



DELIVERABLES ONBOARDING

CALL OR TEXT: 512.790.5686
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WELCOME

Welcome to the Victor + Valor™ family. We are excited to support you in living the American dream - entrepreneurialism.

As a Victor + Valor™ client, you will receive the top-level branding and marketing assets needed to grow your business in addition to one-on-one mentorship support, professional and personal development series designed to prepare you for the mental and relational opportunities that will arise.

In addition to these top-notch deliverables, you will have access to the entire Victor + Valor™ community, including our online resources, mastermind and mentorship groups, branding/marketing consultations, and asset creations.

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TIMELINES

Project timelines depend on many variables: scope of work, communication speed, etc. Once an overall scope of work is created for your projects, a rough timeline will be established. These timelines can range from a few weeks to months.

All along the way, timeline changes that may need to occur will be fully communicated to you.



F A Q

01

How long does it take to complete a branding project?

Branding projects vary based on the amount of deliverables being created, how fast you communicate, and the overall scope of work. Projects usually take anywhere from 3-18 months to complete.

02

How can I be sure I'll like what you design?

We are in constant communication with you throughout the design process. And each item must be "signed off on" before moving on to the next step of the process.

03

How picky should I be when getting a logo and visual identity for my business?

Branding is a deeply personal experience, so you must love the visuals of your business, or you will never go out and share your business with the world. With that said, though, you need to come to this process with an open mind on how we can create the look, feel, and vibe of your brand both visually and verbally.

04

What is the design and approval process like?

After meeting with you, our team will start building out the foundation pieces your brand is in need of. Once these are complete, we will meet with you to present the idea and explain the proposed design. From here, a conversation begins and any modifications will be made. Once you approve of the design, a file will be sent to you in Airtable for approval. To approve the file, simply move it to the "approved" section. It's that simple.

05

Who owns the intellectual property?

When the work is complete, your business will own the intellectual property. This means you can trademark or copyright the work created for you.

POLICIES

The branding and marketing assets each business receives are based on their own individual needs and what the lead brand strategist feels are most beneficial to the business's growth. Asset support is ongoing as long as the business and entrepreneur have continued their mentorship, completed the development series, continue to make positive strides forward in their business, and are grossing under \$250,000 (usd) in a year from this venture. More specifics of our deliverable policy can be found at <https://victorvalor.org/deliverable-policy>.

COMMUNICATION

We work with two platforms for communication on deliverables (1) Slack and (2) Airtable.

Slack: A private invite link will be sent to you by your brand coordinator. It is through this platform that you can talk directly with your design team, schedule appointments etc.

Airtable: We use the airtable platform for the approval process. Here you can virtually sign off at each stage. This allows for the team to work most efficiently.

Private links to both will be emailed to you by your brand coordinator. We recommend you download the apps for each platform to expedite communication.





NEXT STEPS

To begin work must e-sign the brand agreement. Once completed, your brand coordinator will reach out to you via email with all of the necessary log-ins as well as request a time to set up your initial work call. If you ever have any questions or concerns, please don't hesitate to reach us at <https://victorvalor.org/log-in>.

