REALPRO studios

BRAND ANALYSIS

TRAINING BUILT ON REAL CASEWORK

GMD Anti-Human Trafficking Training Institute

This is what we learned from your branding questionnaire, sorted into the pieces we use to build an identity. Your words are in quotes. Our read is marked as ours. At the end are the questions we still need you to answer before we move on to your fonts and colors.

PREPARED FOR
GEORGE DUARTE

PREPARED BY
REALPRO STUDIOS

DATE
NOVEMBER 2026

01 FOUNDATIONS

WHY GMD EXISTS

> **"The company originated from my passion for teaching others what I have learned over my career as a law-enforcement officer"**
>
> GEORGE, ON HOW IT STARTED

WHAT IT IS

A TRAINING INSTITUTE

Expert training in human trafficking investigations for professionals who work in fields that come into contact with victims and survivors.

MISSION

PREVENT THE NEXT VICTIM

You wrote that the goal is to spread awareness "to prevent the innocent from being victimized."

VISION, 3 TO 5 YEARS

THE PREMIER NAME IN THE FIELD

You want GMD to grow until it is "seen as the premier company in the field" of professional training and anti-human trafficking awareness.

VALUES

VICTIMS FIRST

Every piece of material starts from a victim-centered approach. It follows current trends and still teaches the fundamentals of how trafficking works.

You also see GMD as a way to keep sharing what you know after your time as a police officer, and as a path into a second career. That gives the brand a long life. It should be built to grow with you, past any one department or title.

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02 AUDIENCE

WHO GMD SPEAKS TO

PRIMARY

PROFESSIONALS AND AGENCIES

People whose work puts them in contact with trafficking victims and survivors. Agencies that need to protect their community and their business through education.

SECONDARY

COMMUNITIES AND FAMILIES

People who are not in the field but want to understand the subject and keep their families safe.

WHAT THEY NEED FROM YOU

- The facts in place of the myths. In your words: "To dispel the myths and get down to the actual facts that will keep your family safe."
- The ability to recognize human trafficking and sex trafficking when it is in front of them.
- A reference point and clear guidelines for what to do when they encounter it.
- Step-by-step instruction that makes reporting easier.

03 POSITION

WHY CHOOSE GMD

> **"I've done the work personally it's not just words in the book."**
>
> GEORGE, ON WHAT SETS GMD APART

EXPERIENCE

LOCAL AND FEDERAL CASEWORK

You have worked human trafficking investigations at the local and federal level. The material comes from that work, not from something learned online.

CREDENTIALS

NATIONAL RECOGNITION

You are nationally recognized in human trafficking investigations and awareness training, which gives you the standing to teach the subject.

APPROACH

PERSONAL, IN DEPTH

Federal agencies and employers already offer training. Yours goes deeper and is "personalized to the agency" and audience in the room.

PRIORITY

VICTIMS COME FIRST

You wrote "I put victims first." The main goal stays the same: spread awareness so others are not victimized.

THE ONE THING TO REMEMBER

When someone meets GMD for the first time, you want them to remember the mission: helping others. You want them to leave saying it was "a very professional experience" with information they can use, feeling empowered by what they learned. Then you want them to come back, keep learning and recommend GMD to others.

04 PERSONALITY

HOW GMD SHOULD FEEL

IF GMD WERE A PERSON, IN YOUR WORDS

CONFIDENT · KNOWLEDGEABLE · FRIENDLY · SERIOUS AT TIMES · COMPASSIONATE · EMPATHETIC · DRIVEN · PROFESSIONAL

FEELING

TRUST

People should see GMD as the place they need to go for this training.

FEELING

INSPIRATION

Once trained, they should leave "inspired to make a difference" in anti-human trafficking work.

For public perception you chose all of the examples we listed. The one thing you asked us to protect: "I would always like to avoid moving away from the original purpose of the company."

05 VISUAL DIRECTION

WHAT THE IDENTITY STARTS FROM

VISUAL STYLE

MODERN · BOLD · ELEGANT

COLOR

START WITH BLUE

You wrote "The color should start with blue" because blue is the color of the anti-human trafficking cause. No colors to avoid.

REFERENCE

THE 10-8 SHOW WEBSITE

You named the 10-8 Show website as a good guideline for the look.

WHERE IT LIVES

EVERYWHERE

Website, social media, signage, apparel, print, presentations, video and the rest. No unusual uses like engraving or tiny stamping.

STILL OPEN

LOGO, TAGLINE, SYMBOLS

No logo, slogan or call to action yet, and no symbols or themes picked. We start those with you.

06 OUR READ

WHAT REALPRO TAKES FROM THIS

These are our recommendations, based on your answers. Nothing is final until we talk.

01

Your experience is the brand.

The reason to pick GMD is that you have done this work in the field. The identity should put you and your casework up front: your name, your story, your face on camera. A generic training look would hide the one thing nobody else has.

02

The name needs a short form.

"GMD Anti-Human Trafficking Training Institute LLC" is accurate, but it is too long to read on a shirt, a social media icon or a slide corner. We recommend a short name in the logo with the full name as a line underneath where there is room. Question 1 below asks you to decide.

03

Authority for agencies, plain words for families.

Agencies want proof and specifics. Families want to understand and feel safer. One identity can do both if the main brand speaks to professionals and the community material uses warmer, simpler language under the same look.

04

Protection, not fear.

Trafficking awareness material often leans on chains, hands over mouths and dark figures. Your victim-centered approach points the other way. We recommend imagery of people being trained, communities and steady protection, and never images that use victims for shock.

05

Blue as the anchor, with one accent.

We will start from a strong blue, as you asked, and explore one second color to give the brand contrast for buttons, headlines and video titles. Modern, bold and elegant will guide the type.

06

A line people repeat.

You wrote that the training helps an agency protect its community through education. That idea is a strong place to start a tagline. Once the name is settled, we will write options for you to choose from.

07 QUESTIONS FOR YOU

WHAT WE STILL NEED TO KNOW

Please answer these in an email reply or on a call, whichever is easier. Short answers are fine. If you are not sure, say so and we will talk it through.

1

What exactly should the logo say?

The full name is long. Which of these is closest to what you want? Tell us the exact spelling and capitalization.

- **A** GMD, with "Anti-Human Trafficking Training Institute" as a smaller line under it
- **B** GMD Training Institute, with the full name used only in writing
- **C** The full name, GMD Anti-Human Trafficking Training Institute
- **D** Something else (tell us)

We recommend leaving "LLC" off the logo. It stays on contracts and invoices.

2

How will families and communities be served?

Will they attend the same trainings as professionals, or would you offer a separate community program or talk?

3

Which credentials can we name publicly?

Your years in the field, the local and federal agencies or task forces you have worked with, awards, and what "nationally recognized" refers to. Is there anything you need to clear with your department before it goes on the website?

4

Should your title appear on GMD materials?

For example "Detective George Duarte." Are there any rules about using your rank or department name while you are still serving?

5

Are you comfortable with the imagery direction?

We recommend avoiding chains, victims in distress and dark, fearful photos. Do you agree? Do you have photos or video of yourself teaching that we can use?

6

Which three words matter most?

You chose all of the perception examples. If you had to pick three, which would they be? For example trustworthy, established, professional, approachable.

7

Is there a blue you already like?

A specific shade you have in mind? Any second color you are drawn to?

8

Is there a phrase you already use?

Something you say at the start or end of every training could become the tagline. If not, we will write options.

WHAT HAPPENS NEXT

NEXT: YOUR FONTS AND COLORS

1. You send back your answers to the questions above.
2. We finish the brand analysis with your answers.
3. We build your brand fonts and colors, the next step of your identity.



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