

Window Covering World

Logo Creative Brief

Visual Story

- Simplicity.
- Organized.
- Experts / thought leaders.
- Clean, fresh, current.
- Inviting.
- A clear path.
- Would like to see icons for shades, draperies, blinds that tie into a world theme since the name of the company is window covering world
- We also want to have some sort of theme that shows education in the logo
- The pain point - It's complicated. The Window Covering World solution - We make it simple!
- Primary customer is female, logo to be developed to appeal to women while retaining appeal to men.
- Window covering professionals sell color not just white blinds so that should be reflected in the design, can it be colorful but not complicated?
- On the other hand we need the logo to be able to be embroidered on to shirts and promotional wear
- We definitely want a portrait and landscape logo for different types of marketing materials and web
- On the landscape logo we have always had a catch line. "Training for the Window Covering Professional"
- Would like to stick to the same color scheme if possible of the current 3 Blind Mice Logo - see next page
- We also are good sticking with the same fonts as well - see info in the design guidelines doc below
- Link to 3 Blind Mice current design guidelines: [3 Blind Mice Design Guidelines](#)

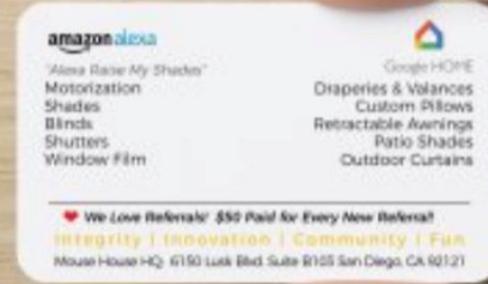
New Parent Company Re-designed Logo



3 BLIND MICE
WINDOW COVERINGS



Re-designed Business Card



Company Personality + Updated Brand Identity

Window Covering World

Mission Statement

To give window covering professionals a community where they can explore and unleash their true potential through impactful weekly product, sales and business training while also providing a safe environment to ask questions and be more confident with their customers and employees.

Vision Statement

Create the #1 learning community for window covering professionals in the world.

Why We Do What We Do – Our Cause

We believe in providing interactive training that boosts your confidence sky-high

Core Messages

This is what sets us apart - our unique selling proposition.

1. **We make it easy. / We turn complexity into simplicity.**
Choosing window coverings seems simple at first, it's really not. With limitless options to consider, we invite you to lean on our expert team. We'll help you navigate the complicated process... less stress, less worry and more fun.
2. **Experts with innovative solutions.**
Our team of experts are thought leaders in window covering technology and design. We know this vast industry well and, we stay on the pulse often leading the way for technology and design integrations and solutions.
3. **Training standards that ensure satisfaction.**
Every day every moment counts. We aim for excellence with our training systems and we provide a hassle-free money back guarantee. If you train with us for 1 year and don't see a positive impact in your business we will refund DOUBLE your investment.

Simply put, each member will gain a minimum of a 10x ROI on the time and money invested in our program.

We solve the problem of lack of training and get them on their way to close more deals with a higher average sale and most importantly with more profit.

Top 3 benefits of our service

1. Weekly training that keeps you motivated and plugged in to our industry
2. You won't feel like you are on an island and only you have these problems. Through a community of like-minded professionals they will experience greatness and a new hidden confidence.
3. Has you look at all aspects of your business including sales, product, business marketing and operations training all under one roof from professionals who have experience in the industry.

Company Values

- **Integrity.**
We do the right thing. We treat people fairly. If we question whether an action or reaction is right or wrong - we don't do it.
- **Excellence.** We aim to be the best at all we do. We're lifelong learners. We choose to bring our A game as innovators, thought leaders, and professionals.
- **Accountability.**
We do what we say we're going to do. When we have questions or discover we're not able to deliver as promised, we speak up, ask for help, and offer alternative solutions.
- **Service.**
We are friendly and helpful window covering experts. When our customers feel happy and relieved that our team is making a complicated process seamless and fun, we know we are doing our job well. Our service goal is to ensure that every person we interact with feels valued, informed and supported.
- **Innovation.**
Solutions are what we do best. We pride ourselves on our technical and design creativity. We are learners and teachers all at the same time. We continually educate ourselves and leap ahead of our competition by staying informed and even leading the newest trends in our industry. We are map makers, we are navigators, we are explorers discovering what new innovative ideas we can bring to your home.
- **Community.**
We run our business with family values. We take care of and help those we serve, we also help each other. We are a work family that makes it a point each day to leave the world a better place than it was before.
- **Fun.**
Life is short and sometimes complicated, we choose to have a good time helping our customers and each other. We like to do the unexpected to brighten someone's day. The bottom line is we like to have fun!

Client Research

Based on our current research that has been conducted through one-on-one conversations and group trainings there is a huge need for what we offer. The average business owner maybe spends 1-2 days each year training and learning how to be a better business owner or salesperson. The training is fragmented and they do it as it comes along if it does at all. Typically they are encouraged by vendor sales reps to attend the manufacturer training or the elite few attend IWCE and pay for classes.

There is some reluctance from business owners and professionals alike since the pricing is almost too affordable and not having a structure or a culture in their business where they have been engaged in consistent training.

A typical customer will be a business owner in the window fashion industry that wants to improve his or her business. They might have a husband wife combo with one person selling and one person installing, in some cases the salesperson will be the installer as well. There will also be managed businesses with multiple salespeople and some administration staff who are looking to grow their company as well as learn to run their business better.