

Who are you?

What do you look like?

How do you sound?

PHASE 2: EXECUTION

VISUAL EXPRESSION

These are all the elements that you will use to express what your brand is about, and what it stands for. Outlining these in the guidelines is absolutely necessary if you want to achieve consistency within your brand.

LOGO TREATMENTS

BRAND COLORS

ICONOGRAPHY

HOUSE TYPEFACES

THE BRAND IMAGERY

BRAND REPRESENTATION

VERBAL PERSONALITY

Having a strong personality that is expressed primarily within written media needs to be outlined to coincide with all the visual material.

BRAND STORY

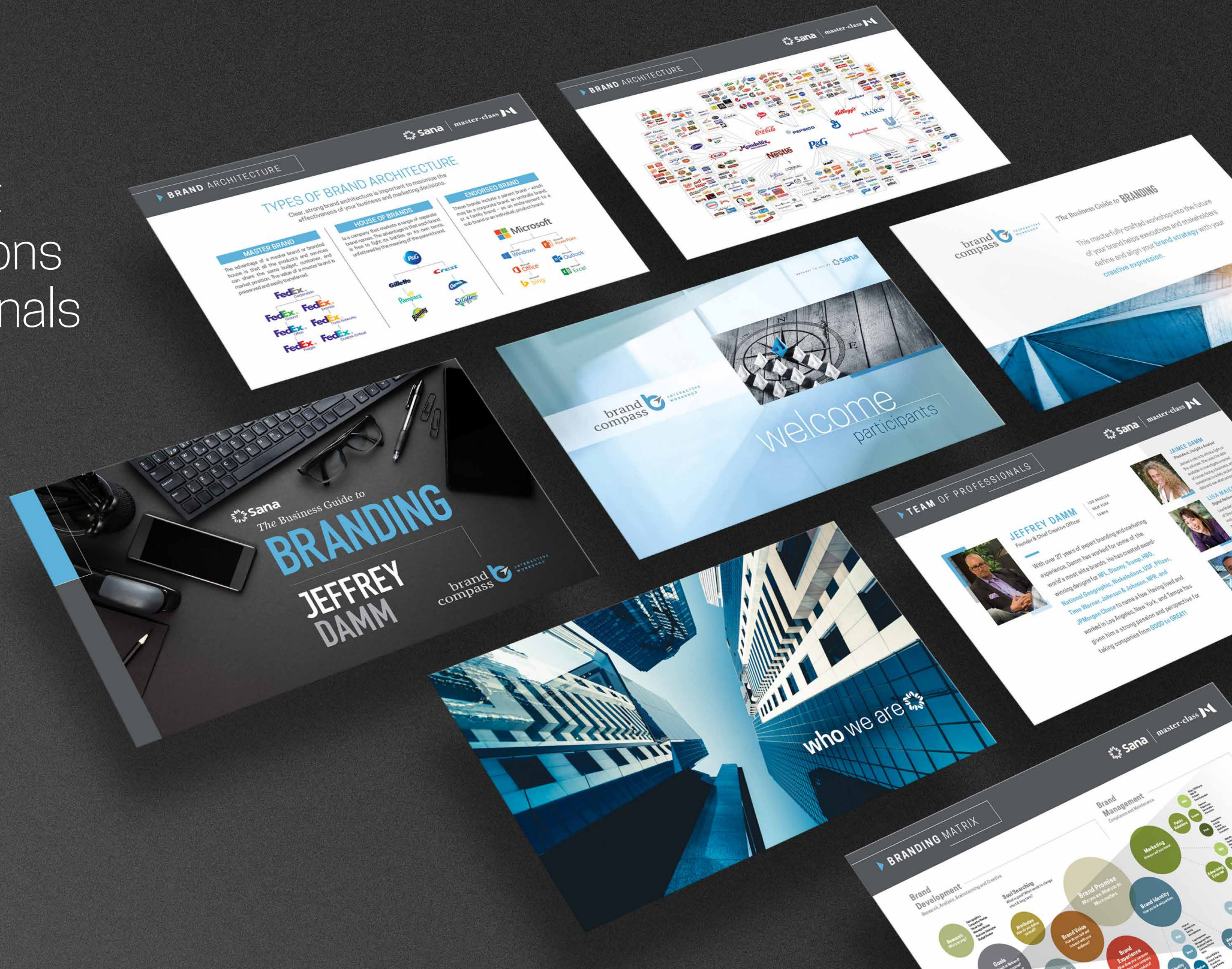
BRAND VOICE & TONE

CONTENT FRAMEWORK

Brand Development for Organizations and Professionals

BRAND COMPASS CO~CREATION WORKSHOP

This exclusive brand building workshop is for all leaders, executives and managers who are responsible for branding and who contribute to the organization's growth initiatives.



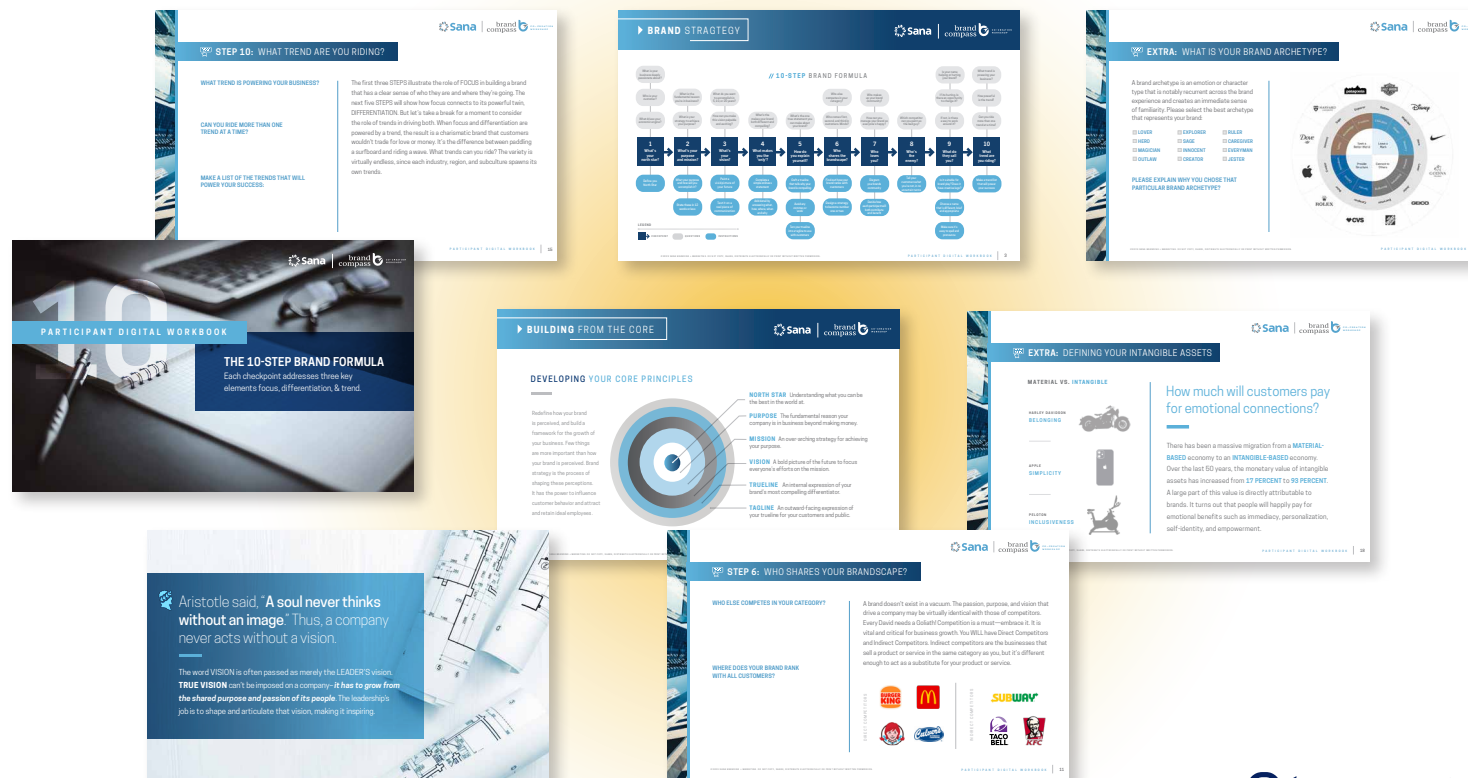
Brand Compass: Workbook

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Brand Compass digital workbooks offer a unique approach to learning and application. This hands-on approach helps solidify core principles and ensures that participants input matters.

Digital Workbook

- Brand Compass Companion
- Develops Core Principles
- Defines Intangible Assets
- Clarify Brand Archetype
- Develop Values
- Define Brand Pillars
- Create Your North Star



Brand Strategy: Discovery

Our brand strategy services are specifically designed to drive business growth. The result is strategic platform that can serve as a foundation for the future of your brand—and your business.

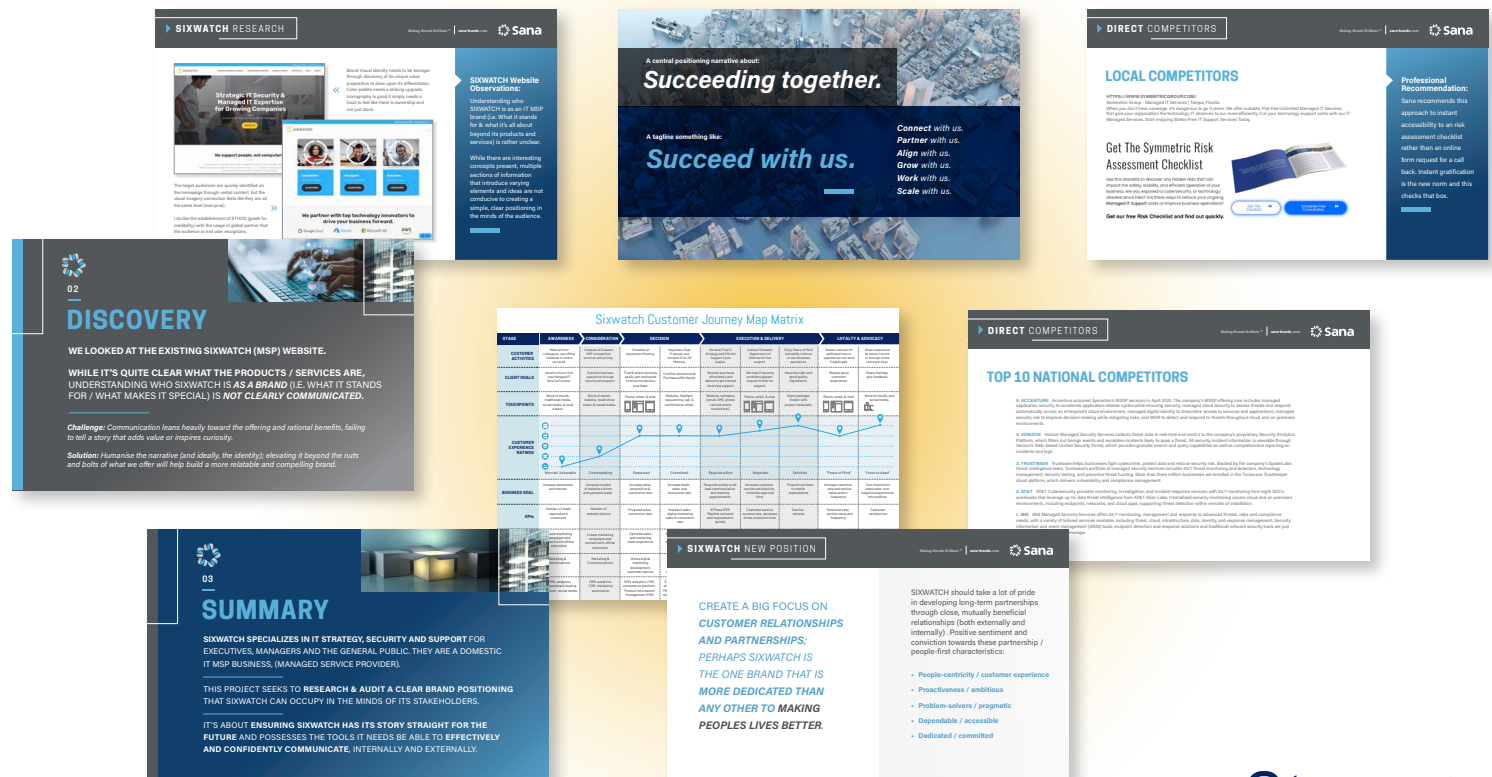
PHASE ONE:

BRAND AUDIT & RESEARCH INSIGHTS

Brand Strategy

A. DISCOVERY:

- Findings Summary
- Customer Research
- Website Evaluation
- Brand Architecture
- Competitive Analysis
- Customer Journey Map
- Findings Dossier



Brand Strategy: Formulation

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Our brand strategy services are specifically designed to drive business growth. The result is strategic platform that can serve as a foundation for the future of your brand—and your business.

PHASE ONE: FORMULATION OF THE BRAND

Brand Strategy

B. FORMULATION:

- Brand Compass Workshop
- Customer Experience Journey
- Brand Positioning
- Brand Core Principles
- Brand Architecture
- 10-Step Formulation
- Brand Strategy Dossier



Creative

Creative Expression

18

Brand Guidelines are the formally defined parameters of the visual expression and verbal personality elements of your brand.

Visual Identity

- Why Our Identity Is Essential
- Logo Lockup System
- Logo Design Showcase
- Brand Colors
- House Typefaces
- Iconography
- The Brand Imagery
- Brand Representation

Verbal Personality

- Our True Character / Values
- Brand Voice & Tone
- Brand Voice Framework
- Crafting Our Content
- Content Styles Do's & Don'ts
- Five Rules Of Narrative



“

With our new Sixwatch branding comes a fresh commitment to our values and core principles. By improving our brand, we are taking one of the steps necessary to deliver on our promise of enhancing our services.



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The Sixwatch Logo

Our logo is the most succinct visual expression of our identity. Like a name, it speaks volumes in a single utterance, and through its continued exposure at all points of contact, it too becomes a unique signifier or memory tag of all that our organization, products and services stands for, and all that it promises.

Logo: Anatomy

The name Sixwatch is our nod to our commitment and dedication to our customers' experience. The saying "**got your six**" dates back to World War I when fighter pilots would use "**six o'clock**" to indicate the rear of the aircraft. The six o'clock position is a highly vulnerable blind spot for attacks which created a need for partnership and camaraderie to ensure safety in battle.



Logo: Lockup System

A unique brand monogram will quickly resonate into the mind of your audience. Eventually, your tagline and company name will not be required to connect your audience with your brand.

WORDMARK

This is the name of your business that is designed in a visually unique way. It may be displayed in a font or created from geometric shapes that create abstract letters for a special effect.

Sixwatch 
Stronger together™

TAGLINE

This is what is most often used to describe what your business does (if the name doesn't explain it), or a memorable catchphrase that draws attention to your unique product or brand.

MONOGRAM

Also known as the brandmark, this is the graphic picture or icon that may communicate what you do literally, or figuratively in a more abstract way.

Logo: Primary Identity

Our Sixwatch primary brand mark consists of the monogram paired in a horizontal lockup with a variation of the logo wordmark.

When possible, it is preferred to use the primary version of this logo. For times when the primary version is not applicable (i.e. screenprinting or layered vinyl graphics), the full and limited color flattened versions are recommended.

The following examples showcase the proper color usage when placing our primary brand mark in two color and one color.

DOWNLOADING LOGOS

Our logos are available to download and use for our employees and our partner agencies at sixwatch.com/brand



Photoshop transparent PNG and Illustrator EPS files are both available.



..... PRIMARY HORIZONTAL 2 COLOR



..... PRIMARY VERTICAL 2 COLOR



Logo: Secondary Identity

Our Sixwatch secondary brand marks consists of the lockup system with horizontal and vertical variations.

Sixwatch 
Stronger together™

..... SECONDARY LOGO BLACK

Sixwatch 
Stronger together™

..... SECONDARY LOGO 2 COLOR REVERSE

Sixwatch 
Stronger together™

..... SECONDARY LOGO REVERSE

DOWNLOADING LOGOS

Our logos are available to download and use for our employees and our partner agencies at sixwatch.com/brand



Photoshop transparent PNG and
Illustrator EPS files are both available.

Logo: Clear Space

Our logo needs to stand out to ensure it remains relevant and reflective of our belief in purposeful design. For this reason our logo has been designed for clarity to standout. It stays true to its origin but has refined typography, color treatment and alignment.

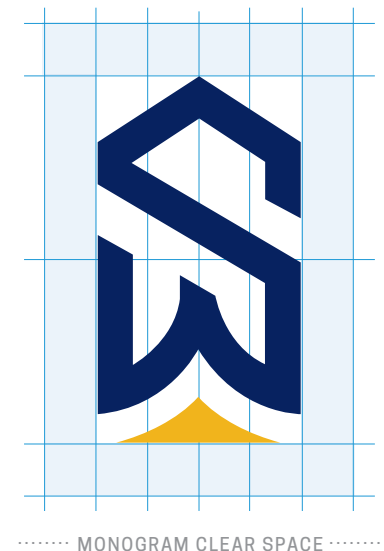
When using our primary Sixwatch mark, be sure to provide clear space to ensure uninterrupted readability. The recommended amount of clear space would be equal to 1/4 inch.

 LIGHT GREEN AREA REPRESENTS CLEAR SPACE
NO TEXT OR OBJECTS TO APPEAR IN THIS RESTRICTED AREA

 MATHEMATICAL GRID SYSTEM FOR VISUAL AESTHETICS



1/4 INCH CLEAR SPACE



Logo Usage: Incorrect

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To ensure Sixwatch brand standards and a positive consistent experience, the proper use of our logo will ensure a strong, successful brand.

Always use our logo in the format in which you download it. Our monogram and lockup wormmark system are NEVER to be manipulated. Please refrain from using old and non-approved logos.



Color: Palette

Color is a powerful tool that provides a quick means of identification. Sixwatch maintains an impressive amount of brand equity in our recognizable color scheme. Consistent use of these primary colors will provide a common link among Sixwatch and its marketing, advertising and promotional materials.

PANTONE P 112-5 C

Horizon

RGB: 39 170 225
HEX/HTML: 27AAE1
CMYK: 70 15 10 0



PSYCHOLOGICAL MEANING:

Caring, affectionate, soft, gentle, compassionate, determined, optimistic, aware, secure, restful, dramatic, and fresh.

PANTONE P 103-16 C

Navy

RGB: 6 35 95
HEX/HTML: 06235F
CMYK: 97 81 0 51



PSYCHOLOGICAL MEANING:

Trust, responsibility, refreshing, corporate, loyalty, security, honesty, wholeness, naval, patience, and conservatism.

PANTONE P 10-8 C

Brass

RGB: 241 181 28
HEX/HTML: F1B51C
CMYK: 5 30 100 0



PSYCHOLOGICAL MEANING:

Energy, balance, warmth, enthusiasm, vibrant, sunshine, expansive, flamboyant, demanding, warning, and caution.

PANTONE P 179-14 C

Carbon

RGB: 65 64 66
HEX/HTML: 414042
CMYK: 0 0 0 90



PSYCHOLOGICAL MEANING:

Security, technology, reliability, intelligence, staid, modesty, dignity, maturity, solid, practical, and conservative.

Typography

ABLE PRO uppercase is used for all major headlines in outdoor and print advertising and on the front cover titles of all external communications. It is also used for main focal points to add extra emphasis to key messaging.

ABEL title case is used for titles on the inside pages of a communication.

BARLOW can be used in uppercase as a sub-head within outdoor and print advertising. Sentence case can be used for pull-out text and short amounts of copy supporting a headline within the inside pages of a communication.

HEADLINES

ABLE PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910?

SUBHEADS

ABEL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910?!@#%&()+

BODY COPY

BARLOW REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910?!@#%&()+

BARLOW BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910?!@#%&()+

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BARLOW FONT FAMILY

BARLOW THIN

BARLOW THIN ITALIC

BARLOW LIGHT

BARLOW LIGHT ITALIC

BARLOW BOOK

BARLOW BOOK ITALIC

BARLOW MEDIUM

BARLOW MEDIUM ITALIC

BARLOW SEMIBOLD

BARLOW SEMIBOLD ITALIC

BARLOW BOLD

BARLOW BOLD ITALIC

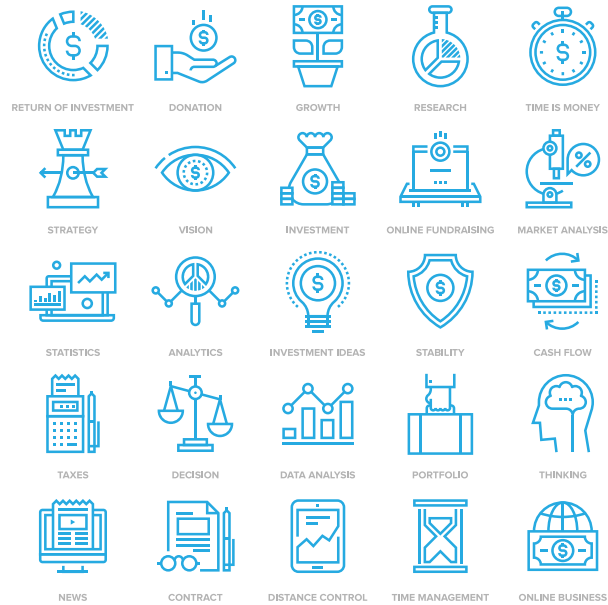
BARLOW HEAVY

BARLOW HEAVY ITALIC

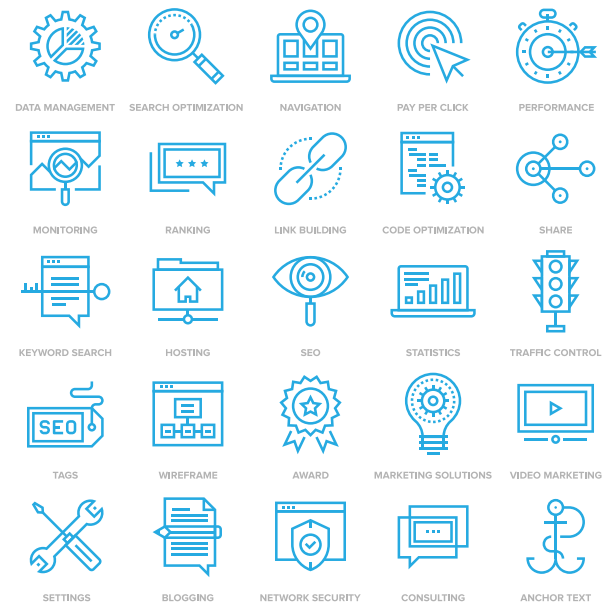
Iconography: Business

29

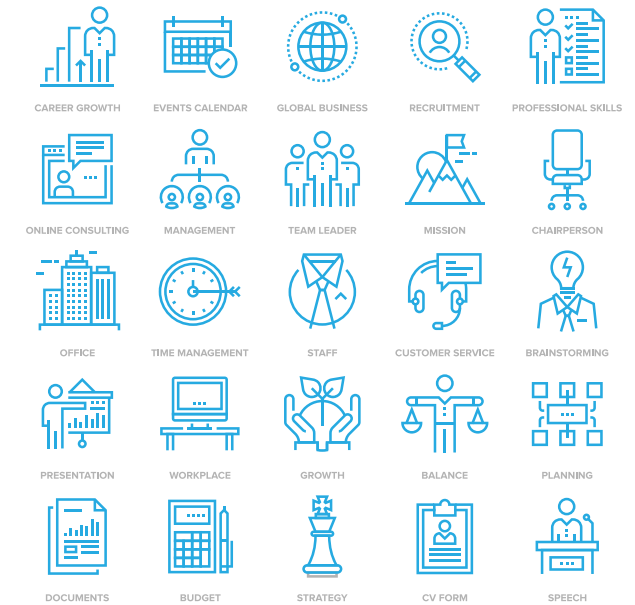
ANALYTICS AND INVESTMENT



SEO AND WEB OPTIMIZATION

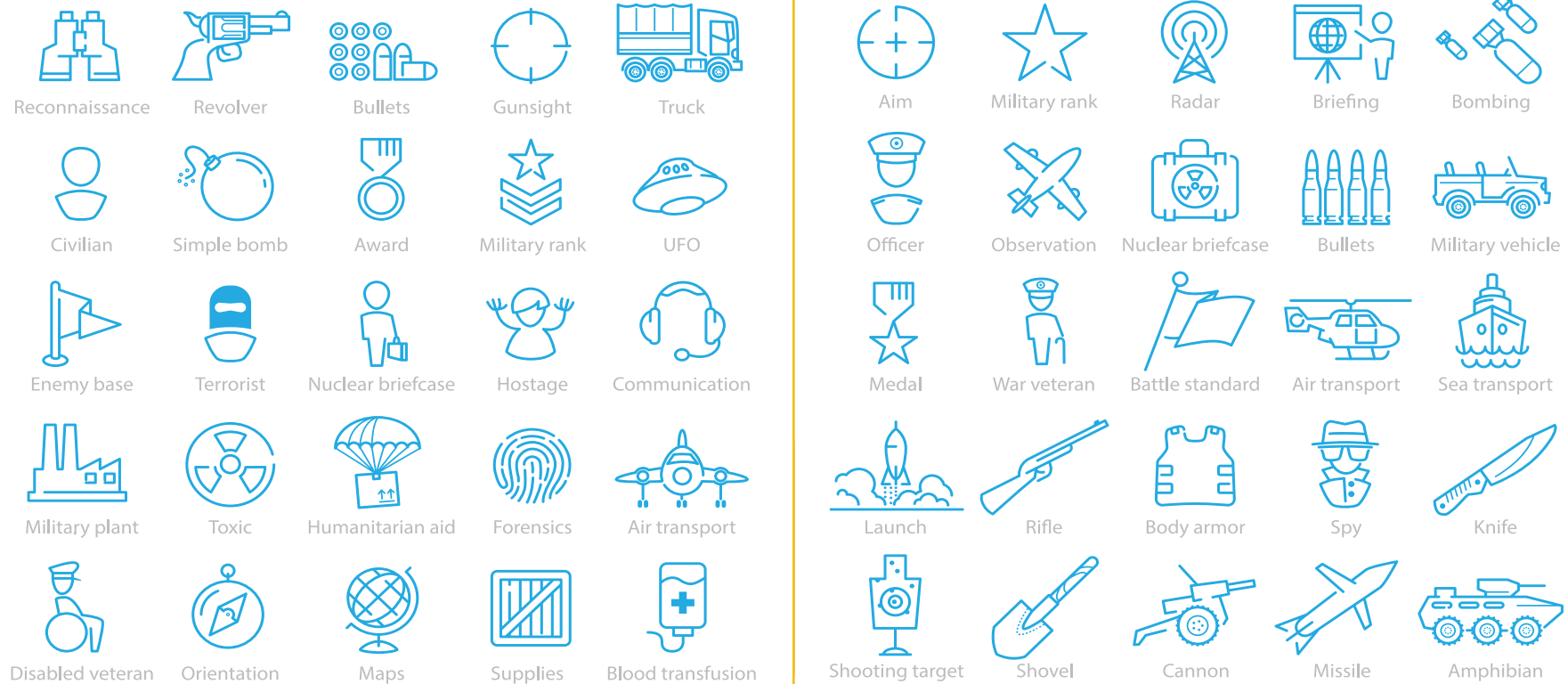


CORPORATE BUSINESS



Iconography: Military

30



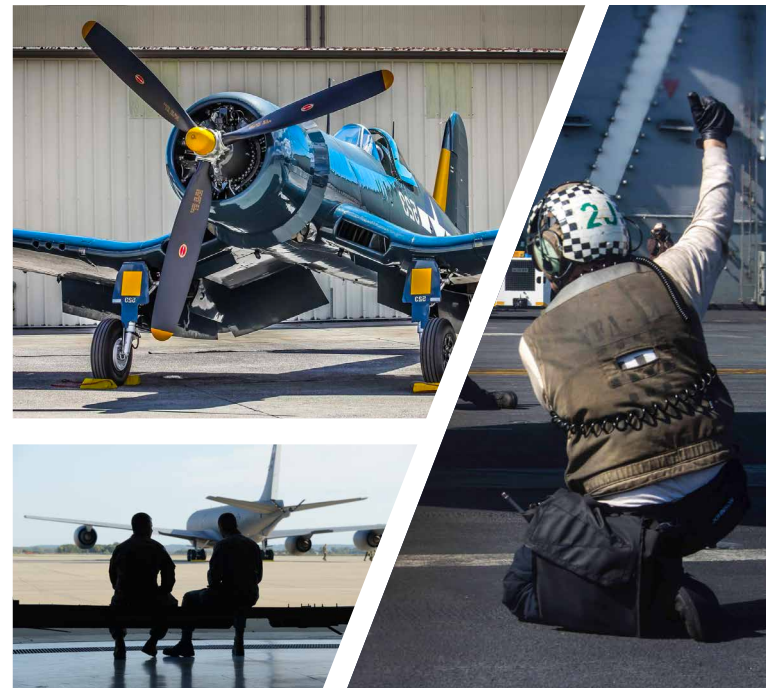
Visual Imagery: Tech

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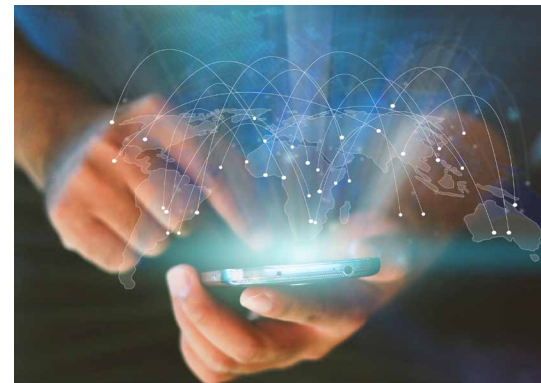
Visual Imagery: Aviation

32



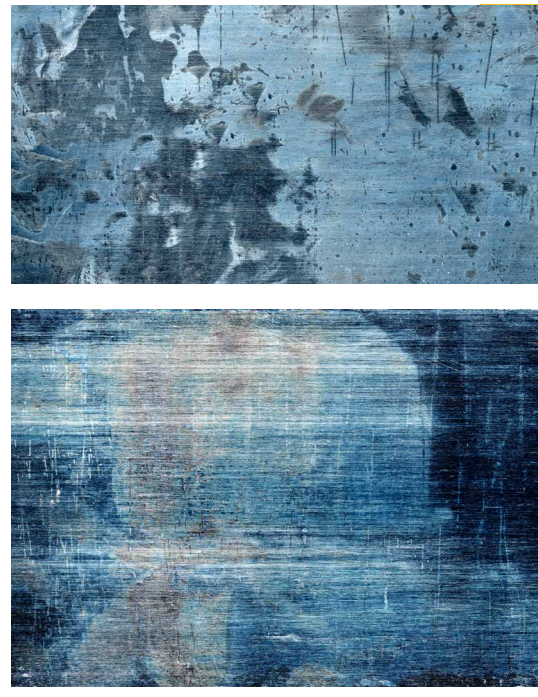
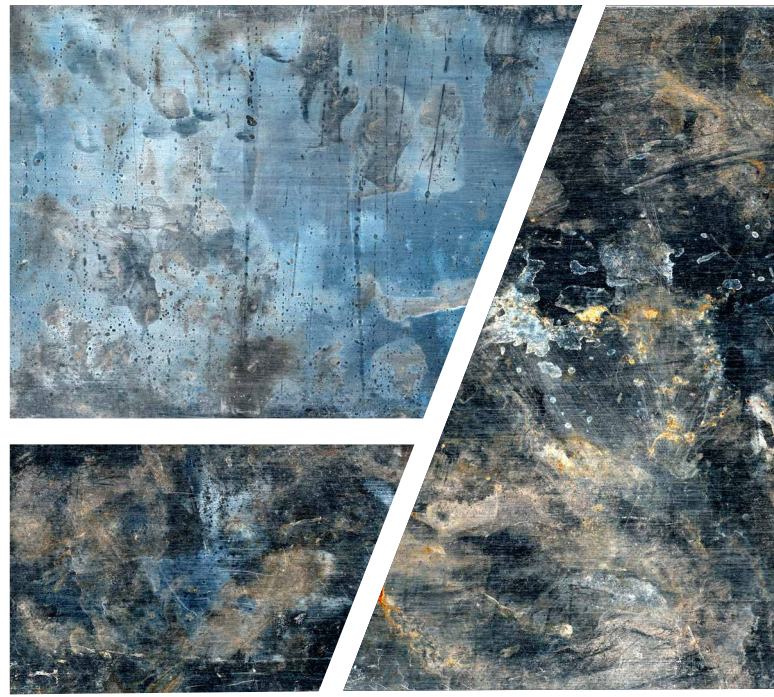
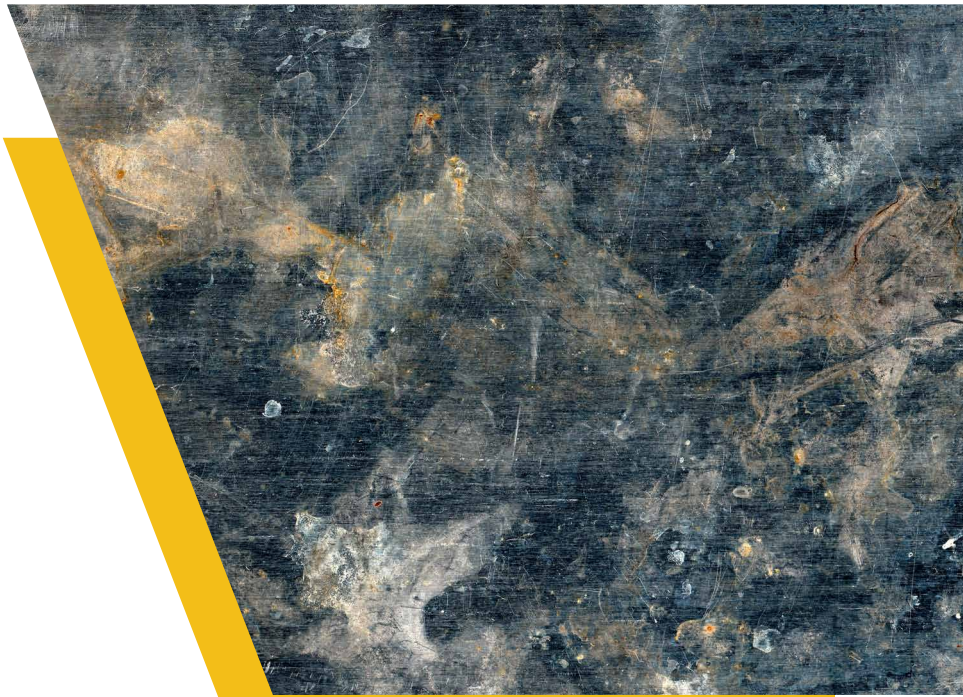
Visual Imagery: Business

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Backgrounds: Oxidized Steel

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INTRODUCING

Tonka & Chops



OUT YONDER, IT CAN BE A REAL...

Dog Fight!



CALLSIGN:

TONKA

UNIT:

SIXWATCH ALPHA TEAM

SPECIALTY:

WEB-TO-COMPUTER DEFENSE

CONFIRMED SAVES:

143 CLIENTS AKA CIVILIANS

HOBBY:

DARK WEB ANNIHILATION

FAVORITE FOOD:

36OZ. TOMAHAWK RIBEYE

866.299.6000

SIXWATCH.COM

MANAGED IT SERVICES,
IT SECURITY PROVIDERS,
AND GREAT CO-PILOTS!



Sixwatch 
Stronger together™

8 6 6 . 2 9 9 . 6 0 0 0

SIXWATCH.COM

MANAGED IT SERVICES,
IT SECURITY PROVIDERS,

I NEVER LEAVE MY WINGMAN...

I Got Your Six!



CALLSIGN:

CHOPS

UNIT:

SIXWATCH BRAVO TEAM

SPECIALTY:

IT COMBAT STRATEGY

CONFIRMED SAVES:

345 CLIENTS AKA CIVILIANS

HOBBY:

BEACH VOLLEYBALL

FAVORITE FOOD:

SUSHI – WHAT ELSE IS THERE?

Sixwatch 
Stronger together™



SIXWATCH VERBAL PERSONALITY

Brand Voice & Tone

Developing a clear brand voice has become a necessity in such a crowded marketplace.

VOICE:

Sixwatch's consistent and unchanging personality of our brand identity through verbal language.

TONE:

The emotional expression applied to our voice. It adjusts to what's suitable for a particular message.

While our voice remains consistent, tone may change according to the context of your messaging. For example, a social media post about a fun corporate event would have a more lighthearted tone than one breaking news about a company crisis.

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SIXWATCH MANIFESTO

Be the Ignition!

There is a hero in every heart of our Sixwatch crew just waiting for ignition. We live to always fuel the compulsion that destines our success in business and life.

At Sixwatch, we never view our client's IT management challenges and limitations as something negative. We look at them as blessings and magnificent gifts that can be used to ignite our imaginations and help us go further than we ever knew we could go – a trajectory for success. It is in our soul discipline to never back down or leave our wingman. We are committed to nothing short of excellence, through our core principle – 'We've got your six!'

From this moment marching forward, ask yourself – am I ignitable? God deliver me from a life without intention and give me the wisdom and strength to stand firm with our clients. Make me your fuel, make me be the ignition!

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Attributes

Discovering our core values

When you look at value lists across an industry, they appear to be selected from a short list of about 12 virtues. They usually say we are; innovative, market-driven, customer-focused, ethical, responsive, collaborative, trusted, quality-minded, progressive, proactive, responsible, and optimistic. While values like these are admirable, standing out requires that a company defines itself by what makes it **UNIQUE**, not what makes it admirable.

A

WE ARE //

Culture-Friendly

Genuine

Authoritative

Comprehensive

Knowledgeable

Reassuring

Pioneers

Approachable

Human

Spirit Led

B

WE'RE NOT //

Cubical-Minded

Insincere

Inaccurate

Challenging

Inexperienced

Worrying

Followers

Over-Familiar

Perfect

Double-Minded

40



Voice Framework

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PERSONA

If Sixwatch was a person, what are they like?

PROFESSIONAL
AUTHORITATIVE
EDUCATED

APPROACHABLE
GENUINE
VIRTUOUS

TONE

What's the vibe, the sound?

AUTHENTIC
HUMBLE
EMPATHETIC

DIRECT
GOOD-NATURED
PLEASANT

LANGUAGE

What kind of words do you want to use?

SPIRIT LED
MILITARY TERMS
PLAINSPOKEN

COMPREHENSIVE
HUMANIZED
NON TECHNICAL

PURPOSE

What are you doing with your messaging?

CONNECTING
EDUCATING
REASSURING

SOOTHING
PARTNERING
FORTIFYING

Content Styles

Our character gives Sixwatch our tonality and personality. The following guidance helps us think about the words we use (the content) and the way we use them (the style).

Style Guidelines

DO

Use simple language. Always be comprehensive when explaining our benefits.

Be confident yet understated.

Vary sentence length for a more enjoyable read.

Be single-minded, talk about one thing at a time.

Be approachable but not too familiar.

DON'T

Don't use too many adjectives and adverbs or use technological terms, unless you have to.

Don't sound boastful or arrogant.

Don't overuse the subject/verb/object sentence structure or make long statements

Don't talk about too many things in any one sentence/paragraph.

Don't be abrupt, over demonstrative or use slang.

Content Guidelines

DO

Quickly state the main benefit.

Use features to support benefit claims.

Explain how our products help customers embrace life's challenges.

DON'T

Don't have general introductions.

Don't talk about features without explaining the benefits they bring.

Don't talk about our company more than the customer experience.



SIXWATCH VERBAL PERSONALITY

Narrative Guidelines

People connect through conversations, not messaging. They adapt their speech based on whom, why, and where they're talking – without letting go of who they are.



THE SIXWATCH BRAND VOICE HAS THE COURAGE TO:

1. Radically Simplify
2. Deeply Empathize
3. Talk at Eye Level
4. Show Candor Often
5. Embrace Personality



SIXWATCH VERBAL PERSONALITY

Sixwatch Jargon

WORD OF THE WEEK

Playful military and corporate jargon can be showcased on our corporate website, banner ads, social media ad campaigns and print materials.



SIXWATCH: JARGON OF THE WEEK

Bombardment [bäm•bärdm(ə)nt]

NOUN PHILOSOPHY

a continuous attack in one particular place or location by way of malware, phishing, password breach, SQL injection, denial-of-service, insider threat, or cryptojacking.

IN A SENTENCE

Sixwatch identifies, locks target, and blocks bombardments with multiple peace-of-mind security solutions.



SIXWATCH: JARGON OF THE WEEK

Ataraxia [AT-UH-RAK-SEE-UH]

NOUN PHILOSOPHY

a state of freedom from emotional disturbance and anxiety, especially as an ongoing condition of soul-fulfilling attainment; unconditional tranquility.

IN A SENTENCE

Sixwatch helped us achieve ataraxia—We just wanted to focus on business and trust they had our backs.

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Activation



Brand Launch: Touchpoints

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A touchpoint is any interaction between a company's brand with both customers and employees.

TOUCHPOINT STRATEGY

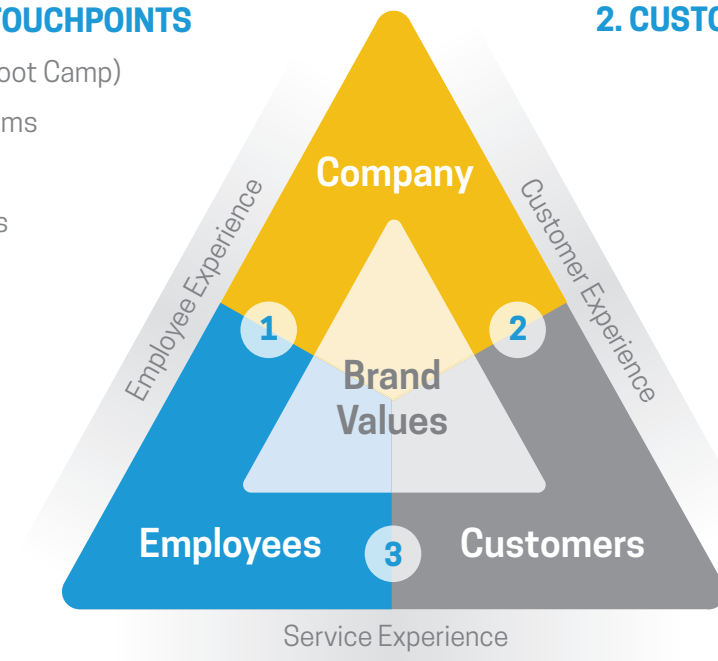
A touchpoint strategy defines what these touchpoints need to entail to realize your envisioned service. Where service design focuses on the service as a whole, UX design focuses on creating meaningful user experiences.

1. EMPLOYEE TOUCHPOINTS

- Team Training (Boot Camp)
- Incentive Programs
- Internal Signage
- Company Events
- Goal Setting
- Merchandise
- Apparel

2. CUSTOMER TOUCHPOINTS

- Website
- Print Collateral
- Email Campaigns
- Sales Promotions
- Social Media
- Tradeshows



3. SERVICE TOUCHPOINTS

- Order Updates
- Rating Incentives
- Peer Referral
- CX Improvements
- Feedback Questionnaire
- Billing CX





Brand Launch: Phases

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PRE-LAUNCH

READINESS/SIGNUPS

- STAKEHOLDER AWARENESS
- GO-TO-MARKET STRATEGY
- TRADITIONAL & SOCIAL MEDIA PLAN
- PLAN FOR PRESS RELEASES
- ADVANCED OUTREACH MANAGEMENT
- CREATE BRAND ASSETS FOR LAUNCH
- TEAM TRAINING



LAUNCH

DRIVE ACTION/SALES

- BRAND LAUNCH EVENT
- TRADITIONAL MEDIA
- SOCIAL MEDIA
- PR AND BLOGGER OUTREACH
- AWARENESS EVENTS
- COLLATERAL MARKETING
- DIGITAL MARKETING



POST-LAUNCH

EARLY DEMAND

- MEASURE IMPACT
- SUSTAIN BUZZ AND CONVERSATION
- TESTIMONIALS & REVIEWS
- HEAVY PRESS RELEASE
- CASE STUDIES OF SUCCESS STORIES
- INTRODUCE NEW INITIATIVES
- SPONSORED EVENTS

Brand Launch: Roll-Out Plan

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PROJECT NAME	PROJECT LEAD	PROJECT START DATE	PROJECT END DATE	TODAY'S DATE
Sixwatch Launch Phase – Communication Plan	John Owens	04/15/2023	07/31/2023	04/18/2023

Individual columns represent weeks.

					MONTH																			
					APRIL					MAY					JUNE					JULY				
WEEK START DATE					2	9	16	23	30	7	14	21	28	-	4	11	18	25	-	2	9	16	23	30
ACTIVITY	% DONE	ASSIGNED TO	START DATE	END DATE	14	15	16	17	18	19	20	21	22	-	23	24	25	26	-	27	28	29	30	31
EMPLOYEE TOUCHPOINTS																								
Brand Activation Plan	100%	Sana Branding	04/13/23	04/18/23																				
Brand Team Training (Boot Camp)	100%	Sana Branding	04/13/23	04/18/23																				
Brand Guidelines with Asset Hard Drive	100%	Sana Branding	04/01/23	04/18/23																				
Employee Contest (Name Your Callsign)	100%	Sana & Sixwatch	04/13/23	04/21/23																				
T-Shirt Design (Design & Order)	100%	Sana & Sixwatch	04/13/23	05/04/23																				
Team Apparel & Merchandise Brand	50%	Sana Branding	04/13/23	05/04/23																				
Launch Event (Internal Party)	0%	Sana & Sixwatch	04/13/23	05/04/23																				
SERVICE TOUCHPOINTS																								
Hubspot Sequence Messaging	0%	Sana & Sixwatch	05/01/23	05/21/23																				
Sales Tools (PPT Presentation Decks)	0%	Sana & Sixwatch	05/01/23	05/21/23																				
Rename & Define Service Levels	0%	Sana & Sixwatch	05/14/23	06/18/23																				
CX Journey Mapping	0%	Sana & Sixwatch	05/01/23	06/18/23																				
CX Team Training	0%	Sana & Sixwatch	06/04/23	07/18/23																				
Online Service Request Plan (Tickets)	0%	Sana & Sixwatch	06/25/23	07/18/23																				
Customer Service Feedback Survey	0%	Sana & Sixwatch	07/12/23	07/30/23																				





Deliverables Details

PHASE 3 ACTIVATION: EMPLOYEE TOUCHPOINTS

✓ Project Completed

APRIL	DELIVERABLES	START	FINISH	DESCRIPTION
	✓ Brand Launch Strategic Plan	04/07/23	04/12/23	Create strategy plan to launch the new Sixwatch brand in three phases over three months.
	✓ Brand Launch Event Presentation	04/12/23	05/04/23	Strategic Consulting and Plan for corporate event management.
	✓ Brand Employee Training (Virtual)	04/12/23	05/04/23	Conduct virtual (ZOOM) employee training meetings for Brand and CX improvements.
	✓ Team Apparel & Merchandise	04/12/23	05/04/23	Design and file preparation for corporate apparel (Polo and T-Shirts).
	✓ Visual & Verbal Guidelines (USB Drive)	04/12/23	05/04/23	Improve employee awareness of brand by reinforcing the brand through interior signage.
	✓ Swag Bags w/ Keepsake Event Info Lanyard	04/12/23	05/04/23	Design 4" x 7" Lanyard Card (2-Sided) to be placed outside swag bag. Includes all paid expenses.

PHASE 4.1 IMPLEMENTATION: SERVICE TOUCHPOINTS

MAY/JUNE	DELIVERABLES	START	FINISH	DESCRIPTION
	✓ Stationery Package	05/10/23	05/18/23	Design complete business systems package including corporate letterhead, envelopes and cards.
	✓ Hubspot Sequence Messaging	05/10/23	05/18/23	Craft the narrative content for a series of messages to attract and convert customer acquisition.
	✓ Sales Presentation Deck (PPT)	05/10/23	07/18/23	Create a powerful slide deck template for the sales to customize for individual clients.
	✓ CX Journey Mapping	06/18/23	06/31/23	Capture the journey of the SIXWATCH customer from awareness to advocacy.
	✓ Corporate Sales Package (Folder & Brochure)	06/18/23	07/31/23	Design custom catalog envelope, pocket folder, and brochure for corporate sales mailings & exhibits.

PHASE 4.2 IMPLEMENTATION: CUSTOMER TOUCHPOINTS

JULY/AUGUST	DELIVERABLES	START	FINISH	DESCRIPTION
	✓ CX Automated Reply Content	07/01/23	07/05/23	Craft and write content for automated reply system.
	✓ Data Sheets (8.5 x 11 2-Sided Flyers)	07/12/23	07/31/23	Design two sided data sheets for pocket folder inserts.
	✓ Lakeland Chamber Ads	07/18/23	07/25/23	Design Ads for POLK SUN and LKLD News.
	Social Media Ad Designs	08/07/23	08/09/23	Design ad templates for LinkedIn, X, and Facebook for ongoing campaign.
	Social Media Weekly Ad Campaign	08/10/23	08/15/23	Design three weekly digital ads for LinkedIn, X, and Facebook for ongoing campaign.
	E-Mail Campaign (Launch Announcement)	08/15/23	08/20/23	Design email template for ongoing campaigns. Includes coding, list management, and launch.
	Sixwatch Website (Brand Renewal)	08/10/23	09/15/23	Redesign corporate website with new brand.
	Brand Asset Intranet (The Hanger)	08/18/23	08/31/23	Design final PSD for developers to create the brand asset intranet.



CASE STUDY // BRAND LAUNCH PARTY





SIXWATCH OPERATION

BRAND REVEAL
PARTY

05/04/23

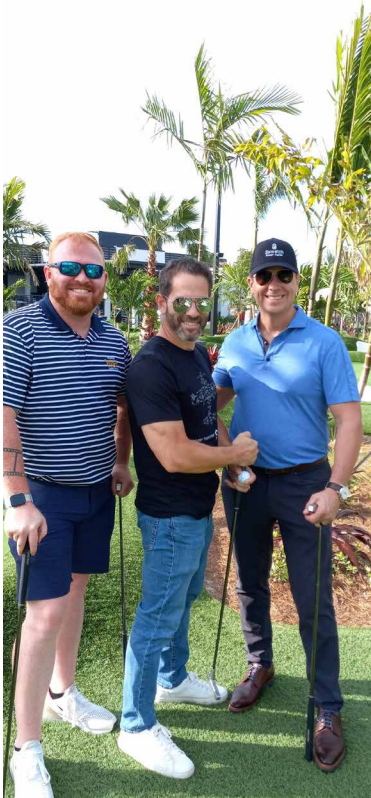
4.00PM-6.30PM

POPSTROKE GOLF

25297 SIERRA CENTER BLVD.
LUTZ, FL 33559



Sixwatch
Stronger together™



Marketing



02

WE'VE GOT YOUR SIX

SUPPORT: 866.286.6800

SIRWATCH.COM

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Benefits and Services

01

14 POINTS WE PROTECT YOUR BUSINESS FROM A

CYBERATTACKS

At Sixshot, we are committed to delivering above and beyond protection and service to our clients every day.

1 / SECURITY ASSESSMENT

Identify your vulnerabilities, assess threats, and close existing vulnerabilities. Check to see when you do conduct your test security assessment.

2 / SECURITY AWARENESS

Train your users' critical thinking about your security policies and procedures. We offer a web-based training solution and personal security.

3 / COMPUTER UPDATES

Use software product's automatic better security. We provide a "critical update" service via automation to protect your computers from attacks.

4 / MULTI-FACTOR AUTHENTICATION

Secure your critical applications and services, and avoid malware to add an additional layer of protection when your password data get stolen.

5 / SECURE MAIL MANAGEMENT

Stop spyware engines to monitor all email and security logs from all devices to protect against threats and to meet compliance requirements.

6 / WEBSITE SECURITY

Control board security (passwords, browser) and its energy on the Internet, and block those who try to break your website records. Safely they reach the user.

7 / FIREWALL

Turn on intrusion detection and intrusion Prevention systems. Send the log files to a managed IDS. Call on today's top 5 IT team members further help you back.

8 / SPAM EMAIL

Use security policies. Control USB file storage access, enable enhanced password policies, use secure servers, torrents, and limit case access.

9 / PASSWORDS

Use security policies. Control USB file storage access, enable enhanced password policies, use secure servers, torrents, and limit case access.

10 / ENDPOINT DETECTION & RESPONSE

Use security policies. Control USB file storage access, enable enhanced password policies, use secure servers, torrents, and limit case access.

11 / DARK WEB SECURITY

Use security policies. Control USB file storage access, enable enhanced password policies, use secure servers, torrents, and limit case access.

12 / MOBILE DEVICE SECURITY

Use security policies. Control USB file storage access, enable enhanced password policies, use secure servers, torrents, and limit case access.

13 / ENCRYPTION

Use security policies. Control USB file storage access, enable enhanced password policies, use secure servers, torrents, and limit case access.

14 / BACKUP

Use security policies. Control USB file storage access, enable enhanced password policies, use secure servers, torrents, and limit case access.

SIXSHOT.COM

ADDRESS
1645 N. Green Avenue
Suite 100
Irvine, CA 92614

CONTACT
866.216.0002 Support
813.848.2244 Sales
info@sixshot.com

Sixshot
Simplifying Information™

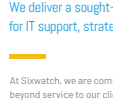
SIXWATCH INSIGHTS

SIXWATCH.COM

Benefits and Services

Sixwatch has a laser focus on customer relationships and partnerships. We aim to be the one MSP brand that is more dedicated than any other to making our customers lives more secure. *We've got your six!*

Sixwatch 
Stronger Together™



We deliver a sought-after human experience for IT support, strategy, and security.

At Sixwatch, we are committed to delivering above and beyond service to our clients every day. When you choose to partner with us, you can expect a personalized experience that prioritizes the well-being and growth of your business.

A

ALPHA //

This is our premium service for businesses ready for next-level IT Strategy. Security, and Support with multiple layers of advanced security, and unlimited IT support.

- Total IT Care
- Total Security Care
- Total Strategy Care
- Total Support Care
- Total Cloud Care
- Total Backup Care

B

BRAVO //

This is our core service that all computer users need. It provides the essential system updates and critical security cover. This package is great for startup and small companies who understand and value IT management.

- Essential IT Care
- Essential Strategy Care
- Essential Support Care

PLANS STARTING AT ONLY:

\$60/month

PRICE IS PER USER

Call our experts today to schedule an assessment appointment!

813.880.3345

SIXWATCH.COM

Tampa, FL 33606

ADDRESS

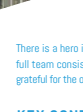
1640 N. Snow Avenue
Suite 140
Tampa, FL 33606

CONTACT

800.299.0202 | Support
613.680.2946 Sales
info@sixwatch.com



Sixwatch
Stronger together™



ABOUT SWITZCH

There is a hero in every heart of our Switzech crew just waiting for ignition. Our full team consist of executives, managers, technicians and support staff. We are grateful for the opportunity to use our gifts and talents to serve as faithful stewards.

KEY CONTACTS //

01

**EXECUTIVE
BRANCH**
 Everything
 rises and
 falls on
 leadership



JOHN OWENS //
 Founder and CEO
john@switzech.com

Switzech was created by myself, John Owens, a seasoned business owner who understands the difficulty of finding reliable vendors and partners after hiring numerous IT services that failed to meet my business needs and goals. As a result of these industry shortcomings, I founded Switzech to provide superior and trustworthy technology services to SMEs in need of consulting, managed IT, and security solutions. We cater specifically to the needs of growing companies in West Central Florida.

02

**MANAGEMENT
BRANCH**
 We lift-up
 our fellow
 crew and
 co-pilots



BRIAN CASTRO //
 Account Executive
brian@switzech.com

Brian Castro is a seasoned technology professional with 18 years of experience in the wireless and IT industries. As a Business Developer for Switzech, I bring my expertise to assist business in developing the IT support they require. My primary goal is to ensure that organizations can concentrate on their core competencies without being burdened by the complexities of managing their IT infrastructure. Throughout my career, I have developed a strong passion for helping business optimize their technology resources. I understand the critical role that IT plays in the success of any organization, and provide tailored solutions that align with their unique needs and objectives.

ADDRESS
 1545-SE Green Avenue
 Suite 141
 Winter, FL 32786

CONTACT
 888.293.6000 Support
 813.684.2624 Sales
info@switzech.com

SWITZCH.COM



SIXWATCH INSIGHTS

SIXWATCH.COM

Officers and Crew

At Sixwatch, we hear over and over again that it feels different to work with us. Why? A uniquely collaborative culture full of passionate and intelligent people who care more about your success. *We've got you six!*

Sixwatch 
Stronger together™



Corporate Briefing

TOTAL IT CARE: STRATEGY, SECURITY, AND SUPPORT FOR GROWING COMPANIES.

2023

Sixwatch

Stronger together™

Our Industry Superiority

IT SOLUTIONS FOR YOUR UNIQUE INDUSTRY //

1

FINANCIAL

With our dedicated department to the financial industry, Sixwatch provides deep expertise for community banks and credit unions.

2

LEGAL

Our roots are in serving legal clients. Sixwatch understands legal IT needs and provides white-glove, responsive IT service that few can match.

3

INDUSTRIAL

Whether it's maintaining your IoT or ensuring that your ERP system is properly updated, let Sixwatch keep your shop humming and if you can grow with.

4

NON-PROFIT

With scalable, cost-effective plans, we handle the tech—from strategy to maintenance to support—so you can focus on your mission and vision.

SIXWATCH

Stronger together™

Services Continuum

Our IT Managed Services

// CYBERSECURITY SERVICES

// CLOUD SERVICES

// PC & MAC SUPPORT

// BACKUP & DISASTER RECOVERY

// SERVER SUPPORT

// WIRED & WIRELESS SERVICES

Sixwatch

Stronger together™

We deliver a sought-after genuine human experience for IT support, strategy, and security.

Table of Contents

01. **OVERVIEW**

LEADERSHIP & MANAGEMENT
WE'VE GOT YOUR SIX!
OUR VALIANT CREW ABOVE AND BEYOND

02. **SERVICES**

OUR INDUSTRY SUPERIORITY
ALPHA & BRAVO PACKAGES
SMB CHALLENGES LEFT OF BOOM
IT SPENT BY INDUSTRY
THE FRONT LINE

03. **CLOSING**

DEPLOY NOW
OUR PILLARS
WHAT TO EXPECT

SIXWATCH

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IT Spend by Industry

PERCENTAGE OF REVENUE

Software	24.7%
Tech Hosting/Cloud	15.9%
Financial Services	10.0%
Weighted Average	6.2%
Services	6.7%
Retail & eCommerce	6.2%
Consumer Products	5.9%
Transportation & Logistics	6.3%
Healthcare	5.0%
Industrial Products	4.1%

SIXWATCH

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Our Pillars

Pursue excellence by continuously improving and consistently demonstrating genuine care for your work, fellow co-pilots, clients, and the company.

STRATEGY

SECURITY

SUPPORT

Our Valiant Crew

There's a hero in every heart of our Sixwatch crew just waiting for ignition. We live to always fuel the compulsion that destines our success in business and life.

At Sixwatch, we never view our client's IT management challenges and limitations as something negative. We look at them as opportunities and magnificent gifts that can be used to ignite our imaginations and help us go further than we ever knew we could go—a trajectory for success.

TRUE CHARACTER //

CREW FIRST

SAY IT, DO IT

BE HUMBLE

STAY HUNGRY

BE AUTHENTIC

BE EXCELLENT

BRING JOY

SIXWATCH

Stronger together™

Web Surfaces

Surface Web //

- Yahoo.com
- Google.com
- CNN.com
- Bing.com
- Reddit.com

Deep Web //

- Academic Databases
- Medical & Financial Records
- Legal Documents
- Scientific & Government Reports
- Subscription-Only Information
- Organization-Specific Repository

Dark Web //

- T.O.R.
- Political Protest
- Drug Trafficking & Other Illegal Activities

QUICK FACTS://

Stolen Credentials are used to test for open-door access to corporate Networks.

107 Days: Average length of time it takes for organizations to identify a data breach.

96% of content on the web lies within the Deep and Dark Web (Estimated).

Stolen credentials are sold here.

SIXWATCH

Stronger together™

Thank You

Let's be stronger together. Join the crew, today!

ADDRESS

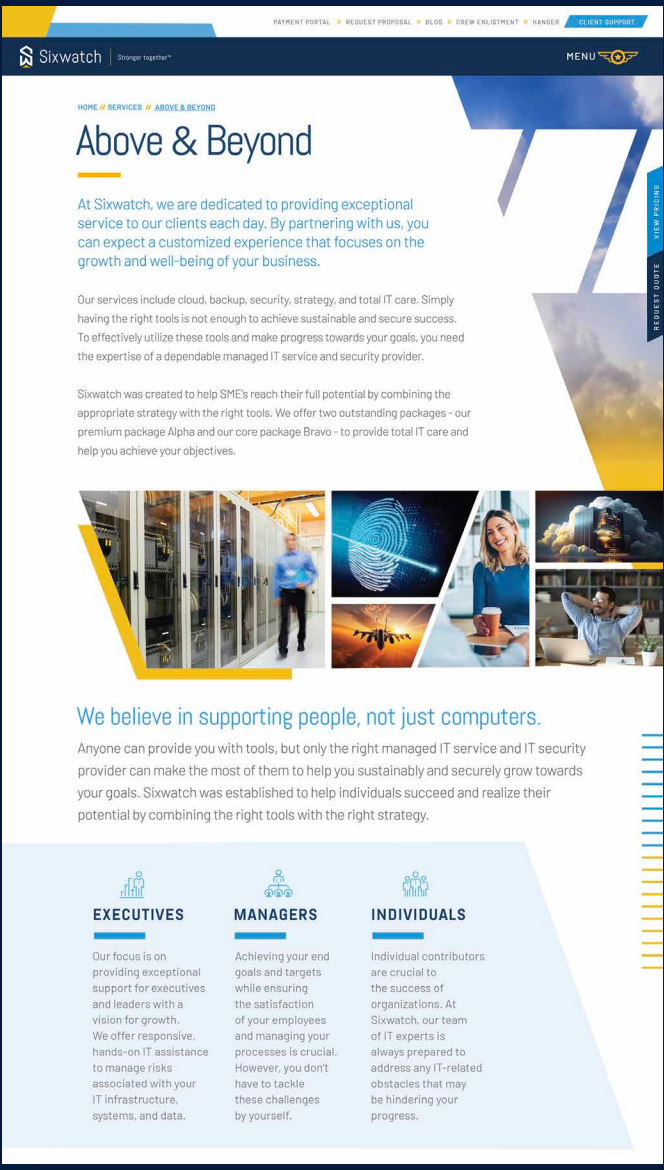
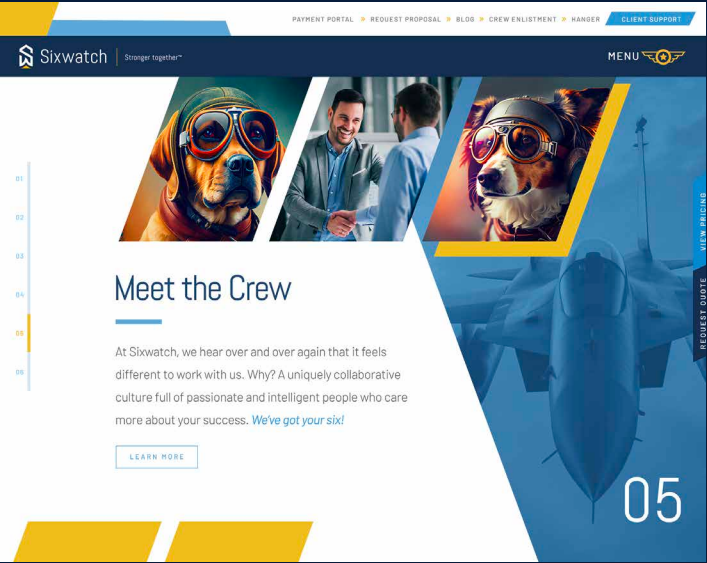
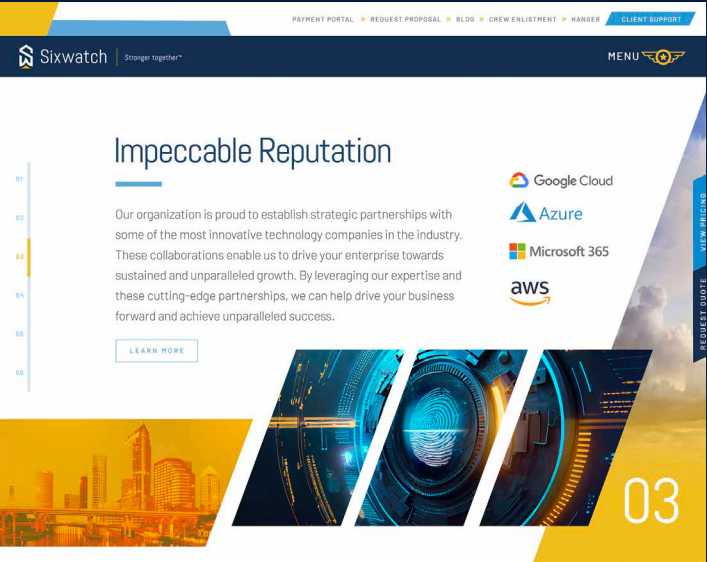
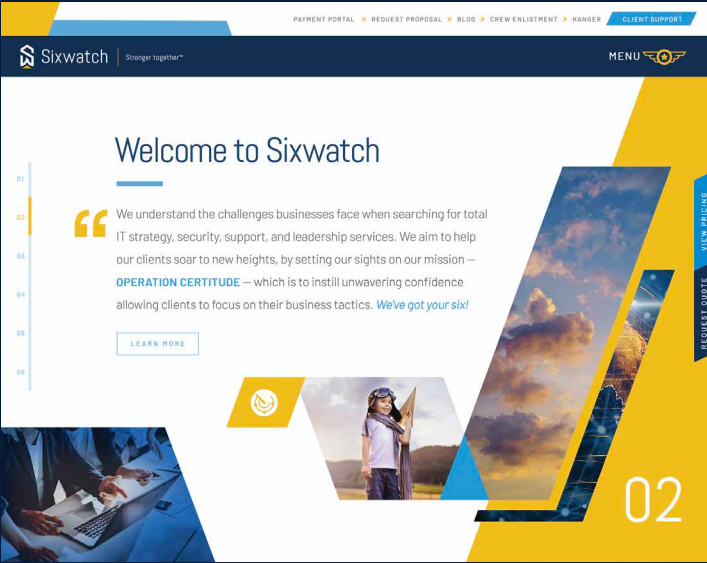
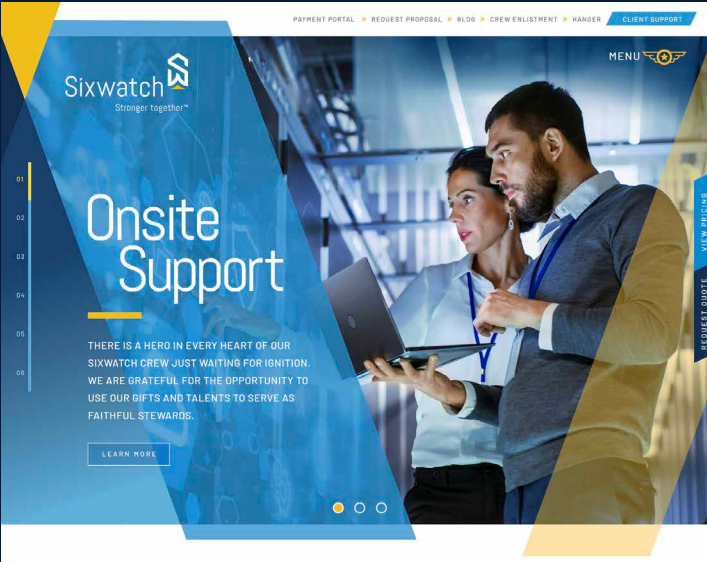
1648 W. Snow Ave.
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Tampa, FL 33606

CONTACT

866.299.8000 Support
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info@sixwatch.com

Sixwatch

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facebook

Email or phonePasswordLog inForgot Account?

True Character

CREW FIRST: We lift-up our fellow co-pilots and customers, through positivity, confidence, and graciousness.

Sixwatch

65 likes · 65 followers

PostsAboutPhotosVideos

Intro

Cybersecurity and Managed IT Services

Page · Science, Technology & Engineering

1646 W. Snow Ave. #140, Tampa, FL, United States, Florida

Jowens@sixwatch.com

sixwatch.com

Sixwatch

4h ·

Cybercriminals are getting smarter. Learn how an IT partner can stop them. Visit our website to see our security solutions. Visit our website: <https://www.sixwatch.com/>

[Sixwatch can propel you to](https://www.sixwatch.com/)

SIXWATCH SOCIAL POST PLAN

Social Post: August

08

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19 Aviation Day
20	21	22	23	24	25	26
27	28	29	30	31	1	2

ABOUT SIXWATCH

WORD OF THE DAY

FEEL GOOD FRIDAY

DESIGN PRESENTATIONS

Sixwatch
Stronger together™

Twitter

HomeExploreNotificationsMessagesListsBookmarksTwitter BlueProfileMore

Sixwatch

@sixwatchit

Tampa, FL · sixwatch.com · Joined August 2020

0 Following · 5 Followers

Not followed by anyone you're following

TweetsRepliesMediaLikes

Sixwatch @sixwatchit · 3h

Cybercriminals are getting smarter. Learn how an IT partner can stop them. Visit our website to see our security solutions. Visit our website: [sixwatch.com](https://www.sixwatch.com/)

[Sixwatch can propel you to](https://www.sixwatch.com/)

Soar to New

You might like

GeniusU @geniusuapocial Follow

Lifelong Learning Su... @LLsummit Follow

Ngazi Umelo @nweame Follow

Show more

What's happening

NBA · Last night Lakers at Nuggets

Politics · Trending Casey DeSantis 10.2K Tweets

Trending in United States The Reason for God 2,397 Tweets

Entertainment · Trending DANNY GONZALEZ

Trending in Florida Lake Nona

Wingman

Sixwatch crew member who targets, protects, or guides a client, colleague or associate. i.e. The CEO's troubleshooting wingman discovered the threat early.

Stronger together™

Day of Observance

NATIONAL AVIATION DAY

Sixwatch would like to thank all the military men and women of aviation who protect our skies and keep our land free.

Stronger together™

Operation Certitude

Instill unwavering confidence allowing clients to focus on their internal business tactics – We are stronger together!

Stronger together™

We've Got Your Six!

In combat aviation, the six o'clock position is a highly vulnerable blind spot for attacks which created a need for partnership and comradery to ensure safety in battle.

Stronger together™

Relax and focus on you.

We've got your six!

Sixwatch

IT Planning, Security, and IT Support for Growing Companies

Computer and Network Security · Tampa, Florida · 569 followers · 9 employees

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Sort by: Top

Sixwatch

569 followers

1d ·

SIXWATCH REBRAND – With our new Sixwatch branding comes a renewed commitment to our values and principles. [sixwatch.com/contact](https://www.sixwatch.com/contact) #SixwatchIT #SixwatchNewBrand #BrandRefresh

Brand New Thinking

With our new branding, Sixwatch is soaring to new heights. We are grounded in a spirit of continuous improvement and our brand is no exception. In order to succeed in our core principles, we must present ourselves in a way that is both compelling and complete.

Stronger together™

LikeCommentRepostSend

Be the first to react



Merch

At Sixwatch, we're excited for who we are and what we represent. One way we communicate our enthusiasm is through apparel and merchandise.





We deliver a sought-after human experience
for IT support, strategy, and security.

We've Got Your Back. Sixwatch is the premier managed IT service provider servicing the Greater Tampa Bay, Bradenton, Sarasota and Orlando areas. We offer our clients the depth and scope of IT consulting, cybersecurity, support and leadership services that we had struggled to locate in the market when we needed it. Now, with over 25 years of technology expertise under our belts, we're confident that our team can change the way you view your technology and help you see what is truly possible for your business.

[SIXWATCH.COM](https://sixwatch.com)

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