

Growth Advocate[®] Brand Studio

A Pasley Commercial Interiors Company

WHERE COMPREHENSIVE CARE
FEELS LIKE FAMILY



Welcome

At the **Growth Advocate Brand Studio — A Pasley Commercial Interiors Company** — we believe that a clear, strategically sound brand is the cornerstone of every growth decision you will make. Before you redesign your website, hire a new salesperson, or renovate your space, your brand needs to be right. This guide will show you what that looks like and how to get there.

Welcome to a new era of business transformation.



What's inside.



1. Will This Be Valuable To My Business?
2. Redefining What Branding is All About.
3. What You Can Start Improving Right Now.
4. How We Get It Done at the Growth Advocate® Brand Studio
5. How To Get Help ... And How a Real Brand Audit Looks.




**Will This Be Valuable
To My Business?**



G R E A T
B R A N D I N G
I M P R O V E S
S A L E S

Your office or storefront isn't just a place to work or sell—it's a living, breathing extension of your brand. It's not just aesthetics—it's strategy.

77% of consumers buy from brands that share their values (Cone Communications, 2017 CSR Study)



LEARN EASIER
THINK FASTER
PERFORM BETTER

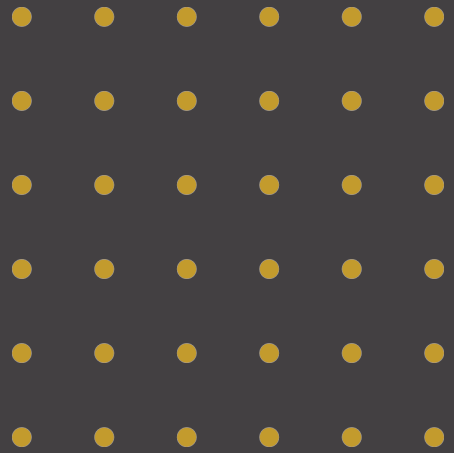
BRANDING
IMPROVES
TEAM
CULTURE

A space that reflects your brand can boost employee morale and productivity, creating a ripple effect that strengthens your business from the inside out.

94% of employees say their workplace impacts performance (Gensler, 2022 Workplace Survey)

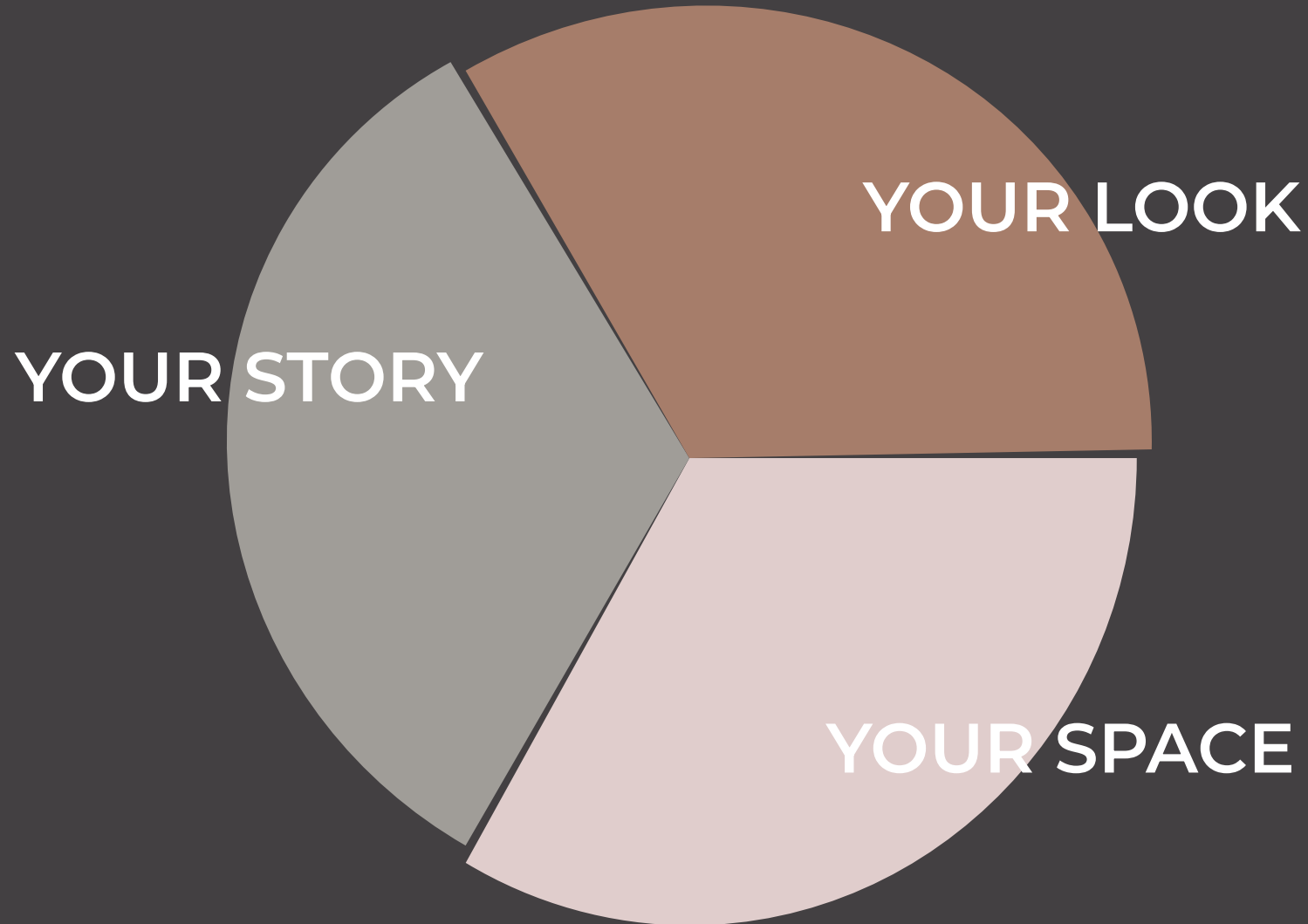


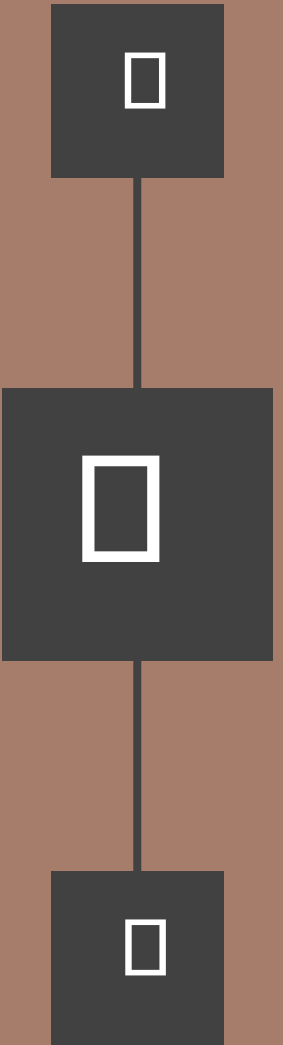
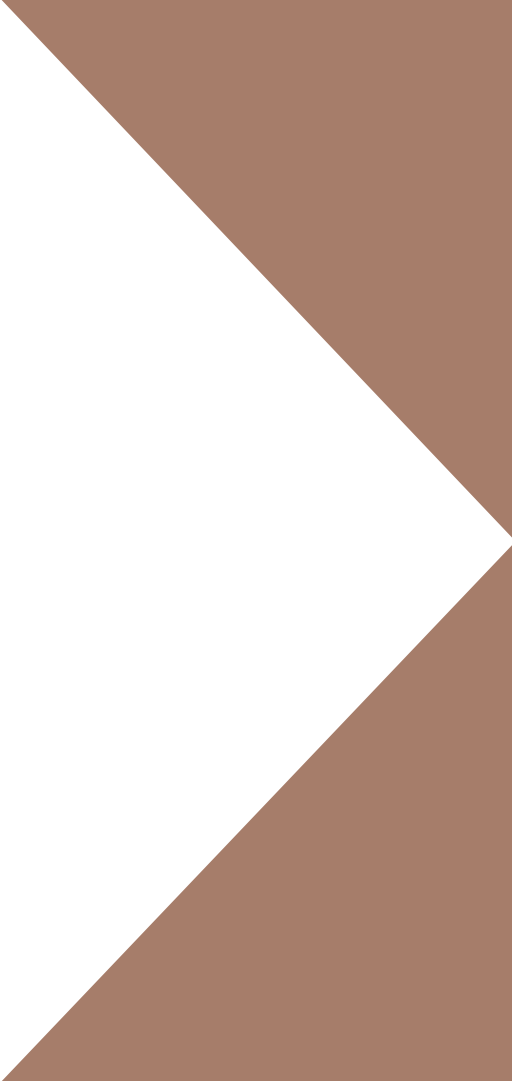
"Clear branding can
boost revenue by 23% by
making your business
instantly recognizable to
customers."
- Forbes



Redefining What
Branding is All About.

Integrated Branding





YOUR STORY

Your business is a story. It defines why you do what you do and why your services will be valuable to others. It is the backbone of your sales process. When everyone on your team can tell your story, then everyone on your team is in sales.

YOUR LOOK

According to Forbes, **it takes less than 7 seconds to make a lasting first impression.** Visuals subconsciously communicate information about who you are before you even get the chance to shake someone's hand. This is the core work of great visual branding: getting you dressed for business.

YOUR SPACE

A famous painting would not look "famous" if it wasn't framed, illuminated, and displayed in a beautiful space. **Your business needs to be framed in a beautiful space that helps you tell your story.** This includes your physical, digital, and any other spaces in which you interact with people.

Your STORY.

Branding is NOT a logo:

1. Your brand is an authentic story of WHY you do what you do.
2. Your brand shows HOW you get it done and why that is unique.
3. Your brand focuses on WHAT you do for others that is so valuable.
4. Your brand celebrates WHO you focus on because they need you!

A solid brand manager will focus on getting your story right before they talk about visual design. *This is key to your most effective sales process.*

Your LOOK.

Branding is getting dressed for work.

Your LOOK includes your:

1. Brand colors.
2. Brand fonts.
3. Brand wordmark and logo
4. Graphical elements and style components.

All of these elements must relay, in just a glance, what your company is all about and how it feels to do business with you. *How do you want your customers to feel when they first meet you?*



Your SPACE.

People meet you in several SPACES.

Every SPACE must reveal your unique STORY and your well-designed LOOK. Your SPACES include:

1. Your website.
2. Your social media.
3. Your printed materials.
4. Your attire and personal presentation.
5. Your physical spaces (office, buildings, facilities).





What You Can Start Improving Right Now.

Ask yourself the questions on the following pages to get started:



YOUR STORY

If a new employee asked you "why does this company exist and who do we really serve?" — could you answer in two sentences? Could everyone on your team?



YOUR LOOK

Pull up your website, your most recent proposal, and your business card at the same time. Do they look like they came from the same company? Do they feel like the business you are today, or the one you started with?



YOUR SPACE

Think about the last time a client or prospect visited your space, your social media, or your physical location. What consistency did they experience? How did they feel about your business when they walked away?



Next steps.


If any of those previous questions made you pause, that is exactly where the work begins. And that is exactly what a **Brand Audit** is designed to surface — clearly, professionally, and with a plan attached.

If you want to know what a real **Brand Audit** looks like, and if you want to know more about how we help you solve for those questions, read on ...



How We Get It Done at the Growth Advocate[®] Brand Studio

A Clear Process.

- 
1. We begin every engagement with a **Brand Audit** — a comprehensive written evaluation of your Story, your Look, and your Spaces. It is snapshot of where your brand is today.

[Download the Brand Audit Example →](#)

2. We then build a complete **Brand Intelligence** document that includes market analysis, your ideal client profile, your best value proposition, and your most effective brand voice ... to guide your marketing and creative team.
3. Our five core deliverables — **Brand Audit, Brand Intelligence, Brand Style Sheet, Brand Field Guide,** and **Brand Action Plan** — are described in more detail on [our website](#).



Case Studies That Prove The Value



Before



After

1 Case Studies: The Par Club

The measurable value: We transformed a business with no brand and a raw shell of a building into a fully realized experience — where every branded choice tells the story that guests immediately feel.

Challenges:

The client's primary goal was to open quickly and cost-effectively, with a clear sense of function already in mind — but the form and brand identity needed foundations.

Solution:

The *Brand Studio* and *Pasley Commercial Interiors* worked together to weave The Par Club's newly minted luxury golf brand identity directly into the built environment.

Result:

"H.B. took the business goals and put them into brand action. There were ideas I didn't expect that created an outcome I couldn't have imagined."

Tom Muldoon, Owner

The innovative branding and luxury feel has had a dynamic impact on the The Par Club's opening season!





Before



After

2 Case Studies: Aspen Aesthetics

The measurable value: A brand new business was introduced to a large shopping village with huge visual impact!

Challenges:

The challenge was creatively expanding the minimal existing brand elements (logo, fonts, topography map) into the new space in an impactful way.

Solution:

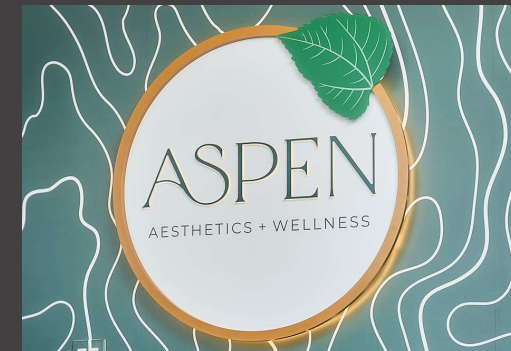
Through discovery, we mapped a significant expansion to the brand story, creating new graphic design and physical elements like wallpaper, fine art, and textures to maximize the boutique spa experience the client desired.

Result:

"Until Pasley Commercial Interiors came along I was over my head in the design stuff ... their leadership cured my headache!"

Kelly, Owner

The storefront gained a serious wow factor, enhancing the brand's visibility and appeal.





Before



After

3 Case Studies: Story Coffee Company

The measurable value: After winning a national award designing their first location, Story Coffee returned to us with a new challenge: design their second shop inside a vintage building with limited spaces and almost no storage areas.

Challenges:

The challenge was updating the business branding to support a second location which was substantially larger than the first.

Solution:

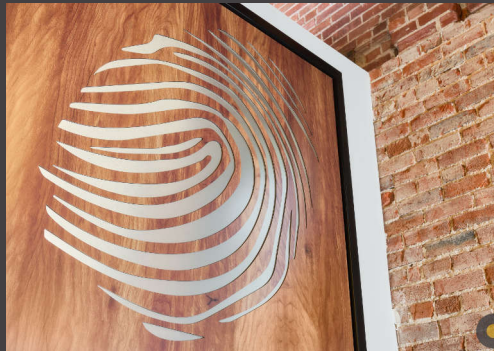
We worked hard with the founding ownership and were able to translate the power of their story into a newly designed logo, branding elements, and unique functional features in their new space.

Result:

"We would not be the recognizable brand in the city of Colorado Springs, that we are, without Pasley Commercial Interiors."

Don Niemyer, Owner

The redesign bolstered the brand's presence in the city and elevated its business identity toward a very successful expansion





How To Get Help ...
And How a Real
Brand Audit Looks.

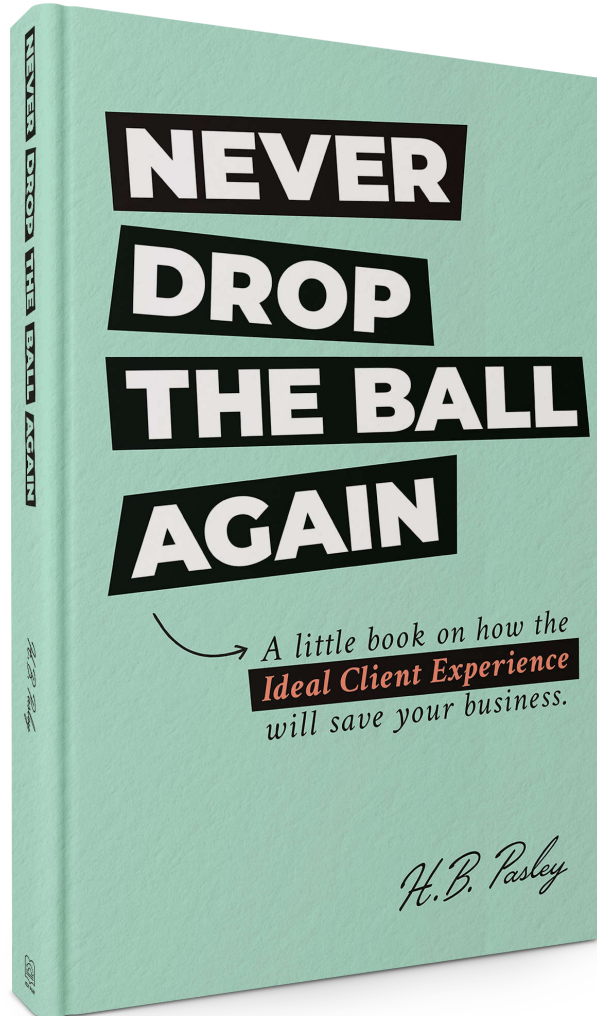


Want to see what a real Brand Audit looks like?

We have prepared a sample **Brand Audit** so you can see the depth and clarity of the work before you commit to anything.

[Download the Brand Audit Example →](#)

H.B. Wrote The Book On It



By 2025, 89% of businesses were competing primarily on **customer experience** rather than product or price, and research shows that up to 75% of brand-building now comes from experiential touchpoints—not traditional advertising.

When 73% of consumers rank experience as a critical factor in their purchasing decisions, and 80% say that the **customer experience** a company provides is just as important as its products themselves, the message is clear: your brand is no longer what you say it is—it's what your customers feel when they engage you.

This book reveals how to transform your brand strategy by placing **customer experience** at its center—because in today's marketplace, experience isn't just part of your brand; *it is your brand*.

[Find it at Amazon](#) or wherever print and audiobooks are sold.

Meet the Team

H.B. Pasley founded the **Growth Advocate® Brand Studio** in coordination with Robin Pasley, NCIDQ — the award-winning Design Principal of **Pasley Commercial Interiors**. The combination of branding studio, an interior design team, and commercial furniture dealership is truly unique in Colorado.

Meet more of our growing team [on our About page.](#)

[Schedule a quick call with H.B.](#) to discuss your brand challenges.

[Download the Brand Audit Example](#) →

Growth Advocate® Brand Studio
— **A Pasley Commercial Interiors Company**
616 N Tejon St
Colorado Springs, CO 80903
www.pasleycommercialinteriors.com/branding
Phone: 719-472-3111

H.B. Pasley

Branding & Business
Growth Advisor



Robin Pasley, NCIDQ

Owner & Design Principal

