

LIVING CLIENT >

BinkNyc Insight

Survey & Intake

Vet facts for business culture.

ANALYSIS (SWOT)

COMPETITION

TEST MARKET

Branding

Design

Communication

Advertising

Purpose

Beliefs

Persona

Emotion

Culture

Shape

Texture

Font(s)

Style

Color(s)

Logo

Icon(s)

Standards

Voice

Imagery

Lexicon

Message

Staff

Training

Execution

Position

Creative

Medium

Value

Delivery

COSTS

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REVENUE

KEY

--- Intangible

— Tangible

BinkNyc Culture

(718) 578-6613

BinkNyc.com



Business intelligence: neurochemically known