



BRAND BOOK

Brand Mother's Brand Book

Brand Book Defined

This Brand Book is an “owner's manual” that if relied upon will “train up” the brand in the way it should go.

CONTENTS

POSITIONING

BRAND POSITIONING

04/05

BRAND PURPOSE

06

BRAND PROMISE

07

BRAND VOICE

08/09

DECISION TREE

10/11

PRIMARY MESSAGE

12/13

ELEVATOR PITCH

16/17

SECONDARY MESSAGE

14/15

ABOUT US

16/17

DIFFERENTIATION

23/27

PERSPECTIVE

14/15

BRAND IDENTITY

30/34

BRAND COLLATERAL

35/36

BRAND PROMOTION

37/38

MESSAGING

IDENTITY

MESSAGING

BRAND POSITION

Strategic Brand Position Defined

A **Strategic Brand Position** ensures that brands are selling what their markets are actually buying. A strategic brand position equips brands to make wise investments, align teams to execute Big Ideas, overcome known challenges, and exceed the expectations of target markets.

A Strategic Brand Position is a hard won, earned right of distinction. How a brand is positioned and presented influences how it is perceived; impacting success. An insightful and accurate Strategic Brand Position informs the brand management decisions that advantage the working culture and engagement, awareness and relevance, reach and ultimately, the equity.

Brand Mother's Strategic Brand Position Defined

Brand Mother's Strategic Brand Position frees the firm to own and leverage a distinct and dynamic value proposition that meets the needs of our tightly defined market niches while earning us tremendous respect and financial reward.

Brand Position Statement Defined

A **Positioning Statement** answers five critical questions that define the value proposition of a differentiated brand (product or service) and the humanistic needs of the target markets. These five insights focus and inform every strategy across the organization.

- What: the brand's dynamic competencies and unique value proposition (UVP)
- How: the differentiated characteristics that motivate and validate the UVP
- Who: the identified target market segments
- When: the issue or consequence that compels decision making
- Why: the needs, influences, and motivators that persuade markets

Brand Mother's Strategic Brand Position as told through a Positioning Statement:

- What: We nurture the mother of all brands to life by identifying a market position and strategy that grows brands from where they are to where they intend to be.
- How: We position brands to fulfill their potential by leading ahead of the curve from the back of the house.
- Who: We nurture the mother of all brands to life for those that have a vision big enough to include the future. We look for Catalysts, Freethinkers, Renegades, and Iconoclasts committed to creating the future they know is possible.
- When: They realize that defining their vision for the future is the best bet that they have of actually fulfilling their potential and achieving their dream.
- Why: Because, without a bold plan to clarify and align their strategic intent and congruent actions their brands will be designed by default; circumstances and chance.

Purpose Defined

Purpose is why Brand Mother exists beyond producing money and jobs- the higher order purpose that we intentionally set out to create, achieve, and contribute.

Brand Mother's Purpose Defined

We nurture the mother of all brands to life. Our fulfillment is in you finding yours.

Promise Defined

A **Brand Promise** fulfills the purpose and delivers the experience that anyone interacting with Brand Mother can expect, consistently.

Brand promises are a pledge that the brand lives or dies by.

Brand Mother's Promise Defined

Short Version:

No one knows you better or wants more for you than your mother.

Long Version:

No one knows you better or wants more for you than your mother. We see brand as a calling. We've dedicated our careers to protecting the confidence, ambitions, investments, and security of brands. We find our call and irrepressible joy in nurturing the mother of all brands to life.

No one knows you better
or wants more for you
than your Mother

Her fulfillment is invested in you finding yours.

She cares only that you grow fully into yourself;
discovering your passion and living freely.

You are a better version of yourself simply
because she saw you as a gift and a miracle.

@BrandMother

BrandMother's Voice

Brand Mother's **Voice** is encouraging, confident and good for you. We'll love you up and straighten you out.

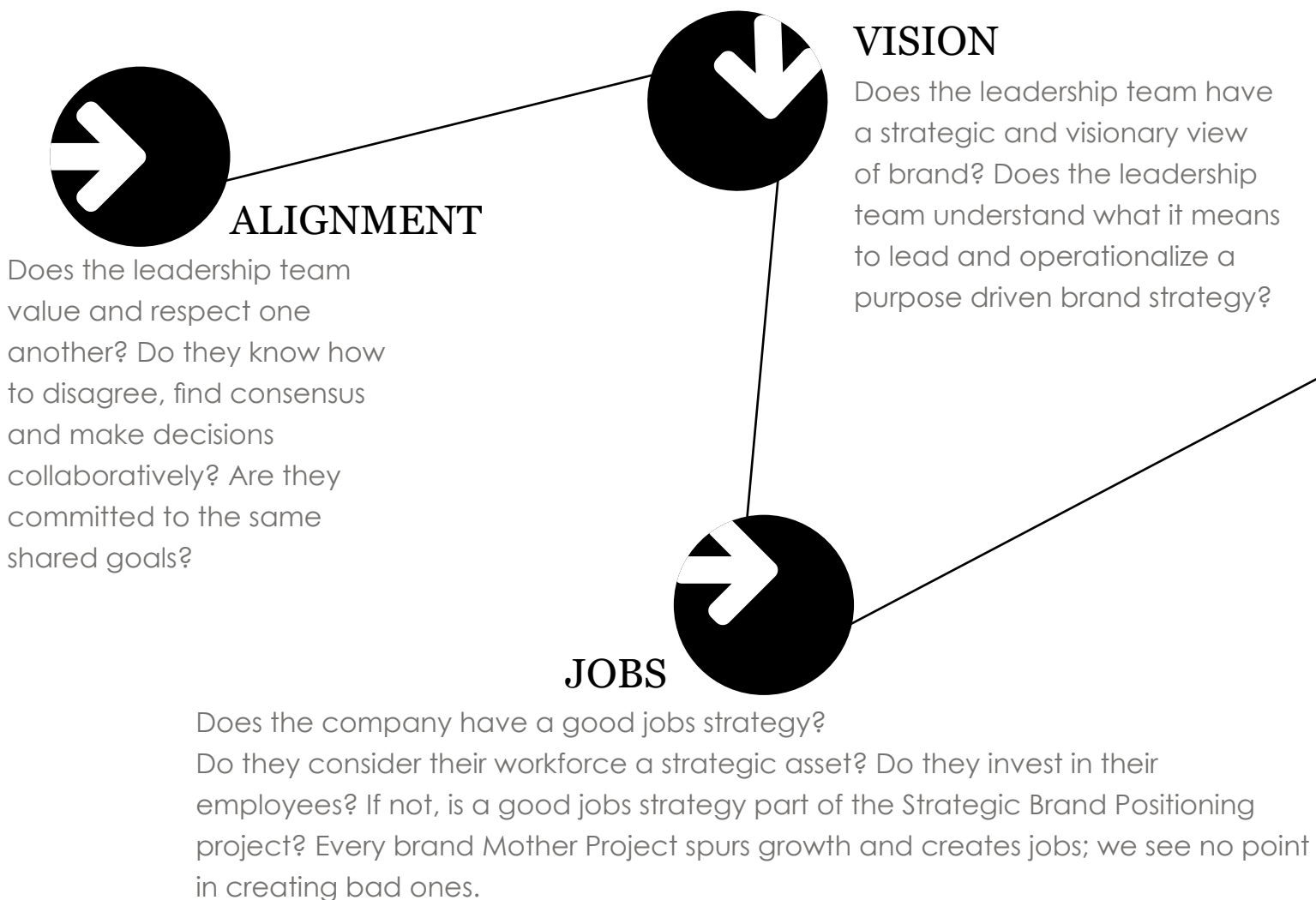


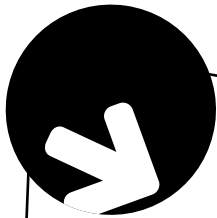
"Bubba"
Brand Mother's Mother's Mother

Brand Mothers Decision Making

A strategic brand position focuses internal decision making, if everyone on the inside has a shared sense of what we are doing, why and how we decide. Customized brand tools, such as **Decision Making Trees** ensure that the individuals and teams entrusted to fulfill the brand promise are focused. Preparing contributors to own their role in operationalizing the brand produces significantly better outcomes. Simple brand tools are the solution to complex alignment and strategy execution.

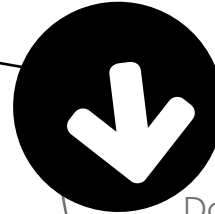
Brand Mother relies on brand tools to focus investments, attract talent, grow markets and develop business. We also use an 8 Question Decision Making Tree to identify Mother Approved Clients that are committed to advancing the sustainable future.





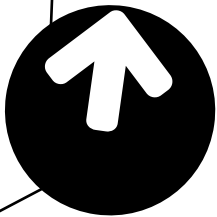
ENTHUSIASM

Is there excitement and enthusiasm for this project? Does the leadership team seem professionally and personally invested in adopting a significant role in the project, leading change and driving a focused strategy across their organization?



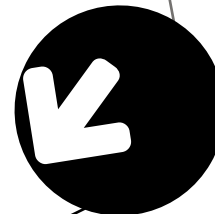
RESOURCES

Does the organization have what it takes operationally (established infrastructure, dedicated resources) to launch, manage and deepen the brand?



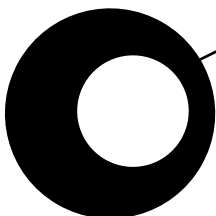
IMPACT

Does the team understand the power of a focused strategy in the hands of an aligned team? Are the leaders committed to ensuring that the entire working culture can confidently represent the brand and fulfill the promise?



PARTNERS

Is the leadership team overly taxed? Overly stressed? Do they return emails and calls? Do they have the bandwidth to manage the project as good partner?



COURAGE

Is the leadership empathic and brave enough to see and hear their brand 'differently'? Do they agree to be daring, vulnerable, open-minded, steady and forward-thinking? Is their leadership style human enough to own a genuinely authentic and sustainable brand?

BRAND MESSAGING

Brand Messaging Defined

Every brand needs a humanized narrative that tells their story, cuts through the competitive clutter, and differentiates their distinctions. Good **Brand Content** is designed to increase client trust by answering what the market wants to know, what they need to know, what they love to know, and what they don't know.

Brand Language: The brand clearly speaks in a bold and authentic language that resonates with the identified markets and differentiates the value.

Brand Voice: The brand personality is revealed through the tone, attitude, and voice of the messaging.

Story Alignment: Broad brand content, niche market campaigns, taglines, and industry specific messaging must all be designed to reinforce the brand's unique value proposition and market position. Every caution must be paid to deepening the brand, not diluting, confusing or muting the value.

Brand Mother's Tag Line

We Nurture the Mother of All Brands To Life

Brand Mother's Primary Quips

-
- No One Knows You Better Or Wants More For You Than Your Mother.
-
- Our Fulfillment Is In Finding Yours.
-
- We Find Our Purpose in Fulfilling Yours.
-
- Brand's Overprotective Mother Defending Substance With Style For Profit And Good.
-
- Fearlessly Defending Substance With Style For Profit And Good.
-
- Change is Hard. We're Not. Brand Mother will love you up and straighten you out.
-

Brand Mother's Elevator Pitch

"So, what do you do?"

- **Version 1:** We nurture the mother of all brands to life; taking brands like yours from where they are to where they really should be positioned for growth.
- **Version 2:** We position brands with a vision big enough to include the future to fulfill their potential.

"How do you do that?"

- **Version 1:** We focus on the real value that is almost always ignored; we position your internal competencies and sustainable practices in the marketplace that is listening for something real.
- **Version 2:** We differentiate brands from the inside by leveraging your genuine relevance for meaningful value.
- **Version 3:** We position brands that fulfill their potential by leading ahead of the curve from the back of the house. At Brand Mother we leverage your impact and internal competencies in the markets looking for more than just transactions. We ignite genuinely differentiated brands from the inside by positioning sustainable practices, processes and experiences.

Brand Mother's Elevator Pitch

"Why does anyone care about internal differentiators or what goes on in the operational back of the house?"

- **Version 1:** That's actually all savvy consumers have ever wanted to know. They settled for hype and spin for a long while. But, now they want more than good will campaigns that don't actually make sense or a difference.
- **Version 2:** What and who do you actually care about? Decision makers want to know how you treat your employees, if you pay a living wage and how you've leveled the playing field for women. They want to know about your suppliers, value chain and what you are doing about your carbon footprint and ecological impact? The market is listening for relevance and real value.
- **Version 3:** Your brand is sustainable or it's not. Either way you need a brand position that outlines a path to the future that your markets will passionately support and loyally champion.

"Why would we need Brand Mother?"

- **Version 1:** Without a bold plan to clarify and align your strategic intent and congruent actions your brand will be designed by default; circumstances and chance.
- **Version 2:** Defining your vision for the future is the best bet that you have of actually fulfilling your collective potential and achieving your dream.
- **Version 3:** No one knows you better or loves you more than your mother.

Brand Campaign

What kind of brand do you want to be?

Your brand is an accelerator or it's a drag; it's energizing or it's an excuse. Is the brand you have the brand you want or need? Does it fit, do people want to be part of it, and does it reflect the ultimate meaning and value of your service, work, culture and leadership? Will your current brand position outline a path to the future that you imagine?

Brand Mother positions purpose driven, sustainable brands to own a space, inspire engagement, ignite action, shift power, grow markets, innovate forward, and compete to thrive.



Brand Mother's Secondary Message

- Defining your vision for the future is the best bet that you have of actually fulfilling your potential and achieving your dream.
- Because, without a bold plan to clarify and align your strategic intent and congruent actions your brands will be designed by default; circumstances and chance.
- We see brand as a calling. We've dedicated our careers to protecting the confidence, ambitions, investments and security of brands. We find our call and irrepressible joy in nurturing the mother of all brands to life.
- We nurture the mother of all brands to life for those that have a vision big enough to include the future. We look for Catalysts, Freethinkers, Renegades and Iconoclasts committed to creating the future they know is possible.
- Our brands fulfill their potential by leading ahead of the curve from the back of the house.
- Your brand is an accelerator or it's a drag; it's energizing or it's an excuse. Is the brand you have the brand you want or need? Does it fit, do people want to be part of it, and does it reflect the ultimate meaning and value of your service, work, culture and leadership? Will your current brand position outline a path to the future that you imagine?
- As the Mother of brand re-invention, I know that defining your vision for the future is the most persuasive determinant and the best bet that you have of actually achieving your dream.
- Designing the brand you've always wanted is key to creating the future you know is possible.

Brand Mother's Secondary Quips

-
- We See Brand Differently
-
- What Kind of Brand Do You Want To Be
-
- No One Loves You Like Your Mother
-
- "Train Up" The Brand In The Way It Should Go
-
- It's A Mother's Job To Interfere
-
- ...Good For You
-
- The MotherLode
-
- Mother Approved
-
- Do It Like No One Else... Or Else
-
- The Better You Are, The Better You Look
-
- Call Your Mother, She Knows
-
- A Brand For Everyone is a Brand for No One
-
- The Currency of the Future is Authenticity
-
- Wait Not, Want Not
-
- Do Less, Better
-
- A Brand Is A Purpose
-

MOTHER

[muh*th* -er] noun

1. One person who does the work of 20
(see also: “masochist”, “saint”)
2. The greatest or most notable example of
(i.e. the Mother of All Brands)
3. Neccessity for invention
(see also: Plato, Frank Zappa)

@BrandMother

Brand's Overprotective Mother Defending Substance With Style For Profit And Good.

We nurture the mother of all brands to life for those that have a vision big enough to include the future. We look for Catalysts, Freethinkers, Renegades, and Iconoclasts that intend to accomplish what others insist can't be done. We position brands to fulfill their potential by leading ahead of the curve from the back of the house. We work at the intersection of business strategy, brand, and organization development to align teams to drive a brand that produces meaningful change and many returns.

All brand houses are not created equal. We are business strategists that understand the redemptive power of an explicit brand in the hands of an aligned and motivated team. We are systems engineers, entrepreneurs, lawyers, environmentalists, social scientists, intermediaries, narratologists, anthropologists, biotechies, and organization developers. We are uniquely qualified to practice what we preach, given that we enliven a captivating brand that represents a differentiated approach, distinguished competency, and a sustainable perspective. Brand Mother positions purpose driven, sustainable brands to own a space, inspire engagement, ignite action, shift power, grow markets, innovate forward, and compete to thrive.

Our humanistic approach produces abundant rewards for everyone involved. Over-taxed decision makers are offered a clear brand choice that reflects their values and takes on the future. Employees benefit from meaningful work that supports their lifestyles, ideologies and ambitions. Shareholders reap the rewards of an indomitable brand that produces a fat share of the market pie.

23/5

Our brands are found in 23 countries on five continents.

31%

Many brand houses seek projects. We seek partnerships and accept challenges. We've only accepted 31% of the opportunities that we have been offered since 2009.

2007

Brand Mother was launched on August 5th, "Working Like A Dog Day". We've been at it ever since.

BRAND MOTHER

*What Kind
of Brand
Do You
Want To
Be?*



Nurturing The Mother Of All Brands To Life



Four Generations

BRAND MOTHER

"Why" Defined

We call them the **"whys"**. They are the critical differentiators; the countless good reasons and credible distinctions that position your brand as the obvious, authentic and sustainable choice to support. They define every asset, characteristic, perspective, process and approach that matters to your insiders and target markets.

Differentiating is at the heart of a sustainable, competitive advantage. The "whys" are an invaluable Brand Mother differentiation. We equip brands with all the certainty they need to own their potential. The "whys" offer the much needed confidence to sell and defend their brands. A brand is only as powerful as it is credible.

We leverage the "whys" for profound value by turning them into tight and quippy bullets that answer "why" target audiences should trust your brand. Each "why" differentiator is completely flexible: it can stand on its own, work in combination or be dissected down to a sentence.

- The "whys" are persuasive as a comprehensive list of FAQs.
- The "whys" are equally valuable as standalone, singular benefits for use in targeted marketing materials, speeches, company bios, written correspondence, proposals and elevator pitches, etc.

One thing is clear; the differentiated talking points inform and persuade decision making. We've been told that the list of "whys" is the most loved and the most frequently used pages in a client's Brand Book.



Brand Mother's Differentiators

WE'RE INVESTED

Once we are on, we are all in. We work thoughtfully, passionately, and generously. We aren't coasting on anyone's laurels or riding on yesterday's victories. We are fully engaged at every phase. As we're building your brand, we're amplifying ours.

WE ARE OUTSIDERS

Want to know why so many brands look alike? Because nervous decision-makers hoping for something different hire the same industry specific firms to make them a knock-off brand in a different shade of dull. We refuse to "own" an industry niche. We have ears to hear what everyone on the outside wants to know and needs to hear. We are strangers to the social constructs, systems, processes, and language that organizations can't see past.

WE STAY AHEAD OF THE CURVE

and stand behind our work. It's not over until it's right.

WE'RE EXPENSIVE

but the cheaper quick fix will cost you more. Our depth, expertise, and due diligence ensure a return on investment. This isn't the time to be winging it.

WE MAKE SENSE

Knowing your market better than any of your competitors ensures that you will outwit, not outspend your competition. You have to know and love your people if you are going to innovate forward with them in mind. Making sense **of** the buyers is the only way **to** make sense to the buyers.

ALL BRAND HOUSES ARE NOT CREATED EQUAL

We get it; we activate, represent and enliven a spirited brand of our own every day. Never trust a bland "brand mill" that doesn't own and manage a captivating brand based on distinguishing differentiators, powerful benefits and a unique perspective.

WE HAVE CRACKED THE CODE ON LOYALTY

Convenience, bargains and hoopla don't inspire brand loyalty. Decision makers rarely make logical choices based on mere goods, services and functions. Buyers are wired to evaluate their options according to a bizarre list of quirky persuasions, personal ideologies and misperceptions that very often have nothing to do with what you are selling. Facts and analytics matter, but knowing what humanizing characteristics (psychometrics) persuade which niche markets is a game changer.

Brand Mother's Differentiators

WE ARE ALL OVER IT!

We agree to be bold, daring, vulnerable, open-minded, and forward-thinking; because selling out, mimicry, and the good 'ole tried and true method of doing things the way they've always been done just isn't for us and mediocre should never be for you. We will never leave you hanging or wanting more. It's not our way.

WE ARE GOOD EGGS; GENUINE AND REAL

We make a habit of bringing our humanity to work every day. There isn't anything haughty or indifferent about us. We are prepared to contribute positively to healthy exchanges and the professional work culture.

WE DON'T TAKE A "COOKIE CUTTER" APPROACH

We don't have any "swanky", self important, trademarked names for our brand positioning process. We haven't settled on one inflexible and patent pending approach to finding the truth or your rightful place in the competitive universe. We're not convinced that anyone should. After all, this process has to work for you if it's ever going to work for us.

WE CHOOSE OUR CLIENTS CAREFULLY

We're only as good as our last client. The difference between vivid and bland brands is the willingness of the C-Team to lead the brand as a strategic advantage. If the brand doesn't mean anything to leadership driving the strategy- it will never mean anything to the working culture or the outside world. Brand is an inside job.

OUR BRANDS DON'T LIVE IN THE MARKETING DEPARTMENT

The working culture, business plan & brand can't be three isolated strategies; they work in harmony to reflect one purpose. The point of positioning a brand is to clarify the differentiated nature of work performed and the outcomes expected across the whole of the organization. Aligning the strategic objectives, guiding philosophy, and core competencies of the firm in sync with the higher order needs of the market is the only way to achieve ambitious strategies and well beyond the reach of marketing.

WE'VE TAKEN AN OATH TO DO NO HARM

We aren't part of the spin and hype, empty promises, noise-making problem. We'll leave you better than we found you.

Brand Mother's Differentiators

WE LEAVE NOTHING TO CHANCE

We begin every project by asking what could go wrong if this social experiment were to fail? Measuring the natural consequences and keeping a guarded watch for the unintended ones ensures that we avoid unnecessary disruptions.

WE ACCEPT CHALLENGES

Brand initiatives are time consuming labors of love. We look for projects that will stretch our minds and challenge our expertise. We look for missions, ambitions and niches that promise personal, professional, and relational rewards.

WE ARE EXPERT AT KNOWING HOW PEOPLE DECIDE

People can't confidently buy what you can't confidently sell. When buyers can't decide they exhaust the sales process. We make it our business to understand the people making decisions; those that sell it, service it, buy it, didn't buy it, bought something else, love it, hate it and even those that don't know they need it. We get to the heart of how people buy which scales up informing how markets decide.

WE CREATE SUSTAINABLE BRANDS

We position brands to contribute to the sustainable world ecology that we want to live in and be part of. Our brands are built to go the distance, creating sustainable changes, sustainable returns, and sustainable momentum.

PEOPLE ARE OUR BUSINESS PLAN

Customers are loyal to brands that are loyal to them. Brand Mother positions loyal brands in reciprocal markets; the only sustainable business strategy.

WE AREN'T JUST ANOTHER MERRY BAND OF CREATIVES

We are systems engineers, entrepreneurs, lawyers, environmentalists, social scientists, intermediaries, narratologists, anthropologists, biotechies, and organization developers. We are as educated, experienced, and innovative as you. We are problem solvers and strategists that understand the power of an explicit brand in the hands of a motivated team. We dare you to find a brand house with the breadth of capabilities that we have. Or the results. Or the references.

Brand Mother's Differentiators

WE LEVERAGE INTERNAL COMPETENCE

We position brands to fulfill their potential by leading ahead of the curve from the back of the house. At Brand Mother we leverage your impact and internal competencies in the markets looking for more than just transactions. We ignite genuinely differentiated brands from the inside by positioning sustainable practices, processes and experiences.

WE UNDERSTAND THE POWER OF BRAND

All brand houses are not created equal. We are business strategists that understand the redemptive power of an explicit brand in the hands of an aligned and motivated team.

WE CREATE SUSTAINABLE ROI

Our humanistic approach produces abundant rewards for everyone involved; over-taxed decision makers are offered a clear brand choice that reflects their values and takes on the future, employees benefit from meaningful work that supports their lifestyles, ideologies and ambitions and shareholders reap the returns of an indomitable brand that produces a fat share of the market pie.

WE PRACTICE WHAT WE PREACH

We are systems engineers, entrepreneurs, lawyers, environmentalists, social scientists, intermediaries, narratologists, anthropologists, biotechies, and organization developers. We are uniquely qualified to practice what we preach, given that we enliven a captivating brand of our own that represents a differentiated approach, distinguished competency and perspective that produces powerful benefits and remarkable results.

Our Perspective Makes All the Difference.

Every brand firm has a process. But few brand strategists have identified a perspective that balances the art and science of positioning a strategic brand.

Brand is Believable

We don't know anything until we know something. We don't trust our guts. We rely on evidence based insights, analytics, empirical research, benchmarking reports, critical performance metrics, classic schools of wisdom, market analysis, and best practices to broaden our understanding, frame our recommendations, and avoid costly mistakes. The power of any strategy rests on the validity of the research that shaped it and on the willingness of contributors to believe it, "own it", and implement it. This is not the time to cut corners, take chances, or trust the masters of hype and spin to "wing it".

Brand is an Inside Job

If the brand doesn't mean anything to leadership driving the strategy- it will never mean anything to the working culture or the outside world. Aligning the strategic objectives, guiding philosophy, and core competencies of the firm and the higher order needs of the client is the only way to achieve ambitious strategies.

Brand Solves Problems

A strategic brand is designed to take on and overcome the industry, market, and perceptual roadblocks that bedevil success. We approach external constraints as strategic opportunities.

Brand Is The Answer

We believe brand is the answer. All anyone wants and needs is enough credible information to weigh their options and make an informed decision. A distinct brand answers buying uncertainty externally and strategic uncertainty internally. It also brings on the love.

Brand is Proof

The goal is to align every customer touch point around a simple purpose that validates the differentiated brand promise, consistently. That means that every detail is held accountable to reinforcing the brand- from the art on the conference room walls, the sponsorships supported, the public speeches made, right down to the last line on the last page of the brochure. Everything works together to validate and prove the earned brand position.

Brand is Bold

The trick to being the obvious choice is being obvious. This is not the time to be subtle. You must declare your compelling position if you are going to own a distinction in the minds of buying markets.

Brand is Different

Brands with credible differentiators are perceived more favorably, achieve growth strategies more quickly, compete on credibility not price, and command greater respect. Big Ideas are compelling differentiators.

Brand Connection

Dynamic brands, just like interesting people, have something to say! The market is cluttered and decision makers are bored with brands speaking their own language, relying on industry jargon and spinning messages that don't connect. A purpose brand is relevant and interesting. Forget "content". Think connection.

Brand Purpose

We build brands of purpose that inspire engagement, ignite action, shift power, grow markets, produce a return on investment, and compete to thrive.

A Brand is Explicit, Simple, & Smart

If it isn't explicit, simple, and smart it will never be effective. We align brands around one meaningful truth that is explicitly understood, believed, and compelling. Only a simple foundation has the flexibility and agility to represent, grow, and evolve a broad hierarchy of new services, products, extensions, niches, markets, and regions. A simple brand has swivel.



Nurturing The
Mother
of All Brands
To Life





BRAND MOTHER

BRAND IDENTITY

31

Brand Mother's Fonts

LOGO FONT

Our handcrafted logo is constructed from Letterhead Font's Desire designed by Charles Borges.



Featuring 651 hand-crafted alternate letters, 98 ligatures, 8 flourishes and 6 catchwords, Desire offers an expansive set of options, making it the perfect choice for books, magazines, packaging, branding and signage. From period style and Victorian to modern and elegant, Desire is strong and stately, yet elegant and decorous.

Many of the alternate uppercase letters feature delicate line flourishes creating a subtle background for the letters. The result is an intertwining and beautifully flourished design. Unique ligatures go beyond function and add eye catching flair and style.

Sans Serif Style - we rely on Century Gothic.

TEXT

Serif Style - we rely on Georgia, used on our original logo.

Century Gothic is quite a light typeface, especially in default weight. A spacious, modern version of a classic mid-century font, the Century Gothic design embodies the digital age with its sleek sans serif style, but still retains the graceful geometric look common to early 20th-century typefaces. It is supported by all major browsers on the web and is therefore considered a "safe" font to use for web design as it will translate well across multiple platforms.

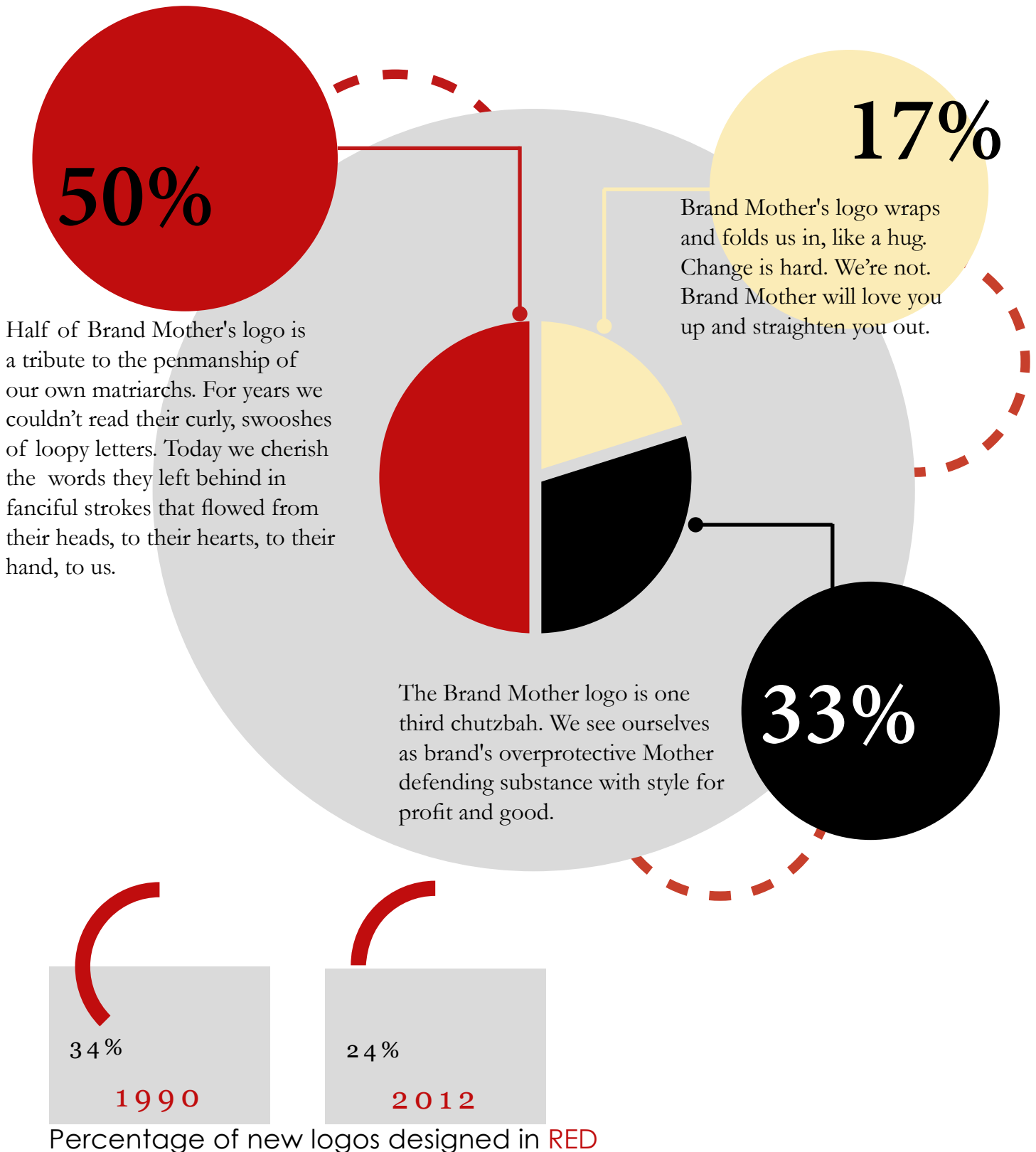
Georgia is a transitional serif typeface designed in 1993 by Matthew Carter. It was intended as a serif font that would appear elegant but legible printed small or on low-resolution screens. The font is inspired by Scotch Roman designs of the 19th century and was based on designs for a print typeface in the same style Carter was working on. The typeface's name referred to a tabloid headline claiming "Alien heads found in Georgia."

Nurturing The Mother Of All Brands To Life

Brand Mother's Trademark



Terms such as "mark", "brand" and "logo" are sometimes used interchangeably with "trademark". "Trademark", however, also includes any device, brand, label, name, signature, word, letter, numerical, shape of goods, packaging, colour or combination of colours, smell, sound, movement or any combination thereof which is capable of distinguishing goods and services of one business from those of others. It must be capable of graphical representation and must be applied to goods or services for which it is registered.



Brand Mother's Colors

COLORS

**WAITRESS
RED****CMYK**
0, 100, 100, 20**RGB**
196, 22, 28**Hex**
#C4161C**Pantone**
1807C**BUTTER****CMYK**
3, 6, 36, 0**RGB**
247, 232, 176**Hex**
#F7E8B0**Pantone**
461C**RICH
BLACK****CMYK**
75, 67, 68, 89**RGB**
2, 4, 2**Hex**
#020402**BRAND
MOTHER**

The Faces of Brand Mother

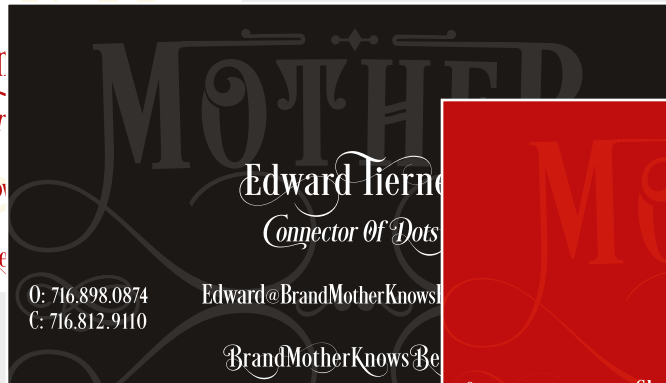


Nurturing The Mother Of All Brands To Life

Business Card

3.5 in

2 in



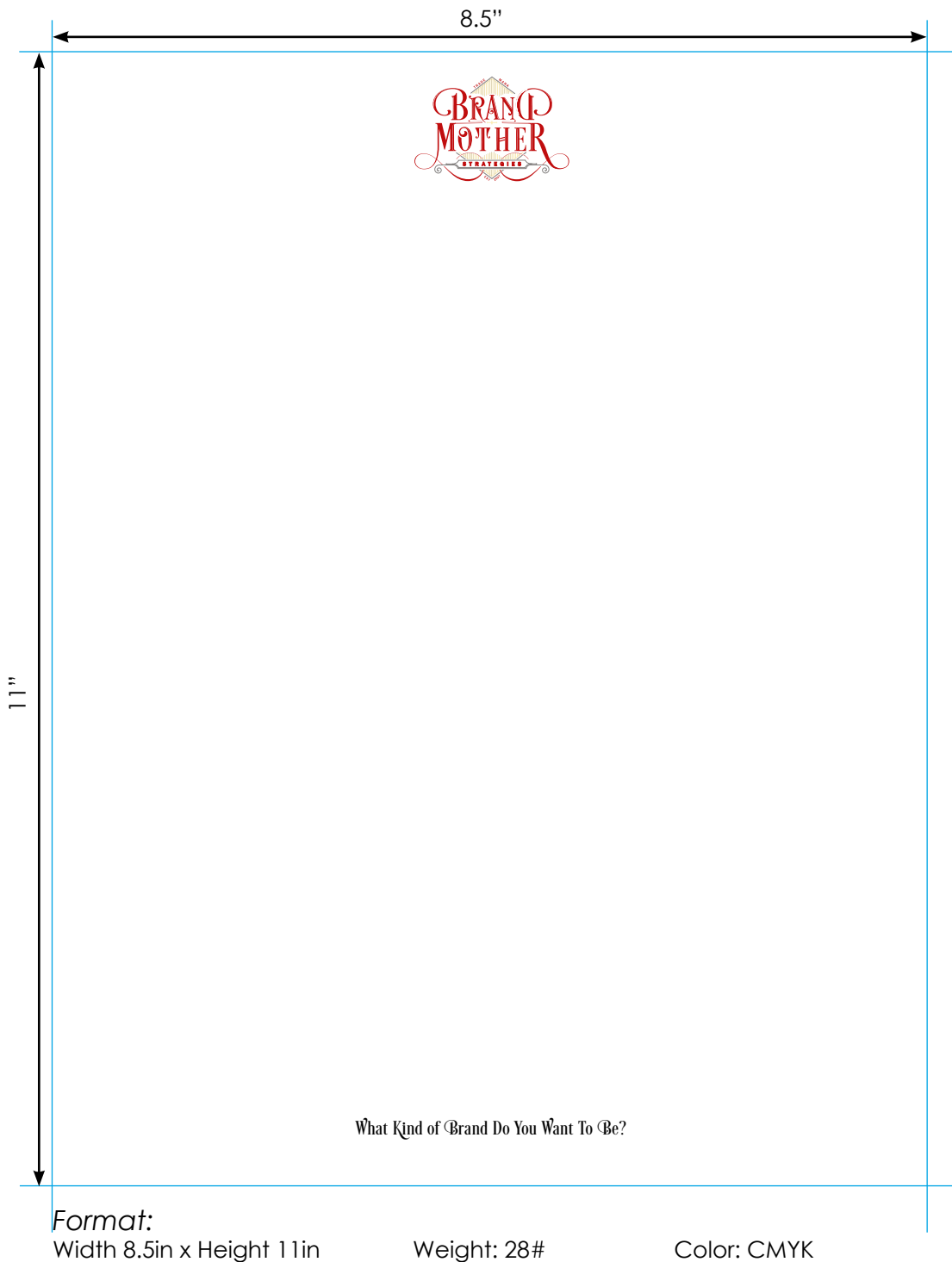
Format:

Width 3.5in x Height 2in

Weight: 120# matte

Color: CMYK

The Letterhead





YOU NEED A DIFFERENTIATED MARKET POSITION
YOU NEED THE PHONE TO RING & DEALS TO CLOSE
YOU NEED A VALUE PROPOSITION

...THAT ACTUALLY HAS VALUE

WHAT YOU DON'T NEED IS MORE NOISE.

MORE SPIN.

MORE HYPE.

YOU NEED A REAL BRAND STRATEGY.

GO ASK YOUR MOTHER. SHE KNOWS.



SOCIAL MEDIA

ADVERTISING

EVENTS

COMMUNICATION

PROMOTIONAL INTELLIGENCE

Promoting Brand Mother calls for intelligent choices that support our core ideology, enliven our voice and spirit, and connect us with our partners, clients, supporters and community.

Nurturing the Mother of All Brands to life.



We build brands of purpose that provoke action, fuel cultural shifts, grow markets, and compete to thrive. We humanize brands that have the power to change minds and produce a return on investment.

BrandMotherKnowsBest.com

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Boston
Buffalo
Sacramento
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5/15