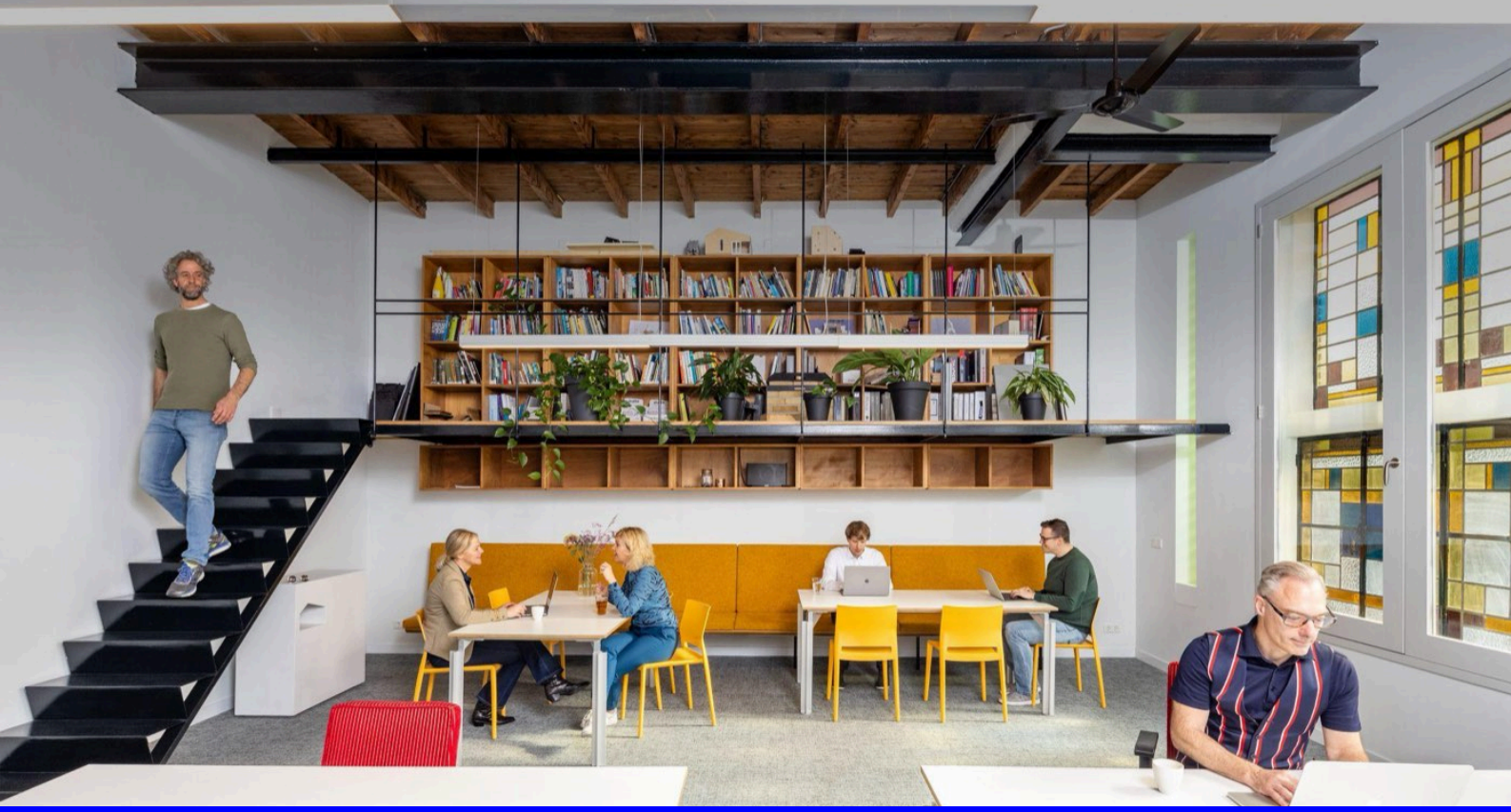


BRAND REPORT · DIY BRANDING
14 NOVEMBER 2026

BRAND REPORT

The brand foundation of De Vonk Installations

What the working group of De Vonk Installations developed and agreed on, in the organisation's own words.

ORGANISATION
De Vonk Installations
Brand foundation working group

APPROACH
DIY branding
Facilitated by De Vonk Installations

SCHWUNG
Schwung Reclame
schwungreclame.nl

APPROACH

From De Vonk Installations itself

This brand foundation comes from the people who do the work every day. A working group of colleagues developed it in the DIY branding app, on phone and laptop. Everyone first wrote on their own, then the group reviewed everything together and agreed on what stayed. AI only helped after that, to sort and sharpen the wording. **The working group decided.**

5
colleagues in the working group

12
employees responded to the outcome

Facilitated by De Vonk Installations
Schwung set up the modules. The sessions and the choices were with the working group.

On your own › Review together › Rate and choose › Agree

1 **Core values**
Everyone chose images and words for how the work really goes here, with an example from practice. Together we stacked what belongs together and gave each stack a meaning. Then the employees responded.

2 **Bold ideal**
Twenty years ahead. Everyone made a front page, poster or post about the organisation in the future. The group rated the entries and brought them back to one sentence for the long term.

3 **WHY HOW WHAT**
Three layers kept strictly apart: why the organisation exists, how it works and what it delivers. Rated and compared per layer. The strongest wording per layer stayed.

4 **Proposition, promise and slogan**
Derived from everything that came before, by the working group itself. The group gave the final approval.

Where the values come from

All images and words the working group chose, together with the values employees missed in their response. The larger the word, the more often it was mentioned.



Aa Working group: words with the chosen images

Aa Employees: values they missed

Together
"Nobody on the neighborhood crew handles a job alone."

Honest
"We say so when a heat pump doesn't suit a house."

Precision
"A well-insulated house starts with precise measuring."

CORE VALUES

These are the values of De Vonk Installations

Agreed by the working group on 14 November 2026. On the right: how many employees recognise the value in their daily work.

01 Together

We don't solve anything alone. We share what we know, ask for help before things go wrong, and enjoy it.

"Nobody on the neighborhood crew handles a job alone."

92%

recognise this (mostly or fully)

"This is exactly why I work here."

02 Honest

We say what can't be done, even when the customer hopes to hear otherwise. That keeps our word worth something.

"We say so when a heat pump doesn't suit a house."

42%

recognise this (mostly or fully)

"Sometimes yes, sometimes no. Depends on the project."

03 Precision

We measure twice and say so honestly when something isn't right yet. That way the customer never has to wait for a second attempt.

"A well-insulated house starts with precise measuring."

33%

recognise this (mostly or fully)

"I don't recognize it in how we make decisions now."

Recognition: responses of 12 employees to the question whether they recognise this at De Vonk Installations, on a scale from not at all to fully. Quotes from the anonymous comments.

BOLD IDEAL

De Vonk Installations in 2046

A bold ideal is a long-term goal that is bigger than what seems achievable today. It gives direction to the choices of now.

THE WORKING GROUP'S SENTENCE

In 2046, not a single home in the northern Netherlands heats with gas, and De Vonk showed how.

FROM THE WORKING GROUP · THE ENTRIES CLOSEST TO THE SENTENCE

De Vonk



The best employer in the north for the fifth year in a row. Because here, nobody has to handle a job alone.

Thanks to everyone who stayed, and welcome to this month's 60 new colleagues.

The Northern Courier 2046

Last gas boiler in the northern Netherlands comes out

De Vonk Installations disconnects the last boiler in Assen, twenty years after its first pilot homes

What began in 2026 with five pilot homes became an approach the whole northern Netherlands adopted: one dedicated team per neighborhood, from first advice to maintenance.

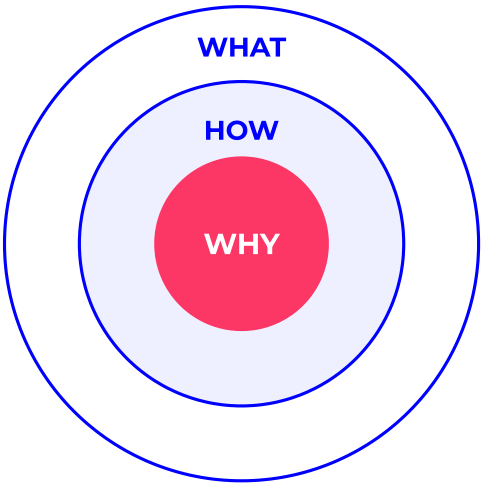
Residents knew their technician by name. What started as a habit in one Assen neighborhood is now how the whole region works.

> *My kids don't know any different: the house just stays warm.*
>
> a resident of Assen

WHY HOW WHAT

From the inside out

Simon Sinek's Golden Circle keeps three questions apart. Organisations that tell their story from the inside out, starting with why, are easier to remember and easier to choose. These are the three layers as the working group agreed on them.



WHY IN THE CENTRE

The purpose, the belief, the drive. Profit is not a why, profit is a result.

> **We believe every home can stay comfortably warm without gas.**

Test: would this still be true if the organisation sold something completely different?

HOW AROUND IT

The way the organisation delivers on its why. This is where it differs from others.

> **We say no to any installation that doesn't suit the house.**

Test: is this something a competitor would not say in the same way?

WHAT OUTSIDE

What the organisation offers and to whom. Concrete and testable.

> **Heat pumps, solar panels and insulation for homes in the northern Netherlands.**

Test: can a customer say yes or no to this?

PROPOSITION, PROMISE AND SLOGAN

Where it comes together

The values, the bold ideal and the why are the source. They do not go out word for word. The proposition and the promise translate them into what a customer is looking for.

Proposition

What you do, for whom and why it matters

For homeowners in the northern Netherlands who want to get off gas: heat pump, solar panels and insulation from one dedicated team per neighborhood.

Promise

What customers and employees can expect

One team that knows your home, from advice to maintenance.

SLOGAN

Warm without gas.

CLOSING

The foundation is in place

What is written here comes from De Vonk Installations itself and has been tested with the people who have to live up to it. It matches how the work goes today and sets the direction for the years ahead.

1 **Share with all employees**

Everyone gets to see the foundation and can respond. That way the whole organisation recognises itself in what the working group agreed on.

2 **Use it in the story of De Vonk Installations**

The foundation is the source for the corporate story, the website and recruitment. Every text can be traced back to a value, the ideal or the why.

3 **Use it in everyday choices**

In recruitment, in a difficult conversation with a customer, with a new service. The values are the yardstick.

Thank you to the working group. You have set down what De Vonk Installations stands for, in your own words.

Schwung Reclame
schwungreclame.nl