

Case Studies

Landmark brands are courageous, confident, resourceful, generous, thoughtful, and, most importantly, doing more good than ever before.



Case Study: Mindful Moments

Mindful Moments crafts unique self-care events that connect women inside a safe space so they can pursue growth, discovery, movement, and stillness within their busy lives. The community began when two Austinites, Maggie Miller and Mandy Millican, realized they both had a desire to create a space where women could connect and develop a meaningful self-care practice. Mandy's work as a wedding planner and yoga instructor showed her just how stressful life can be for everybody – from fellow business owners to the everyday woman. One of Maggie's core values in life is creating space for others to bloom, which Mindful Moments allows her to do so well.

The pair teamed up with Landmark Creative Co. for the Landmark Method for Branding process, which resulted in a strong, meaningful brand identity, a comprehensive brand book, and lots of business strategy along the way.



Step One

Brand Exploration

Every Landmark Method project starts with the Brand Exploration Kit. This 20+ page workbook contains exercises that guide you through each of the key brand landmarks: story, goals, customers, offerings, and voice.

A strong brand is built on solid strategy. Asking the tough, thought-provoking questions is what the brand exploration process is all about.

From the client...

"We loved how in-depth the Brand Exploration Kit was! It wasn't a typical branding questionnaire that asks you for more aesthetic preferences. This was an intensive resource that made us have great conversations and really think through what we wanted Mindful Moments to become. It had us thinking in the long-term about creating a brand from the get-go that we could grow into and continue to expand over the years."





Step Two

Brand Vision

After Maggie and Mandy completed this fillable PDF, they sent it back to the Landmark team for assessment. After reviewing all of their work in detail, we scheduled a brand assessment call. During this call we dug deep into what they were working on – and we'll do the same for you. Whether it's creating a new brand or growing an established business. We challenge you to put it all out on the table and help you cast a vision for your business.

From the client...

"We totally thought the kickoff call would be just talking about logo development, aesthetics, etc. It was really interesting to go into detail about what we were planning to offer, and how we were going about it all. It definitely made us feel like Caitlin was super invested in what we were creating, rather than just trying to make a pretty logo for us. We felt a lot better to move forward after that call, and felt like she really had a vested interest in creating a brand identity that served a more expanded purpose."

Step Three

Brand Design

We developed three strong concepts to present to Maggie and Mandy, each expressing a different aspect of the brand. One concept incorporated the idea of moon cycles, while another featured a more organic, handwritten font alongside a modern sans serif for contrast. The one that immediately clicked for the two partners, though, was a concept that embraced the theme of balance. You'll find many doubled elements – just like the double M's we find in both Mindful Moments and in the founders' names.

From the client...

"I remember getting the notification from Caitlin that logo concepts were ready and eagerly opening up the document. I can't remember if I texted Mandy or she texted me, but we were quickly on the phone with one another excited and chatting about the different options. This whole process felt incredibly serendipitous because we were both drawn to the logo concept that became our final design. Looking back now, it's wild to see how precise and accurate the team got on that very first pass."





The diamond in the Mindful Moments logo symbolizes wisdom and clarity that rises above the mundane habits of our lives... just as self care is about helping people learn how to rise above the everyday and find deeper meaning. What we most liked about the diamond, though, is that it represents strength and resiliency, which is what self care builds into its practitioners over time.

Visually, this diamond's shape corresponds with the bottom of the M's in Mindful Moments, which look a bit like half diamonds. Doubling the diamond inside itself created a sense of connection, togetherness, and community. The little dot inside is a nod to the brand's Austin roots. This subtle touch of Southwest vibe ties the brand into place as well as message.

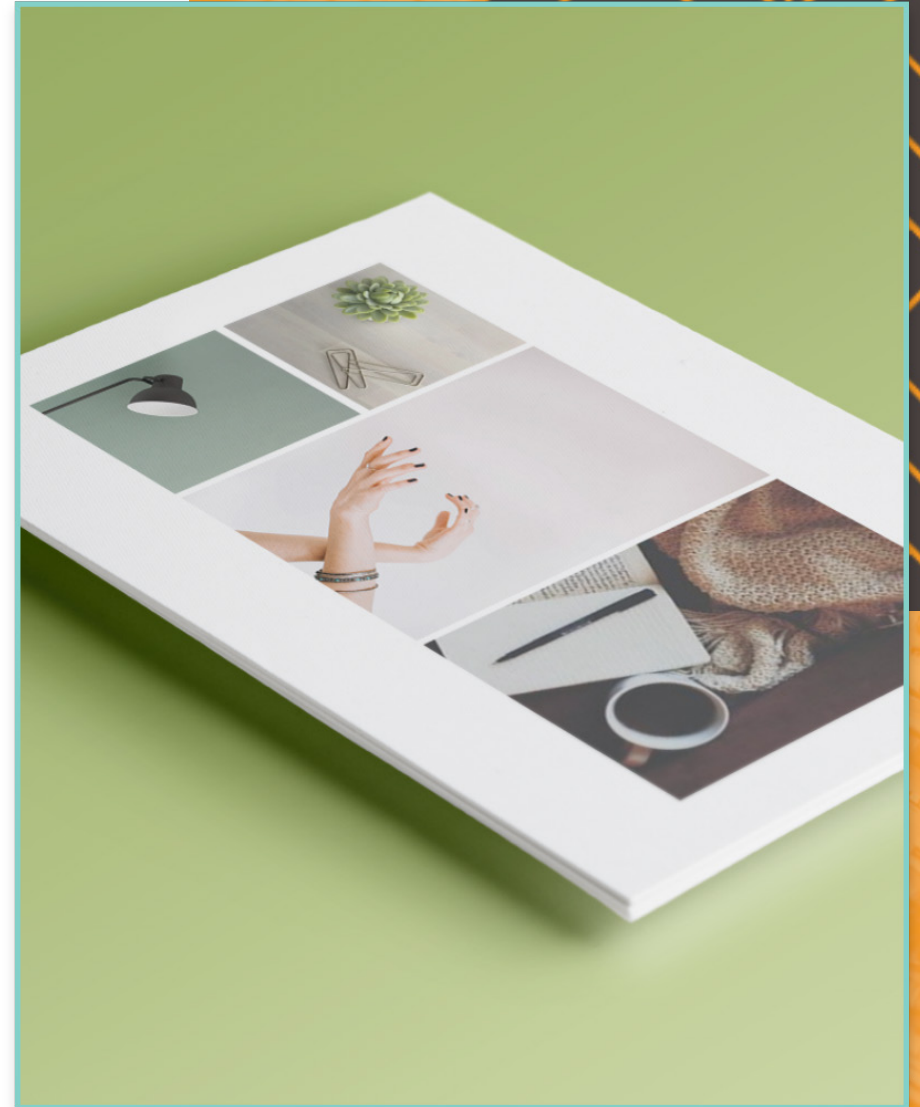
From the client...

"We had an idea of what we wanted, and you hit the nail right on the head. The brand is a combination of the both of us, and a lot of what we believe in and are drawn to overlaps. We knew we wanted something that felt accessible, encouraging, fresh, and modern. We really feel like the overall brand encompasses that."

In addition to layering the brand development process with a lot of strategy work, we also do one other thing a bit differently here at Landmark Creative Co. Rather than start the process with a mood board, we explore mood after selecting the logo first. Because each logo concept expresses the brand slightly differently, we feel that doing a mood board first is like getting dressed before you know what kind of event you're going to. Maggie and Mandy had worked on branding with other designers before, so they were expecting our methods to be a similar type of process.

From the client...

"Instead of using the moodboard to help define the logo, our moodboard felt like a really precise embodiment of our entire brand. Whereas I think historically mood boards are used to cast a wide net in hopes that the essence is essentially right for the direction, I liked how our mood board came after the logo design. It felt a bit backwards, but in the end I think it did a much better job of solidifying the overall brand feel. It felt like the full package. We trusted the process and in the end everything was truly magical. Landmark Creative Co. heard what we had to say and created a brand identity for us that was more than we could have ever thought!"



Step Four

Brand Book

Every Landmark Method for Branding project wraps up with an extensive Brand Book. This is not your run-of-the-mill PDF with brand colors, fonts, and all that. Yes, a brand style guide is certainly included, but our Brand Books are so much more.

After seeing your entire brand identity come together in the style guide section, you turn to your brand keywords and Statement of Purpose. In this section, you'll find the five brand keywords we've handpicked for you. These are guiding lights as you expand in some areas and focus more narrowly in others. They serve as internal brand values for both you and your employees. They're also quite useful in developing content marketing that will attract your target audience. Next, we carefully craft a Statement of Purpose for your brand. You can think of it like a mission statement that actually means something. Your Statement of Purpose isn't full of fluffy language that could belong to any brand. Instead, it's highly unique to you and tells your ideal customer exactly what you do, who you do it for, and why they need you.



In the next section, each brand landmark gets its moment in the spotlight.

STORY: You get a done-for-you brand story that illuminates everything your business is for your ideal customer. As a practical bonus: it's incredibly easy to copy and paste your favorite parts right onto your About page!

GOALS: Next, you'll find a vision for your brand's growth in the next year, three years, and five years. My hope is that you can truly enter into these visions and feel as if you are there each time you review them.

CUSTOMERS: The customer section is a colorful, story-driven profile of your ideal customer. You will get to know them in an intimate way that goes way beyond a list of demographic characteristics and their likes and dislikes.

OFFERINGS: Next we describe your offerings in detail. Again, it's wording you can simply copy and paste onto your website if you want!

VOICE: Finally, we come to your brand voice, which describes in great detail the personality of your brand.



Step Five

Results

From the client...

"We hadn't thought too much about how this could evolve outside of the monthly event series until our brand exploration kickoff call with Caitlin. Since this is a side project for us, we were being much more near-sighted with our goals. She helped us pull back and see what the potential could be for a long-term sustainable and life-giving project.

The reassurance that we're doing something important, and the confidence and pride of having a kick-ass logo and aesthetic vision makes you stand a little taller. We feel so passionate about the meaning behind the design and being able to open the Brand Book and look at the vision statements of what Mindful Moments can really be one year, three years, five years from now... that was amazing. We'll be referencing those often, and using them as fuel to fan the flame!"



Case Study: The W Collective

Stacy and Landmark Creative Co. crossed paths online through a membership group for creative entrepreneurs. However, we first started chatting when she sent an email with the subject line "Logo and some brand clarity."

You could say it was love at first subject line. We knew the Landmark Method was going to be a perfect fit for her.

Stacy was building a coaching practice to help women entrepreneurs run a business with their partner. We loved that her own personal story matched what her ideal customers were living. And her responses to our initial questionnaire showed a deep understanding of how she could best serve others with her unique expertise. While she was ready to bring all the pieces together, she felt she needed to narrow in on her brand voice.



Step One

Brand Exploration

We started with the Brand Exploration Kit to define the five core landmarks of Stacy's brand: story, goals, customer, offerings, and voice.. This process would be the foundation for her website, logo, and digital strategy. We dug deep into her brand voice. And with a little encouragement from our team, Stacy started to let her sacred, magical flag fly (more than she planned).

From the client...

"I knew I wanted it done the right way – proper branding, proper marketing, and to find my voice – but I hesitated around the timing. Was I too new, too small, too unknown to be investing in proper marketing and branding? You sent me your introductory questionnaire and as I was filling it out, the fear kind of crept in. You gave me some space but also a little push. You gently guided me back to the process. At that point, I became super clear on what I wanted."



Step Two

Brand Design

Landmark Creative Co. tapped into Stacy's ideal customer's daily activities to build the brand. For example, the way she moves through the world, what she appreciates, and what she finds restorative or energizing.

Here at Landmark Creative Co., we have a different approach to branding; we bring a high level of strategy into the process. Only after digging deep into the five brand landmarks and truly building a strong business foundation do we use our design chops to execute on the visual identity.

From the client...

"I revisit Colleen's story often, and I see bits of her in most of the women I have worked with. Caitlin had me do a couple of interviews with my target market and that, combined with my own life, was the foundation for the problems to address. I also did a survey around communication, and the honesty and response was jaw dropping. I knew I had found a fairly big pain point and that my work was going to be for women."

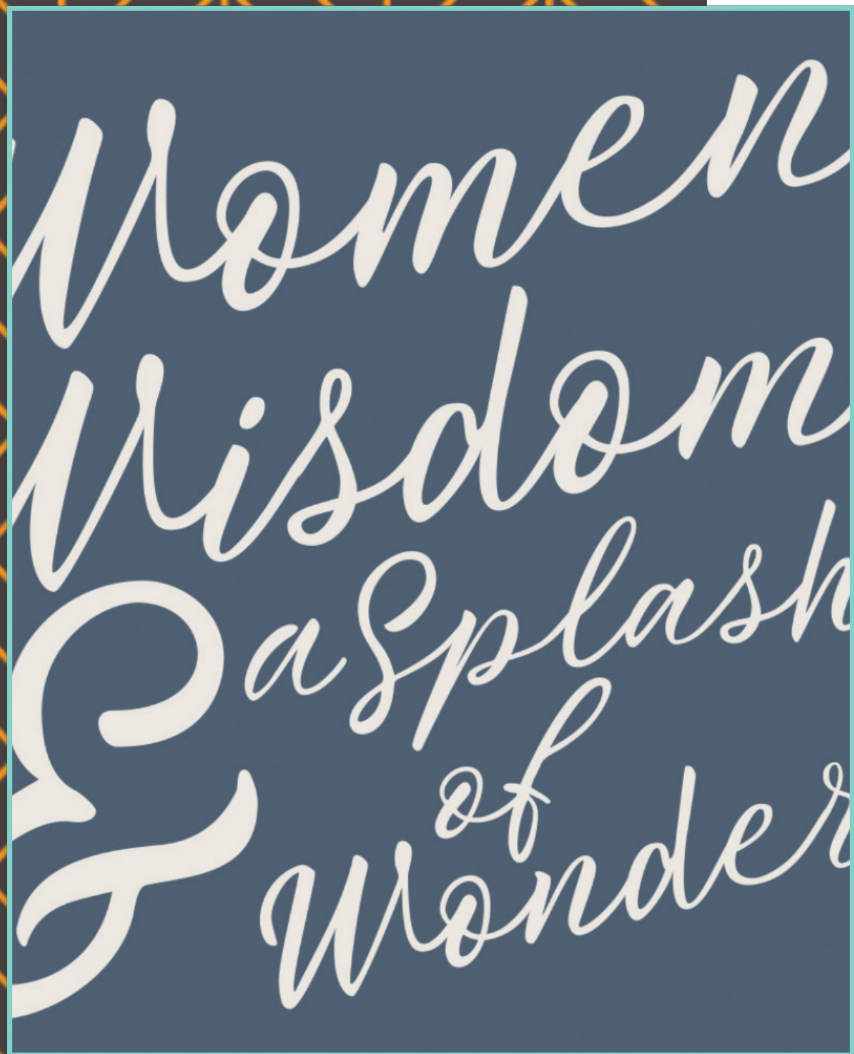
Stacy is a blend of practical and woo, so we wanted her logo to have meaning on two levels. So we did a lot of research into the elements of sacred geometry. The circle represents the four pillars of the W Collective Brand: women, wellness, work, and wonder. It's also the medicine wheel symbol representing the four cardinal directions, the seasons of life, and the circle of life. Geometric prints and topographic maps provide depth and express the brand's core values: exploration, wonder, and finding your true direction.

From the client...

"I was surprised how hung up I got on the logo. If I wanted to change something, I was always met with a 'Why?' For example, early on, there was one revision where I said, 'That's just not me.' And Caitlin responded, 'Good because it's not for you.'"

She was right. It's not about me at all. It's about my client. You want your brand to go out and be the exact thing your customer is looking for, and then they come to you. I was able to peel myself back from it a little bit and that was a surprise to me. There was reasoning and methods behind everything she did. Caitlin helped me get crystal clear on the difference between branding and marketing."





Step Three

Marketing

We also took Stacy through the Landmark Method for Marketing so that she could launch and grow by creating the exact type of content that would connect with her ideal customer. She received a robust, done-for-you marketing plan with 52 blog post titles, several email opt-in ideas, and sales funnel outlines for specific offerings. Stacy walked away with several unique ideas for events and digital products that could grow her community both locally and online.

From the client...

"It's one thing to have a brand and know it represents you, and another knowing what the hell to do with it. They [Landmark Creative Co.] had things in my marketing plan that I wouldn't have thought of, like the 'working date night.' I've been writing blogs based on the calendar from my marketing plan. I used the email welcome sequence and picked one opt-in from her list to use on my webinar. The biggest marketing win, so far, is having the brand kit. I can deliver a clear, complete, and compelling package to the media ad company or a freelancer."

Step Four

Results

From the client...

"I feel confident each time I use my Statement of Purpose, the colors, vibe, photos, and logo. All of it suits the work I am doing and want to do so well. Caitlin pulled details from my story and my dream and wove them into the brand I wanted to be and speaks to the women I want to work with. I know the effort and meaningful work that went into developing my brand so I can create with pride.

I am beyond pleased with the process. If you're looking for a brand story that honors the person wanting to do the work, but makes it for the person needing the work, you could benefit from hiring Caitlin."



Want to see where these brands are now?

Follow the link below to access video chats that share exactly that!

TAKE ME BEHIND THE SCENES

A collage of images including a map, a wooden table with a red cushion, a person holding a small tree, and a Polaroid photo with the words 'STORY' and 'GOALS'.

LANDMARK
CREATIVE CO.