



# Solid-Way

Door Nathaniel Jongerius

SOLID WAY

## PERSONAL CONTRACT

---

### WHY

I believe in being real all the time, be crazy, be weird, be yourself. Life is too short to be a copy of somebody else. I love to see a world where everyone is real, where people take a risk instead of running away, where people are not afraid to fail and eager to become the best they can be. And finally when the day comes that I die, I want God to say to me "Well done my son, welcome home".

### PROMISE AND SIGNATURE

I Nathaniel promise myself to keep developing myself, to work even if I don't want to, to love even when I don't feel like it, to try new things even when I'm scared as hell and to trust even when I'm feeling insecure and unsure

### HOW

By living by example. Trying to grow everyday, influencing and motivating the people around me to become their best selves as well. Showing people it is completely fine to be your authentic self and above all to stimulate them to conquer fears and to step out of the comfort zone for there is where growth starts.

### WHAT

- Building a business
- Being a (youth)leader
- Coaching people
- Always keep moving and growing

## PLAN OF ATTACK

01

### NO EXCUSES

There is no time for being lazy,  
just do the work

02

### COMFORT ZONE

Step out of the comfort zone.  
Scared? Good, that means your  
growing

03

### TRUST

Trust in the process, God has  
already figured everything out

04

### LOVE

Treat everyone with love and  
respect

# Persoonlijke waarom

---

- Waarom

- Hoe

- Wat



SOLID WAY

# BUSINESS DEFINITION

## WHY

Be you, be real, be authentic. Because that's when you start to stand out

## CONTACTS

www.solidway.nl  
nmjongeriuszakelijk@gmail.com  
+316-31254218  
Coebergerstraat 10  
5624 AV Eindhoven

## HOW

By letting businesses get in touch with who they are and where they stand for, by letting them see a brand is not only what they do, or what they communicate. To help them find their why and to help them develop a brand that's not defined by what they do but by what the brand symbolises

## WHAT

- Build brands
- Design brands
- Activate brands

## ACTIVITIES

01

### BRANDING

Why do I exist, how do I show that, and what activities do I do?

02

### COMMUNICATION

How do I communicate my brand, internally and externally?

03

### DESIGN

How does the brand take shape and what concepts compliment the brand

Voor feedback

SOLID WAY

# BUSINESS DEFINITION

## WHY

We aim for authenticity or as we call it, the solid foundation. We believe that any company can achieve the solid foundation when the journey toward their identity is completed

## CONTACTS

www.solidway.nl  
nmjongeriuszakelijk@gmail.com  
+316-31254218  
Coebergerstraat 10  
5624 AV Eindhoven

## HOW

By letting businesses get in touch with who they are and where they stand for, by letting them see a brand is not only what they do, or what they communicate. To help them find their why and to help them develop a brand that's not defined by what they do but by what the brand symbolizes and finally by helping them to live the brand

## WHAT

- Build brands
- Design brands
- Activate brands

## ACTIVITIES

01

### BRANDING

Why do I exist, how do I show that, and what activities do I do?

02

### DESIGNING

How does the brand take shape and what concepts compliment the brand

03

### ACTIVATING

How do I communicate/live my brand, internally and externally?

Na feedback

# Brand Identity

---



## Merkesessentie

Creating authentic brands

## Merkbelofte

We let businesses get in touch with who they are and where they stand for, by letting them see a brand is not only what they do, or what they communicate

## Merkwaarde

- Authentiek
- Vriendelijk
- Deskundig
- Creatief

## Explorer Archetype

---

**Authenticiteit**

**100%**

---

De zoektocht naar wie jij bent en waar jij voor staat.



# Brand Identity



## Merkmisissie

Letting businesses get in touch with who they are and where they stand for, by letting them see a brand is not only what they do, or what they communicate

## Merkvissie

We believe that any company can achieve the solid foundation when the journey toward their identity is completed

## Visueel

- kleuren: Wit, Zwart, Blauw
- Rechte vormen (strak)
- Veel beeldmateriaal

# Brand Identity



## Voelen

- Gezien/ gehoord worden
- Ontwikkeling
- Enthousiasme
- Motivatie

## Tone of voice

- Vriendelijk
- Persoonlijk
- Laagdrempelig

## Taken

- Building brands
- Designing brands
- Activating brands

# Contact zoeken met mogelijke klanten



## 1e bedrijf

- Groenbedrijf gaat over naar bouwbedrijf
- Rebranding
- Kleine onderneming

## 2e bedrijf

- Horeca
- Middelgrote onderneming
- Communicatieplan/ strategie



# Bedankt!



---

**Telefoonnummer**

06-31254218

**E-mailadres**

384601@student.fontys.nl

**website**

[www.solidway.nl](http://www.solidway.nl)