

tell yours.

 panstoria

CASPEDIA
RENAMING &
REBRAND

Establishing a Brand Foundation/Brand Congruency

BRAND CONGRUENCY EQUATION

$$\text{BRAND} \cong \left\{ \begin{array}{l} \text{BRAND ESSENCE} \\ \text{MISSION + VISION} \end{array} \right\}$$

The effective communication of your core business function, that includes corporate vision and mission, value proposition, and brand essence, is referred to as the Congruency Equation.

Does the CASPEDIA Brand communicate your strategic vision?



BRAND ESSENCE

Help people tell their stories

MISSION + VISION

Helping people capture, organize and document their family history

**PURPOSE
BRANDING**

Building Brands on Purpose

CASPEDIA RENAME & REBRAND

Onliness Statement

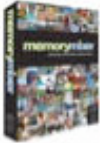
We are the only	software company	what type of company?
that	creates software	what unique service or product do you provide?
for	family storytellers and historians	what is your target audience?
	who love to document family stories	what geographic region or market segment are you focusing on?
who want to	easy way to organize	what is your customers' emotional motivation?
during a	time when most software makes you have all the details on an image before you can use it	what is the recent increasing or decreasing cultural trend?

Brandspace

Taxonomy Chart

	Functional	Invented	Experiential	Evocative
3		AlbumPress		Picaboo
2				
1		Picsmatch FotoFusion	MemoryMixer	
0	Photo Collage Studio			
-1	Scrapbook Studio	iRemember	Scrapbook Assistant	
-2	PhotoMix Scrapbook MAX!	iPhoto	Scrap Ease	
-3	PhotoOne Print			

Brandspace

	MemoryMixer	Polaroid My Memories Suite	Digital Scrapbook Artist	Art Explosion Scrapbook Factory Deluxe	FotoFusion	Hallmark Scrapbook Studio	PhotoOne Print	iRemember	HP Creative Scrapbook Assistant	Photo Collage Studio
■ ■ ■ ■ Excellent ■ ■ ■ □ Very Good ■ ■ □ □ Good ■ □ □ □ Fair □ □ □ □ Poor										
Reviewer Comments	READ REVIEW 	READ REVIEW 	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW
Lowest Price	BUY \$49.99	BUY \$39.97	BUY \$49.99	BUY \$29.96	BUY \$39.95	BUY \$28.99	BUY \$34.95	BUY \$39.95	BUY \$38.83	BUY \$19.95
Overall Rating	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■
Ratings										
Appeal & Flexibility	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■
Importing	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■
Design Features	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■
Output Options	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■
Ease of Use	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■
Help & Support	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■	■ ■ ■ ■
View Specifications	Go!	Go!	Go!	Go!	Go!	Go!	Go!	Go!	Go!	Go!
View Screenshots										
Upgrade Versions Available										

**PURPOSE
BRANDING**

Building Brands on Purpose

CASPEDIA RENAME & REBRAND

Foundational Brand Messaging

One Word Brand Message:

Storytelling

Who We Are:

A software company that provides tools to capture, organize and document the family story.

Mission:

Helping people capture, organize and document their family history

Vision:

Be the number one comprehensive, self-guiding family storytelling software in the world

Beliefs

1. Everyone has a story
2. Make it easy for people to capture and document their families stories
2. Software shouldn't be difficult to use
3. Organizing images chronologically shouldn't be intuitive and not need to know all the exact details to do it.
4. A software suite should work together and be seamless

Brand Archetype and Voice

Storyteller

The Storyteller connects people to the shared human experience with stories that can unleash powerful emotions, build credibility, and allow for difficult topics to be explored. Using this gift to relay information and knowledge, the Storyteller passes along history and insight, often with a bit of drama to make a point or add clarity. In many ways, the Storyteller is the living bridge between the conscious world and the archetypal realm of the collective unconscious. This archetype makes the covert overt, the metaphorical applicable, the separate integrated.

“Convince me that you have a seed there, and I am prepared to expect miracles.”

—Henry David Thoreau

Top Name Concepts

Heirloom

Software
Corp
Inc
llc

Historian

Family Archive

Artisan

Family Book

Keepsake

Software
Corp
Inc
llc

Storyline

StoryBuilder

Album Press

StoryFramer

Reminiscent

Software
Corp
Inc
llc

MemoryGuide

StoryGuide

Chapters

Canvas

Epilogue

Styles

Memory Lane

Software
Corp
Inc
llc

MemoryGuide

StoryGuide

TourGuide

Story Street

AlbumGuide

StoryBook

DesignGuide

Album Avenue

**PURPOSE
BRANDING**

Building Brands on Purpose

CASPEDIA RENAME & REBRAND

Corporate Name

Mosaic Designing Life Stories Preserving the Slices of Life Your Stories, Your Collection	Ohio Corporate Name Mosaic Mosaic Software Mosaic Corp Mosaic Inc Mosaic LLC	Recommended URLs www.MosaicSoftware.net www.MosaicCorp.com www.MosaicInc.com www.MosaicLLC.com www.MosaicSoftware.com
---	--	---

Product Names

	Photo Edit, Organize, Storytelling Software Mosaic Heirloom	Scrapbook Creation and Publishing Software Mosaic Artisan
	Mosaic StoryBoard	Mosaic AlbumPress
	Mosaic Historian	Mosaic ArtBoard
	Mosaic Epilogue	Mosaic Artisan

Corporate Name

Reminiscent Evocative Storytelling Designing Life Stories Nostalgic Storytelling	Ohio Corporate Name Reminiscent Reminiscent Software Reminiscent Corp Reminiscent Inc Reminiscent LLC	Recommended URLs www.ReminiscentSoftware.com www.ReminiscentSoftware.net www.ReminiscentCorp.com www.ReminiscentInc.com www.ReminiscentLLC.com
--	---	---

Product Names

	Photo Edit, Organize, Storytelling Software Reminiscent MemoryGuide	Scrapbook Creation and Publishing Software Reminiscent AlbumPress
	Reminiscent StoryBoard	Reminiscent ArtBoard
	Reminiscent Captions	Reminiscent Chapters
	Reminiscent Chapters	Reminiscent Styles

Corporate Name

Reminiscent Evocative Storytelling Designing Life Stories Nostalgic Storytelling	Ohio Corporate Name Reminiscent Reminiscent Software Reminiscent Corp Reminiscent Inc Reminiscent LLC	Recommended URLs www.ReminiscentSoftware.com www.ReminiscentSoftware.net www.ReminiscentCorp.com www.ReminiscentInc.com www.ReminiscentLLC.com
--	---	---

Product Names

	Photo Edit, Organize, Storytelling Software Reminiscent MemoryGuide	Scrapbook Creation and Publishing Software Reminiscent AlbumPress
	Reminiscent StoryBoard	Reminiscent ArtBoard
	Reminiscent Captions	Reminiscent Chapters
	Reminiscent Chapters	Reminiscent Styles



historian
by pixstoria

artisan
by pixstoria

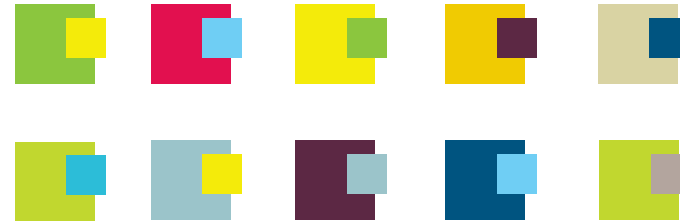


stage your story.

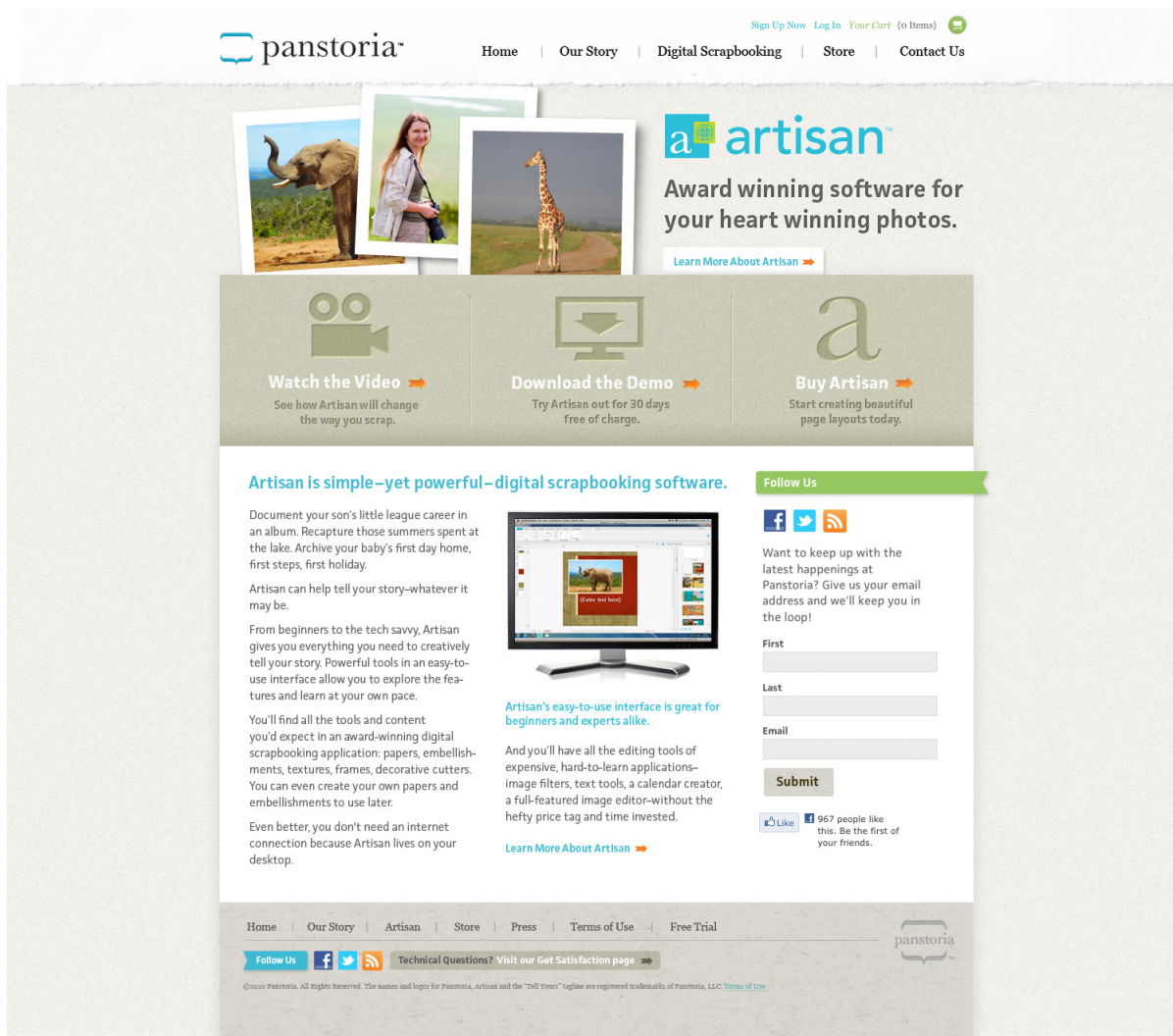
shape your story.

SOFTWARE ICONS

SOFTWARE TAGLINES



FUTURE SOFTWARE ICONS COLOR COMBINATIONS



**PURPOSE
BRANDING**

Building Brands on Purpose

CASPEDIA RENAME & REBRAND



Life is full of stories.

tell yours.™

artisan™
by panstoria

Award-winning scrapbooking software for your heart-winning photos.

Artisan has everything you need to creatively capture your everyday memories. Easy-to-use features make page designing and photo-editing a cinch. Tons of capabilities give you the freedom to explore. That's just the beginning. See what else Artisan has to offer at www.panstoria.com.

panstoria™

www.panstoria.com

Follow the QR code, watch the Artisan video demo, and get a coupon for 20% off the software.