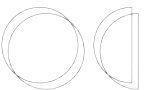


Scottish Family Business Association_



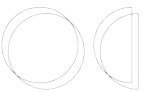
Outlaw Creative
Naming concepts

What's in a name?



bòrd.

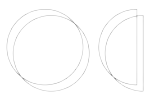
Classically Scottish + wholly familial.





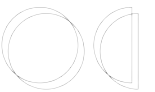
Scots Gaelic for 'table'

Bòrd reflects the intimate interconnectivity that is achieved through the breaking of bread with your nearest and dearest. The dinner table is a core feature of family life where ideas are shared and burdens are aired, making it a place of absolute trust and authenticity. The Gaelic translation of the word lends itself to being associated with boardrooms, where decisions are made, and the board members who populate them. The name is traditional, paying homage to Scotland's rich heritage, whilst also advocating for honest and true communication among family.



Rook.

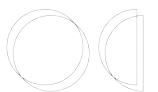
Protective of legacy.





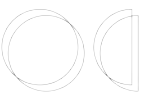
A Rook is strategically placed to provide the utmost protection, creating a space of safety for those with the greatest value and potential.

Rook speaks to the strategic game of chess as a whole, reflecting the importance of concentration to improve logic. It is indicative of learning complex plays and taking responsibility for them. It is a sign of learning how to problem solve in difficult environments. The name provides security but not at the expense of beneficial activity that leads to growth and success.



Kin.

Harmony through unity.

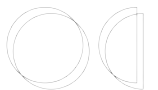




The feeling of kinship is one without barriers.

Oneness replaces servitude and respect overrides obligation to create a unifying, harmonious bond.

Kin reflects that of both knowing and being fully known. It is a safe space to be heard and ask questions. It's a place where answers can be trusted and new avenues can be explored



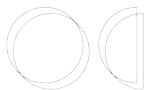
**Identify your audience,
then speak their language.**



Brand Dictionary

Words matter. They're how we connect.

Style of language. Martin and Russ are industry experts, working alongside generations of experts, therefore the language they use doesn't need to be layman friendly. Unique and specific pain points felt by family-run businesses should be highlighted by promoting the benefits that come when this pain is alleviated. However, jargon ought to be used sparingly as this language lacks emotive pull. All content should be evocative.



Word bank

Melodic, not pretentious.

To evoke this_

Help
Guide

Listen
Empathise
Safe place
Compassion

Gain clarity of purpose
Encouraging fulfilment
Highlighting agency

Say this_

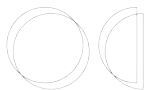
Coffee?
Lets talk

Kinship
Found
Clan
Connection

Tale
Story
Table
Commune

Legacy
Heritage
Harness
Gather
Purpose

Contentment
Freedom
Liberty
Autonomy
Explore



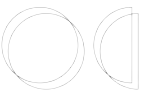
Voice

Your distinct and steady personality.

We are empathetic. We understand the challenges, pain points, and fears that occupy the minds of those who come to us for advice. We truly believe that, as humans, we have an in-built empathetic disposition that speaks to the fact that co-operation is necessary for our own survival.

We are storytellers. We let our artistry shine through in the words we use and the stories we tell with them. Our stories demonstrate our industry knowledge in an evocative and palatable way, enunciating our authority creatively with the aim of making people sit up and listen to something a bit different than standard industry talk.

We are authoritative. We speak the truth to build trust. We provide rationale and are always willing to answer questions. We are not defensive. We encourage honesty from those we work with to enable them to grow closer to becoming their most authentic self.



Tone

Your circumstantial attitude.

We are personal. We speak to people, not at people. We ask genuine questions to act as a voice for those who have not yet voiced their circumstances. We draw close to listen to people on an individual level. We do not overly generalise without sufficient data. We speak to individuals, not businesses.

We are honest. We speak the truth to build trust. We provide rationale and are always willing to answer questions. We are not defensive. We encourage honesty from those we work with to enable them to grow closer to becoming their most authentic self.

We are not passive. Our speech leads to action. We encourage active decision making from those we work with because words are meaningless without the intent to follow through.

