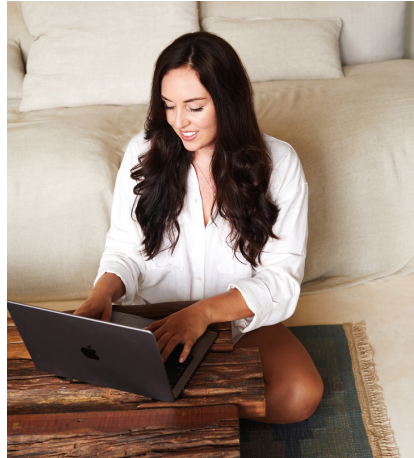




MADISON | THE BRAND



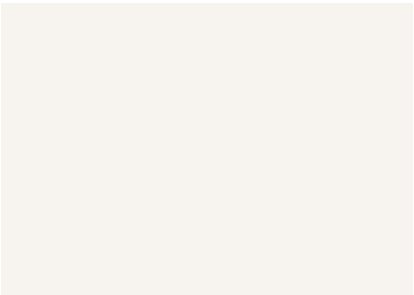




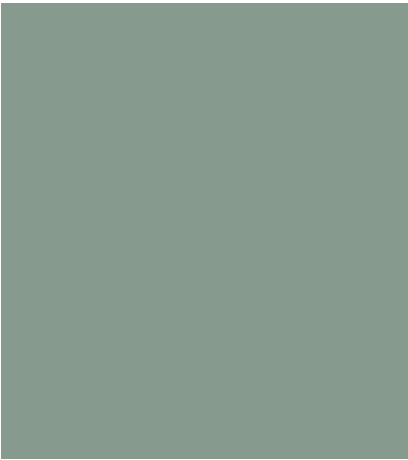
Lorem ipsum dolor sit amet,  
 consectetur adipiscing elit.  
 Vestibulum sed tincidunt  
 lectus. Proin varius diam sit  
 amet ligula imperdiet porttitor.  
 Aenean rutrum blandit tortor.  
 Sed tincidunt massa nec eros  
 suscipit, vitae vehicula nisi  
 eleifend. Praesent ut ante dui.



DE  
 SIG  
 N12  
 34



Madison Kabrich



# Editor's Note Regular Headline Font

## SWITZER SEMIBOLD SUBHEAD

Switzer Regular body copy font. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum sed tincidunt lectus. Proin varius diam sit amet ligula imperdiet porttitor.

Maecenas porttitor facilisis nisi, sit amet placerat nisl pellentesque auctor. Fusce bibendum ex vel dolor iaculis, vitae molestie leo rutrum.



# F 7 F 3 E E

# E 7 D C D 3

# E 0 C A C 0

# B E 9 E 8 A

# 8 6 9 A 8 E

# 9 E 9 B 8 9

# 1 B 2 1 2 6



MADISON  
KABRICH

*Madison Kabrich*

madison  
kabrich

*M<sub>k</sub>*





*Mk*

## *Madison Kabrich*

Branding and web design that infuse beauty  
with strategy to help small businesses make  
an impact and cultivate connections.







# *innovation*

## DON'T FENCE ME IN!

### STRATEGY

See Potential  
Everywhere and  
Uncover Originality  
With Liberated  
Imagination.

You Only Get One Life.  
Get Out And Make It  
Count.

IF IT CAN BE IMAGINED.  
IT CAN BE CREATED!

EXCITING

FEARLESS

DARING

INSPIRING

DARING

PROVOCATIVE

Create The Journey

Inspire To Unlock Imagination

Encourage The Pursuit of Originality

Acknowledge Modern Confinements

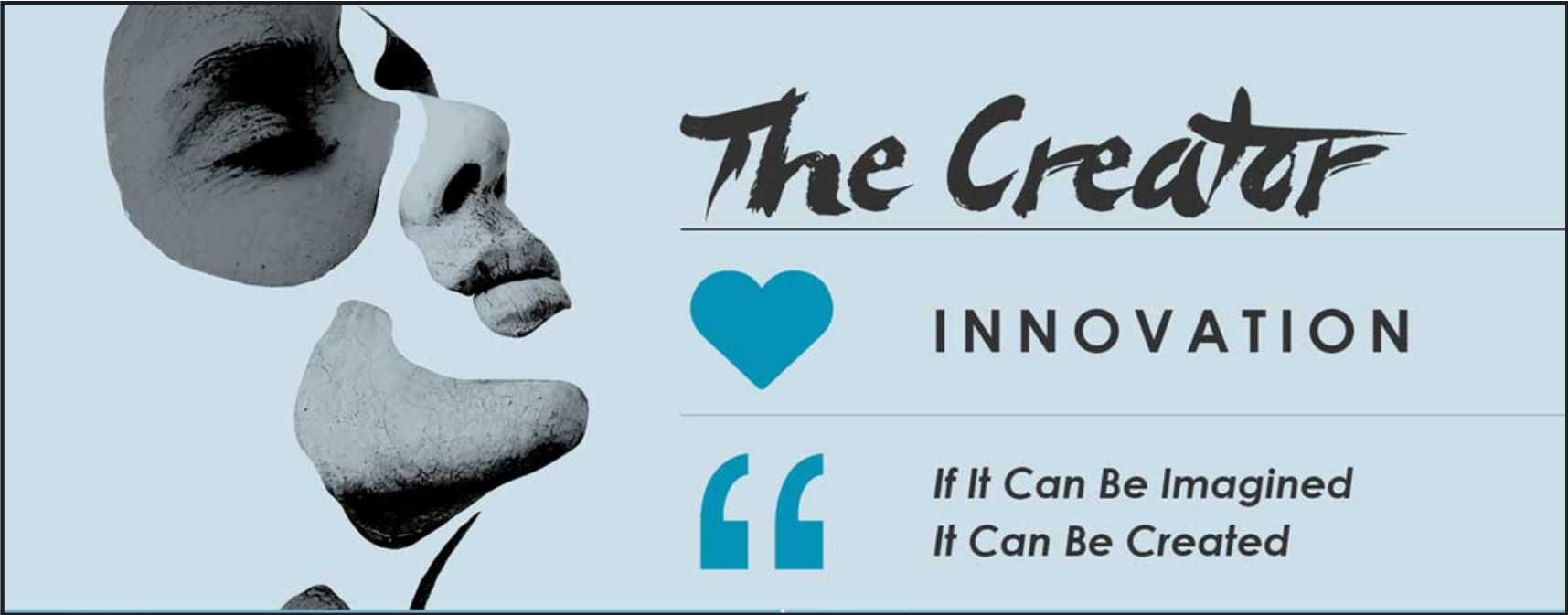
# *freedom*

### DRIVE

Adventure  
Exploration  
The Unknown  
Self Discovery  
Liberation  
Creation  
Originality  
Self-Expression  
Vision  
Imagination

### FEAR

Confinement  
Immobility  
Entrapment  
Incarceration  
Cautiousness  
Stagnation  
Duplication  
Familiarity  
Disillusion  
Indifference



IF IT CAN BE IMAGINED. IT CAN BE CREATED

INSPIRING  
DARING  
PROVOCATIVE

See Potential Everywhere and  
Uncover Originality With  
Liberated Imagination

The Creator has a desire to create something new and exceptional, that wasn't previously there, and has enduring value. They need to express themselves with their individual talent and strive to bring their vision to life through that expression. Creators believe that if you imagine it, it can be created but are often stifled by their own desire for perfection.

To appeal to a creator you must celebrate the creative process while inspiring self-expression. Brands that provide the means or tools to express themselves creatively with freedom of choices would be well positioned with the Creator Archetype. Their communication should stir the desire for the creative process and inspire their customers to express their nature to the best of their ability. Creator brands leverage their audiences' imagination and their desire to create and innovate.

- |                 |              |
|-----------------|--------------|
| <b>DRIVE</b>    | <b>FEAR</b>  |
| Creation        | Stagnation   |
| Originality     | Duplication  |
| Self-Expression | Familiarity  |
| Vision          | Disillusion  |
| Imagination     | Indifference |

**STRATEGY**

**Inspire To Unlock Imagination**  
**Encourage The Pursuit of**  
**Originality**





DON'T FENCE ME IN

EXCITING  
FEARLESS  
DARING

You Only Get One Life.  
Get Out And Make It Count.

The explorer has a palpable inner drive to push themselves outside their comfort and conformity of everyday life; into the rugged environment they feel at home in. They are brave, adventurous and love challenges. The challenges are more about understanding themselves more than proving to others and they are on an everlasting journey of discovery.

To appeal to an explorer, you need to challenge them. Challenging the confines of modern life will also allow you to resonate with them quickly. You should promote the outdoors and the unknown as the land of the free and challenge them to explore it, with your brand of course. Modern society is the common enemy in which many explorers live. A stand against such conforms can go a long way to resonating with the explorer and evoking their desires.

DRIVE

- Adventure
- Exploration
- The Unknown
- Self Discovery
- Liberation

FEAR

- Confinement
- Immobility
- Entrapment
- Incarceration
- Cautiousness

STRATEGY

Create The Journey  
Acknowledge Modern  
Confinements



