

# Brand Standards and Summary for Continuum Recovery Management Specialists

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## **Introduction**

The following is a brand standards and summary report for Marsha Schwartz Klein and Esther Kaplin doing business as Continuum Recovery Management Specialists. The work generated thus far namely, a benefits analysis, target market profile, a positioning statement, business practice guidelines, graphic identity, promotional material, and website are designed to serve as the tool through which to focus all marketing and promotions efforts moving forward. It should be noted that the information herein should be regarded as a starting point; and should be reviewed bi-annually for accuracy and amended as needed to help predict and/or address changes and emerging trends within your sphere of business.

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## Benefits Analysis

Who knows your business better than you? You might be surprised, if you are being edged out by your competition they might know more about you than you think. Building a brand means defining yourself, first for you, then carrying that message to others. The following is a summation of questions designed to highlight the benefits Continuum offers as defined by the principals Marsha Schwartz Klein and Esther Kaplin. The purpose of the benefits analysis is to start to discover the language of your brand, highlight the key differentiators and the contrast between you and others in your space.

What is your business all about? What words would best describe what you are all about in both your mind and your customers? What are the advantages and differentiators you and your business offer?

- Location (only practice serving the tri-state area with depth of skills and resources) highly qualified, more than a life coach, experienced, multi-dimensional treatment options, and seasoned clinicians in the field of addiction

What products and / or services do you offer?

- Recovery management, support service (phone, meetings, etc.), work with an entire team of professionals to address all issues of recovery

How would you describe your business to others?

- Caring, inclusive, qualified, intimate one on one relationship, focused comprehensive in scope, supported

List the companies you believe are your “*direct*” competition.

- None

List the companies you believe are your “*indirect*” competition. What companies do similar things but are not thought of as being on your level.

- Caron Foundation, Alcoholics Anonymous, Seabrook House, Father Martin's Ashley, Mirmont, Livingrin, Malvern Institute, Horsham Clinic, Brook Glenn Behavioral Hospital, Belmont Center for Comprehensive Treatment, and Rehab after Work

List the “features” your company offers that you believe are different or better from your *direct* competition. How are you making the experience, on any level, better than your competition? Example Feature: exclusive brands, customer service, etc.

- Customer service, location, and qualified professionals \*(not a life coach)

Identify the “benefits” you offer. What are the benefits you are offering in the minds of the customer? \*(Remember the benefit informs the feature).

- Empowered, informed, uniquely qualified treatment from experienced people

### Target Market Profile

Who knows your customers better than you? But what do you really know about them? What do you need to know is the question! Successful marketing and promoting is a result of ongoing research. You must study your customer closely and anticipate their needs before they even know they have them. Who wants your products or services?

A target market is a group of customers that the business has decided to aim its marketing efforts and ultimately its merchandise and / or service. A well-defined target market is the first element to a marketing strategy. Once these distinct customers have been defined, a marketing mix strategy of product, distribution, promotion and price can be built by the business to satisfy the target market.

The primary target customer for Continuum has been identified as other mental health care professionals and the secondary target market has been identified as potential referred patients. As such the following information is reflective of the primary target market. The secondary target market will be discussed and reviewed in separate brand summaries of both principals.

#### Demographics

- Age: What age range(s) 35-65
- Education: Bachelors, Masters, PhD
- Sex: 50%male / 50%female
- Race: 90% Caucasian, remainder 10% divided among Hindu, Asian, etc.
- Social Class: Upper Middle Class
- Income: Income commensurate with position (100K +)
- Memberships: Medical Related, Mental Health Care Assoc.
- Internet: Internet usage is moderate as it relates to business and personal use
- Occupation: Full time medical professional
- Type of Residence: urban setting or suburbs
- Marital Status: Married and single

#### Psychographics

- Lifestyle: Affluent, family oriented, eco-friendly, professional, important in the community both professionally and personally
- Interests: Music, art and design, media, charity work
- Purchasing frequency: N/A
- Status and price consciousness: N/A

The following questions are designed to provide ancillary information that could be used to further connect to the target market and inform the yearly calendar of events, potential community outreach initiatives and / or advertising opportunities.

What things do you enjoy on your free time?

- Reading, working out, spending time with children and grandchildren, spas, travel, online shopping

What professional development things do you do?

- Psych related credit hours, ethics based requirements, etc

What memberships do you have?

- Sylvan Tompkins, American Coaching Association, NBCC, CCMHC, State Chapter of Mental Health, Ronald McDonald House, Klein JCC, Anti Defamation League

The following questions are designed to provide information that could be used to align your business practice with the needs of the target.

When do you typically see your clients? (Monday through Friday? 9-5?) How does this differ from others in your field, if at all?

- Monday through Friday 9-5 \*(schedules modify for summer)

How do your clients contact you? How many clients call you outside of your office hours?

- 100% Cell phone calls directly
- 80% Email or texting

Do you take insurance? Why or Why not?

- No due to licensing issues and financial reasons

How much of your work comes from referrals from friends or family?

- Friends and family referral rate is relatively low over all 10%

How much of your work comes from professional referrals and where from?

- 60% from professional referrals, 40% from client referrals

Do you have your mailing list electronically and do you ask new and or existing clients to update information regularly? If so what is the mechanism you use to do that?

- Yes but needs to be updated, collated and organized

Do you do or offer any seminars or clinics?

- Not currently

Do you have a script for new clients (when you get a referral from a family member how do you let them know that they will be charged?)

- Yes

Describe some of the difficulties you have in your practice, what are some issues you want to address.

- Payment options, more consistent client base (prospective clients come only once and don't return)

If you could wish for anything to be different in your work life what would it be?

- Make more money

### Positioning Statement

From the preceding information a positioning statement is derived. The positioning statement is a succinct description (either direct or indirect) of the core target audience to whom a brand is directed, and a compelling picture of *how the marketer wants them to view the brand*.

A well-constructed positioning statement is an invaluable means of bringing focus and clarity to the development of a marketing strategy and tactics as it aids in highlighting the key differentiators of your particular brand or service. Every decision that is made regarding the brand is judged by how well it supports the positioning statement---from the brand name, the product itself, and packaging, to advertising, promotions, etc. including the web site.

The following points were determined to be the key differentiators for Continuum

- Locations
- Qualified expert professionals \*(more than a life coach)
- Support Services \*(that are inclusive family, job, school, etc.)

### Continuum Recovery Management Specialists Positioning Statement

- Strategically located in center city Philadelphia and Lafayette Hill, Continuum is here to help your clients with the many challenges they will face transitioning to living a balanced life. More than a life coach, Continuum's staff is comprised of professional recovery management specialists who work one on one with each client to design a *continuum care plan* that realistically meets their unique needs.

Continuum's recovery management specialists and the diverse network of professionals who work in support of them are available 24/7 to ensure each client will be able to cope with the many competing demands they are sure to face during the recovery process.

## Suggested Business Practices and Support Schedules

The following is a list of tasks that should be undertaken on a monthly and / or annual basis in support of your business. These tasks are designed to be extension of your brand and support the benefits you offer and stem from the research undertaken to this point. Everything you do now regarding Continuum should be uniform and consistent both visually and verbally, as this becomes the vocabulary others will use to speak of you and the Continuum brand.

### Data base construction and maintenance

- It is vital from this point forward you organize your existing database to include the information featured on the client profile sheet for your current (and former clients where possible) as well as when acquiring new clients. This enables you to consistently monitor your target market allowing you to make informed decisions about which marketing, promoting, and business practices to pursue \*(think credit card issue here). This should be reviewed with clients yearly for accuracy.

### Client Connection Policies and Practices

- The small things often mean the most to clients, however you must train and maintain the relationship on your own terms without seeming to do so. Here are some ideas regarding that
  - Email clients (past or present, remember the relapse rate here, you could get business from this) regularly to remind them you are here for them (email them on their birthday).
  - A contact schedule should be considered and featured on your website for clarification i.e. “Please be advised I am only available or I will answer emails at this time etc.”
  - Make sure to follow up an inquiry via email with a phone call. \*(An email is the confirmation of a connection *it is not a connection in of itself* as it has no personal dimension).
  - Minimum initial commitment and advanced payment plan (3 sessions up front, pay for 6 and get a discount, etc.)

\* The aforementioned practices may need to be featured on your website in a modified version and / or in the form of policies and perhaps in your contract(s)

### Uniform Presence

- At this point it is imperative that all extraneous information regarding you be corrected to reflect the Continuum brand. This means any listing you are on must be updated; including your affiliations beyond the work you do professionally, any previous business connection (like partners in recovery) must be addressed, and all of your correspondence from here on out should reflect the Continuum brand. \*(Remember to update you email signoff I gave you)

#### Monthly identity monitoring

- Once a month you should “Google” yourself and address any issues, either negative or positive, regarding to you and your business. Were you rated anywhere? Was it good or bad? Did you post a reply that countered or supported that? Is there any personal information out there that could influence your patients / potential customers? If so address that ASAP! Also think Facebook here; you should eliminate any potential unwanted connection points.

#### Monthly blog installments

- As discussed the blog feature should discuss topics that reflect your target customer and their respective issues. The Continuum site, unlike your respective individual ones (yet to come) is geared toward the person who is referred to you from Carron and others, the blog content should have a slightly more professional or clinical slant as part of your demographic is likely to be other medical professionals. \*(We can discuss topics in advance so as to prepare a list for the year)

#### Consistent Media / Brochure Placement

- Upon completion of the brochure every effort should be made to place them in strategic partners offices (aka the people who are likely to refer you). This brochure was designed as the starting point for a potential family such for either Continuum clients or your respective ones. Also any advertising should mirror this brochure both graphically and verbally. These ads should be both electronic and print based and be appear in Psychology Today and alike venues.

#### Monthly blog installments + Email Notification and Reminders

- As discussed the blog feature should discuss topics that reflect your target customer and their respective issues. The Continuum site, unlike your respective individual ones (yet to come) is geared toward the person who is referred to you from Carron and others, the blog content should have a slightly more professional or clinical slant as part of your demographic is likely to be other medical professionals. \*(We can discuss topics in advance so as to prepare a list for the year). In conjunction with these entries a email blast should be sent to all of your clients so they are alerted and given the opportunity to connect with you.

#### Quarterly Networking Events / Opportunities

- We have discussed hosting some networking events and I suggest that these be done on a quarterly basis \*(or more if possible) This is not just about getting business it is about being recognized as the industry leader, go to person, etc. Those invited to attend however should be the ones that offer you the best possible opportunity for a referral.

#### Cultivating Extended Connections

- Sponsorship of related and nonrelated issues and or events is always a good idea provided it somehow addresses your target customer, the rule here is the less targeted the less money and time should be allocated to it.

Graphic Standards should always be maintained

- Lastly it is imperative that any and all Continuum related material be consistent with the graphics designed to date. Please consult me on this if need be as I will be happy to ensure this. You need this to be the case as there are others with your name that do not do what you do and you don't want to confuse brands, EVER! ;)

### Initial Promotional Materials Inventory

All types of businesses use promotional materials to market their products and services. Promotional materials can include sales collateral material, advertisements and even small, everyday products that contain the name and phone number of a business. Promotional products can serve many purposes before or after a sale.

It has been determined that Continuum will use the following initial forms of promotional materials in support of their marketing efforts. They are as follows,

- *Business card, electronic letterhead (for printout as needed), and electronic envelope (for printout as needed):* To be used as primary business communications tool.
- *Bi-fold brochure:* Used for initial prospecting and as a vehicle to connect primary target market (other mental health professionals who will refer clients to Continuum) and their patients.
- *Postcard:* Used for initial prospecting and / or follow up.
- *Web based newsletter:* The newsletters primary function is to create and maintain contact with identified target audience(s) and allow them to see you and your company as an important part of their lives or business.
- *Website:* The website is the tool that supports all of the other tools and provides an important point of contact for both maintaining and developing your business.

### Graphic Standards

Graphic Standards are your organization's requirements for reproducing its graphics and branding elements on all surfaces. Stated in printer-speak and designer-speak, the graphic standards specify such things as color, font, spacing, proportion, location and placement. It mandates the size and location of certifications required by the organization's lawyers and states whether and under what conditions the branding elements of your organization may be used with those of another organization if need be.

#### Platform

- All graphic and photographic content was created by Kirk Widra using Adobe Illustrator and Photoshop CS 5.5 on a Mac Book Pro
- The original Continuum Recovery Management logo was created by Kirk Widra using the elements listed below



Type fonts featured in logo

- Continuum = Bell Gothic Std. Bold
- Recovery Management Specialists = Bell Gothic Std. Bold

Bell Gothic Light 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Bell Gothic Bold 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Logo Use and Manipulation

- The Continuum icon (the symbol that accompanies the words) cannot be altered, nor can its orientation to the words be changed. It may be reproduced only in its single color or four-color process (see color guidelines below) versions as provided on the CD rom accompanying this document.
- The vector based version(s) and / or EPS versions may be enlarged or reduced as needed but must be used in the colors provided unless otherwise approved by Continuum or appointed representative.

*Four – colors process*

- When produced using 4-color process the Continuum icon (the symbol that accompanies the words) features the two contrasting CMYK colors below.



Orange: C= 0 M= 50 Y= 100 K= 0  
Blue: C=100 M= 0 Y= 0 K= 0

- When produced using 4-color process the Continuum wording features the following CMYK colors below.



Black \*(continuum): C= 0 M= 0 Y= 0 K= 100

Grey \*(recovery management specialists): C=100 M= 0 Y= 0 K= 60

*Single-color process*

- When produced using single-color process the Continuum icon (the symbol that accompanies the words) features the following shades of black below.



Dark Grey: C= 0 M= 0 Y= 0 K= 60% \*(screen of black)

Lt. Grey: C=100 M= 0 Y= 0 K= 30% \*(screen of black)

*PMS color equivalents for traditional printing*

- When produced using PMS colors the Continuum icon (the symbol that accompanies the words) features the two contrasting CMYK colors below.



Orange: PMS 1505

Blue: PMS Process Cyan

- When produced using PMS colors the Continuum wording features the following colors below.



**continuum**  
Recovery Management Specialists

Black \*(continuum): PMS Process Black

Grey \*(recovery management specialists): PMS 424

#### *Business Cards*

- Business card were printed on 10.17.11 by  
Marathon Printing  
9 North Third Street  
Philadelphia PA 19106.  
215.238.1100
- Sales Representative: Arthur Wickline
- Stock used unknown
- Printed using CMYK process from file provided (see CD rom for files)

Website Standards and Passwords
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#### Platform

- The Continuum Recovery Management Specialist website was created using  
www.weebly.com on 9.20.11

#### Domain Name

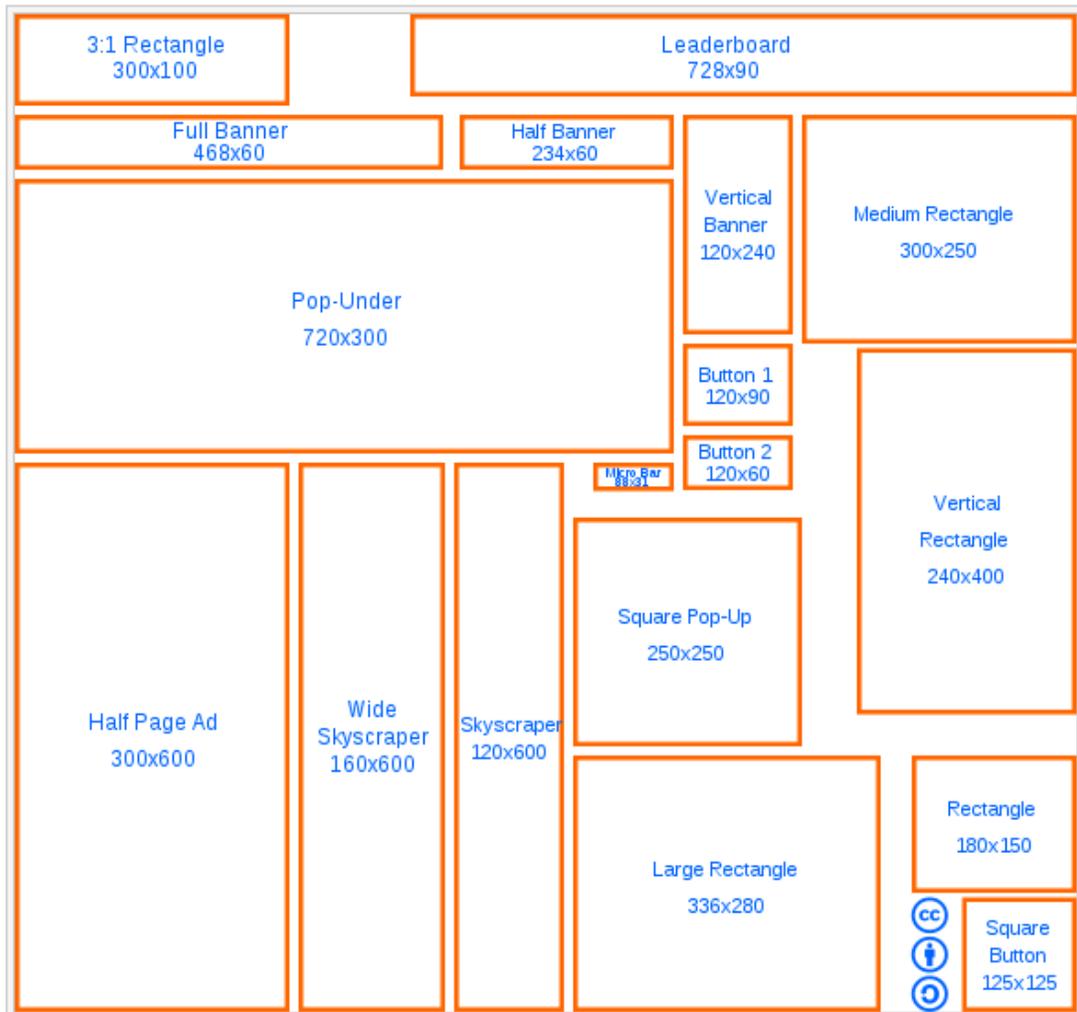
- [www.continuumrms.com](http://www.continuumrms.com)
- Registered site owner Marsha Schwartz Klein

#### Passwords

- Esther Kaplin
  - Email / Username: ekaplin@kapkls.com
  - Password: continuumwebsite
- Marsha Schwartz Klein
  - Email / Username: msksti@hotmail.com
  - Password: continuumwebsite

*Web based RGB version*

- When used for web please refer to web library folder on the CD rom accompanying this document for options. The web banners were created in the dimensions highlighted in the following charts, which illustrates the dimensions and intended uses based on the industry standards provided by The Interactive Advertising Bureau (or IAB).
- Size Chart





- Usage Chart

Name	Width / px	Height / px	Aspect ratio
<b>Rectangles and Pop-Ups</b>			
<b>Medium Rectangle</b>	300	250	1.2
Square Pop-Up	250	250	1
Vertical Rectangle	240	400	1.67
Large Rectangle	336	280	1.2
<b>Rectangle</b>	180	150	1.2
3:1 Rectangle	300	100	3
Pop-Under	720	300	2.4
<b>Banners and Buttons</b>			
Full banner	468	60	7.8
Half banner	234	60	3.9
Micro bar	88	31	2.84
Button 1	120	90	1.33
Button 2	120	60	2
Vertical banner	120	240	2
Square button	125	125	1
<b>Leaderboard</b>	728	90	8.09
<b>Skyscrapers</b>			
<b>Wide skyscraper</b>	160	600	3.75
Skyscraper	120	600	5
Half page ad	300	600	2

**Sizes in bold are part of the IAB's Universal Ad Package.**

