

THE DESIGN WELL

VISION

THE CORE ELEMENTS OF THE BUSINESS, INCLUDING ITS PURPOSE, MISSION, VALUES, AND STRATEGIES.

IDENTITY

THE SYMBOLS THAT EXPRESS THE COMPANY'S VISION, INCLUDING ITS VOICE, ITS VISUAL PRESENTATION, ITS PERSONALITY, AND ITS CHARACTER.

CULTURE

THE WAY THE COMPANY WORKS TOGETHER, INCLUDING ITS PROCESSES, ORGANIZATIONAL STRUCTURE, RELATIONSHIPS, AND LANGUAGE.

PRODUCTS

THE PRODUCTS, SERVICES, AND EXPERIENCES THAT GIVE THE COMPANY ITS COMPETITIVE ADVANTAGE.

BRANDS

THE BEHAVIORS AND COMMUNICATIONS THAT CONVERT VISION, IDENTITY, CULTURE, AND PRODUCTS INTO CUSTOMER VALUE.

