

Brian Medina of Altered State Productions Connects Brands with Heart and Vision

Altered State Productions reminds businesses that the heart and veins of branding should be their core marketing efforts.



Los Angeles, California Mar 15, 2024 ([Issuewire.com](https://www.issuewire.com)) - Altered State Productions advocates for the compilation of comprehensive brand guidelines that encapsulate a brand's cultural DNA. This includes not only visual elements like logos and color palettes but also the brand's voice, storytelling techniques, and the underpinnings of its relationship with the audience. Such guidelines serve as a north star, guiding every creative expression, asset, and marketing effort to ensure they resonate with the brand's core identity and values.

"At the core of every successful brand lies a profound truth: your brand is much more than a logo or a color palette; it's a heartbeat, pulsing through every touchpoint of your business," states [Brian Medina](#), Communications Director at Altered State. He compares branding guidelines, a detailed catalog of a brand's identity, to the heart of this ecosystem. "Our solution empowers businesses to create a brand deck that acts as the heart of their branding design efforts, pumping life into every facet of their communication."

The Heart and Veins of Branding

Drawing an analogy between the human circulatory system and brand communication, Medina elaborates on the role of partners, affiliates, influencers, marketers, and creatives as the veins and arteries. "These collaborators are crucial in spreading the brand's message, vision, purpose, and offerings across the internet, from publishers to social media platforms, blogs, and beyond," he explains. "Just as the heart distributes vital nutrients throughout the body, a well-defined media kit ensures that

every stakeholder communicates your brand's essence consistently and effectively."

Harnessing the Power of Specialized Brand Tools

To facilitate the creation and maintenance of [brand development](#), Altered State Productions recommends leveraging specialized tools like Corebook.io and Gingersauce. Medina highlights Corebook.io for its seamless user experience, collaborative features, and ability to dynamically update and share brand assets, alongside Gingersauce for its time-saving templates and branding education. "These branding tools transform the traditional process of brand guide creation into an engaging, collaborative effort," Medina remarks.

The Critical Importance of a Unified Brand Identity

Emphasizing the significance of a cohesive brand identity, Medina cites a survey by Nielsen, which found that 59% of consumers prefer buying from brands they recognize. "A strong, consistent brand identity not only enhances brand familiarity but also builds trust and loyalty among consumers," he notes. "For small and medium-sized enterprises, this can directly translate into revenue growth, with consistent [branding](#) across all platforms potentially leading to a revenue increase of up to 23%."

Just like every heartbeat keeps us alive and connected, Brian Medina reminds businesses: Your brand is the heartbeat of your story, touching lives and building connections that last. It's simple, yet it's everything.

About Altered State Productions

Altered State Productions specializes in a broad spectrum of branding services, from digital graphics and innovative labeling to UX design and advanced [3D art services](#) modeling. For vibrant and impactful branding solutions, visit <http://alteredstateprod.com>

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