

A woman with long blonde hair, wearing a dark jacket, is shown in profile from the chest up. She is blowing a stream of colorful confetti into the air. The background is dark with numerous out-of-focus lights in warm yellow and orange tones, creating a bokeh effect. The overall mood is festive and celebratory.

zö agency

MESSAGING FRAMEWORK





TOPICS WE WILL COVER

5 CONTEXT

8 OUR AUDIENCE SEGMENTS

14 VISION, MISSION, PURPOSE AND STORY

19 VALUE PROPOSITIONS

27 WHO WE ARE: BRAND ARCHETYPE

36 WHO WE ARE: BRAND PERSONALITY

42 KEY MESSAGING FRAMEWORK

46 BRAND REFERENCE GUIDE

OUR STORY

Founder and CEO, Sonja Anderson, started her career in radio sales in the 90's and throughout her thriving years as a top performer, discovered one gnawing challenge; many businesses she worked with did not have the budget to make use of radio as it should be and in fact, might be better served using another medium altogether. These small to midsize businesses were investing real money into channels that could not deliver the ROI they deserved. Sonja found herself consulting with them and identifying other meaningful ways to deliver results whether it included radio (a medium she loved, where she was commissioned) or not.

Small to midsize businesses need real results and quickly. Sonja's interest in providing more potent outcomes with any given budget led her to start a full service agency serving precisely this group.

These organizations are too small to afford an internal marketing department or individual, yet too big to manage all their marketing without help. That's where **zo agency** steps in. We help the backbone of America's businesses make their way from where they are, to thriving organizations that serve, employ, nourish and contribute to their communities. We walk beside them from the ground up.

By serving these ambitious founders of our country's businesses in their own dreams to make the world better, **zo agency** also makes the world a better place.

We are the marketing department for small to midsize businesses.





OUR STORY

zo agency values growth, connection, diversity, love and play. There is no 'right way' to do anything and every journey has its own unique start and path through the valleys and mountains. We firmly commit to honoring each road. Interpersonally and for our clients.

Our team comes from all parts of the world. Founder, Sonja Anderson, herself born in Germany and an immigrant to the US from Scotland in the 90's, has enormous respect for all cultures and diversity, and actively draws in highly skilled tribe members from places such as Romania, Venezuela, Argentina, Britain, Canada, Africa, Asia and pretty much anywhere our hearts find tribe!

We hold a culture of trust, openness and commitment to one another. We respect your age, gender, family, religion, heritage, race, culture, disability, sexuality or political stance.

We serve businesses across all spectrums and without prejudice - Small to midsize businesses with big dreams and a conscience that lifts their own communities, nonprofits who serve those in need, and entrepreneurs who bring something to the world to change it for the better. In all of these, we participate in shaping our world for the better.

Since we are a tribe of love, we do not acknowledge or support those who evoke hate speech, engage in sex crimes, racism, violence, sweat shops, animal cruelty, and the like.

We're a tribe of adventurers and encourage travel, exploration and remote work if the position allows. Shared world views and experiences make us all richer!

To Tribe!



WHO WE EXIST FOR

SMALL TO MIDSIZE BUSINESS



PROFILE

Small to midsize businesses are by their very nature, growing and often overworked. The owner may wear the hats of 'dentist, janitor, marketing department and bookkeeper' all at once. They are too small to afford to bring a new employee in-house to manage their marketing, but they are getting too big not to have this type of support. Their needs are varied and often times they cannot even identify them.

They simply know that they need a consistent brand, a beautiful storefront (website), a modern way of drawing in new clientele (possibly digital, which is a whole new world for some businesses), positive engagement with their current customers and a trust in someone who will take it all off their plate. They may have a hard time handing the reins over after managing so well for so long, and need gentle and consistent guidance in this transition.

They look to **zo** for strategy, consulting, a marketing plan they can afford and an ROI they can truly realize. Once in our tribe, they will stay with us until that mighty day when they have grown so big they can afford and prefer their own internal marketing department.

WHO THEY ARE

This audience staked their whole livelihood on a dream. Perhaps they went through years of college to learn a skill, and then took that skill into the workplace as a small business. Or they joined a family business or became partners in one. Or had an idea they built into something very real. Their company is their life. They likely work seven days a week, long hours, pouring their heart and soul into this dream. And probably care less about money than the vocation they have chosen.

Their hard work has paid off and they are now a small to midsize business (with revenue well above \$1 million and likely in the millions). Once naive, they are now in the real rollercoaster of business and ready to take it to the next level. This is middle-America's successful small business.

WHAT THEY CARE ABOUT

- Making a difference
- Profitability
- Their employees
- Their community
- Cash flow
- Growing
- Marketing effectively

WHO WE EXIST FOR

NON-PROFITS



PROFILE

Non-profits can be highly successful organizations who simply are not for profit! Their leadership teams come from a variety of highly skilled fields and often with more than one degree. These are very invested people and companies whose mission is reflected in their personal and professional countenance. They work on slim budgets, and everything they do, they labor over in love. Their number one priority is the people they serve. They often depend on grants, donations, fundraisers, taxes and volunteers to do the great work they do.

WHO THEY ARE

This audience lives to serve and make a difference in the world, often in a niche where they have found their heart song. They care about this more than almost anything. Their passion is only bridled by the limitations of the funds with which they can execute. They are advocates, storytellers and change makers.

WHAT THEY CARE ABOUT

- Making a difference
- Telling the story
- Inclusivity
- Managing their budgets carefully
- Being ambassadors

WHO WE EXIST FOR

ENTREPRENEURS AND
THOUGHT LEADERS



PROFILE

These are the dreamers and influencers in our world. They think outside of the box and look for solutions to everyday problems that they can monetize into big rewards for themselves, while making the world a better place. Their passion comes from an innate sense that they can do something BIG with what naturally arises in their own spirit. They are so excited about their idea, they simply MUST share it with the world! They dream everyone will be as excited about this bubbling concept that it will launch them into personal success too.

Entrepreneurs and thought leaders often come from wild and varied backgrounds that have taught them to take chances, think differently, explore vigorously and dive deep! They are not afraid of failure, as it is the very part of their constitution that gets them back in the game. Over, and over.

WHO THEY ARE

This audience has been around the block a few times, landed flat on their face more than their fair share, and easily dusted themselves off only to rise again with an even greater story to tell.

They are often not afraid of failure, but afraid of real success. They are charismatic, dynamic and sometimes careless about their own brand, which is why they need a rock to hold their bright red helium balloons steady.

WHAT THEY CARE ABOUT

- Showing the world
- Helping the world
- Success
- Making a difference
- Feeling like they belong

HOW THE WORLD WILL CHANGE BECAUSE OF US

We build the change makers

For every dreamer, builder, change maker, ambassador, leader, activist and creator there is a humble and often quiet tribe of passionate people lovingly holding them up to the light. **zo agency** is that tribe. We infuse those who WILL, with the support they need from those that CAN - the tribe that gets behind them. We craft, build, bend, manage, solve for and showcase our clients so that they can do what they do best. And by so doing, we silently make the world a better place.

We make businesses grow, nonprofits reach further, thought leaders shine brighter, and entrepreneurs introduce better ideas. We rest in the satisfaction that even one person may have benefited from our efforts, through those change makers.

THE STANCE WE TAKE IN THE CROWD

We are the marketing department for small to midsize businesses.

The world has enough big shots and selfish methodologies meant for a select few . We're rooting for the ones who actually had to try, fail, and try again. We're the bridge from the 'almost seen' to the 'we've made it'. We are ambassadors, torches shining in the night, guiding the way. We work harder, with more heart and soul, sweat and tears and most importantly tribe love, because our clients deserve that. They are on the front lines making change, and we're behind them all the way.

WHY WHAT WE DO MATTERS

We change lives for the better

When a small company, nonprofit, entrepreneur or thought leader boldly puts their heart and soul and hard earned savings into an ambitious endeavor to grow even a small corner of the world, we're behind them. Whether it be a doctor who then hires 3 new people from her community and supports the local little league, or a nonprofit who rescues elephants, or a speaker that touches the depths of just one lost person, we are the fuel behind their endeavor and we are change agents in our own right.

THE ELEVATOR PITCH

zo agency serves as the marketing department for small to midsize businesses that are typically too small to have their own internal marketing department and invariably too big to manage without one. We ambassador these businesses on their journey with strategic wisdom delivered in a loving, childlike manner that induces a sense of belonging and trust, where we are the servants behind the scenes and the shapeshifters who create the magic.

These businesses are an underserved population that represent the backbone of middle America. They inspire us by their entrepreneurship and nimbleness. When they succeed, they contribute to their communities, they hire, they are philanthropic - we make the world a better place by helping our clients be better.

OUR SLOGAN

Connecting Matters



VALUE PROPOSITION

OUR VALUE PROPOSITION CANVASES

The goal of the Value Proposition Canvas is to aid in the design and definition of great value propositions that match the need of our audience segments and their respective jobs-to-be-done and helps them solve their problems. This is what the start-up scene calls product-market fit or problem-solution fit. The Value Proposition Canvas helps us work towards this fit in a more systematic way.*



FOR SMALL TO MIDSIZE BUSINESSES



WHAT THEY WANT

- Constant influx of new clientele
- Customers who believe in them and refer
- Successful business
- Steady growth
- Cash flow
- Concise brand and image
- Sense of belonging in community
- Awards or certifications
- Great reputation
- Profitability
- Scalability
- Longevity
- Succession plan



THE PRODUCT & SERVICES THAT HELP

- Brand workshop or messaging exercises
- Website
- Digital marketing
- SEO/PPC
- Social Media
- Strategy and consultation
- Trade show materials
- Collateral
- PR
- Video/Radio
- Traditional Media



THE PAINS THEY ENCOUNTER

- Traditional agencies are out of their budget
- They can't afford in-house:
Managing an employee
Employee benefits
Not their expertise to manage
Costly just for one person
- Uncertainty about what they need
- Uncertainty about what to do about what they need
- Low risk tolerance
- Reached out too late (already in pain)



HOW WE RELIEVE THEIR PAIN

- Brand review
- Brand workshop/strategy
- Evaluate budget and set goals
- Lovingly guide and encourage
- Develop assets first
- Market to the right audience for ROI
- Measure
- Ambassador



HOW WE DELIVER MORE VALUE

- Project based instead of retainer based
- Priced to work with the smallest hardest companies
- Tribe camaraderie
- Full marketing team at your fingertips
- Superior craftsmanship



HOW THEY BENEFIT

- Do what you do best and we'll do the rest
- Let go of one major area of work and stress
- It costs less than doing it on your own
- It costs MUCH less than hiring someone
- Get ROI, strategy and a tribe



FOR NON-PROFITS



WHAT THEY WANT

- Make a lasting impact
- Donations
- Volunteers
- Awareness
- Community support
- Growth
- Credibility



THE PRODUCT & SERVICES THAT HELP

- Branding
- Website
- Annual reports
- Donation outreach by mail
- eNewsletters
- Email marketing
- Drip campaign
- PR
- Fundraising events



THE PAINS THEY ENCOUNTER

- Lack of resources
- Lack of volunteers
- Visibility
- Compelling story conveyed
- Always a need for more
- Competing for resources



HOW WE RELIEVE THEIR PAIN

- Tell a captivating story
- Branding
- Website
- Meaningful materials
- Fundraising event management
- Tribe love!



HOW WE DELIVER MORE VALUE

- Nonprofit discount
- We make money stretch further
- We're connected to resources
- Nonprofit is a specialty
- Inclusivity for all



HOW THEY BENEFIT

- A tribe that understands
- We are supportive
- The story gets told well
- It compels people to open wallet
- Compels people to participate
- Creates a community
- A sense of belonging when brand is tight



FOR ENTREPRENEURS AND THOUGHT LEADERS



WHAT THEY WANT

- Change the world
- Success
- Recognition
- Impact
- Creation
- Financial Freedom



THE PRODUCT & SERVICES THAT HELP

- Brand workshop
- Branding
- Website
- Email drip campaign
- Packaging design
- Trade show materials
- PR
- Social Media
- Video/photography
- Business coaching



THE PAINS THEY ENCOUNTER

- Funding
- Buy-in
- Viral attention
- Impact brand
- Standing out
- Getting traction
- Credibility



HOW WE RELIEVE THEIR PAIN

- Brand identity
- Highest caliber assets
- Distinguishing them from the masses
- Powerful messaging
- Website to convert
- Harvesting viral interest
- Drip campaign to retain interest
- Harnessing social media
- Digital marketing for ROI
- Pitch decks
- Annual investor reports



HOW WE DELIVER MORE VALUE

- This is a specialty of ours
- Tribe Love - ambassadors
- We can make the dollars stretch further
- High level expertise
- A team of specialists
- Worldwide staff



HOW THEY BENEFIT

- Connected to a global pulse
- Invigorated by our enthusiasm
- Access to channels of value
- They focus on their relationships
- We focus on high level assets
- Save money via project based billing
- Measurable ROI
- We're not afraid of wild success or ideas!



WHO WE ARE

THE CHARACTER ARCHETYPE

To give us a deeper understanding of how our brand is relevant to our audiences, we mine archetypes found in literature, psychology and story. By identifying the archetypes that reflect us, we can better understand the role our brand plays in the life and customer journey of our audience segments.

An archetype is a character-type that recurs in different times and places so frequently or prominently as to suggest that it embodies some essential element of ‘universal’ human experience.

(Adapted from The Concise Oxford Dictionary of Literary Terms)

“An archetype is a universally familiar character that transcends time, place, gender, and age. It represents an eternal truth.”

Jon Howard-Spink, Planning Director at Mustoe Merriman Levy



zö agency IS A

CHILD

Enjoying all that life has to offer, the Child re-awakens the autonomic joys of play and curiosity. The Child is the guardian of innocence, possessing an affinity for the bonds of friendship with people and animals alike. Energetically, the Child embodies playfulness, lightness, freedom and the expectation of wonder. This archetype demonstrates a relentless belief in the goodness of humanity and uses the power of imagination to see the possibility for fun in everything. A joy to be around, the Child brings out the best in others.

The Child presents its energies in many widely ranging forms but all congregate around the core issues of responsibility, interdependency, and individuation. This archetype triggers beliefs around family, security, and possibility. Existing as a reminder that age is largely a mental and societal construct, the Child remains eternally youthful. Characterized by an open mindset, nothing inhibits the Child's passion and enjoyment of life's playground. Through creativity, laughter, and light, the Child personifies hope and the promise of new beginnings.

CHILD

zö agency

Awakens the joys of play and curiosity.

We bring ideas to life in a client's brand and business, that they previously may have only wished for or dreamed of. We bang the drum!

Embodies the expectation of wonder.

We see the world through the lens of wonder; optimistic and always believing in magical, manifest opportunities.

Believes in the goodness of humanity.

It brings us joy to do the good work of advancing your good work.

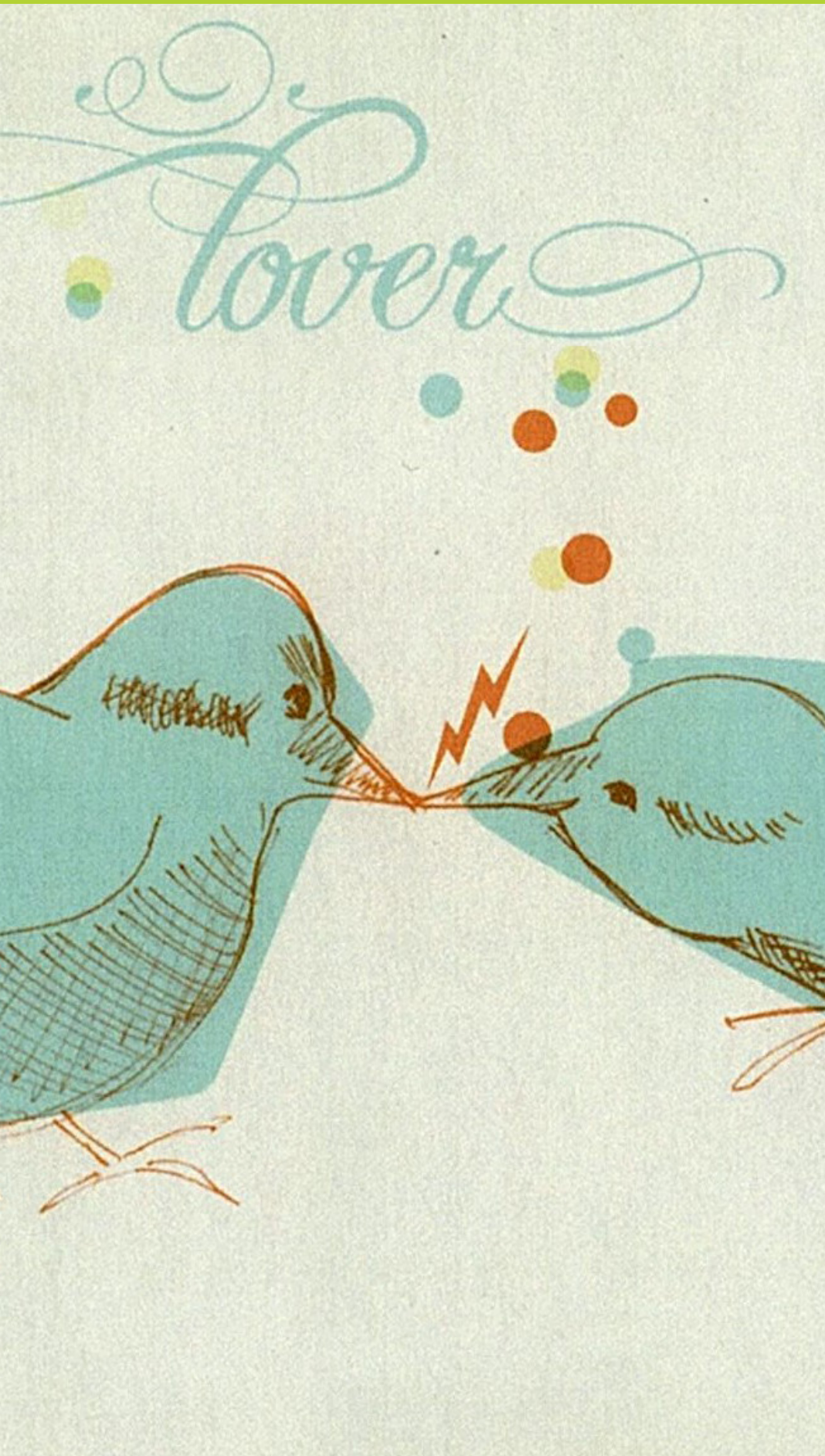
Remains eternally youthful.

We seize each day and go big in all we do; believing that life is lived fully in the present moment.

Has an open mindset.

We make magic for those in our tribe, always keeping an open mind for what they hold as true.

Examples: LEGO, Volkswagen, Disney and Nintendo



zö agency IS A

LOVER

The Lover possesses an unbridled appreciation for beauty, closeness, and collaboration. Its beliefs tend to be based on emotions that transcend time and live through the senses, manifesting in an uncanny knowing that love is the highest experience the earth has to offer. The Lover revels in the joy and delight of the sensory experience.

The Lover is motivated to attract, give, receive, and nurture life-affirming love. While connected to issues of self-esteem, the Lover can be present in any kind of relationship. At the heart of this archetype is the desire for an intimacy of connection to self and others that has no distinction. There is an inherent vulnerability in the Lover, and consequently, this archetype is also associated with issues of trust and integrity.

Because love knows no bounds, the experience of love can go beyond love as an emotion or mindset to become a way of being. Strengthened by great passion and devotion, the Lover fosters bliss and unity, offering a remembrance of eternal transcendent ideas that elevate the human experience.

LOVER

zö agency

Possesses an unbridled appreciation and affection for beauty, closeness and collaboration.

We see beauty, love and vibrancy in everything and are driven to help others see and experience it too.

Motivated to attract, give, receive and nurture life-affirming love.

We don't just create meaningful work, we stitch love and magic into our clients work.

Fosters bliss and unity.

Our partnership with our clients and tribe goes beyond just the work we do; we aim to align around a common vision and inject joy into every aspect of business.

Can be present in any kind of relationship.

Whether we're needed for a small scale project or a long term partnership; we can be trusted to be there and fully present, whatever the task.

Knows that love is the highest experience.

The love we have for our tribe is the highest and best we can give of ourselves.

Examples: Chanel, Häagen-Dazs, Hallmark and Subaru.



zö agency IS A

SERVANT

The Servant assumes a spectrum of roles, from one who serves another to servant leadership. The unifying quality of the Servant is a calling to service for the benefit of enhancing others' lives. Although often seen in a diminishing light, the true spirit of the Servant does not imply subservience but represents a perspective that puts others first. In supporting the well-being and empowerment of people, the Servant feels a deep responsibility to contribute positively to the world. A diligent and dedicated helper, the Servant is a humble steward, freely choosing to serve and to satisfy.

Service occurs both behind the scenes or out in front. In leadership, service looks like the removal of obstacles or assisting others in accomplishing their objectives. Servant leadership is generally participative and reflects a spiritual view of an organization's vision, mission, and identity. The rewards of service itself are sufficient, and external recognition is not required. Service is given for the benefit of multiple levels of community, from self to others and beyond to ideals, concepts, and causes.

SERVANT

zö agency

In our commitment to serving those in our tribe we lead them into a future that enhances their lives.

Our ongoing commitment is to provide white-glove service and world class leadership.

A diligent and dedicated helper, we always put those in our tribe first.

We love every business we work with and we know the world will too - they just need to be seen and understood, which is exactly where we come in.

Feels a deep responsibility to contribute positively to the world.

We put good vibes out into the universe by treating people with value. We do this because we see value in people.

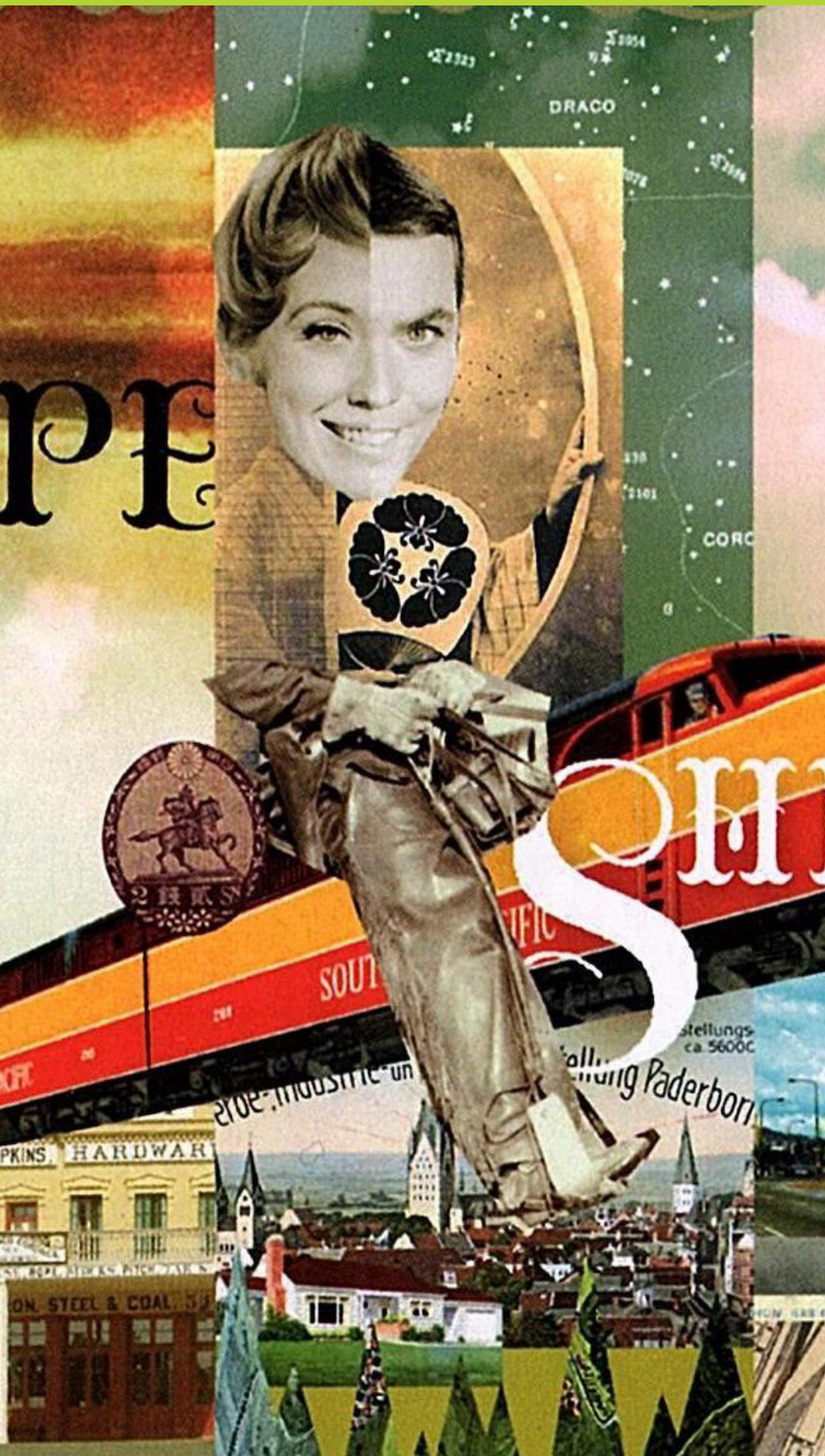
Provides service in ways that are both clearly visible and behind the scenes.

Both behind the curtain and out in front, we are constantly serving the needs of those in our tribe.

We remove obstacles and assist others in accomplishing their objectives.

We're like a full service concierge; handling your to-do's, putting out fires, and helping move you forward towards a brighter tomorrow.

Examples: Buy On Purpose, One Day's Wages, Interface + Tetherow



zö agency IS A

SHAPESHIFTER

A chameleon at heart, the Shapeshifter can move in and out of any situation with ease and style. Sometimes acting as a catalyst to help others get past their obstacles, the Shapeshifter challenges them to question their assumptions and beliefs. Changing roles and personality characteristics are hallmarks of this archetype. The Shapeshifter is highly adept at molding into whatever a given situation requires in order to energetically move people and circumstances toward greater understanding or resolve.

The Shapeshifter is a symbol for the psychological drive to transform. Stirring up repressed energies, the Shapeshifter can force what is hidden into the light of day.

Able to cross boundaries between waking and dream states, the Shapeshifter reflects the desire for transformation in others. This archetype is a common mythological theme exploring concepts of the other, reality or deception of appearance, metamorphosis, and protection or punishment of different forms.

SHAPESHIFTER

zö agency

Gladly takes on the role of catalyst, helping others get past their obstacles.

We are the ultimate multi-faceted diamond for those in our tribe, and we help them overcome any challenge they face.

Changing roles and personality characteristics are normal behavior.

While adaptation and change may be foreign to some, they are normal to us and central to how we work.

Desires transformation in others.

We love witnessing transformation in all areas that we work with.

A symbol for the psychological drive to transform.

We embody transformation, offering to those in our tribe the opportunity to be made anew.

Highly adept at molding into whatever a given situation requires.

We are skilled at changing on a dime; able to do whatever is needed, regardless of the situation.

Examples: Cirque du Soleil, Facebook, Elon Musk and Amazon



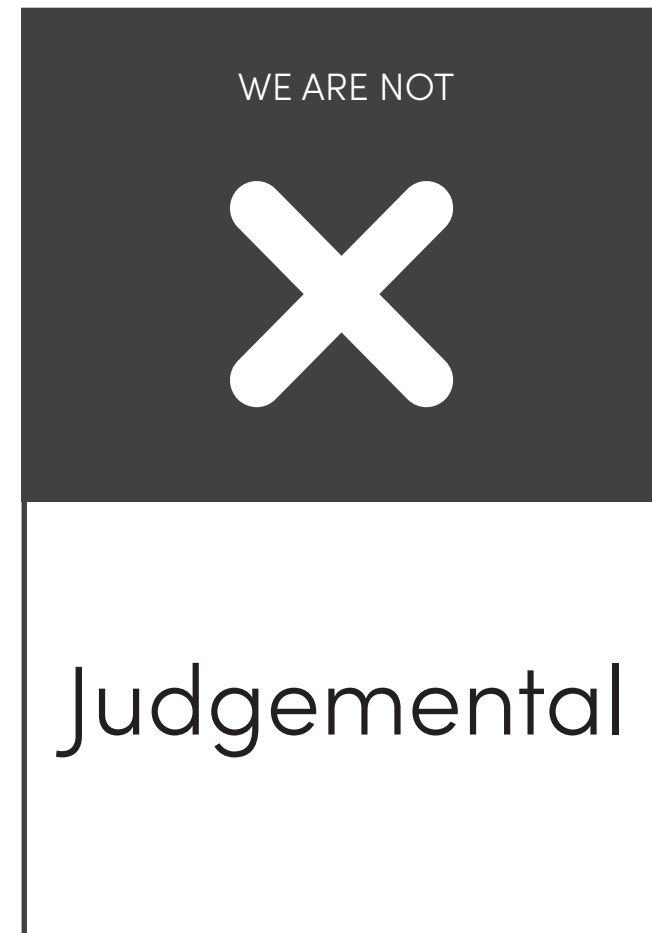
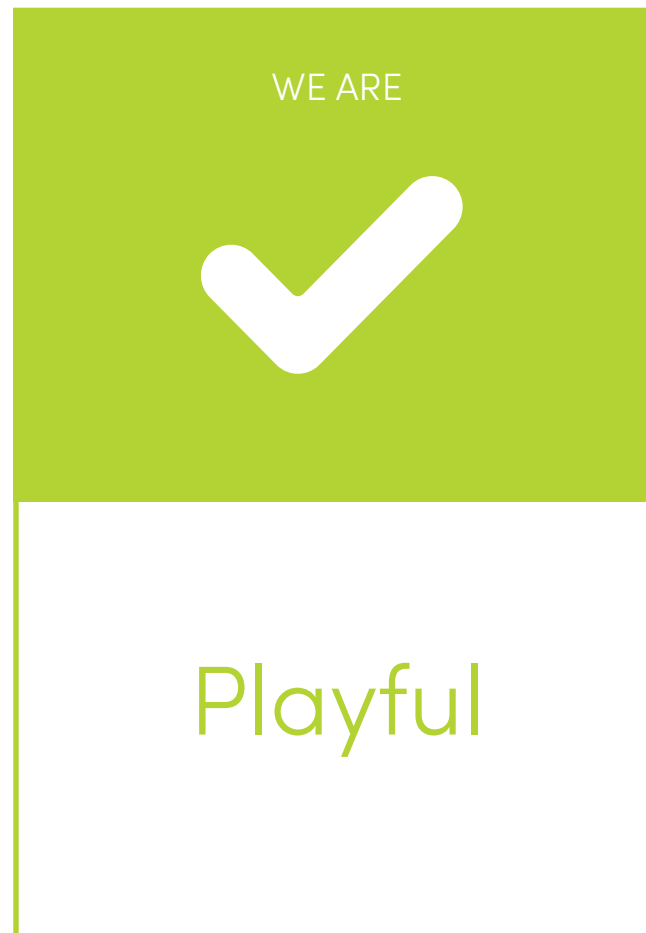
We welcome each client into our one-of-a-kind tribe; far removed from the austere agency environments of the old days.

WHAT THIS MEANS

Not only do we approach marketing and advertising in a refreshingly different way; we carry ourselves with a joy and zest for life that our clients find refreshing as well.

WHY IT MATTERS

At the end of the day, our clients don't want to work with an agency - they want to work with people. Relatable, fun, inspiring people. Our commitment to tribe keeps us from being distracted by shallow enterprise, and instead keeps our clients at the focus of our view.



We engage every project with creativity and playfulness, while eagerly holding space for authentic self.

WHAT THIS MEANS

We balance accomplishment with playful abandon, and believe this helps us better serve our clients. Advertising is simply communication – from a brand unto its people. It’s an opportunity to be revealed, be vulnerable, playful and speak truth. Approaching every project with a mindset that combines truth with play, empowers us to bring out the best in our clients brands every single time.

WHY IT MATTERS

Trusting marketing and advertising to an agency can be intimidating for any business, but we know it can be an exciting step in a company’s evolution. We don’t ever want our clients to feel as if they handed off this work and had to sacrifice any part of themselves. We elevate the brand are are honored to partner in its growth.



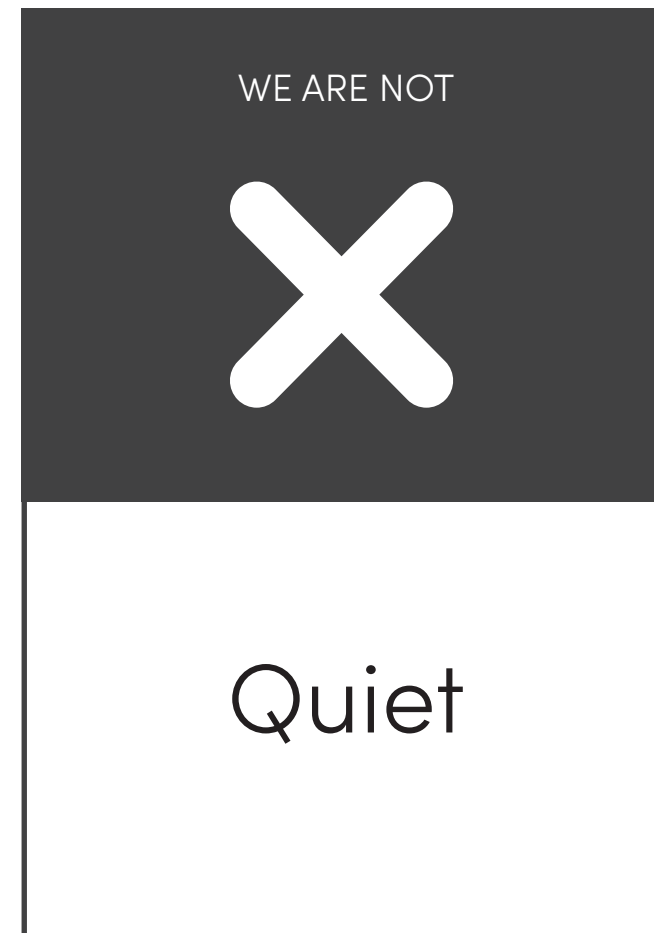
While our team is a dynamic creative force, nothing about how we work is ever shrouded in mystery.

WHAT THIS MEANS

We operate in a different atmosphere than other agencies; fun, authentic, spirited and filled with spunkiness. While we thrive in this dynamic space, our commitment to white-glove service compels us to always keep the brands we work with firmly rooted in the now and in the know. We definitely work some magic here and there, but no client will ever have to feel like they are out of the loop.

WHY IT MATTERS

It's easy to say that one values honesty and transparency, but it's far harder to prove day in and day out. It's never been our mission to do the work we do in isolation - we live for the energy that comes from being in relationship with our clients; faithfully serving at their side in whatever way they need. As a tribe, we are a force.



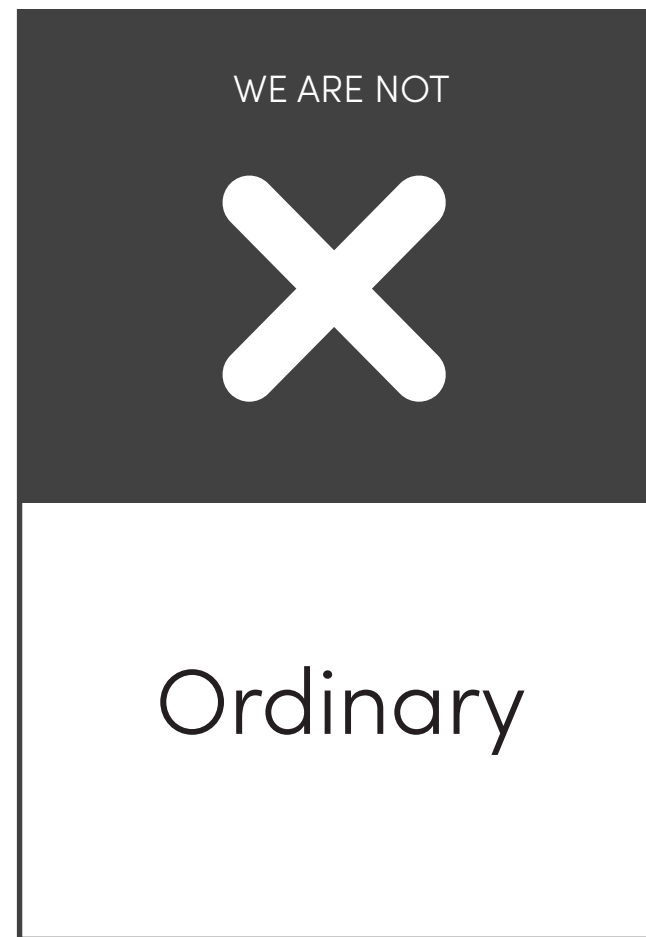
We carry ourselves with an uncommon vibrancy, and although it's probably obvious: psst..... we're never ever quiet!

WHAT THIS MEANS

Although we operate with an infectious level of energy and zest, we never fail to keep our feet on the ground. Oftentimes, when the pressure and stakes are high, it can be hard for people to maintain their passion. The reason we don't break or lose resolve under the pressure is because this is what we're made for and live for!

WHY IT MATTERS

Creativity is a beautiful gift. It invites us to not just share stories with the world, but to do it in a way that delights the senses and invites people to long for more. When we harness creativity, we have the power to grow our clients' brands and contribute positively to our society.



While we are multifaceted, our ability to also specialize in every area of our work is far from ordinary.

WHAT THIS MEANS

Conventional creative agencies often have a single specialty: be it design, development, media buying, digital or otherwise. As they grow they usually take on new disciplines, but taking on new disciplines doesn't guarantee they do those new things well. We add new disciplines to our work when we hire the best people in their discipline.

WHY IT MATTERS

Our clients aren't just looking to hand off their marketing and advertising to people who can "take care of it"; they want to trust this part of their business to the best possible team they can. This is why we hire the best people and have built a culture where we see ourselves as students of our craft.



INTERNAL ELEMENTS

MISSION

To Tribe!

zo agency serves as the marketing department for small to midsize businesses that are typically too small to have their own internal marketing department and invariably too big to manage without one.

We ambassador these businesses on their journey with strategic wisdom delivered in a loving, childlike manner that induces a sense of belonging and trust, where we are the servants behind the scenes and the shapeshifters who create the magic.

These businesses are an underserved population that represent the backbone of middle America. They inspire us by their entrepreneurship and nimbleness. When they succeed, they contribute to their communities, they hire, they are philanthropic – we make the world a better place by helping our clients be better.

AUDIENCE SEGMENTS



CHARACTER

- Child:** We see wonder and opportunity where others might not.
- Lover:** We believe love is the greatest gift we can give and experience.
- Servant:** We willingly give of ourselves as we lift those in our tribe.
- Shapeshifter:** We adapt and evolve to meet the adventures in any situation.

PERSONALITY

- Tribe**
Never Austere
- Playful**
Never Judgemental
- Dynamic**
Never Mysterious
- Vibrant**
Never Quiet
- Multifaceted**
Never Ordinary

EXTERNAL ELEMENTS

SLOGAN

Connecting Matters

CHARACTER STATEMENTS

HOW ARE WE A CHILD?

"We bring ideas to life in a client's brand and business, that they previously may have only wished for or dreamed of. We bang the drum!"

"We see the world through the lens of wonder; optimistic and always believing in magical, manifest opportunities."

"It brings us joy to do the good work of advancing your good work."

"We seize each day and go big in all we do; believing that life is lived fully in the present moment."

"We make magic for those in our tribe, always keeping an open mind for what they hold as true."

HOW ARE WE A LOVER?

"We see beauty in everything and possess the unparalleled ability to help others see it too."

"We don't just create meaningful work, we compel our client's customers to fall head over heels for their brand."

"Our partnership with you goes beyond just the work we do for you; we aim to align your team around a common vision and inject joy into your business."

"Whether you need us for a small scale project or a long term partnership; you can trust us to be there for you, whatever the task."

"The love we have for those in our tribe is the long-term, all-in, cheer you on in every season kind of love."

EXTERNAL ELEMENTS

CHARACTER STATEMENTS

HOW ARE WE A SERVANT?

“Our ongoing commitment is to give you white-glove service and world class leadership.”

“We love your business and we know the world will too – they just need to get to know you, which is exactly where we come in.”

“We put good vibes out into the universe by treating people with value. We do this because we see value in people.”

“Both behind the curtain and out in front, we are constantly serving the needs of those in our tribe.”

“We’re like a full service concierge; handling your to-do’s, putting out fires, and helping move you forward towards a brighter tomorrow.”

HOW ARE WE A SHAPESHIFTER?

“We are the ultimate swiss-army knife for those in our tribe, and we help them overcome any challenge they face.”

“While adaptation and change may be foreign to some, they are normal to us and central to how we work.”

“We love witnessing transformation in the brands that we work with.”

“We symbolize transformation, offering to those in our tribe the opportunity to be made anew.”

“We are skilled at changing on a dime; able to do whatever is needed, regardless of the situation.”

EXTERNAL ELEMENTS

PERSONALITY STATEMENTS

"We welcome each client into our one-of-a-kind tribe; far removed from the austere agency environments of the old days."

"We engage every project with creativity and playfulness, while eagerly holding space for you to fully be yourself."

"Although our team is a dynamic creative force, nothing about how we work is ever shrouded in mystery."

"We carry ourselves with an uncommon vibrancy, and although it's probably obvious: psst..... we're never ever quiet!"

"Although we are multifaceted, our ability to specialize in every area of our work is far from ordinary."

Small to Mid-Size Businesses

- We take the load off you, so you can get back to doing what you do best
- We expertly manage all your marketing like the loving elves working overnight while you sleep (i.e. behind the scenes)
- We are experts in our fields so you don't have to be
- We save you money and increase your ROI
- We help you sleep better at night
- We grow your business, we grow with you

Non-Profits

- We come around your organization and get underneath it too
- We understand you, we have your interests at heart
- We are cost effective and we trim the fat on any endeavor
- We get the maximum ROI from your (limited) budgets
- We know that every penny counts
- We make your message known, heard, understood and appreciated

Entrepreneurs & Thought Leaders

- We play at the pace you work
- We work at the pace you play your best game
- We've got your back
- We get you
- We can ambassador your plan while you sleep
- We're connectors and drivers just like you
- We see you
- We've got this

COLOR PALETTE



HIGHLAND GNOME

RGB: 178 210 53

HEX (#): B2D235

CMYK: 35% 0% 100% 0%

PMS: 376C

A primary brand color.
Use for: logo, backgrounds



SERENITY BEACH

RGB: 183 70 142

HEX (#): B7468E

CMYK: 29% 87% 9% 0%

PMS: 674C

A secondary brand color.
Use for: web buttons
and bolded headers.



TEMPRANILLO

RGB: 250 166 26

HEX (#): FAA61A

CMYK: 0% 40% 100% 0%

PMS: 1375B

An accent brand color.
Use for: accents, bolded headers
and as needed



WELLY BOOTS

RGB: 52 221 221

HEX (#): 34DDDD

CMYK: 59% 0% 21% 0%

PMS: 319C

An accent brand color.
Use for: accents



ISLE OF HARRIS

RGB: 111 112 116

HEX (#): 6F7074

CMYK: 58% 49% 45% 14%

PMS: 424C

A primary brand color.
Use for: thin headers and header
bars.



ORCAS

RGB: 255 255 255

HEX (#): FFFFFFFF

CMYK: 0% 0% 0% 0%

PMS: 11-0601TCX

Use for: graphics, bolded headers,
and backgrounds with light text.



LOCH NESS

RGB: 64 64 64

HEX (#): 404040

CMYK: 68% 61% 60% 47%

PMS: 446C

A dark color you can opt
to apply to text.

LOGO



LOGO USE

**Maintain white space.**

Your logo should always be surrounded with an ample buffer of white space. As a general rule of thumb, the buffer should be roughly half of your logo's height.

When printing small, keep it simple.

For instances where your logo will appear small, switch to a one-color version and use a high-contrast color or black and white.

Use the proper format.

Use CMYK versions for anything you print. Use RGB versions for screens (emails, web, social media). Vector file formats (.eps, .pdf) are scalable and will maintain clarity at larger sizes; vector files are preferred for signage, billboards, and other oversized applications.

Keep your logo unique.

Part of how your logo stands out in layouts is by using fonts that do not appear elsewhere in your designs. Don't be tempted to use your unique logo fonts as headers or text in layouts.

Do not stretch or modify.

The quickest way to undermine your brand is altering your logo—either intentionally by adding to or changing the art, or unintentionally by improperly squeezing or stretching the logo as you scale it larger or smaller.

Preserve the integrity of your brand. Do not change any aspects of your logo. Learn how to scale graphics while preserving the original proportions (the aspect ratio). In many programs, holding down the Shift key will retain the proportions as you scale with a pointer tool.

TYPOGRAPHY

SOFIA PRO BLACK
36 pt / -40 Spacing

URW FORM SEMICOND LIGHT
17 pt / 0 Spacing

SOFIA PRO LIGHT
12 pt / 14 pt

SOFIA PRO BOLD
12 pt / 15 pt Leading

DEBBY
48 pt / 0 Spacing

CALIBRI BOLD
15 pt

CALIBRI REGULAR
10.5 pt / 15 pt Leading /
110% Width

example of a big Header

Smaller header

Example of body copy. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident.

EXAMPLE OF ALL CAPS

debbby

Our display font. Only use in orange, lime, purple or white.
Use only for very short phrases or sentences.

A word on substitute fonts.

In a pinch, you can substitute Calibri for Sofia Pro. Calibri will not have the same fine quality to the letters but is highly legible. If budget is an issue, consider purchasing one or two font styles of Sofia Pro (Thin for large headers and Light for body copy) and use Calibri for everything else. You may also strategically purchase one or two licenses for workstations that produce the bulk of client-facing materials.

IMAGERY



Child



Servant

IMAGERY



Shapeshifter



Lower

IMAGERY

Selecting photos

Depending on the circumstances, choose lover, child, servant or shapeshifter images to convey continuity with our brand. In all cases these are warm, engaging, lively, loving. Reference the images shown for a little insight into the style and emotion conveyed. Under NO circumstances use boring (non-emotive) stock images, cliché images, anything you would see on some boring site. Our brand is out of the box and should be represented this way.

Art and Icons

Icons should be flat and filled with a solid color, just like the art in your logo. Do not use cartoons or clip art, as they will erode your brand's sophisticated and traditional look.

