

# Building Your Brand

## The Importance of a Consistent Message

**Logo:** Visually represents your company brand

**Tagline:** Distills company identity into a cogent and lucid line (3-6 words)

**Elevator Pitch:** Quickly and clearly communicates your core value proposition (3-5 sentences)

**Executive Summary:** Further introduces your technology, the problem it is solving, and the management team (1-2 pages)

**Slide Deck:** Provides additional metrics and graphics to further the understanding of your opportunity (10-12 slides)

Logo  
Tagline



Keep Your Message  
**Clear and Consistent**  
Throughout Your  
Communication  
Channels to  
**Develop Your Brand**



**Website:** Functions as an effective reorganization of all your materials in web format (5-7 tabs)



**LIFE SCIENCE  
NATION**

Connecting Products, Services & Capital