



The **November 2017 Member Spotlight** on [GoodThree](#), presented by owner Matt Hannigan, at the November Merchant Meeting of the DID, sponsored by the [Lancaster City Alliance](#).

THE IMPORTANCE OF BRANDING

Matt Hannigan, *Principal and Creative Director of GoodThree*

1. WHAT IS YOUR BRAND

Brand vs. identity/logo

- What your brand is to you
- Importance of a solid brand
- Timing and implementation
- Significance of cohesiveness
- **RESULTS OF A (RE)BRANDING EFFORT**
 - When will you see any results?
 - Your audience and customer base
- **WHERE TO GO FROM HERE**
 - First steps
 - Benefits of experienced collaboration

• BRIEF QUESTIONS

ABOUT GOODTHREE GoodThree is a branding and design firm with a desire to create a meaningful connection their work and with their clients through a “Design Thinking Forward” model, ensuring their first steps pave the way for an engaging finish.

To connect with GoodThree, you can shoot them a message at hello@goodthree.com or visit their site at goodthree.com.