

Studio Guide

EST 2019

HEART + MATTER

— BRAND STUDIO —



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About |

Heart + Matter is a strategic brand identity firm committed to supporting female leaders.



def:
brand identity:

1. Internally, the rally point for your team (*vision, purpose, and culture.*)
2. Externally, how you show up and attract like-minded humans (*logo, colors, voice, experience.*)

WE ARE BASED IN RICHMOND, VIRGINIA.

| What We Do

*Heart + Matter lives to solve **big business challenges** through the lens of **brand**.*

WE SERVE CLIENTS IN THE FOLLOWING WAYS:

01

Brand Strategy

The operating system for your business: who you are, how you show up, who you serve, where you're going, and how you'll get there.

02

Brand Identity

The first step in "walking the walk." Your visual and verbal identity connects you to the hearts and minds of your audience.

03

Brand Management

Quality assurance. Are you living up to your customer's expectations and your own? Brand Management ensures you get the most out of your investment.

01 Brand Strategy

DISCOVER

Get clear about where your gaps are and what it will take to close them.

Market Research

Brand Audit + Alignment

Culture Audit + Alignment

DEFINE

Craft and own the story your audience and team will get excited about.

Vision, Purpose, + Values

Brand Identity Narrative

Positioning

Naming

Brand Architecture

INSPIRE

Rally stakeholders and put the brand to work to reach your business objectives.

Brand Messaging

Brand Voice

Team Training +
Workshops

Brand Roll Out

Brand Identity 02

GROUND

Establish context for the visual environment your brand inhabits.

Competitive Research
Audience Deep Dive
Creative Visioning

AMPLIFY

Build a visual system that automatically attracts your ideal audience.

Logo Design
Colors, Icons, and Patterns
Brand Guidelines
Photography + Styling

EXPAND

Live into your new brand and build capacity for your team.

Creative Direction
Training + Workshops
Hiring

03 Brand Management

ACTIVATE

Make a splash with your new brand.

Brand Roll-out

Team Culture Building

MAINTAIN

Know your brand is “working”
and stay responsive.

Brand Surveys

Process Development

Brand Audit/
Benchmarking

GROW

Equip your team to “think like strategists”
and maintain brand integrity.

Creative Direction

Training + Workshops

Work With Us

Brand work is not for the faint of heart.

To overcome real challenges in your business, you need a **clear picture of where you are today**. That's why we start every project with a Clarity Scan to uncover real data and actionable insights right away. The process ensures your brand work is focused on addressing the right problems in the right order as we shape your brand together over the next six to twelve months.

WHAT IS A CLARITY SCAN?

Part audit and part research project, we invest in understanding your business from five key perspectives. The goal: to identify and capitalize on your most promising opportunities.

WE'LL EXPLORE:

Market position: where you fit into your industry's landscape today

Existing brand expressions: how you show up visually and verbally

Customer acquisition: how you drive revenue for your organization

Customer Insights: what your fans love about you

Internal Culture: who your team says you are, and how customers see it

At the end of our two-week investigation, we'll produce a sharable report complete with tailored recommendations for how to accomplish your goals.

Clarity Scan will empower you to honestly evaluate your best next steps on your journey to better branding and making a bigger impact.



CLARITY SCAN: \$7500

ARE YOU PRE-LAUNCH? Contact us to learn more about pricing specific to early-stage businesses.

Workshops

MOMENTUM: VIP WORKSHOP EXPERIENCE

Struggling to articulate your brand? Tired of being pulled in so many different directions?

Spend the day with Heart + Matter as we dig in and uncover what makes your company stand out, rally your team around a clear vision, and provide a quick dose of insights to get you moving together to accomplish your goals.

This workshop is ideal for four- to six-member leadership teams.

Together, we'll uncover answers to your most critical strategic questions:

- What's our purpose and vision?
- Who is our audience?
- How do we stand out from our competition?
- What's our brand voice and personality?
- What's our story?
- What shapes our internal culture?

WHAT YOU GET:

- Expertly facilitated live workshop
- Engaging and fun exercises
- Exclusive Richmond location + delicious catered lunch
- Post-workshop strategy report
- **Most importantly:** space to do the deep work necessary to get clear, focused, and build forward momentum as a team.

TESTIMONIAL:

Heart + Matter brings far more to the table than just pretty logos. They deeply care about brand being an expression of why we do what we do, and they want the solutions they put in place to be truly workable and beneficial for the business.

MOMENTUM: \$9000

HAVE SOMETHING ELSE IN MIND?

We can create custom workshops, facilitate strategic planning retreats, or provided à la carte creative direction for your next big campaign. Set up an introductory call to learn more.

Creative Services

The sky may be the limit, but here are some places to start.

VISUAL RESEARCH

Competitive Analysis: We deep dive into the visual brands of other companies in your industry and ones your audience loves.

Inspiration Gathering: We collect visual inspiration and create multiple “mood board” collages for you to choose from.

Coaching: We help your creative team understand how to apply the new visual mood to their work.

EXPLORE THIS IF:

- You know it’s time to refresh your visual brand, but aren’t sure what’s even possible.
- You have a creative team and want to inspire them in a new direction.

STARTS AT \$2500

IDENTITY DESIGN

Mood Boarding: We build collages of inspirational images to help your team align around a common visual goal for your brand.

Logo Design: We develop graphics that help you live out that vision.

Asset Design: We build out the tactical assets you need (business cards, stationery, email templates, social media graphics etc.) and a reference manual to help your team stay on track.

EXPLORE THIS IF:

- Your visual brand is misaligned to or no longer serving your core audience.
- You have made significant shifts in your brand strategy or offerings
- Visual consistency is a challenge for your team.

STARTS AT \$6500

PACKAGE DESIGN

Shelf Research: We take a joint field trip to envision how your product will live alongside the competition.

Exploration of Materials: We’ll work together to research and source potential packaging materials that meet usage criteria at the scale you need to produce.

Custom Design: We create original packaging concepts based on your brand standards.

EXPLORE THIS IF:

- You already have an established brand but need to launch new products
- You’re working to build a strategic and meaningful customer experience with a physical product.

STARTS AT \$3000

READY TO GET STARTED? Fill out the form at heartandmatterbrands.com/contact and we’ll do the rest.

The Better Brands Manifesto

TRUTH: *Humans need connection.*

We are born longing to belong and to be understood.
We seek and discover own identities based on signals around us.
Better brands create tribes and shape cultures.

TRUTH: *Humans seek meaning.*

We want our actions and output to matter.
We make choices that will further our stories and lend to our legacies.
Better brands lend meaning to behavior; they help us proclaim what we stand for.

TRUTH: *Humans are messy.*

We have ideas, needs, and complex emotions.
We make daily choices to enrich ourselves and the people around us.
Better brands compel our emotions and inspire us to serve real needs.

TRUTH: *Humans desire leadership.*

We want someone to look up to; a model for how it's done.
We test and validate people and ideas to determine if they deserve trust.
Better brands help worthy leaders share a vision and stay accountable.

TRUTH: *Humans seek progress.*

Their small steps—taken every day—can make the world better.
Working for a living means humans trade hours of their lives to a cause.
Brands that believe in better give employees meaning in exchange for time.

TRUTH: *We love humans so hard.*

HNI

We believe every human being has the power to make the world better.
And businesses have the choice to fuel “better” every day.
We believe in branding for better. Do you?

HMI

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