



Branding with PMW

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Branding is more than
a logo — it's the soul
of your business.

At PMW, we know property management.

We got our start in 2011 by building a solution that the industry needed— websites that truly worked for property managers.

Our deep understanding of the industry, combined with years of web development expertise, set the standard for what property management marketing could and should be. Now, we've brought that same approach to branding.

Our design team leverages our deep industry knowledge and decades of combined experience to build strategically-sound brands for property managers.

That's why every pixel and every hue of a property management brand built by PMW is designed to capture attention, build trust, increase sales, and show your unique brand story to differentiate you from the sea of sameness and mediocrity, and elevate you to new levels of success.

We're excited to have the opportunity to help define the next chapter of your brand story.

What is branding?

A brand is a reputation.

Effective branding builds recognition, trust, and emotional connection.

Branding is why loyal customers will gladly pay extra for a pair of socks with the Nike Swoosh on the ankle, or camp out for a shot at the new Jordans.

Key concepts:



Purpose

- Mission & Vision
- Core Values
- Slogan



Personality

- Descriptives
- Voice & Tone
- Messaging



Visual Identity

- Logo & Lockups
- Colors
- Typography
- Imagery
- Graphic Elements
- Mockups

Brands that foster an emotional connection with customers can see a **306% increase in customer lifetime value.**

The branding sweet spot.

When branding is done right it allows you to authentically share your story in such a way that naturally connects with a particular audience—and as a result, your business succeeds.

That's why we don't focus on trends, subjective preferences, or fabricated marketing claims to prop your business up with.

Instead we objectively seek out the intersection where your business values, your target audience, and your business goals meet.

This is the branding sweet spot.



What you get: process & deliverables.

Brand Essentials

\$7,499

A custom-crafted brand identity package with just what you need to get up and running —ahead of the competition.

Our tried-and-true process will set you up for success now and into the future as you grow.

Brand Questionnaire

Discovery Call

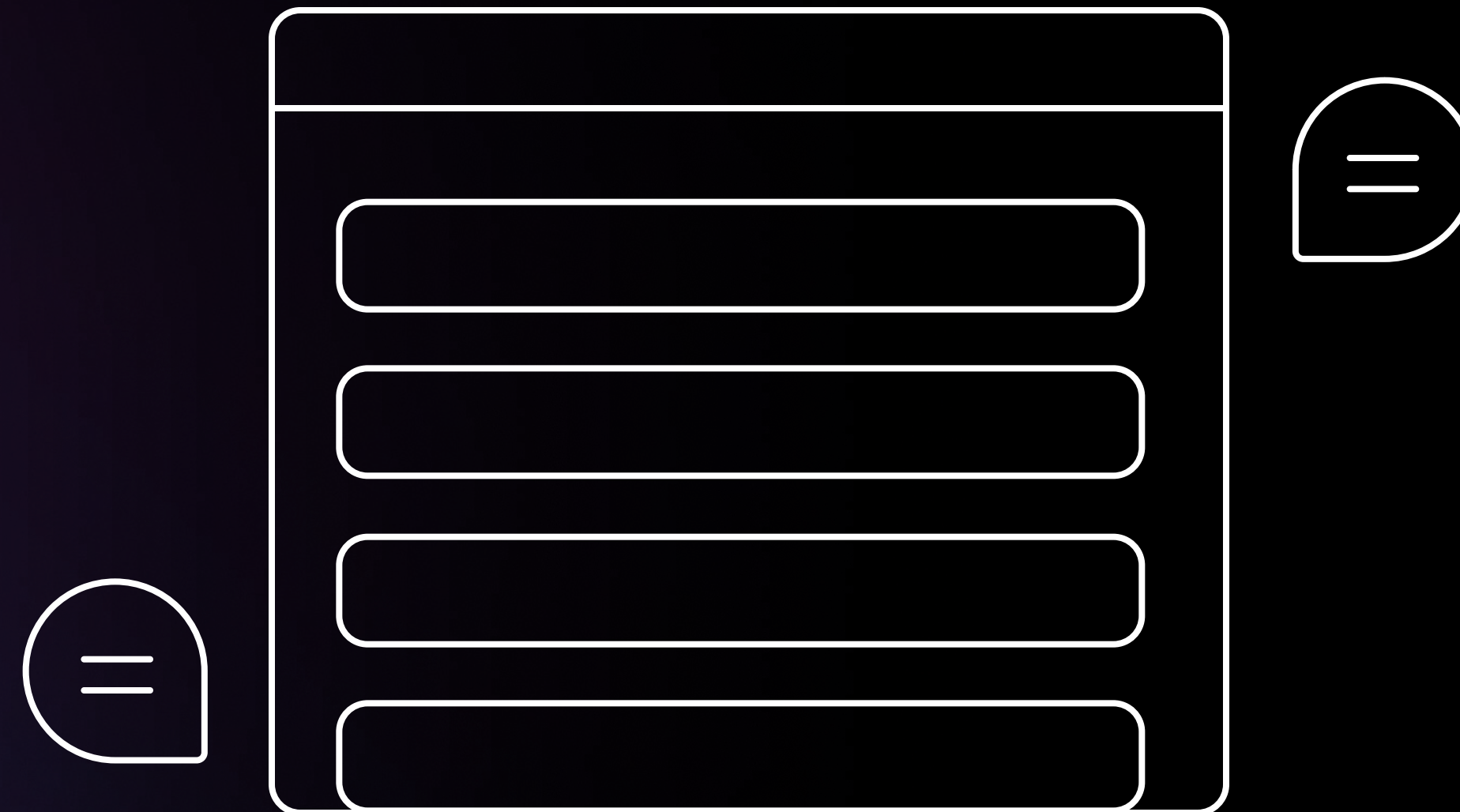
Moodboarding

Brand Concepts

Logo Package

Mini Brand Guide

Brand questionnaire.



You'll begin the process by answering foundational questions that help give us a basic understanding of who your company is, who you serve, and broadly **how you'd like your brand to show up.**

Discovery call.

Next, we meet for a one-hour, guided Brand Strategy Session designed to uncover the core of your company's identity and align it with your long-term business goals. In this collaborative session, we'll dive into the heart of your property management brand to define your:

 **Brand Purpose**

 **Competitive Analysis**

 **Target Audience**

 **Visual Direction**

 **Personality & Voice**

This session sets the strategic groundwork that fuels the rest of your branding journey, ensuring every visual and verbal element is intentional, cohesive, and built to connect. We don't just design for design's sake. **We build brands that mean business.**

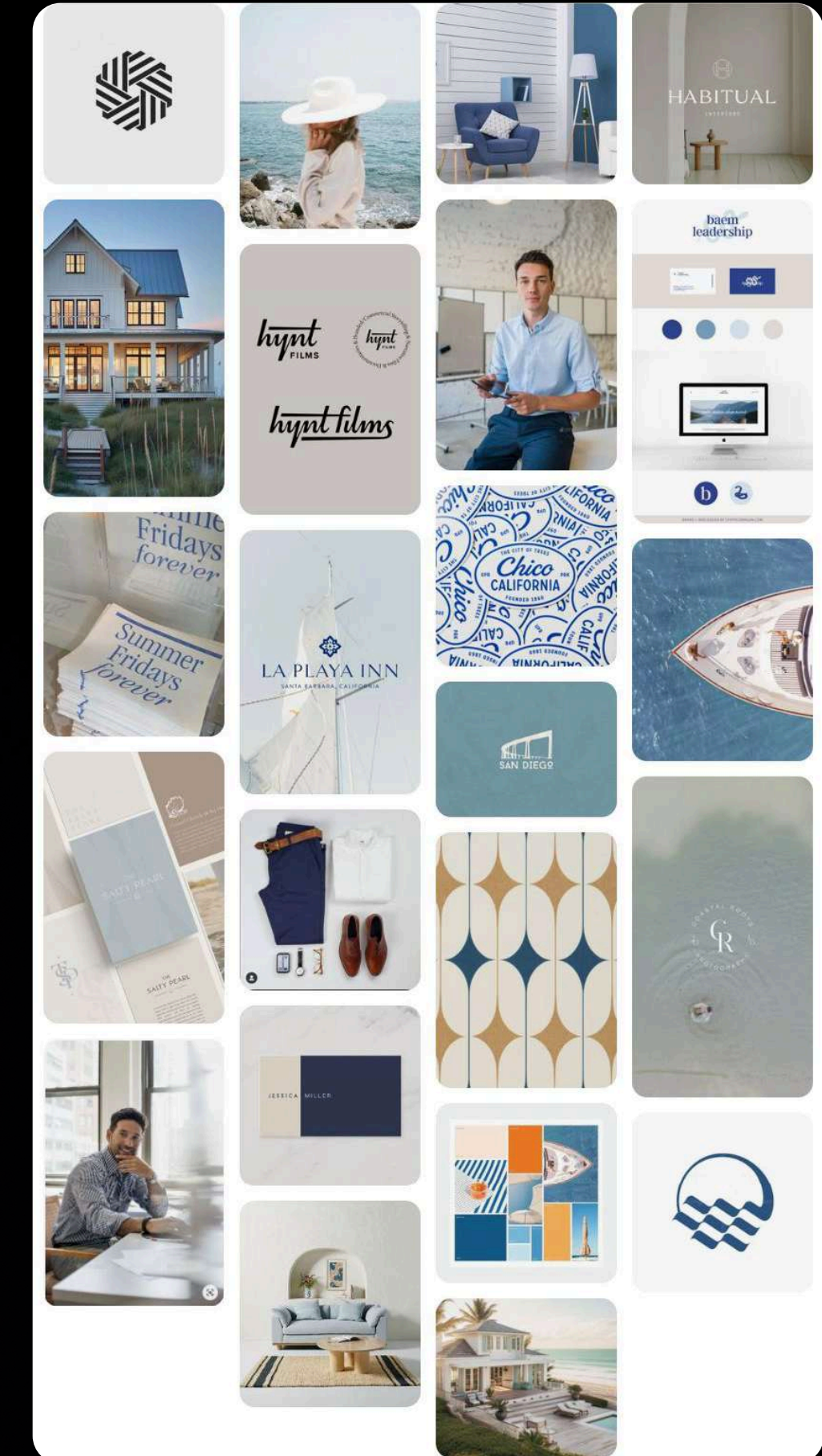
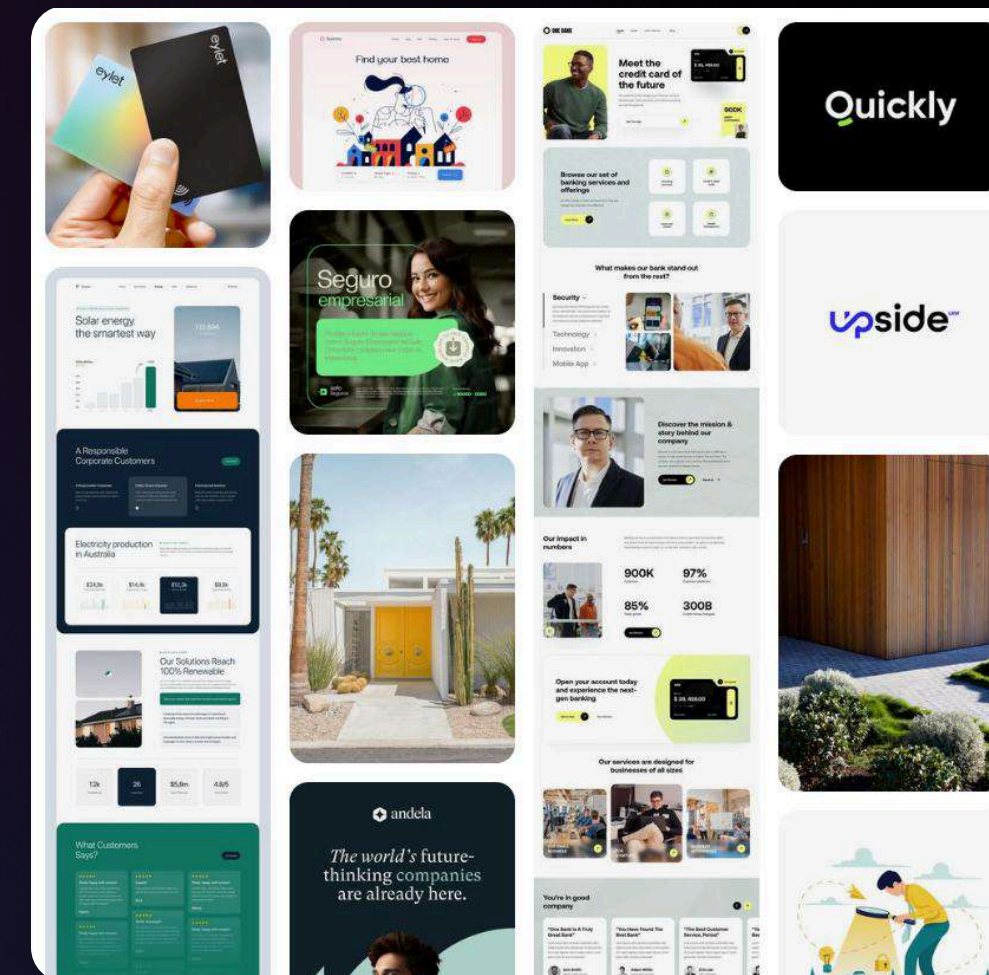
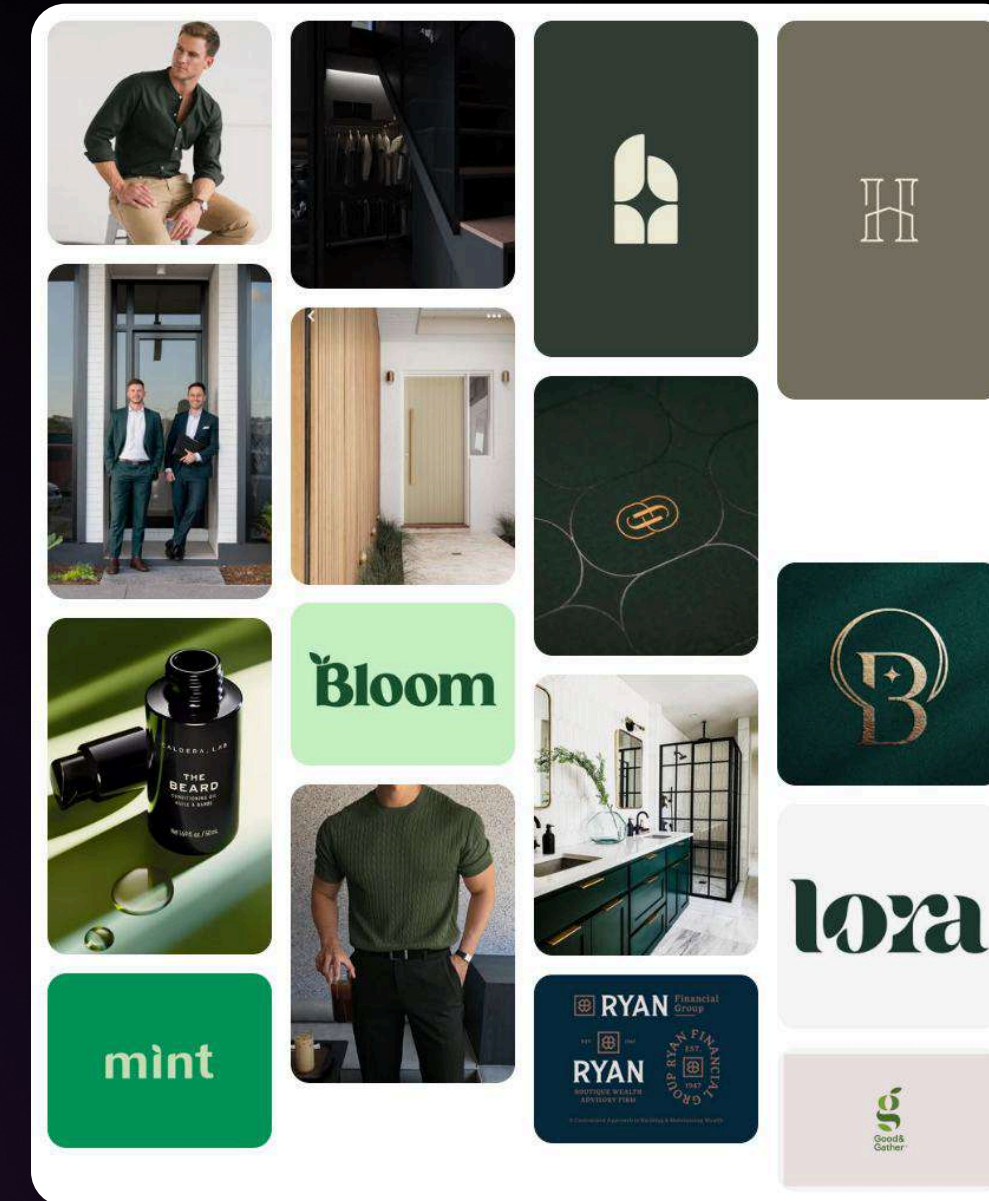


Moodboarding: Defining the visual language.

To kick things off, we create three moodboards—each showing a different visual direction your brand could take. These are built by finding inspiration images to represent things like color, typography, layout, and overall vibe.

Here's how it works:

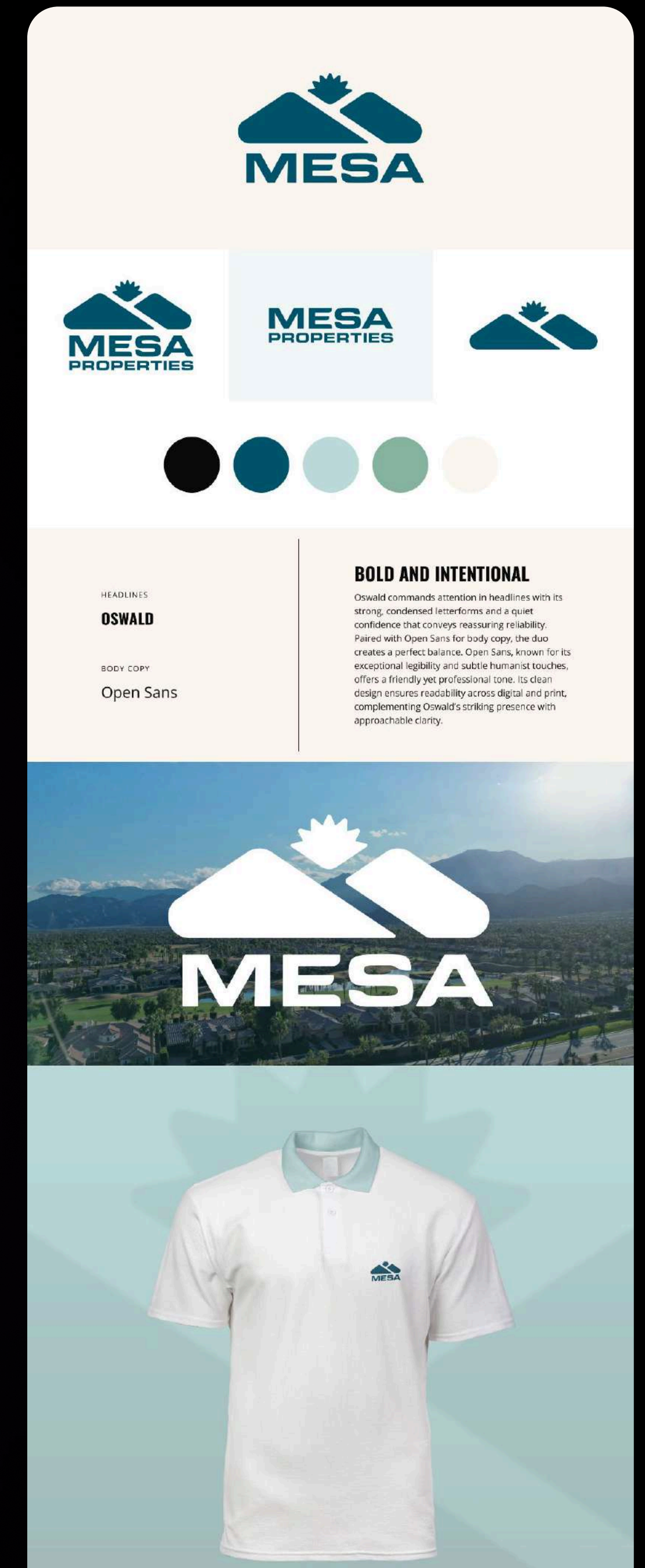
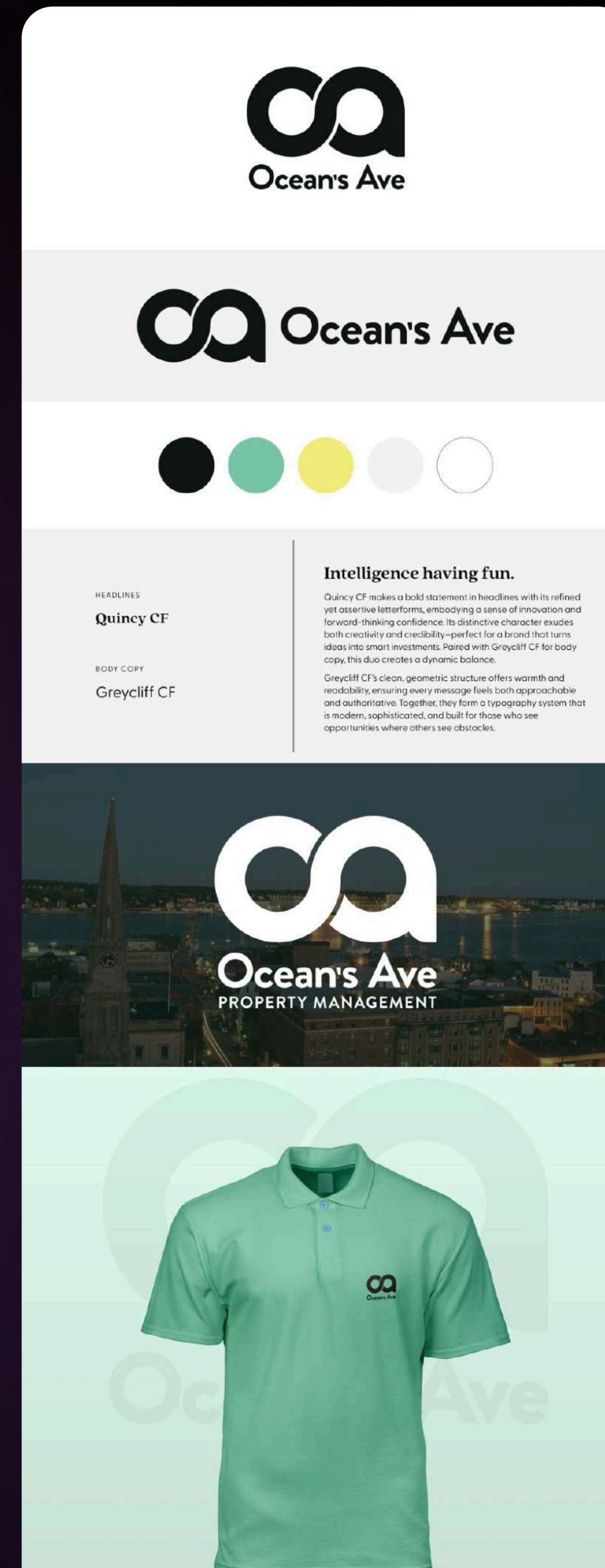
1. We put together 3 curated moodboards and walk you through them in a short video.
2. You choose the one that feels most aligned with your brand, and share any feedback.
3. Once your visual style is defined, we move forward with confidence into the design phase.



Brand concept development & refinement.

With the moodboard selected and a creative direction agreed upon, we move onto designing brand concepts. This is where we sketch and design logo ideas, build color palettes, curate fonts and create the brand identity as a whole.

One of the key steps here is creating mockups to test, refine and ensure that the new logo and brand identity work in the real world, since logos are rarely seen on just a blank page. These mockups help to ensure that our concept works, while also allowing you to see the brand coming to life in a real way. During this phase you'll also have the opportunity to offer feedback and request revisions.



Logo package.

The logo package contains your strategically-designed, custom logo in all of the various lockups and versions you'll need for various mediums and use cases.

Each logo lockup will be provided in print and digital formats, as well as full-color, and single color black, and white versions.

Primary Logo

This may consist of an icon or emblem paired with the word mark.

Logomark

The icon or graphic portion of the logo—think Target, Apple, or Nike.

Wordmark

The text-only version of your logo.

Horizontal Version

The logo laid out in wide format.

Vertical Version

The logo laid out in stacked format.

Logo with Tagline

The logo with the company tagline.

Mini brand guide.

Your brand guide serves as the source of truth for your brand identity helping to maintain consistency internally, and when working with external partners.

Your custom brand guide will include the following sections:

- Lockups & Uses
- Color Palette
- Typography
- Slogan
- Contact

This guide will equip anyone creating for your brand to communicate with clarity, cohesion, and confidence.

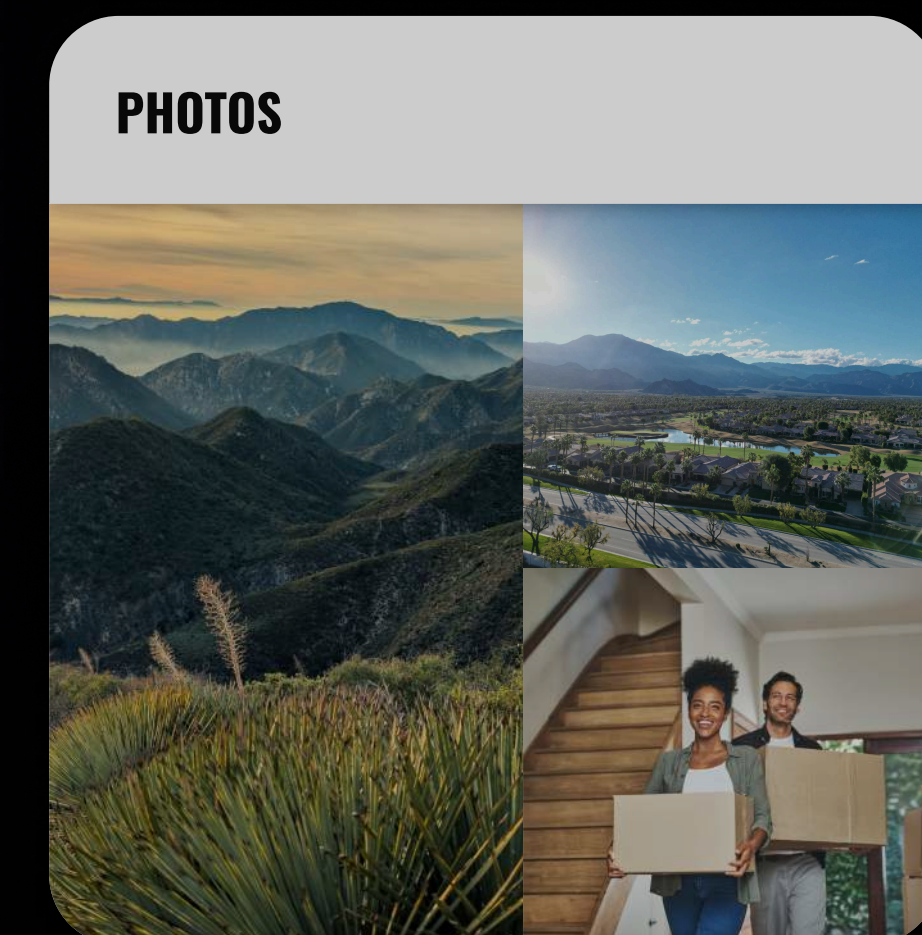
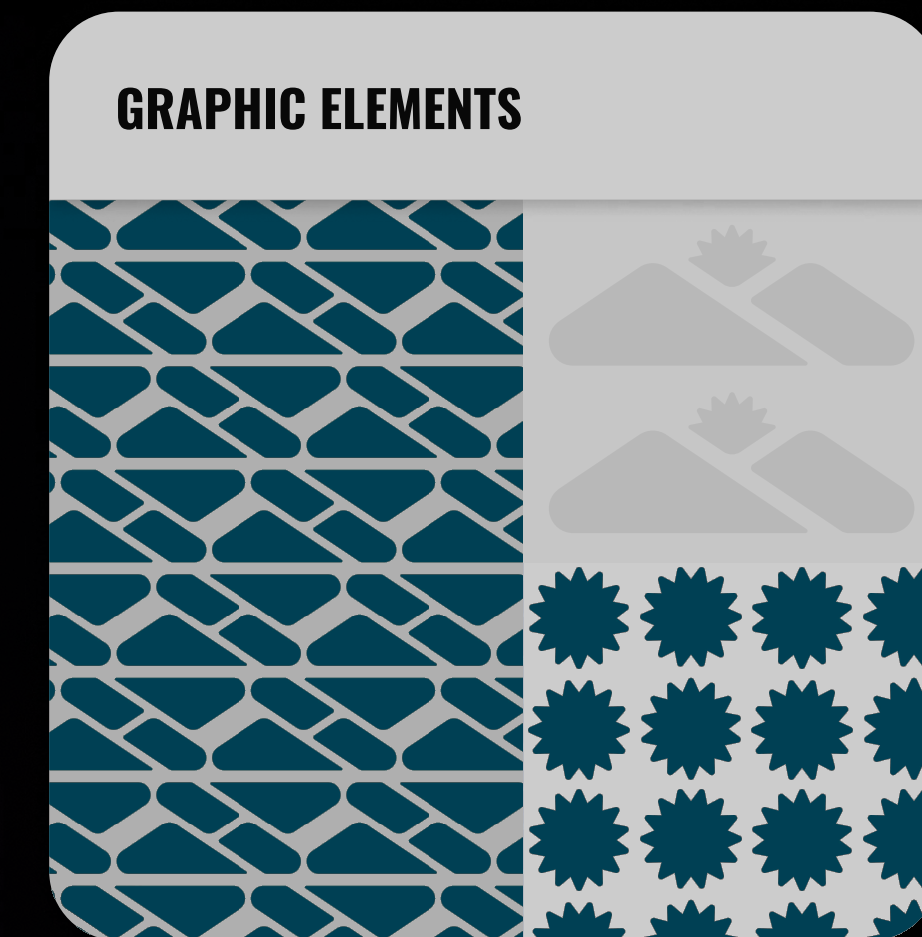
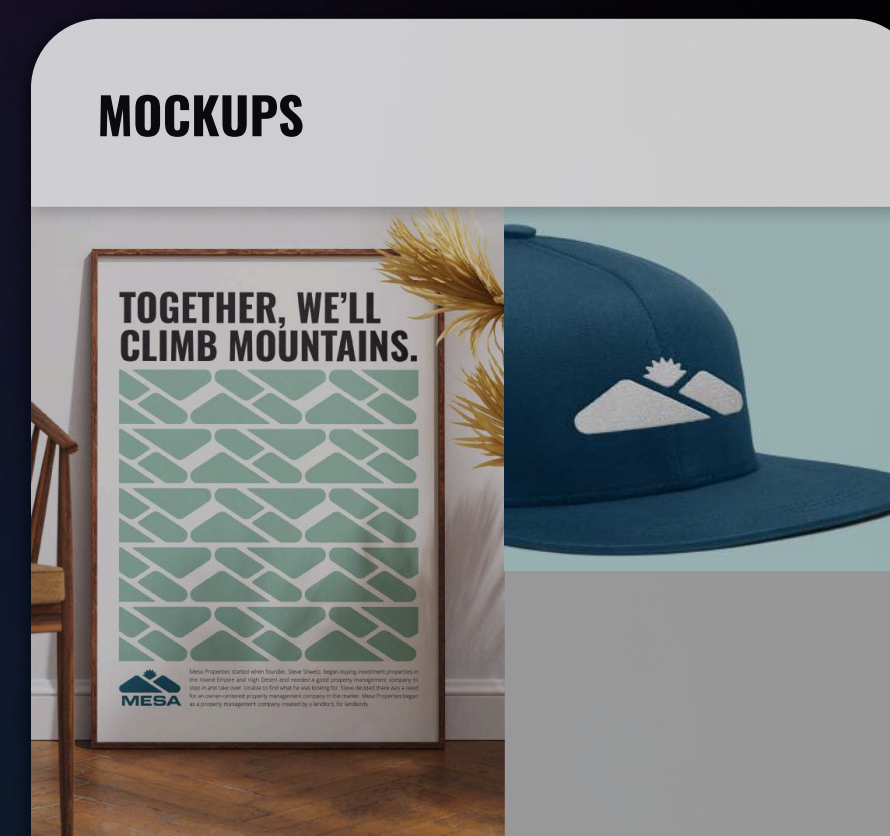
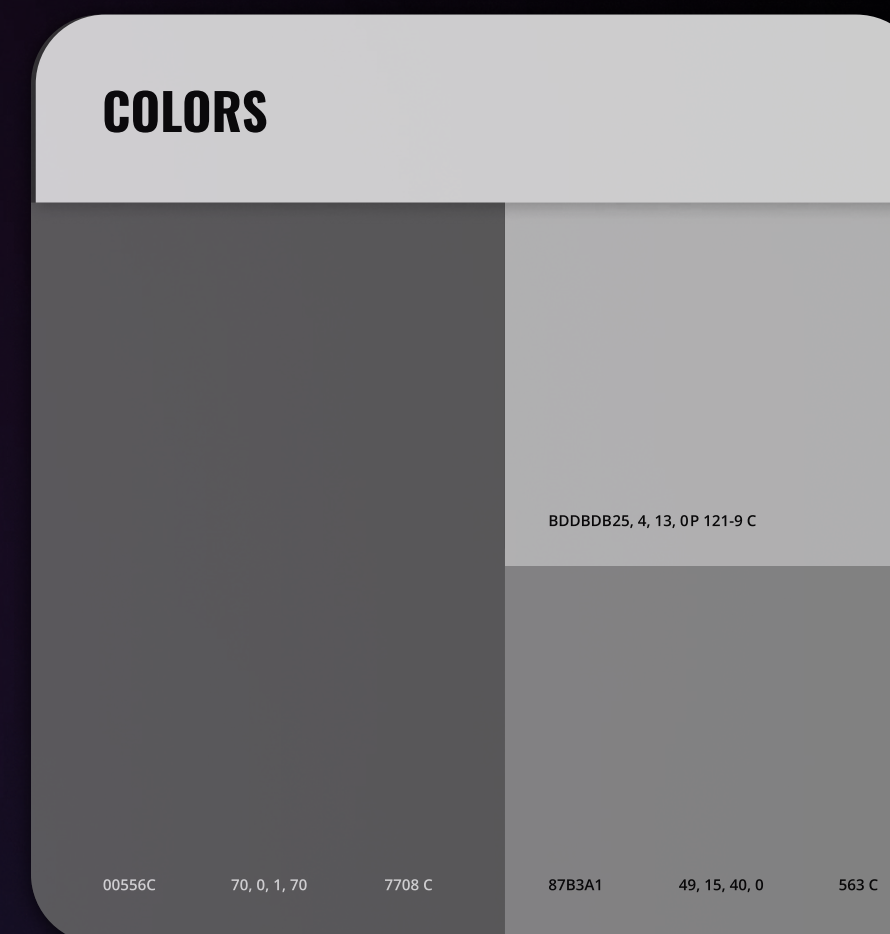
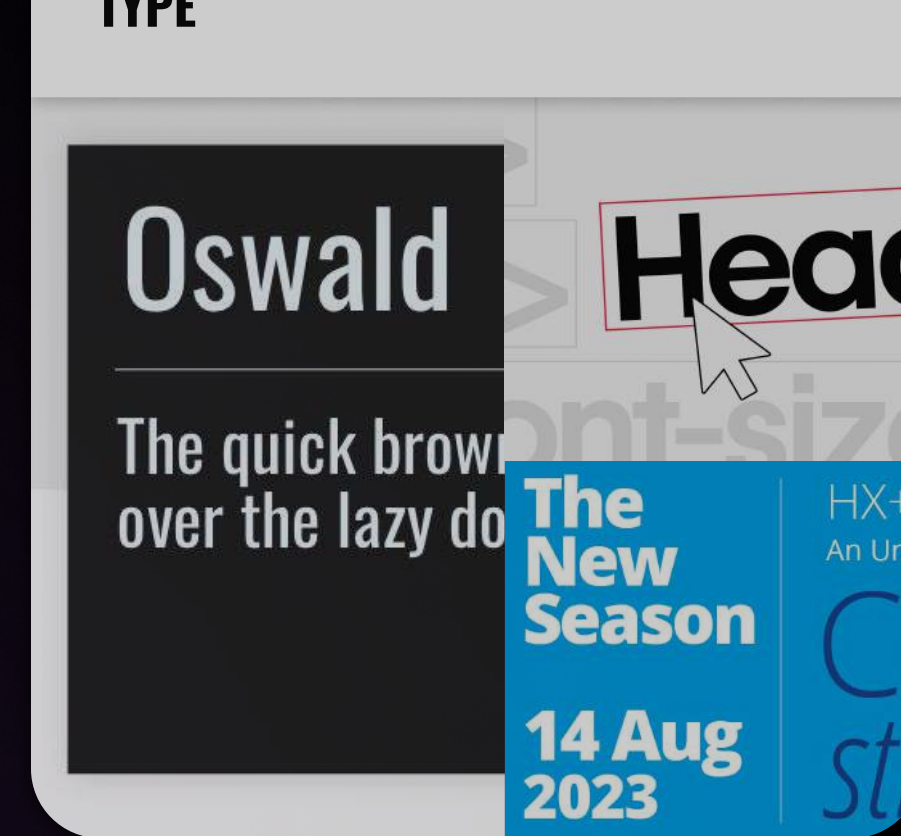


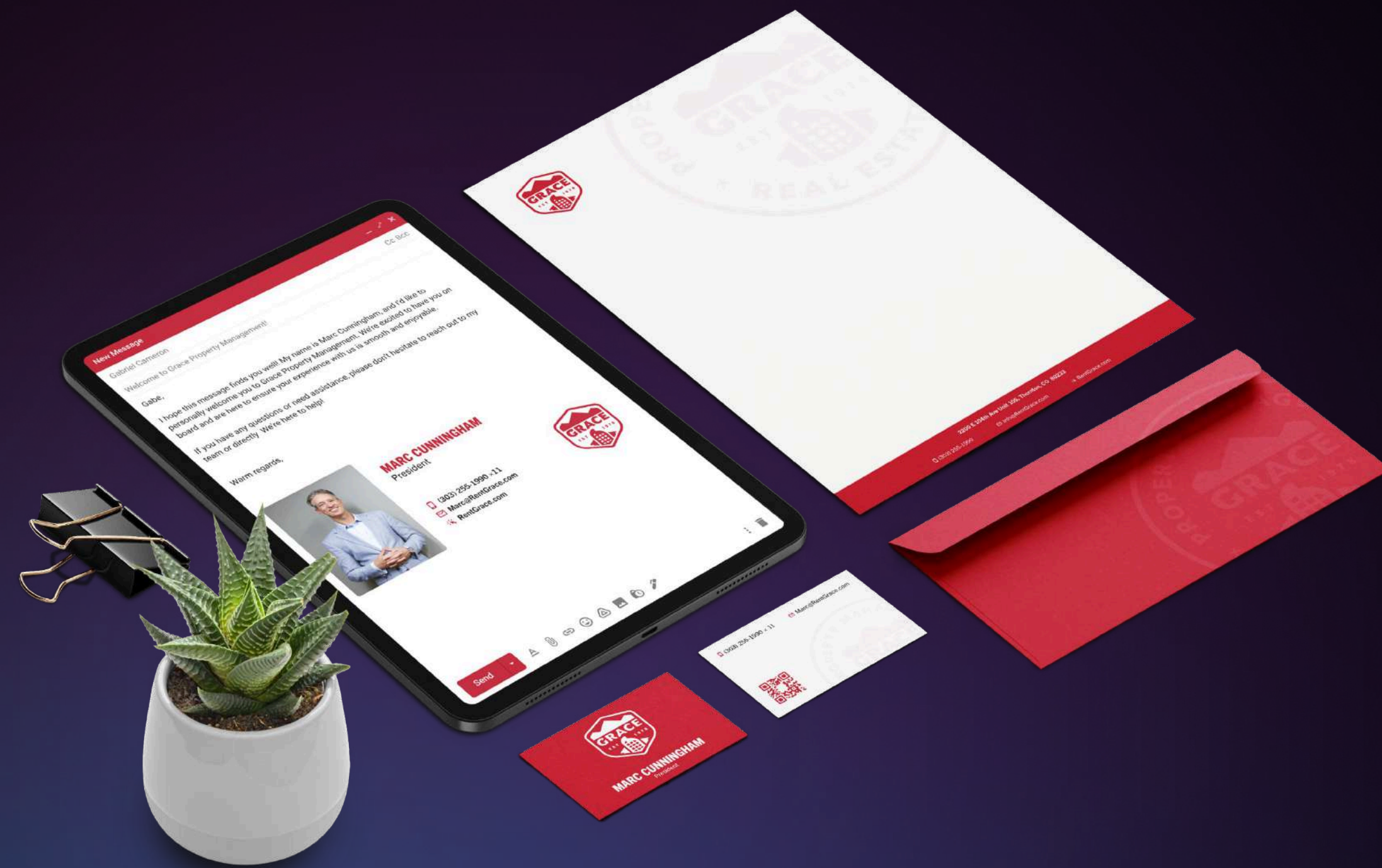
Optional Add-ons.

Our branding add-on packages help property managers put their new brand design into action.

Each package provides the creative tools and visual assets you need to start using your brand consistently and confidently—at a bundled rate that’s 20% off the estimated à la carte pricing. Choose from any of our four expertly curated options:

- Stationary Package
- Social Media Package
- Event Package
- Brand Hub





Make a polished first impression with custom-branded business essentials. This package ensures every piece of your communication – from printed materials to emails – reflects your brand’s professionalism and consistency.

Business card design

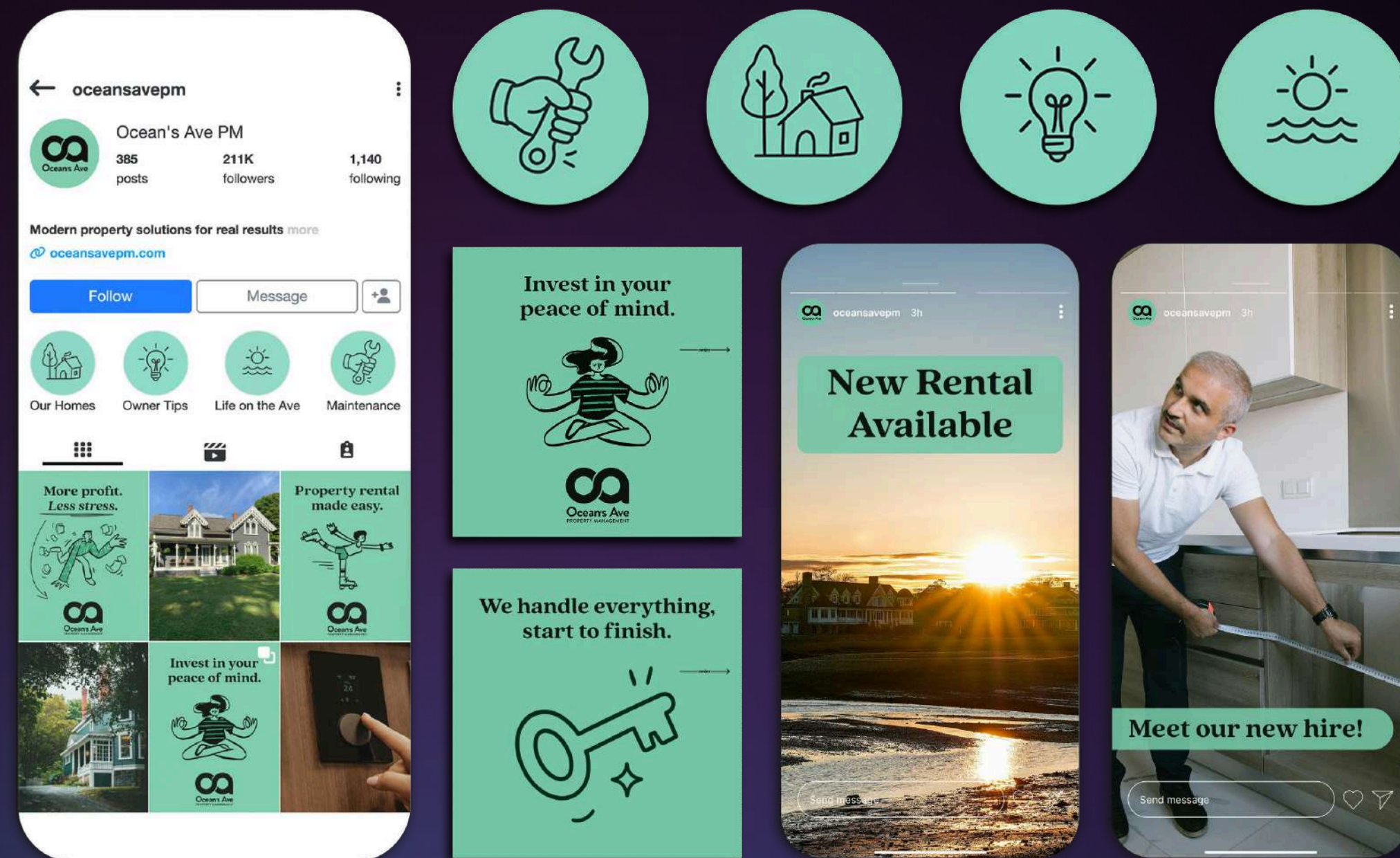
Letterhead template

Envelope design

Email signature template

Stationary Package

\$980



Elevate your online presence with cohesive social media assets. From eye-catching templates to easy editing guides, this package helps you post with confidence and maintain a unified brand identity across all channels.

Branded profile and cover images

5 post templates

5 story templates

Story highlight icons

Quick-reference “How-to” guide

Social Media Package \$980



Stand out at events with bold, on-brand visuals that make your booth unforgettable. Perfect for conferences, expos, or community events – this add-on helps you leave a lasting impression.

Stand-up banner design

Booth backdrop

Branded tablecloth design

Event flyer

Event Package

\$1680



Brand Hub

\$1400

Set up and implementation of your new brand in Canva—complete with your logo, fonts, and color palette—so your team can easily create cohesive, on-brand materials.

Canva workspace set up in your account with logos, fonts, and colors

Organized asset library of brand colors, typography, and graphics

Ready-to-use templates designed for your brand in Canva's easy platform

Quick “How-to” videos for editing and customizing your templates

Explore some of
our recently
curated brands.



fitch

The next chapter of your brand story starts here.



Schedule a call

