



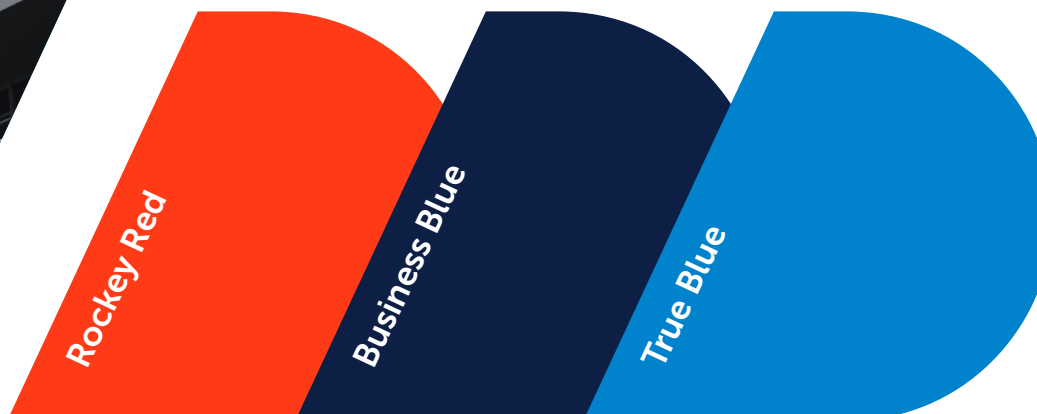
BRAND IDENTITY
2023





Your business **doesn't exist without sales** – but they aren't one and the same.

Sales is **its own industry**,
integral but separate
from every other industry.





Sales will heal the world.

We know, it seems far-fetched...maybe even a little crazy. But hear us out:

Sales are an answer to our needs.

Our needs unite all of us – as people.
Connecting with another to fulfill our needs
heals everyone involved.

**HENCE, WHY SALES WILL
HEAL THE WORLD.**

Museo
Sans
700

Museo
Sans
300

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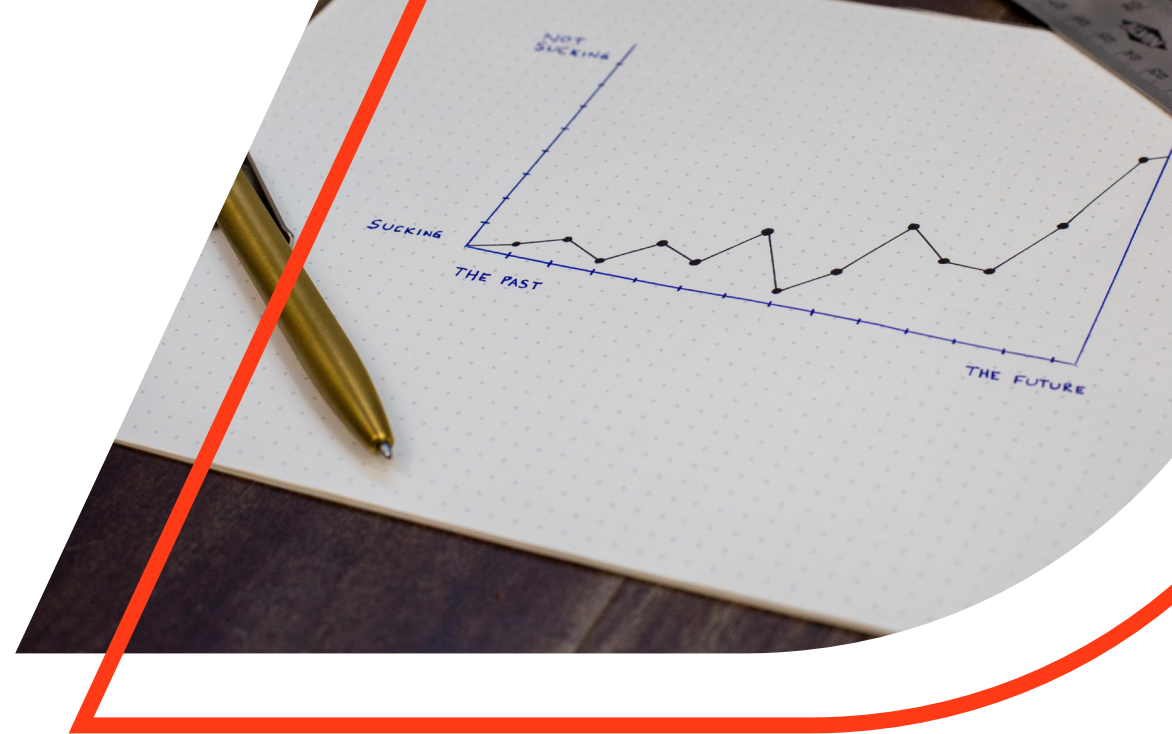
92. NOTES.

ELITE BUSINESS CONVERSATIONS

BRAND *Statement*

Our brand statement, also called our brand definition, shrinks all our thoughts about our business mission, values, promise, and character into a concise statement.





Sales will heal the world.

We know, it seems far-fetched...maybe even a little crazy. But hear us out:

Sales are an answer to our needs.

Our needs unite all of us – as people.

Connecting with another to fulfill our needs heals everyone involved.

HENCE, WHY SALES WILL HEAL THE WORLD.

Think of sales as
a bridge between people
and the real-world solutions businesses offer.





Your business doesn't exist without sales – but they aren't one and the same.

Sales is its own industry, integral but separate from every other industry.
And when done our way, sales will heal your business, providing you with real impact, time and opportunities.

What we know from *decades* in the game is this:

Success begins with an honest conversation...

One that results in a real human connection.

You have to connect with someone on a real level to sell.



With the constant noise coming at us from all directions
It's easy to get confused about what's true, or who to believe.

WE'RE HERE TO GET REAL ABOUT YOUR BUSINESS,
Have frank conversations, show you how sales will heal the world;
Share our entrepreneurial expertise and the secret sauce for selling
That will give you the **winning edge**,
in the game of business – and
(more importantly) **life**.

LET'S TALK.

We'll get the truth on the table
To put you at the top of your game.



Honest Connection = Real Impact





ELITE BUSINESS CONVERSATIONS

CORE *Values*

Core values are the fundamental beliefs of our company. These guiding principles dictate behavior and can help people understand the difference between right and wrong.

MAKE A *Difference*

Everything we do is about how we can improve our lives, the lives of those around us and the world around us at large. We really mean it when we say sales will heal the world because sales, as we approach and understand them, are about so much more than a simple economic transaction.

Sales are really about people connecting to one another, meeting each other's needs, solving real world problems that only your business can. Sales open a door to a career that empowers you to write your own life and find success personally and professionally.

For us, how we play the game is just as important as winning the game. And when we bring our values to the sales process, everyone wins: you, your salespeople, your clients and society.

HUMILITY

While we've experienced great success, we have also taken our knocks in the journey of life and business. We will never pretend to be anything other than what we are. Elite Business Conversations are not the smallest nor the biggest...we are definitely not Superman, but that's okay! We have decades of experience of success to help you succeed and we will always continue to learn and grow

PRUDENCE

We're regularly exposed to a lot of noise that's out there from a lot of different sources, some which may be credible and some which might not. At Elite Business Conversations, we teach people based upon an approach that we know works; knowledge that we have tested and proven first-hand. The things that we stand for come from a position of confidence from results and knowledge of the principles and actions behind them. They come from a place of passion that will help you grow from being with us; because if you're not coming from a place of passion, what is the point?

COURAGE

To truly connect on a level that heals and to be truly helpful to others, we have to get real and be unafraid to say the truth. Reality is where we live because if you want to change, it's necessary to get past the surface and to go deep, both with yourself and with others. Some call it tough love, but we do not poke and prod to exact pain for the sake of pain. We are honest and courageous in getting to the real problems each individual faces, seeking the truth of what's going on with your company. And in doing so, the truth comes to the table, even if it's a scary or an embarrassing truth.

JUSTICE

Elite Business Conversations is committed to doing the right thing and comes from a place of honesty no matter who's looking, when they are looking, or what they might think of us, in each and every aspect of our business. At the end of the day, we know that honesty and integrity is the way you make choices that lead to a healthy lifestyle and a healthy business. When we're making choices about who is the right fit for us as an employee or as a client, we always approach it from a mindset of asking where can we do our best work and be of the most service, regardless of any superficial outside reason.

ELITE BUSINESS CONVERSATIONS

PERSONALITY *Spectrum*

Our Personality Spectrum represents how our organization perceives, interprets, assesses, evaluates and responds to existing and possible threats and opportunities in business.





Elite

Mass-appeal

We craft each keynote and conversation to work for each unique team and audience, from a sincere desire to connect, inspire change and spark success. Tested on decades of real world experience, we bring our unique approach to sales and a passion for business to the table to serve those who will meet us there with the same level of investment. These productive, personalized relationships are meant for professionals who are ready to grow and change.

Serious

Playful

Our loud and proud, direct approach always comes from a positive, fun, humble and real place. We take your business seriously and know that making honest human connection means that we're focused on solutions, we know how to listen and we're easy to talk to, even when things get real.

Conventional

Rebel

EBC rebels against old school hard selling tactics and the denial, disconnection and stagnation so common to struggling businesses. We shake things up and cut through the noise by getting real about what's going on and a simple sales approach based on honesty and human connection that works no matter if you're selling Harry Potter or Harrier jets, gambling at the roulette table or on your next close.

Friend

Authority

Serial entrepreneur, father, husband, author, gambler, podcast host and football fanatic, Joe has created 15 entities of his own, living and dying by the sale for over 20 years, selling everything from life insurance to real estate. He practices what he preaches – and he knows what works. He also holds a degree in accounting and finance, has appeared over 2,000 times on business podcasts and has both created and built dozens of successful businesses, including an entity made from scratch that has thrived for a decade, surviving the pandemic.

Mature & Classic

Young & Innovative

So many businesses are stuck in sales tactics from 50 or 60 years ago...pair that with a negative attitude towards a sales career and you get stagnation across the board. We bring fresh ideas and energy to sales and business and truly believe in the healing power of sales from customer to salesperson to business owner. Our approach is revolutionary, energetic, positive and committed to breaking away from outdated approaches.

ELITE BUSINESS CONVERSATIONS

BRAND

Language

Brand language is the body of words, phrases, and terms an organization uses to describe its purpose or in reference to its products. Brand language is used in marketing to help consumers connect specific words or ideas to specific companies or products.



You will often hear us say:

"Sales will heal the world."

"Bring it back to happy"

"Human Connection"

'Secret Sauce of Selling'

"Real deal"

"Reality is where I live"

"You can make it happen"

"Get real / Gets real"

"Human connections are how you win"

"Unique, productive relationship"

"It's not rocket science - it's human connection"

"No big deal"

"If you're good at sales, you can write your own life"

"Strive to live 100% commission lifestyle"

"Getting the truth on the table"

"When it gets real, it's on."

"Sales is its own industry, but it's universal to every industry."

"You're either in the game or you're not"

"Passionate about what we're setting up to do here"



We help businesses and sales people achieve their goals.
Achieving your sales goals is how you make a difference in the world

"Yeah" (down to earth, older brother, casual, energetic, boisterous, kind, warm)

"How to run a business (and a life) successfully"



ELITE BUSINESS CONVERSATIONS

BRAND *Personas*

Brand Personas (sometimes referred to as a client avatar or customer profile) is a representation of our ideal customer the type of person that will likely want to purchase our services or products.





Justin Breland

Demographics:

Gender: Male
Age: 48
Race: African American
Salary: \$95,000
Business: \$350,000+
Geographics: Miami, FL

Justin Breland is a driven and successful entrepreneur passionate about lawn care and landscaping. Born and raised in Miami, Florida, Justin developed an early interest in nature and the outdoors, eventually leading him to start his lawn care business, The Grass is Always Greener.

With a degree in Business Administration from Florida International University and over 15 years of experience in the industry, Justin has established himself as a leading figure in the Miami lawn care market. His company provides top-quality services to commercial and residential clients, and he is dedicated to delivering excellent customer service and creating beautiful, sustainable landscapes. While he has built a successful business, Justin has noticed that sales are down, the business isn't growing as he had predicted, and he needs help to fuel more sales leads.

Background:

- Married with two sons, aged 15 & 17.
- He has a degree in Business Administration from Florida International University
- He has been in the lawn care industry for over 15 years and recently heard Joe speak at a business conference he attended.

Indicators:

- Justin has been in the industry for years and wants to keep it successful to pass it along to his sons.
- The need for lawn maintenance/care within the Miami area has grown, increasing the demand and opening up opportunities to scale his business into different markets.
- Wants to continue to build a more robust sales team and bring on new team members

Goals, Desires, and Aspirations:

- Grow his business and increase sales.
- Expand his services to new markets and reach more clients in Miami.
- Wants to build stronger/better connections with clients.

Challenges, Fears, Pain Points, and Frustrations:

- Justin feels the current sales team lacks the inspiration and motivation to drive sales growth and is afraid to bring on new sales associates until this is resolved.
- He has been waiting to scale but keeps putting it off because he doesn't think his sales team is ready.
- Feels out of touch with his sales team and doesn't have the time to devote to their training and growth.

Product Needs:

He needs someone to help his team improve their sales skills, connect better with clients, and improve sales efficiency.

How the Product/Services Helps Me:

Work directly with the sales team to motivate and provide tactics and tools to help the team achieve its goals.

How to Connect: (how we would likely reach them via marketing means)

- Website - Organic Search for "How to motivate the sales team."
- Referrals - A past client who had Joe speak to their sales team in the past.
- Conferences - Elite Business Conversation/Joe spoke or was a sponsor at a local conference Justin attended.

How we find them:

Through our campaign of service based businesses, a Google search for "Outdoor Services, Florida" resulted in "The Grass is Always Greener". We searched the TGIAG's website to find the owner's information provided on their team page. We reached out via email sharing our passion for supporting service based businesses who want to excel beyond their current "ceiling". Additionally, we shared a short video of our recent speaking engagement from the previous year's Business Conference in Justin's area.



Shelby Galle

Demographics:

Gender: Female
Age: 26
Race: White
Salary: \$60,000
Geographics: West Palm Beach, FL

Shelby Galle is an Internal Event/Education Coordinator at Paychex inc, a leading provider of capital management solutions for payroll, benefits, human resources, and insurance services. In her role at Paychex, she works closely with human resources and Paychex sales departments, building out training and sales education events for the Palm Beach-based sales team.

This quarter, the Paychex company is hosting a sales conference in Palm Beach, and Shelby's main priority is building a robust lineup of speakers. Paychex is known to provide excellent on-the-job training and yearly conferences for its employees, and she is responsible for ensuring that this upcoming sales conference meets the high standards set by the company. Shelby is coordinating with the human resources department and the sales team to develop a conference schedule, including keynote speakers, breakout sessions, and training sessions to help the sales team improve their skills and stay up-to-date with the latest industry trends.

Background:

- Engaged to be married
- She is still heavily involved in her church and volunteers any chance she gets
- She and her fiancé listen to Joe's Podcast "Father and Joe" and were intrigued by his personality and charisma.

Indicators:

- Was tasked with seeking out external assistance to help motivate her sales team.
- The company completes these sales conferences yearly, but it's Shelby's turn to build out speakers this year.
- Needs someone to speak about a particular sales topic

Goals, Desires, and Aspirations:

- Working with Joe offers her an extremely passionate speaker that will command presence and be engaging and informative.
- To improve the skills of the sales team and keep them up-to-date with industry trends
- Shelby wants to work with Joe to create a customized training program tailored to the specific needs of Paychex and its sales team.

Challenges, Fears, Pain Points, and Frustrations:

- The pressure of organizing a successful conference and meeting high standards set by the company
- The stress of managing a large event and ensuring everything runs smoothly
- Concerns about meeting the needs and expectations of attendees and speakers



Product Needs:

A speaker for the conference with experience and a powerful presence to inspire and motivate the sales team and provide valuable insights and expertise to help them improve their skills

How the Product/Services Helps Me:

Using Joe's services at the conference will offer the sales team valuable insights and training opportunities while engaging and motivating them. This can help alleviate Shelby's concerns about meeting the high standards Paychex sets and ensure that the conference succeeds.

How to Connect: (how we would likely reach them via marketing means)

Website - Organic Search for "Training a generation of sales professionals."

Referrals - A friend who is heavily interested in sports referred Joe to her after they listened to one of his podcasts.

Conferences/Industry Events - Shelby attended educational conferences and workshops and saw EBC promoted for a previous speaking engagement.

Podcasts - She heard an ad for EBC on a podcast she and her fiancé listen to.

How we find them:

Targeting a younger audience, we searched hashtags on Instagram related to events. #conference, #summit, etc. were searched landing us on Paychex post regarding the 2023 Sales Conference in Palm Beach. We researched Paychex event page on their website and found the sponsorship information from the 2022 Conference with Shelby's contact information provided. We initiated a conversation via email. Additionally, we found Shelby's Instagram account through Paychex's likes and comments and sent a follow request to establish a secondary connection point.



Elliot Hanson

Demographics:

Gender: Male

Age: 31

Race: White

Salary: \$62,000

Geographics: Reno, LV

Elliot Hanson, a 31-year-old in Reno, Nevada, works as a sales development manager for Gartner, a renowned research and advisory company. One of Elliot's next job assignments is to help the sales and marketing team build the speaker pipeline for their upcoming conference in Las Vegas.

Despite the demands of his job, Elliot remains committed to his personal life. In his free time, he enjoys hiking in the mountains surrounding Reno and exploring the city's many cultural offerings. His hard work, dedication, and passion for sales make him an excellent choice for Gartner, as he works hard to provide the best speakers at all his conference events. For this new event, he is tasked with finding a new speaker to help motivate multiple sales leaders. These sales leaders are looking for new tactics to help push them past the sales ceiling they feel they have hit.

Background:

- Married with no children
- A self-made sales professional
- He found Joe through his professional LinkedIn network and watched a past speaking engagement Joe had given

Indicators:

- He only has a limited amount of time to find a speaker
- Needs someone to speak broadly about sales
- Had an extremely successful conference last year and hopes to exceed that goal for this year

Goals, Desires, and Aspirations:

- Elliot hopes to hit his goal as a sales and development manager for the next conference and find at least 3-5 captivating speakers.
- Wants to create relationships with conference speakers so he can continue to use them at future speaking events.
- Elliot wants to provide conference attendees with speakers who take what they learn back to their businesses to help achieve their sales and revenue targets.

Challenges, Fears, Pain Points, and Frustrations:

- Attracting top speakers may require a significant budget that Elliot might not have access to.
- The need to find speakers who can provide tangible value to attendees
- Fears that many of his potential speakers may not align with the conference theme of "sales alignment."



Product Needs:

Elliot must find innovative and engaging keynote speakers who can speak to a broad group of sales leaders working to “change the world with sales.”

How the Product/Services Helps Me:

This speaker will provide Elliot with a captivating speaker who is engaging, passionate, raw and believes in the power of sales. He wants to build and maintain a relationship with a speaker who continues returning to Gartner conferences and resonating with listeners.

How to Connect: (how we would likely reach them via marketing means)

- Website - Elliot found EBC through an organic search for “motivational sales speakers for conference events.”
- Referrals - A colleague who had previously used EBC’s services recommended the company to Elliot for his upcoming conference.
- Conferences/Industry Events - Elliot attended a sales conference in the past, saw Joe speak and was impressed with his message and energy.
- Professional networks: Elliot was connected to Joe via another professional connection on LinkedIn.

How we find them:

Due to our campaign efforts for Keynote Speaking engagements, a Google search for “Business Conferences in Nevada”, resulted in “Research Meets Leaders; 2023 Summit by Gartner”. After reviewing the Sponsorship page details, we found Elliot listed as the Sales Development Manager and initiated a connection via phone call.



Calvin Highbanks

Demographics:

Gender: Male
Age: 52
Race: Asian
Salary: \$375,000
Business: \$1 million +
Geographics: Boston, MA

Calvin is the VP of Marketing for BioUhealth, A Boston-based company that provides data analytics solutions for the pharmaceutical industry. He has over 25 years of experience in marketing and business development, with a strong finance and operations management background. Calvin is highly driven and results-oriented, striving to exceed his targets and achieve success for himself and his clients.

As a C-suite leader, Calvin is acutely aware of the financial barriers preventing their business from achieving its goals. In the past few years, Calvin has noticed a shift in his marketing team, and with the new entrants in the digital landscape from AI content to machine learning, Calvin is concerned with the growth and engagement of his team and the company's future growth numbers.

Background:

- Married with one daughter, aged 11
- A Bachelor's degree in Business and Marketing from Boston College
- Volunteers as a mentor for underprivileged youth in Boston
- While Googling different speakers, Calvin came across Joe's website and wanted to see if he would be a good fit to speak with his team.

Indicators:

- Calvin's business is in the pharmaceutical industry, which is highly competitive and rapidly evolving.
- New technologies and competitors are entering the market regularly, and he needs to stay on top of marketing trends
- Calvin has a strong finance and operations management background and understands the importance of effective communication, teamwork, resource allocation, and cost control.

Goals, Desires, and Aspirations:

- To help his company stay on top of marketing trends and maintain a competitive edge in the pharmaceutical industry.
- To learn from expert speakers, gain valuable insights into effective communication teamwork, and identify any barriers they have encountered.
- To build a long-term relationship with EBC and continue to use their services for future speaking engagements or training sessions.

Challenges, Fears, Pain Points, and Frustrations:

- Concerned about the impact of new technologies, such as AI and machine learning, on his marketing team and the company's future growth numbers
- He is frustrated with the financial barriers preventing their business from achieving its goals.
- Feels that his team is "out of touch" with the current digital landscape.



Product Needs:

EBC's coaching and training services can help Calvin and his executive team stay ahead of the competition by developing new skills and strategies to adapt to the changing market landscape.

How the Product/Services Helps Me:

Joe's service can help him identify areas where his company can increase growth and revenue through effective marketing strategies, ultimately leading to achieving his business goals and aspirations.

How to Connect: (how we would likely reach them via marketing means)

- Website: Calvin searched for professional development training online and came across EBC's website, where he found how Joe's services fit his team's needs well.
- Referrals: Calvin's colleague mentioned how EBC helped their team overcome similar challenges and recommended he contact them for a consultation.
- Social media channels: Calvin came across a LinkedIn post from EBC, which caught his attention and prompted him to explore their services further.
- Instagram: Calvin saw a sponsored Instagram post from EBC featuring one of their workshops, which piqued his interest in their training programs.

How we find them:

Due to our campaign goals of targeting pharmaceutical companies, we searched Google for "Pharmaceutical Massachusetts". As we worked our way through the list we landed on BioUhealth and searched their directory, finding Calvin's bio and introduction as the VP of Marketing. We reached out via email sharing our services.



Anne Crosby

Demographics:

Gender: Female
Age: 26
Race: White
Salary: \$50,000
Geographics: Tuscaloosa, AL

Anne Crosby is an internal event and education coordinator for the Culverhouse College of Business at the University of Alabama. Anne's career in event planning began during her college days when she organized events for her sorority. Little did she know that this would become a lifelong passion and career. After completing her Bachelor's degree in Business and Marketing from the University of Alabama, Anne secured an internship planning events for the Business school, eventually landing her a full-time position on the events team.

Anne's love for Bama football is evident in her personal life as she regularly attends games outside of work. This passion has helped her develop strong leadership and teamwork skills that she applies to her work as an event coordinator. Her enthusiasm for her team and college shines through in the events she plans, making her an essential member of the business events team.

Background:

- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum

Indicators:

- Tasked with seeking out external assistance to help motivate her students in the business school.
- The school wants to continue to provide students with successful business coaching and valuable insights into what it's like working after college.
- Also interested in Joe's relationship-based coaching methods to help the internal team build better relationships with colleagues, students, and stakeholders.

Goals, Desires, and Aspirations:

- She is committed to delivering successful events for business school students.
- Wants to provide students with high-quality education and professional development opportunities.
- Want to learn how to design and market speaking events that could eventually generate revenue for the college and enhance its financial sustainability.

Challenges, Fears, Pain Points, and Frustrations:

- She feels pressure to deliver successful events that meet the high expectations of the business school students and stakeholders.
- Anne might struggle to engage students and make them interested in attending events or participating in professional development opportunities.
- Anne fears that the university may rely on traditional revenue streams and might not be open to paying additional for keynote speakers.



Product Needs:

EBC's services can help Anne provide valuable insights and motivation to the business school students and stakeholders. EBC can also work with Anne to design and market speaking events that align with the needs and interests of the students, providing them with the tools and skills they need to succeed in their careers

How the Product/Services Helps Me:

Provide high-quality education and professional development opportunities to students.

How to Connect: (how we would likely reach them via marketing means)

- Website: Anne may search for professional development opportunities online and find EBC through optimized keywords in the search engines.
- Referrals: Anne may also hear about EBC through word of mouth from colleagues or other event coordinators in the industry.
- Books/publications: Anne picked up the book written by Joe and was interested in what he was discussing
- Instagram: As a young professional, Anne might find a speaking engagement that Joe gave through a sponsored Instagram ad

How we find them:

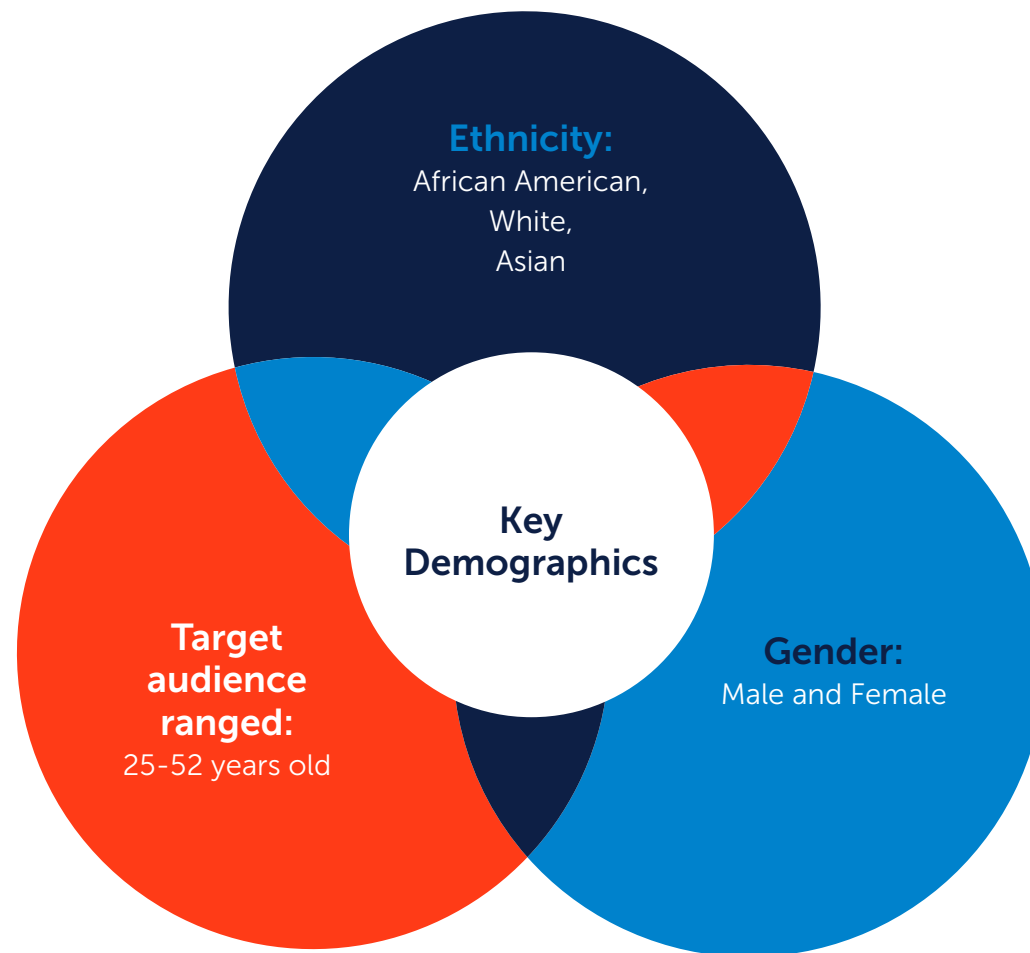
After a Google search of business colleges we searched Culverhouse College of Business at the University of Alabama's faculty directory and found Anne as one of the Event and Education Coordinators. We initial reached out via email, introducing ourselves and followed up with a phone call.



ELITE BUSINESS CONVERSATIONS

TARGET AUDIENCE

Summary



Common Job titles:

Business owners, Sales and Development managers, Marketing Managers, Human Resources

Geographic region:

USA (not bound by city/states/region)

Income:

\$50,000-\$375,000

Key Challenges:

Need for sales team improvement, pressure to organize successful events, staying on top of marketing trends, financial barriers to business growth, need to provide high-quality education and professional development opportunities to students.

Preferred Channels:

Customized training programs, innovative and engaging keynote speakers, expert speakers providing valuable insights, education, and professional development opportunities.

ELITE BUSINESS CONVERSATIONS

LOGO

Variations

Our logo is a primary visible element within our brand. Distinguishing our brand in consumers' minds.



LOGO STORY

Our prominent and unique “E” logotype represents the **Elite nature** of what we do and who we work with; we also chose to bold the word to set it apart in our name. A strong, yet curved and pliable shape for the foundation in our True Blue, with an energetic and rebellious swash in our Business Blue, shows that while we have a **strong and trustworthy business foundation**, it’s our surprising approach and ability to adapt our business and sales philosophy to every situation that really sets us apart. A hint of athletics with a modern, corporate feel for our logotype shows that we’re the tried and true authority on how to win at the game of business and life.

We chose a clean, no-frills, modern all-caps font that stands boldly, with prudence, speaking in high volume, taking up space in a straightforward way. By stacking in this way, we remind you that it’s the **honest conversations** and resulting connections that form the FOUNDATION OF SUCCESS.

Logo Variation 1 - Square; Full Color



Logo Variation 1 - Square; Full Color - White



Logo Variation 1 - Square; Black



Logo Variation 1 - Square; White



ELITE BUSINESS CONVERSATIONS

LOGO
Variations

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Logo Variation 2 - Horizontal; Full Color



Logo Variation 2 - Horizontal; Full Color - White



Logo Variation 2 - Horizontal; Black



Logo Variation 2 - Horizontal; White



ELITE BUSINESS CONVERSATIONS

LOGO *Variations*

Our logo is a primary visible element within our brand. Distinguishing our brand in consumers' minds.



LOGO STORY

Our prominent and unique “E” logomark represents the **elite nature** of what we do and who we work with; we also chose to bold the word to set it apart in our name. A strong, yet curved and pliable shape for the foundation in our True Blue, with an energetic and rebellious swash in our Business Blue, shows that while we have a **strong and trustworthy business foundation**, it’s our surprising approach and ability to adapt our business and sales philosophy to every situation that really sets us apart. A hint of athletics with a modern, corporate feel for our logotype shows that we’re the tried and true authority on how to win at the game of business and life.

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Logo Variation 3 - Logomark; Full Color



Logo Variation 3 - Logomark; Full Color - White



Logo Variation 3 - Logomark; Black



Logo Variation 3 - Logomark; White



ELITE BUSINESS CONVERSATIONS

LOGO *Variations*

Our logo is a primary visible element within our brand. Distinguishing our brand in consumers' minds.



LOGO STORY

As an extension of the **Elite Business Conversations** brand, **Joe Rockey Jr.**'s logo was crafted. As Joe is the face of Elite Business Conversations, hosts the Elite Business Conversations TV Show as well as represents the company through a multitude of media appearances, his logo has been inspired by the ever prominent **"E" of Elite Business Conversations** logo.

Turned and flipped, the "E" now becomes a "J", representing our leader: **Joe Rockey Jr.**

Logo Variation 4 - Joe Rockey Jr.; Full Color



Logo Variation 4 - Joe Rockey Jr.; Full Color - White



Logo Variation 4 - Joe Rockey Jr.; Black



Logo Variation 4 - Joe Rockey Jr.; White



ELITE BUSINESS CONVERSATIONS

LOGO

Correct Usage



Consistency is key:

Ensure that the logo is used consistently across all mediums, when possible maintaining the same size and proportion each time. This helps to build recognition and trust with customers.

Legibility matters:

Keep the logo easy to read and recognize, with all elements appearing clearly and crisply. Avoid any use that distorts or compromises its legibility.

Color is crucial:

Use the logo in its original colors, without any alterations or substitutions. This helps to maintain brand recognition and consistency. View pages 26-33 for color variations of your logos.



Allow clear space:

Surround the logo with ample clear space to ensure that it stands out and is easily recognizable. This also helps to avoid any clutter or distractions that may take away from its impact.

Follow guidelines:

Always follow the brand guidelines established for the logo, including any rules for resizing, placement, and color usage. This ensures that the logo is used consistently and effectively across all platforms, while also accurately representing the brand.

ELITE BUSINESS CONVERSATIONS

LOGO

Incorrect Usage

Don't scale the logo horizontally or vertically.



Don't rearrange components within the logo.



Don't crop the logo.



Don't alter the size relationship or alignment.



Don't rotate the logo.



Don't add unapproved typography to the logo.



Don't use unapproved colors.



AVOID placing the logo on top of busy or complex photographs. If this is unavoidable, DO use the white only logo variation.





ELITE BUSINESS CONVERSATIONS

COLOR *theory*

The psychology behind color theory, allows our company to further tap into branding techniques and better connect with our market.



Business Blue

Business Blue lets you know that we've been there, done that. When we have an Elite Business Conversation, we do mean business: through years of study and practical application, we are your persistent, reliable, professional authority on sales and business. We know what works, and we are serious about your success.

CMYK **100/91/41/47**
RGB **13/31/69**
#HEX **#0d1f45**
PANTONE **275 C**

Key Traits: Authoritative, Luxury/Elite, Professional, Grounded, Serious, Knowledgeable, Persistent, Reliable, Masculine



True Blue

True Blue is who we are and where we come from. Our whole philosophy is about honest connection; we know our conversations need to be clear and sincere to truly heal. Trustworthy, nurturing, friendly and inspiring, with sky-high idealism, True Blue is a part of everything we say and do.

CMYK **82/41/0/0**
RGB **0/130/204**
#HEX **#0082cc**
PANTONE **3005 C**

Key Traits: Honesty, Trustworthy, Clarity, Sincerity, Nurturing, Calming, Inspiring, Friendly, Idealistic



Rockey Red

Joe Rockey's loud and proud, direct approach comes from a positive, warm, fun, humble and real place. His powerful voice, bold truth-telling, passion and energetic personality inspired Rocky Red – a spark of bright intensity to represent his high-energy, no-holds-barred confidence and passion.

CMYK **0/90/98/0**
RGB **255/59/24**
#HEX **#ff3b18**
PANTONE **172 C**

Key Traits: Bold, Intense, Bright, Warm, Energetic, Passionate, Playful, Confident

ELITE BUSINESS CONVERSATIONS

TYPOGRAPHY

Usage

The selection of fonts identified in our brand identity as well as the usage intent and parameters around when to and when not to use.



Header
Museo Sans - 700

Abc

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Sub Header
Museo Sans - 500

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opqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Paragraph Text
Museo Sans - 300

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OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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Sub-Paragraph Text
Museo Sans - 100

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opqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Quote Text
Museo Sans - 100 Italic

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opqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

Accent Font
Flourish

Abc

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ELITE BUSINESS CONVERSATIONS

BRAND *Elements*

Examples of how your visual
brand elements may be used.



Shapes

It is important to ensure that the visual elements of the brand are consistent with the brand's overall message and image. To achieve this, it is essential to use a consistent set of shapes throughout the book, with the width and height of each shape remaining unchanged.

Adhering to these guidelines will help to ensure a consistent visual identity that is easily recognizable by the reader, and will reinforce the brand's messaging in a clear and consistent manner.



The main shape, which closely resembles the element from the logomark, should be considered a key visual component of the brand's visual identity. This shape can be utilized as a placeholder for images, text, or any other design element where an eye-catching and attention-grabbing effect is desired.



The outlined shape, which is identical to the main shape but with an outline, can be a powerful visual tool in guiding the viewer's eye and emphasizing important design elements.

This outlined shape can be used in any brand color, providing flexibility in its use across a range of situations. It is particularly effective when used to outline images, text, or other design elements, leading the viewer's eye to the most important aspects of the design.



The alternative shape, which bears a partial resemblance to the main shape, can be a useful visual tool in certain design projects.

However, it is important to note that the alternative shape should be used sparingly and only in situations where it is most effective. In particular, it can be used for banners and text placeholders where the main shape may be too dominant or overwhelming.



This shape can be effectively used as an arrow, pointing the viewer's eye towards important areas where the customer's attention is desired. This could include important calls to action, product features, or other key aspects that are critical to the overall messaging.

ELITE BUSINESS CONVERSATIONS

BRAND *Elements*

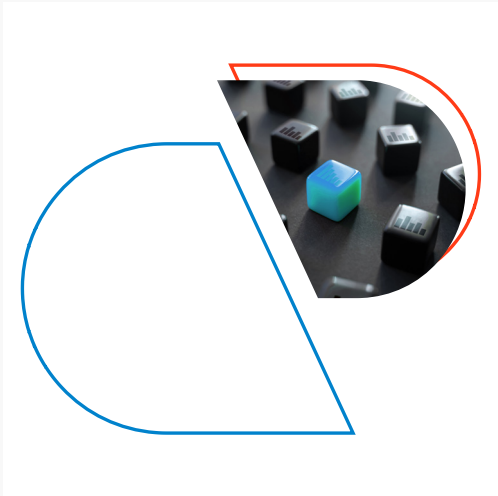
Examples of how your visual
brand elements may be used.



Shapes in Action

The following examples demonstrate the flexibility of the shapes and how they can be used in combination or on their own.

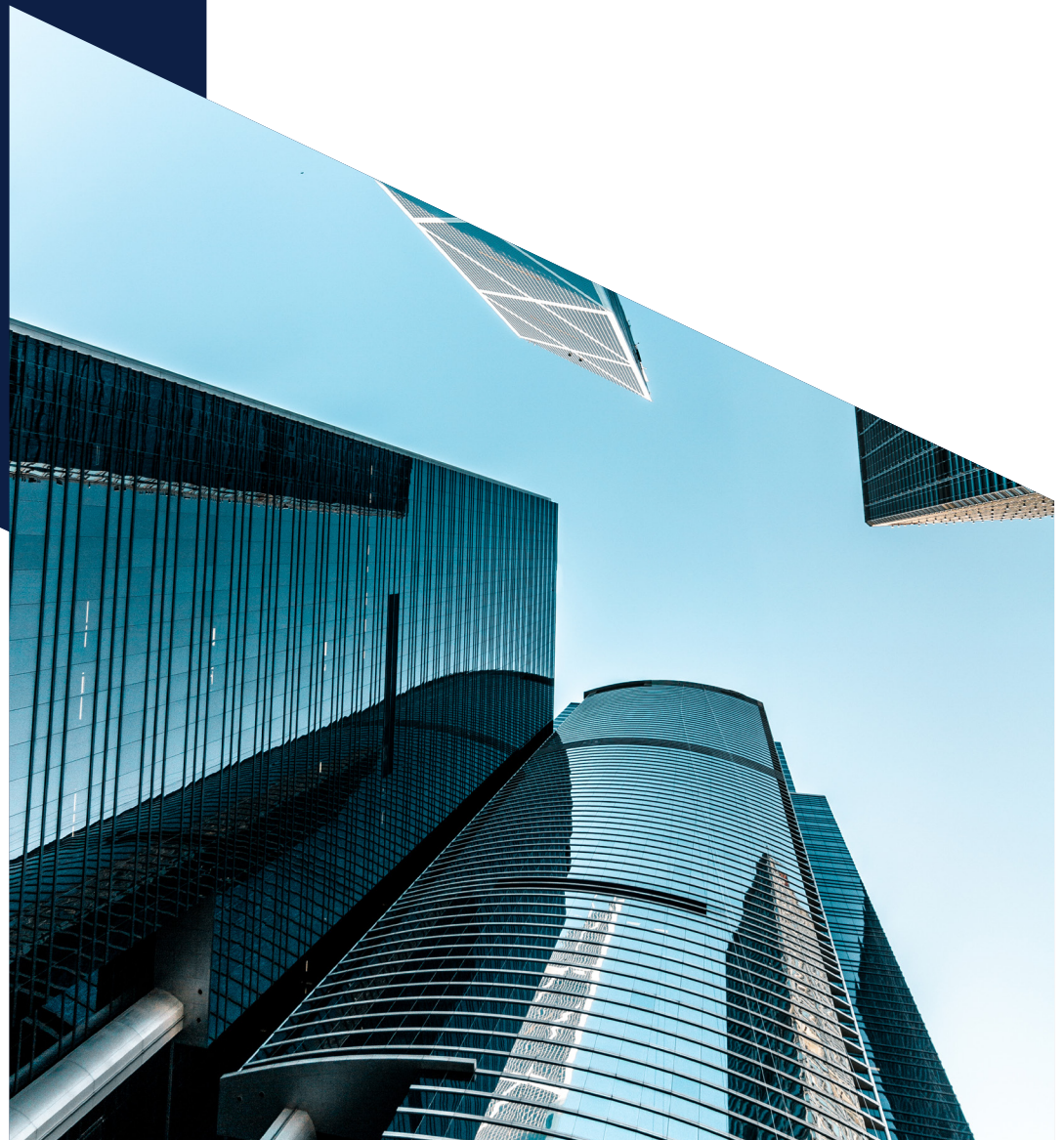
These examples showcase the versatility of the shapes, demonstrating how they can be used in different combinations to create visually compelling designs. By utilizing these design elements in a strategic and consistent manner, it aids in reinforcing the brand’s messaging and establishing a recognizable visual identity that is memorable and distinctive.



ELITE BUSINESS CONVERSATIONS

FILE TYPE *Usage*

After you receive your digital files, you may be wondering what do I do with these? Why are there so many different formats? We've outlined what these are and when you might need them.





.JPG File Format

JOINT PHOTOGRAPHIC EXPERTS GROUP

Use it for photos. Opens with almost any program. It can not scale. Does not allow for transparent background.

Important: Image quality diminishes every time it is enlarged, shrunk or saved.



.EPS File Format

ENCAPSULATED POSTSCRIPT

Use it for logos & illustrations. Opens with Illustrator & Photoshop. It can scale infinitely.

Does allow for transparent background.

Important: Can resize file infinitely without losing any quality.



.PDF File Format

PORTABLE DOCUMENT FORMAT

Use it for web, email & files. Opens with Adobe Reader.

Important: Option to be saved at a high or low resolution.

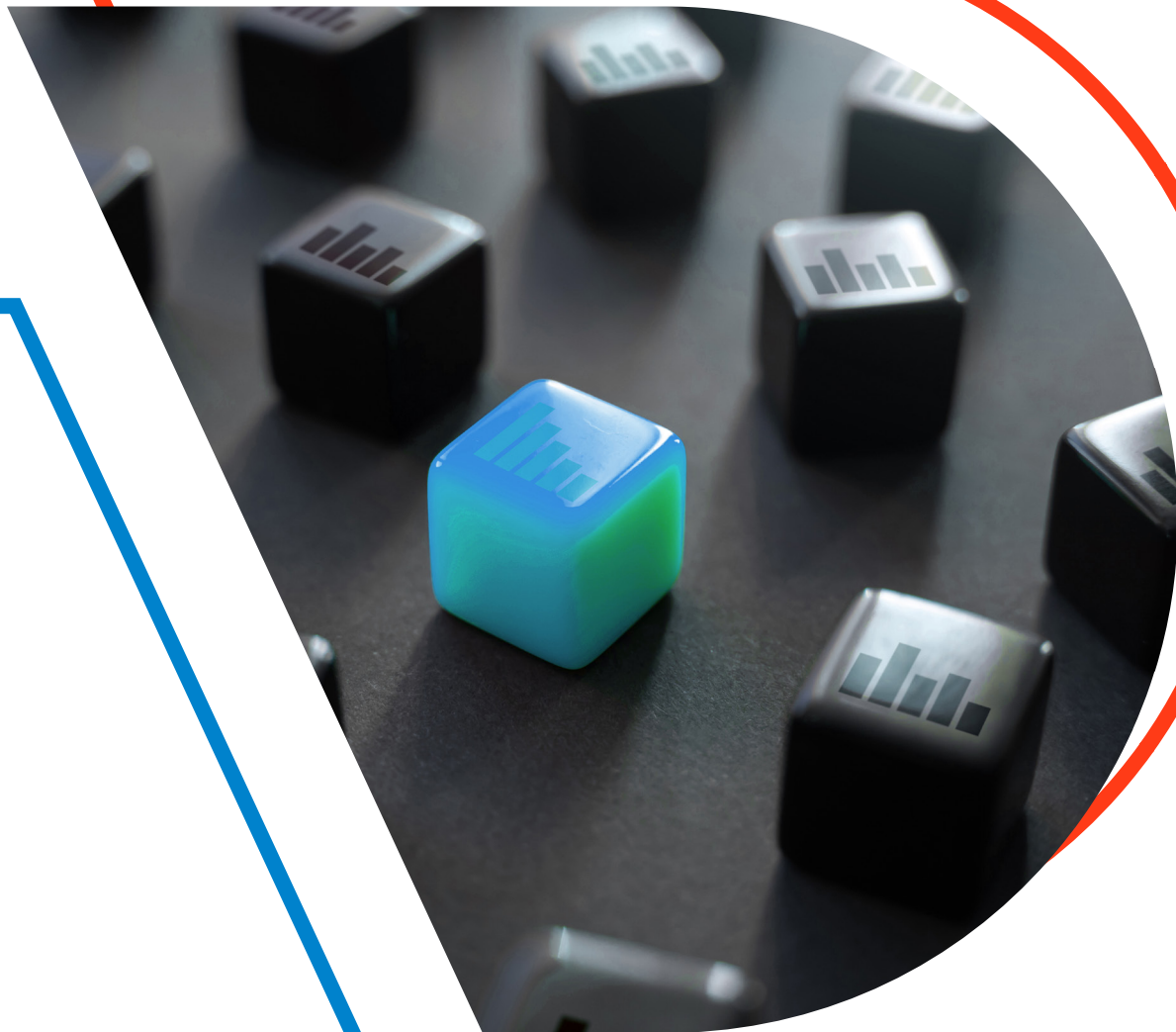


.PNG File Format

PORTABLE NETWORK GRAPHICS

Use it for photos & artwork. Opens with almost any program. It can not scale. Does allow for transparent background

Important: Best used on the web.



ELITE BUSINESS CONVERSATIONS

COLOR SWATCHES AND COLOR *Usage Guide*

There are a variety of color models that you will need to utilize, depending on the scope of your project.



RGB COLOR MODEL

BEST USED FOR DIGITAL

RGB (red, green, and blue) refers to a system for representing the colors to be used on a computer display. Red, green, and blue can be combined in various proportions to obtain any color in the visible spectrum.

Levels of R, G, and B can each range from 0 to 100 percent of full intensity.



CMYK COLOR MODEL

BEST USED FOR PRINT

CMYK is a scheme for combining primary pigments. The C stands for cyan, M stands for magenta, Y for yellow, and K for key.

The key color in today's printing world is black but it has not always been.



#HEX COLOR MODEL

BEST USED FOR DIGITAL & WEB

A color hex code is a way of specifying color using hexadecimal values. The code itself is a hex triplet, which represents three separate values that specify the levels of the component colors. The code starts with a pound sign (#) and is followed by six hex values or three hex valuepairs (for example, #AFD645).



PANTONE COLOR MODEL (PMS)

BEST USED TO MAINTAIN COLOR CONSISTENCY ACROSS ALL FORMS OF MEDIA.

Pantone is a corporation that created a solid color matching system (Pantone Matching System or PMS). Pantone colors (also known as Spot colors) are a certain set of colors that will accurately match when reproduced in print because they are already pre-mixed. Therefore, Pantone colors give the truest color result.

ELITE BUSINESS CONVERSATIONS

BRAND

In Action

Examples of how our visual brand elements may be used.







Sales
WILL

HEAL
THE WORLD



ELITE BUSINESS
CONVERSATIONS



Sales **WILL** **HEAL** **THE WORLD**

Sales are an answer to our needs.

Our needs unite all of us – as people.

Connecting with another to fulfill our needs
heals everyone involved.
Hence, why sales will heal the world.



Sales **WILL** **HEAL** **THE WORLD**

Sales are an answer to our needs.

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Sales **WILL** **HEAL** **THE WORLD**

Sales are an answer to our needs.

Our needs unite all of us – as people.

Connecting with another to fulfill our needs
heals everyone involved.
Hence, why sales will heal the world.





ELITE
BUSINESS
CONVERSATIONS



with
JOE
ROCKEY Jr.





The image shows a modern building with a dark, slatted upper section and glass-walled lower floors. The logo is mounted on the slatted section. The logo consists of a stylized 'E' icon followed by the text 'ELITE BUSINESS' and 'CONVERSATIONS' below it. The building is set against a dark sky with some clouds.

 **ELITE BUSINESS**
CONVERSATIONS



ELITE BUSINESS CONVERSATIONS

BRAND IDENTITY

Visual Snapshot

A snap shot of our brand's visual branding on one page.

Logo Variation 1 - Horizontal; Full Color



Logo Variation 1 - Horizontal; Full Color - White



Logo Variation 1 - Horizontal; Black



Logo Variation 2 - Square; Full Color



Logo Variation 2 - Square; Full Color - White



Logo Variation 2 - Square; Black



CMYK 100/91/41/47
RGB 13/31/69
#HEX #0d1f45
PANTONE 275 C



CMYK 82/41/0/0
RGB 0/130/204
#HEX #0082cc
PANTONE 3005 C



CMYK 0/90/98/0
RGB 255/59/24
#HEX #ff3b18
PANTONE 172 C

Header
Museo Sans - 700

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1234567890!@#%&*()

Sub Header
Museo Sans - 500

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Paragraph Text
Museo Sans - 300

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Sub-Paragraph Text
Museo Sans - 100

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Quote Text
Museo Sans - 100 Italic

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Signature Font

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1234567890!@#%&*()

MAKE A *Difference*

Everything we do is about how we can improve our lives, the lives of those around us and the world around us at large. We really mean it when we say sales will heal the world because sales, as we approach and understand them, are about so much more than a simple economic transaction.

Sales are really about people connecting to one another, meeting each other's needs, solving real world problems that only your business can. Sales open a door to a career that empowers you to write your own life and find success personally and professionally.

For us, how we play the game is just as important as winning the game. And when we bring our values to the sales process, everyone wins: you, your salespeople, your clients and society.

HUMILITY

While we've experienced great success, we have also taken our knocks in the journey of life and business. We will never pretend to be anything other than what we are. Elite Business Conversations are not the smallest nor the biggest...we are definitely not Superman, but that's okay! We have decades of experience of success to help you succeed and we will always continue to learn and grow

PRUDENCE

We're regularly exposed to a lot of noise that's out there from a lot of different sources, some which may be credible and some which might not. At Elite Business Conversations, we teach people based upon an approach that we know works; knowledge that we have tested and proven first-hand. The things that we stand for come from a position of confidence from results and knowledge of the principles and actions behind them. They come from a place of passion that will help you grow from being with us; because if you're not coming from a place of passion, what is the point?

COURAGE

To truly connect on a level that heals and to be truly helpful to others, we have to get real and be unafraid to say the truth. Reality is where we live because if you want to change, it's necessary to get past the surface and to go deep, both with yourself and with others. Some call it tough love, but we do not poke and prod to exact pain for the sake of pain. We are honest and courageous in getting to the real problems each individual faces, seeking the truth of what's going on with your company. And in doing so, the truth comes to the table, even if it's a scary or an embarrassing truth.

JUSTICE

Elite Business Conversations is committed to doing the right thing and comes from a place of honesty no matter who's looking, when they are looking, or what they might think of us, in each and every aspect of our business. At the end of the day, we know that honesty and integrity is the way you make choices that lead to a healthy lifestyle and a healthy business. When we're making choices about who is the right fit for us as an employee or as a client, we always approach it from a mindset of asking where can we do our best work and be of the most service, regardless of any superficial outside reason.

Logo Variation 1 - Horizontal; Full Color



Logo Variation 1 - Horizontal; Full Color - White



Logo Variation 1 - Horizontal; Black



Logo Variation 2 - Square; Full Color



Logo Variation 2 - Square; Full Color - White



Logo Variation 2 - Square; Black



CMYK 100/91/41/47
RGB 13/31/69
#HEX #0d1f45
PANTONE 275 C



CMYK 82/41/0/0
RGB 0/130/204
#HEX #0082cc
PANTONE 3005 C



CMYK 0/90/98/0
RGB 255/59/24
#HEX #ff3b18
PANTONE 172 C

Header
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Quote Text
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Script Font
Handwritten

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Logo Variation 1 - Horizontal; Full Color



Logo Variation 1 - Horizontal; Full Color - White



Logo Variation 1 - Horizontal; Black



Logo Variation 2 - Square; Full Color



Logo Variation 2 - Square; Full Color - White



Logo Variation 2 - Square; Black



CMYK 100/91/41/47
RGB 13/31/69
#HEX #0d1f45
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CMYK 82/41/0/0
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PANTONE 3005 C



CMYK 0/90/98/0
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Header
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Sub Header
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Logo Variation 1 - Horizontal; Full Color



Logo Variation 1 - Horizontal; Full Color - White



Logo Variation 1 - Horizontal; Black



Logo Variation 2 - Square; Full Color



Logo Variation 2 - Square; Full Color - White



Logo Variation 2 - Square; Black



CMYK 100/91/41/47
RGB 13/31/69
#HEX #0d1f45
PANTONE 275 C



CMYK 82/41/0/0
RGB 0/130/204
#HEX #0082cc
PANTONE 3005 C



CMYK 0/90/98/0
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Header
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Script Font
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Logo Variation 1 - Horizontal; Full Color



Logo Variation 1 - Horizontal; Full Color - White



Logo Variation 1 - Horizontal; Black



Logo Variation 2 - Square; Full Color



Logo Variation 2 - Square; Full Color - White



Logo Variation 2 - Square; Black



CMYK 100/91/41/47
RGB 13/31/69
#HEX #0d1f45
PANTONE 275 C



CMYK 82/41/0/0
RGB 0/130/204
#HEX #0082cc
PANTONE 3005 C



CMYK 0/90/98/0
RGB 255/59/24
#HEX #ff3b18
PANTONE 172 C

Header
Museo Sans - 700

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Sub Header
Museo Sans - 500

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Paragraph Text
Museo Sans - 300

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OPQRSTUVWXYZ
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1234567890!@#\$%^&*()

Sub-Paragraph Text
Museo Sans - 100

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MAKE A *Difference*

Everything we do is about how we can improve our lives, the lives of those around us and the world around us at large. We really mean it when we say sales will heal the world because sales, as we approach and understand them, are about so much more than a simple economic transaction.

Sales are really about people connecting to one another, meeting each other's needs, solving real world problems that only your business can. Sales open a door to a career that empowers you to write your own life and find success personally and professionally.

For us, how we play the game is just as important as winning the game. And when we bring our values to the sales process, everyone wins: you, your salespeople, your clients and society.

HUMILITY

While we've experienced great success, we have also taken our knocks in the journey of life and business. We will never pretend to be anything other than what we are. Elite Business Conversations are not the smallest nor the biggest...we are definitely not Superman, but that's okay! We have decades of experience of success to help you succeed and we will always continue to learn and grow

PRUDENCE

We're regularly exposed to a lot of noise that's out there from a lot of different sources, some which may be credible and some which might not. At Elite Business Conversations, we teach people based upon an approach that we know works; knowledge that we have tested and proven first-hand. The things that we stand for come from a position of confidence from results and knowledge of the principles and actions behind them. They come from a place of passion that will help you grow from being with us; because if you're not coming from a place of passion, what is the point?

COURAGE

To truly connect on a level that heals and to be truly helpful to others, we have to get real and be unafraid to say the truth. Reality is where we live because if you want to change, it's necessary to get past the surface and to go deep, both with yourself and with others. Some call it tough love, but we do not poke and prod to exact pain for the sake of pain. We are honest and courageous in getting to the real problems each individual faces, seeking the truth of what's going on with your company. And in doing so, the truth comes to the table, even if it's a scary or an embarrassing truth.

JUSTICE

Elite Business Conversations is committed to doing the right thing and comes from a place of honesty no matter who's looking, when they are looking, or what they might think of us, in each and every aspect of our business. At the end of the day, we know that honesty and integrity is the way you make choices that lead to a healthy lifestyle and a healthy business. When we're making choices about who is the right fit for us as an employee or as a client, we always approach it from a mindset of asking where can we do our best work and be of the most service, regardless of any superficial outside reason.

Logo Variation 1 - Horizontal; Full Color



Logo Variation 1 - Horizontal; Full Color - White



Logo Variation 1 - Horizontal; Black



Logo Variation 2 - Square; Full Color



Logo Variation 2 - Square; Full Color - White



Logo Variation 2 - Square; Black



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Sub Header
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Logo Variation 1 - Horizontal; Full Color



Logo Variation 1 - Horizontal; Full Color - White



Logo Variation 1 - Horizontal; Black



Logo Variation 2 - Square; Full Color



Logo Variation 2 - Square; Full Color - White



Logo Variation 2 - Square; Black



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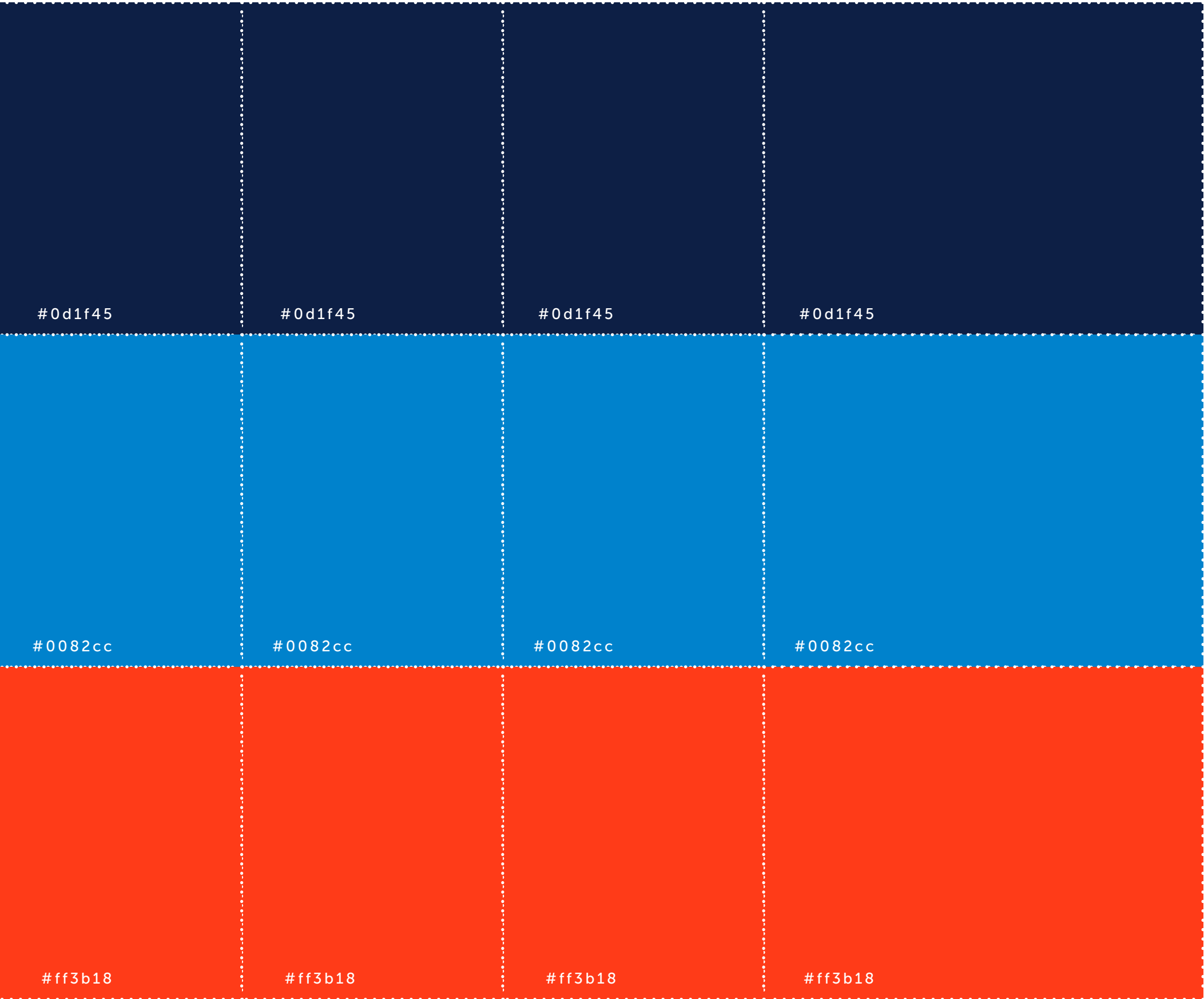
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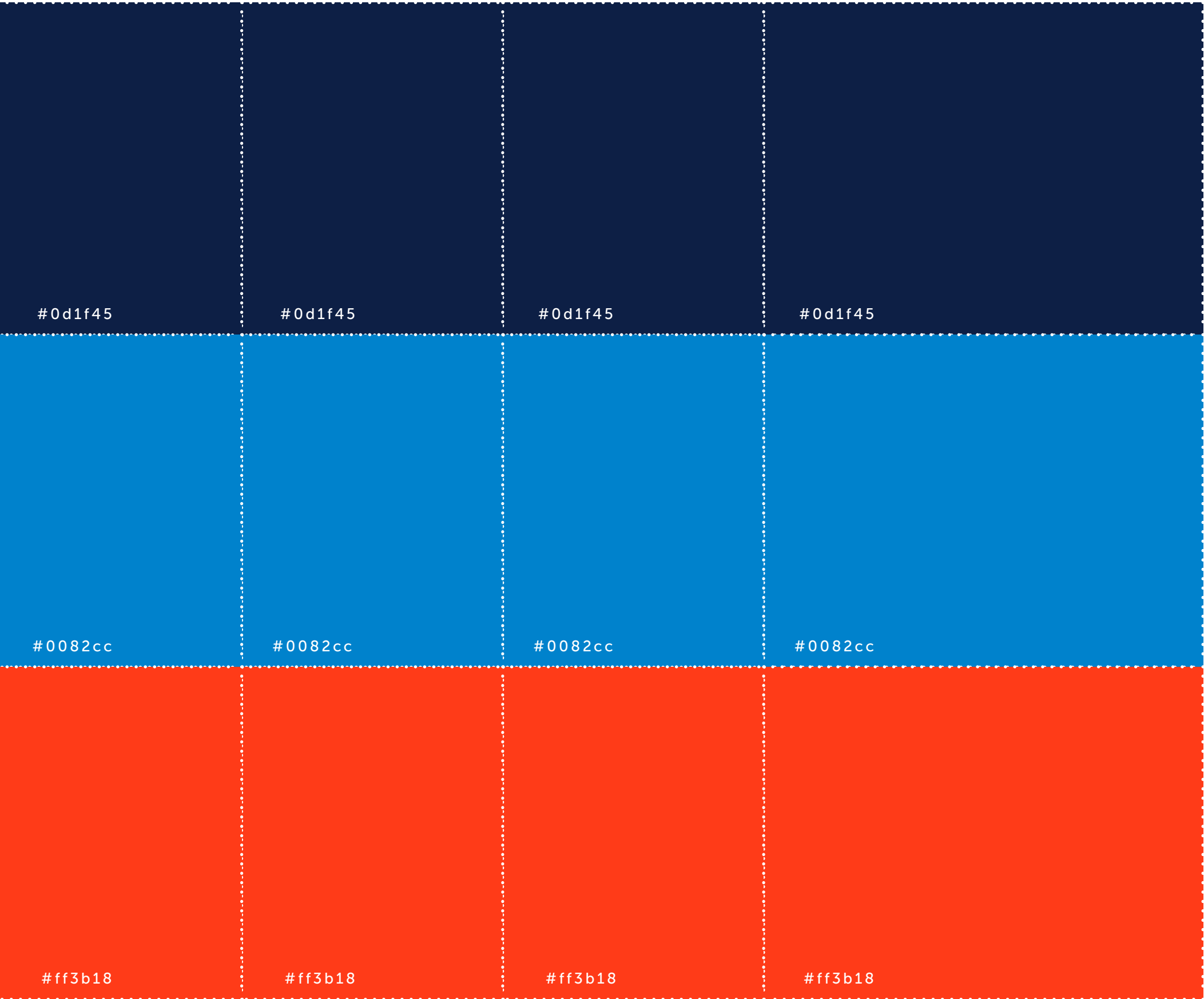
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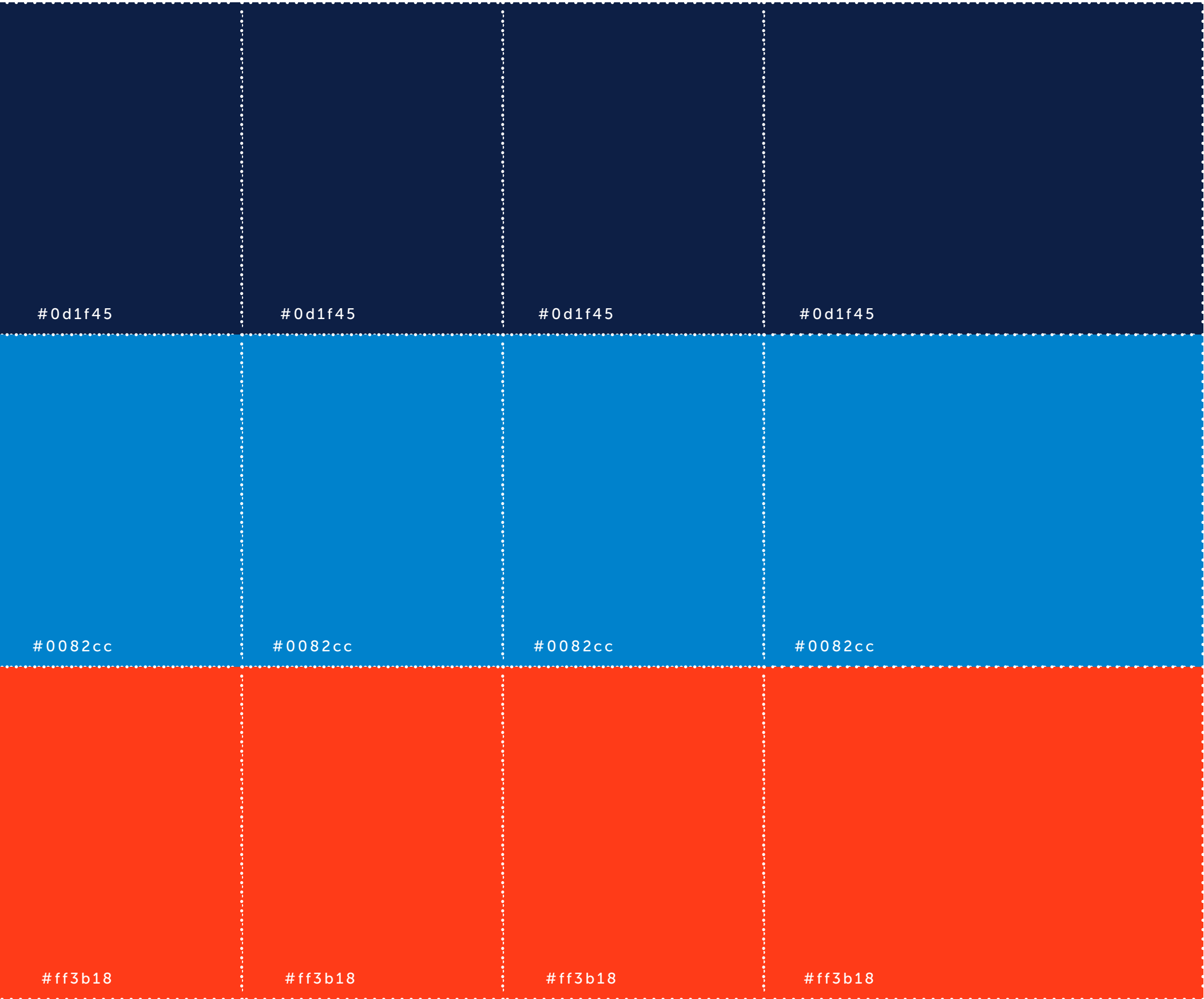


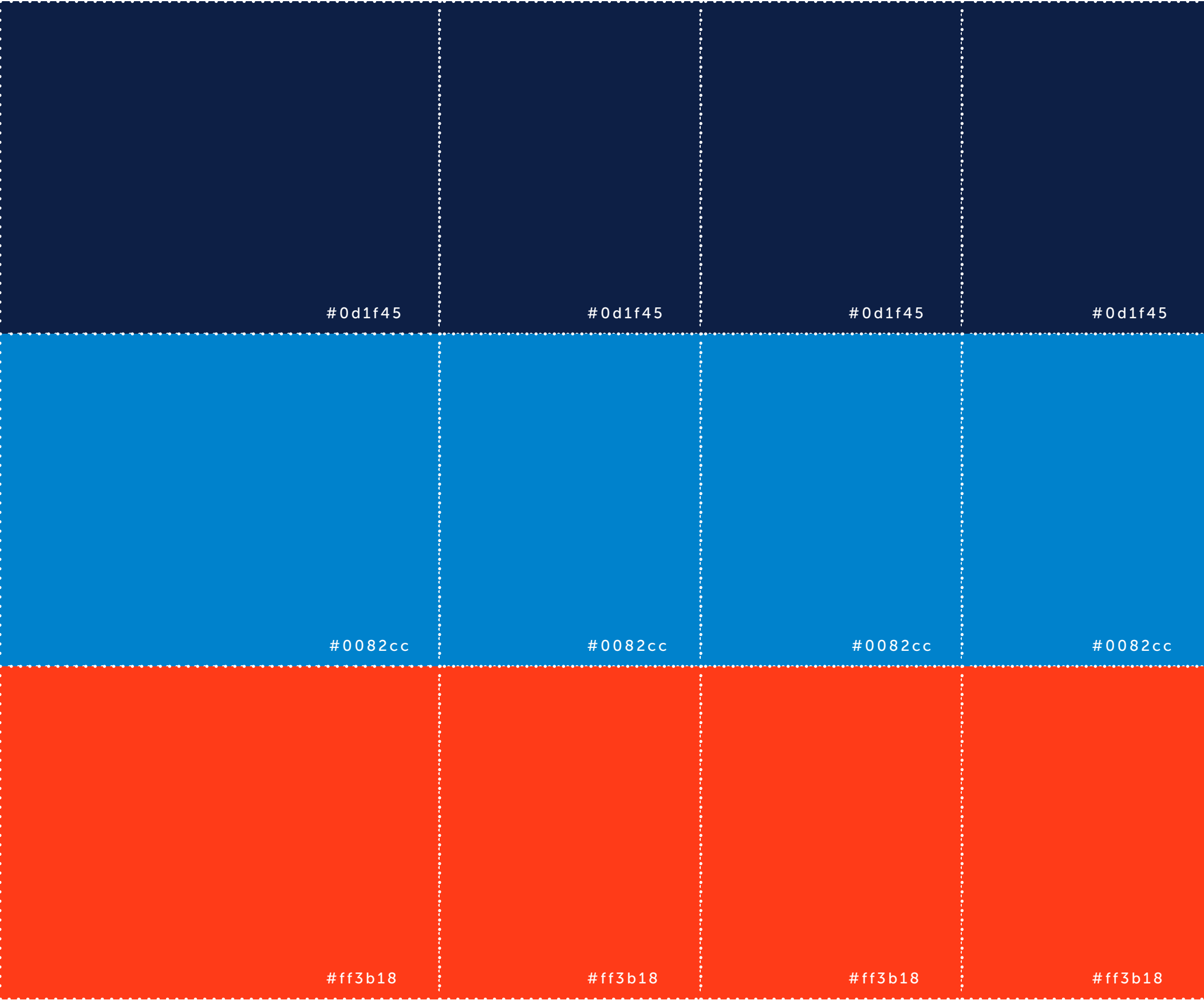


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BRAND EVOLUTION

DATE:

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BRAND EVOLUTION

DATE:

NOTES:

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BRAND EVOLUTION

DATE:

NOTES:

[illegible]This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

BRAND EVOLUTION

DATE:

NOTES:

[illegible][illegible]



Name: _____

Background:

Indicators:

Goals, Desires and Aspirations:

Challenges, Fears, Pain Points and Frustrations:

Demographics:

Gender: _____

Age: _____

Race: _____

Salary: _____

Geographics: _____

Product Needs:

How the Product/Services Helps Me:

How to Connect:



Name: _____

Background:

Indicators:

Goals, Desires and Aspirations:

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Name: _____

Background:

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Goals, Desires and Aspirations:

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Demographics:

Gender: _____

Age: _____

Race: _____

Salary: _____

Geographics: _____

Product Needs:

How the Product/Services Helps Me:

How to Connect:

NOTES

This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal grey lines across the entire width of the page, providing a guide for handwriting or typing. The background is a solid off-white color.

NOTES

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NOTES

[illegible]

NOTES

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NOTES

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