Video transcript: Snippet from a brand vision development session led by Sarah Lou as she works through brand concepts with alignment photographer, Trevor Owen.

The video can be found here: https://stampouttheblock.com/our-mission-values/

Prompt from Sarah:

Over the years I've written a lot of journal notes and identified some common themes that are relatable to business. Do any of these stand out for you?

Response from Trevor:

"For me definitely: **Vision** and **Impact**."

Prompt from Sarah:

"Ok, so we can take away the rest and start with those. You want to make an impact, and you want to think about where you're ending up."

Bridge:

Trevor removes 'Aspire' as he would personally change this to 'Inspire.' Sarah clarifies that this theme is not just about inspiring others; it's also about Trevor and his future as a photographer. As Trevor changes tact and selects **Aspire** for his vision board, Sarah summarises what has been said:

"It's about being aspirational with your goals and linking them with your dreams."

Response from Trevor:

"Definitely for me it's **reimagine my workplace** and not sitting behind a computer in an upstairs office."

"**Sustainability** is important."

"The vision I have varies depending on the day…but I want to make an impact, massively."

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Prompt from Sarah as Trevor decides to keep the word **Enlighten** on his vision board:

"Enlighten links with the five ways to wellbeing; it's another way of saying teach and learn."

Bridge:

Trevor agrees that teaching and learning is important to him and he selects his primary and secondary colours as he gets into developing his brand.

Brand summary from Sarah:

"If we were designing a brand for you, we'd be using these words and themes; you want to be linking in sustainability and you want to make an impact, and blue and orange are your strong brand colours.

Storytelling prompt from Sarah:

"If you were having a conversation with people about your collection, and you just had nine images to show, which might they be?"

Response from Trevor:

"This is where it all started for me; the Billy track. That's where I first realised that things can align. And then you realise (or I realised, after about six years) that you can get alignments from 18 miles away.

End of video:

With support from Sarah, Trevor continues putting together a collection that represents a strong brand identity and tells his story.

There is a QR code and link at the end of the video inviting viewers to explore Trevor Owen's prints, support his business, or book a call with Sarah to design your vision and develop your brand. Here is the link:

https://stampouttheblock.com/shop

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