


# Venice Solution Inc. Brand Guide

2021



Category	Sub-category	Message
Who we are	Identity	<p>Company name: <b>Venice Solution Inc.</b></p> <p>Domain: <a href="http://venice-solutions.com">venice-solutions.com</a></p> <p>Tagline: <b>Digital Marketing, Advertising &amp; Creative Consulting</b></p> <p><b>Who We Are:</b> Venice Solutions is a creative marketing agency with a focus on web development, search engine optimization (SEO), social media content creation, and paid advertisement campaigns. We come from diverse backgrounds and bring design, thought, initiative, and leadership to our projects. Venice Solution Inc. is headquartered in Reno, Nevada with offices in Los Angeles, the San Francisco Bay Area, Portland, and Hamburg, Germany.</p> <p><b>What We Do:</b> Past clients range from high-tech software companies to lifestyle brands, small-businesses, marketing agencies, and non-profit organizations. We offer responsible paid advertisement campaigns coupled with social media content creation and website maintenance for consistent business growth starting with packages tailored for small-businesses with monthly budgets of \$1,000.</p> <p><b>Logo:</b>  <a href="https://drive.google.com/drive/folders/1309EMrmh-Pa_tTQ1g5xNSnM2rNB3_nlM?usp=sharing">https://drive.google.com/drive/folders/1309EMrmh-Pa_tTQ1g5xNSnM2rNB3_nlM?usp=sharing</a></p> <p>Fonts: <b>Georgia (main), Poppins, Lora, Lato</b></p> <p>Image and identity: <b>Professional, communicative, insightful, creative</b></p> <p>E-mail: <a href="mailto:hello@venice-solutions.com">hello@venice-solutions.com</a></p> <p>Colors:</p> 

	Our Mission	To break complex problems into solutions that are simple, clear, and intentional.
	Our Vision	To design projects, solutions, and user experiences that are easy to navigate, comprehend, and execute.
	What about us makes us different	<p>Our clients love to work with us and constantly recommend us to their friends and partners. We understand that you might consider other creative agencies, however, from our success with previous clients we are certain that we can provide you with guidance in your needs. Set up a <a href="#">free 15-minute consulting call</a> today and learn more about how we can elevate your brand.</p> <p><b>Talent &amp; Leadership</b></p> <p>As design-thinkers, go-getters, and creative allrounders, we practice creative leadership in our projects while reckoning your vision.</p> <p><b>Impact &amp; Results</b></p> <p>We thrive when coming up with innovative ideas but also understand that a smart concept has to be supported with measurable results.</p> <p><b>Design &amp; Story</b></p> <p>Our team provides you with the technical skills and design-thinking mindset to create meaningful user experiences for your customers.</p>
Website	Landing Page	<a href="https://www.venice-solutions.com">https://www.venice-solutions.com</a>
	Our Belief	<i>“Design creates culture. Culture shapes values. Values determine the future.” – Robert L. Peter</i>
	Shop	-----
	Contact	<a href="mailto:hello@venice-solutions.com">hello@venice-solutions.com</a>

		650-495-8350
Standard messaging for “copy-paste”	< 8 words descriptor	We design projects, solutions, and user experiences.
	<30 words descriptor	We come from diverse backgrounds and bring design, thought, initiative, and leadership to our projects. Our mission is to break complex problems into solutions that are simple, clear, and intentional.
	<50 words descriptor	Driven by passion for design and marketing, Venice Solution Inc. is a digital creative agency with offices in the San Francisco Bay Area, Los Angeles, Reno, NV, and Hamburg, Germany developing high-impact marketing materials for small businesses, start-ups, corporations, and individuals.
	Short	Digital Marketing, Advertising & Creative Consulting. Data-driven decision making @ Venice Solution Inc.
	About Us	<p><b>Talent Meets Creativity</b></p> <p>We come from diverse backgrounds and bring design, thought, initiative, and leadership to our projects. Our mission is to break complex problems into solutions that are simple, clear, and intentional. Venice Solution Inc. is headquartered in Reno, Nevada with offices in Los Angeles, San Francisco Bay Area, Portland, and Hamburg, Germany.</p> <p><b>Driven by creativity and data.</b> We embody a design-thinking mindset with the ability to communicate visions and statistics clearly and effectively with our clients.</p>

		<p><b>Dedicated to communication, results, and learning.</b> We closely monitor empirical data and ensure our project approaches are state-of-the-art and aligned with current research findings.</p> <p><b>Passionate by design.</b> Our designs work theoretically and practically. We promise a cohesive story, user experience, and design in our deliverables.</p> <p><b>Courage to disrupt markets.</b> Living in trendsetting regions of the world our team has the courage and necessary insights to disrupt industries to create memorable and fresh marketing deliverables.</p> <p><b>Aware of environments.</b> As professional marketers, economists, philosophers, graphic designers, project managers, and self-made entrepreneurs our team incorporates diverse viewpoints for socially inclusive and diverse campaigns.</p>
	Useful Links	<p><a href="#">Press and Resources</a></p> <p>Any questions/outreach to <a href="mailto:hello@venice-solutions.com">hello@venice-solutions.com</a></p> <p><a href="#">Calendly</a>   <a href="#">LinkedIn</a>   <a href="#">Facebook</a>   <a href="#">Instagram</a>   <a href="#">Google</a>   <a href="#">Spotify</a></p>
	Copy and Paste Bios	<p><b>Venice Solutions</b></p> <p>Driven by passion for design and marketing, Venice Solution Inc. is a digital creative agency with offices in the San Francisco Bay Area, Los Angeles, Reno, NV, and Hamburg, Germany developing high-impact</p>

		<p>marketing materials for small businesses, start-ups, corporations, and individuals.</p> <p><b>Alternative add-on</b></p> <p>We elevate individuals, small businesses, non-profits, start-ups, and corporations to develop memorable marketing materials with intent, story, and design.</p> <p><b>Elena Weirauch</b></p> <p><i>CEO @ Venice Solution Inc.</i></p> <p>Elena has 15+ years of international work experience in digital strategic marketing, brand positioning, consulting, and customer success. Before working at Venice Solutions Elena helped a global technology company as Chief Marketing Officer to triple in its size, quadruple revenue, and expand offices into three continents. At Venice Solutions Elena drives the firm’s direction, communication, and media practice in North America and maintains Venice’ key relationships with business partners across the technology, fashion, and lifestyle industries.</p> <p>With a culturally diverse background and ability to speak four languages, Elena focuses on the social impact of product launches, marketing, and sales. Elena holds a PhD in sociology and philosophy from Lomonosov Moscow State University.</p> <p><b>Max Weirauch</b></p> <p><i>Project Design @ Venice Solution Inc.</i></p> <p>Max is a digital marketer with a passion to create promotional materials with a characteristic story, clear intent, and distinctive design. Max’s work at Venice Solutions focuses on project management, UI &amp; UX for websites, search engine optimization, and social media content strategy. Outside of work, Max enjoys taking</p>
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		<p>pictures and publishing them on his personal portfolio, <a href="http://creativemexx.com">creativemexx.com</a>. Max is currently working towards a double degree in Economics and German Studies from Claremont McKenna College in Los Angeles County.</p>
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# Contact

For any concerns, ideas, or feedback please do not hesitate to contact us! We are glad that you are part of Venice Solutions and are excited to elevate brands together.

Again, welcome to Venice Solutions!

**Venice Solution Inc.**

**2955 Campus Drive**

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**San Mateo, CA, 94403**

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