Online Tool Provides Expert Branding With Instant Turnaround

*Branding Compass joins tools like SquareSpace and MailChimp in giving small businesses more control of their marketing*

PORTLAND, Maine (PRWEB) May 13, 2019 -- Branding Compass, a web-based branding app for small businesses, has announced the launch of their fully-automated branding process. By guiding users through an insightful and self-reflective discovery process, Branding Compass instantly provides an auto-generated Unique Value Proposition and a 15+ page report that includes a Brand Alignment chart, an Ideal Customer profile and recommendations for words colors, fonts and visuals.

Branding Compass joins a growing list of web-based apps democratizing the marketing and branding industry such as 99designs, SquareSpace and MailChimp, while providing a crucial service those tools lack.

“There’s so many great, simple and inexpensive tools for businesses to engage with their audience,” said Branding Compass founder Emily Brackett. “But those are final steps. There’s no fast and affordable way to do the foundational work of branding: what to say, how to say it or how to visually communicate it. Branding Compass fills that gap.”

Branding Compass is now changing that. In less than an hour and for under $300, a small business can now receive what amounts to brand guidelines and a style guide. This work would often take a traditional branding agency weeks, maybe months, and cost up to $20k. Brackett would know, because for the past 17 years she’s also run her own award-winning branding and design agency.

“For those who have the resources, working with a branding agency can provide a significant business edge. It’s just out of reach for many small businesses and startups,” explained Brackett. “Our goal is to level the playing field and give those entrepreneurs the same resources and chance at success as everyone else.”

About Branding Compass
Branding Compass is an affordable online tool that helps business owner better understand and strengthen their brand. It provides foundational elements needed to produce marketing material, such as unique value propositions, customer profiles and style guidelines. It was first launched in 2017 and is a product of Visible Logic, an award-winning branding and content marketing firm that was established in 2001 in Portland, ME. https://brandingcompass.com
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Online Web 2.0 Version
You can read the online version of this press release here.