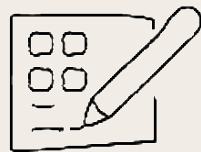




ACCENT DECOR

Is your brand helping you grow?





How to define your brand identity, core values & long-term vision



Your brand is not your logo

It's your reputation.

It's how customers feel about you &
what they expect from you consistently.

It's what you want to be known for.

Start by defining your ‘why.’

Why do you do what you do?

What makes your approach to floral design,
farming, or customer service different?

Ex: “We believe flowers should feel wild & artful — not stiff or traditional.” Or,
“We want to make luxury accessible in everyday floral moments.”

“ We sell beautiful vases + decor to
beautiful businesses ”

Core Values

Should guide the decision-making

For example:

If sustainability is a core value, how does it show up in sourcing, packaging, or customer education?



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DO THE RIGHT THING

PURSUE ORIGINALITY

EMBRACE AND DRIVE CHANGE

RESPECT EVERY PERSON

GIVE GENEROUSLY

**BUILD COMMUNITY
THROUGH EMPATHY**

**INFUSE PASSION
IN ALL WE DO**



Vision

Create a **vision** that's both aspirational & actionable.

It's not just

"Grow my business"

it's

"Become the go-to source for modern, garden-style weddings in our region,"

Or

"Expand into teaching floral design to hobbyists online."

“

We go beyond your average wholesale supplier by delighting in the discovery of design-focused vessels and the ability to provide them at prices accessible to all.

”



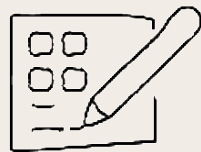
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Brand Audit Tips

Ask your team & closest customers how they would describe your business in 3 words.

Does it match what you want the brand to stand for?



Ways to communicate your brand
consistently across platforms & customer
touchpoints

Consistency builds trust.

Your voice, tone, aesthetic, & values should be recognizable – whether a customer is reading your Instagram caption, talking to your staff, or visiting your website.



In a competitive (& uncertain) economy, clarity wins.

What's your **value proposition**?

Don't assume customers understand what makes you different.

Spell it out with messaging like:

"Locally grown. Designed with heart."

"Floral design rooted in story, style & seasonality."



Adapt content to match the platform, not the brand.

For example, what you write on an Instagram post can feel personal & playful, while your email newsletter might be more educational or professional – but both should feel like you.





Register for Your Wholesale Account

For over 25 years, family-owned and operated Accent Decor has brought beauty into the world through expertly designed, one-of-a-kind Flower, Plant, and Home products offered at accessible prices for customers and businesses of all sizes.

BECOME A WHOLESALE CUSTOMER



Perks of Being an Accent Decor Customer



In-house Designs
at Attainable Prices



Hundreds of In-Stock,
Ready-to-Ship Products



Fast Shipping from
2 Distribution Centers



Easy Online Ordering &
Self-Service Tools



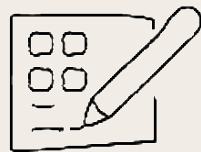
Visual consistency matters, too.

Use cohesive photography, props, palettes, & styling that match your brand vibe – whether it's moody & dramatic or cheerful & lush.

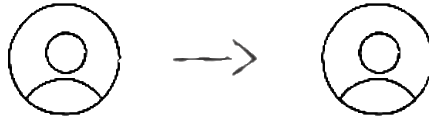
Communicate through more than just marketing.

Your shop signage, proposals, packaging, & event setup should all reflect your brand standards.





Tools for integrating your brand & core values into your daily operations.



Internal alignment is key.

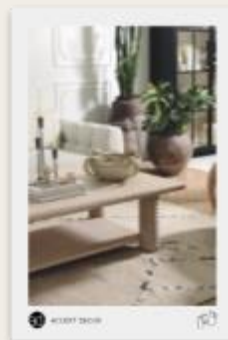
Make sure your **whole team** understands what your brand stands for & how they can live it out in their role – from how they greet walk-in customers to how they sign off on emails.

Build brand into your systems.

Examples:

Use branded templates for proposals or invoices that reflect your tone & visual style.

Include brand language in your job training materials or customer service scripts.



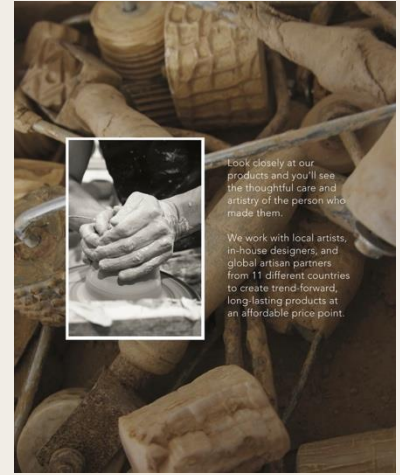
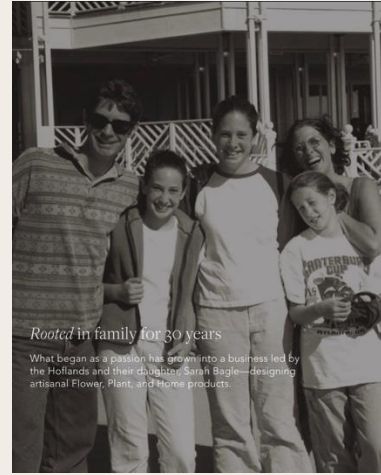
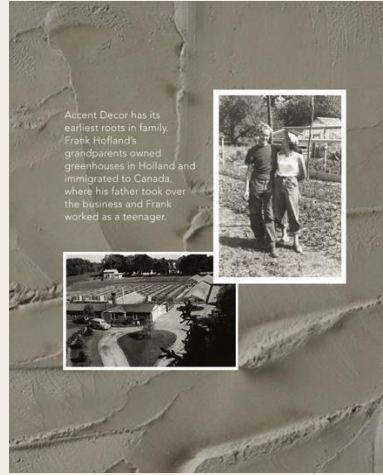
Create a “brand touchpoint checklist”

How does your brand show up in the following:

- ☐ Customer experience in-store
- ☐ Customer experience online
- ☐ Delivery experience or unboxing
- ☐ Social media voice
- ☐ Packaging & collateral (tags, cards, care tips)
- ☐ Email confirmations & post-sale communication



Live your values behind the scenes*, too.



If you promote community or sustainability, show it in actions: donate flowers to local causes, share your composting practices, support other local businesses in your events.

*This is your organic content **goldmine**.



Be adaptable, not reactive.

Staying true to your brand doesn't mean standing still.

If your customer changes, adapt in a way that's aligned with your values.

Pay attention: to trends, social, design – **stay relevant.**



Let's Make It Real

Let's turn today's ideas into **action.**

Your brand isn't built in one moment – it's built in the moments you choose to **revisit, realign, & refine.**



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Thank you!

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