

Partnering with founders,  
start-ups and creative studios  
to add context to content.

Capabilities

Contextual  
Branding Group



[thinkcontextual.com](http://thinkcontextual.com)

Founded in 2018, Contextual Branding Group helps smart ideas find their story and the context that makes them work.

Rooted in strategic thinking, compelling storytelling, and innovative design, working with partners to define their idea and help them build the future.

**Think contextual.**



**Startups**

- Day-J
- SmileSet
- NEEW
- Somos
- PRODUC+
- WerkFlow
- Klutch Athletics
- MDIA
- Limitless Minds
- Autonomic
- OppZo

**Studios**

- Adopt
- AIE Creative
- Mirimar
- TAIT
- Revery
- Rabbit Hole Collective
- Studio e6
- stupidbrilliant
- The Great Society
- Invincible Unicorn
- Modop

**Brands**

- Autograph
- EA Sports
- Gatorade
- Hyperice
- lululemon
- Pizza Hut
- prAna
- The North Face
- Visa
- K-Swiss
- Acronym



## Content

Built from scratch.  
Start to finish.

- Naming
- Brand Strategy
- Brand Identity
- Design Direction
- Creative Direction
- Messaging

## Context

Sharpen what's  
already there.

- Brand Refinement
- Brand Guidelines
- Presentation Design
- Visual Systems
- Launch Campaigns
- Marketing



## Approach

The work is held to a high aesthetic standard, shaped through an equal and transparent partnership. Progress is built on honest feedback, clear communication, and genuine collaboration, creating a seamless dialogue and a shared commitment to what's being built.

### **Built with**

- Strategic thinking
- Compelling storytelling
- Innovative design
- Honest collaboration



Every project is unique  
but the rhythm is familiar.

## → 1. Discover

Research, stakeholder  
interviews, brand audits,  
market analysis.

## → 2. Define

Distill insights and learnings  
into a clear, compelling  
strategic direction.

## → 3. Design

Bring the brand to life, visually  
and verbally, through solutions  
that align strategically.

## → 4. Deliver

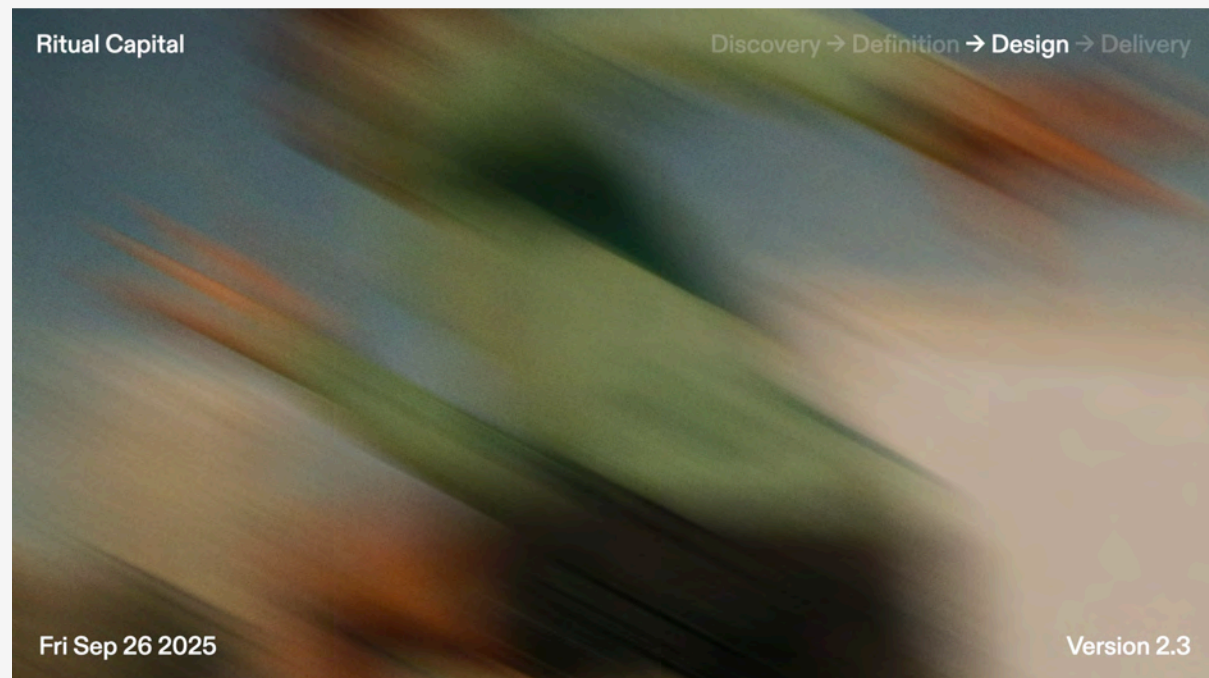
Finalize assets, create  
guidelines, prepare for rollout,  
and support launch activities.



# Process

## 1. Discover

- Research
- Stakeholder interviews
- Brand audits, audience
- Market analysis



### → Discovery Stakeholder Interviews

Chris is clear.

Ritual's essence is in its name and in the discipline of staying small, precise, and deeply human. He sees Ritual not as a slogan but as an operating system, rooted in personal and professional rituals that compound into excellence.

For him, the brand should mirror his own style: understated, founder-first, precise in language, and always grounded in belief. He wants the site and story to whisper excellence, not shout it.

Above all, he frames Ritual as a craft, not a factory. Where presence in the hardest moments and attention to detail set him apart from scaled-up peers.

### → Discovery Founders Insight

Founders describe Chris Howard as humble, steady, and deeply human. He writes small checks but makes big bets on people, showing up with belief, clarity, and respect in the hardest moments.

Ritual is Chris, built on craft, discipline, and presence, and has become a quiet, trusted signal whispered founder to founder: "You should talk to him."

**Chris Howard, Founder & Managing Director**

"Chris believed in me before I knew where I was going."  
-Jack, Lattise

"With Chris, the check is small but the conviction is oversized. Ritual is about showing up in the tough spots, not just the highlight reel."  
-Ryan, Pilsport

**What matters most about Chris isn't the years — it's how he says no: thoughtful, direct, and respectful.**  
-Zack, Spun

**"Chris doesn't just invest in an idea, he invests in the humans behind it. Ritual is proof that excellence is built ritual by ritual, habit by habit."**  
-Debi, Kipster

**"Chris has a way of making clarity contagious. Ritual is precision and belief in practice, the quiet force that helps you cut through the noise."**  
-Alex, Paperbury

**"Chris has a gift for making founders feel less alone."**  
-Alex, Paperbury



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For him, the brand should mirror his own style: understated, founder-first, precise in language, and always grounded in belief. He wants the site and story to whisper excellence, not shout it.

Above all, he frames Ritual as a craft, not a factory. Where presence in the hardest moments and attention to detail set him apart from scaled-up peers.

**"Ritual believes greatness is a ritual of discipline, reflection, and persistence that compounds over time."**  
-Chris Howard, Founder & Managing Director

### → Discovery Market & Category Audit

Sequoia sets the gold standard in venture: disciplined, timeless, and aspirational. Their brand is mythic, built on consistency, rigor, and a long-term orientation.

While they've created world-class programs like Arc to mentor founders, their tone can feel lofty and out of reach, more about legacy than intimacy.

**Built with**

- Enduring discipline
- Legendary storytelling
- Founder programs (Arc)
- Global gravitas

### What you'll see today

- **Discovery**
  - Stakeholder Interviews
  - Founders Insight
  - Market Audit
- **Definition**
  - Key Insights
  - Ideal Founders
  - Belief
  - Vision
  - Mission
  - Positioning
  - Voice
  - Personality
  - Values
  - Messaging
  - Manifesto
- **Design**
  - Design Principles
  - Identity Concepts
  - Revised Concepts
  - Selection

### → Discovery Stakeholder Interviews

Jamie brings focus to clarity and simplicity.

She believes the sacred core is the name itself, plus the ethos that rituals lead to excellence. She prefers "Ritual" over "Ritual Capital," leaning toward warmth, sharpness, and understated confidence in design. In her eyes, Chris is the brand, humble, human, loyal, and the site should immediately communicate that founders are in good hands with him.

She values precision and clean design but warns against making the brand feel like a shrine to Chris; humility should stay intact.

**"What truly sets Ritual apart from other early-stage funds? Chris. His humanness, his humbleness, but also his amazing track record."**  
-Daria Viggiani, Operating Partner

### → Discovery Market & Category Audit

First Round is the builder's guide at seed, practical, generous, and relentlessly tactical.

They've become known less for their check size and more for The First Round Review, which sets the standard for founder-first content and actionable frameworks. Their tone is empathetic, pragmatic, and deeply community-driven.

**Built with**

- Tactical content (The Review)
- Founder-first community (Dorm Room Fund, Graduate Fund)
- Actionable frameworks (PMF stages, operating tools)
- Empathetic, practical tone

### Approach

The work is held to a high aesthetic standard, shaped through an equal and transparent partnership.

Progress is built on honest feedback, clear communication, and genuine collaboration, creating a seamless dialogue and a shared commitment to what's being built.

**Built with**

- Strategic thinking
- Compelling storytelling
- Innovative design
- Honest collaboration

### → Discovery Stakeholder Interviews

Carly emphasizes purpose and consistency.

To her, Ritual should feel like an intentional family, a place defined by rhythm, steadiness, and conviction. She likes the navy color direction and prefers a clean, modern, pared-down aesthetic. She describes Chris as the embodiment of Ritual itself: intentional, confident, yet warmly human.

Carly also underscores that Ritual is not about ego or hype, but about consistency and care. For her, Ritual's visual and emotional presence should feel precise, confident, and quietly magnetic.

**"Chris is all heart and all in with everything he does. It should absolutely be at the forefront of everything Ritual means."**  
-Carly Osborn, Director of Operations

### → Discovery Market & Category Audit

Forerunner is the consumer specialist, thesis-led, culture-attuned, and deliberate. With breakout wins like Glossier and Warby Parker, they've built authority by anticipating values shifts and tech shifts in consumer life.

Their brand voice is serious yet curious, grounded in foresight rather than hype.

**Built with**

- Culture-aware thesis
- Early consumer bets (Glossier, Chime, Dollar Shave Club)
- Conviction-led investing (\$1M-\$15M checks)
- Clear, deliberate brand authority

# Process

## 2. Define

- Research
- Stakeholder interviews
- Brand audits
- Market immersion

→ Definition  
Ideal Founder 14

Disciplined visionaries who treat company-building as a craft. They thrive on focus and precision, guided by daily rituals that compound into lasting success.

Resilient in uncertainty and steady in execution, they balance bold ideas with relentless practice, building not for hype, but for endurance.

→ Definition  
Mission 16

**Back founders first to help them shape the companies that last.**



To set founders up, not just with capital, but with the habits, clarity, and confidence that help them build companies that endure. Because anyone can start a company. The rare few build the ones that last. And when they do, it's because the human details, care, empathy, and presence, were part of the foundation.

→ Definition  
Positioning 19

**It is our calling to back founders—we are focused, precise, and all in.**



For founders at seed who want to change the world. Ritual is the quiet force that believes before it's obvious, adapts the story until it sticks, and shows up in the trenches until things turn. Our edge is precision in communication, helping founders shape narratives that unite hearts and inspire belief. Not a factory, but a platform. A craft.

→ Definition  
Voice 21

**Honest but never harsh.**

**Confident yet always human.**

**Encouraging with real conviction.**

**Disciplined but all heart.**



Our Voice

We tell the truth plainly, but always in a way that builds up rather than tears down. We bring conviction to every decision, while staying grounded, approachable, and real. Our narrative isn't fluffy, it's rooted in belief and discipline that give founders strength and care. We hold to high standards without losing warmth and care. And we bring precision to storytelling, sharpening narratives that help founders break through and shine.

→ Definition  
Personality 22


**Humble**  
Avoid the spotlight. Let founders shine. Be present without ego, steady and supportive in every moment.

**Energetic & Encouraging**  
Show up in the hard and human moments. Work alongside founders, check on their health, and always push belief forward.

**Meticulous**  
Sweat the details. Shape the story. Follow through with precision so every word, action, and outcome compounds into success.

**Steady**  
Stay grounded. Stay consistent. Be the calm presence founders rely on through highs, lows, and everything between.

Or, better yet—**Be like Richard.**



Our Personality

"I believe deep inside every human is a creative spirit, is someone who has dreams, who feels they can pursue those with passion."  
—Richard Tall

→ Definition  
Values 23

**Belief**

**Craft**

**Consistency**

**Resilience**

**Integrity**

**Humanity**



Our Values

With belief, craft, consistency, resilience, integrity, and humanity, we help the rare founder turn passion into something extraordinary. These values live in the details, showing up in the hard and human moments, letting others shine, holding precision in the story, and remembering that joy, empathy, and connection are part of the work. Uncertainty are created, not caught.

→ Definition  
Overview 24

Key Insights	As AI dominates, venture shifts to discipline, focus, and transparency but humans still make the difference.
Ideal Founder	The ideal founder is resilient, craft-driven, human-first, and committed to building what lasts.
Belief	Greatness isn't built in a rush, but in the daily ritual.
Vision	Ritual is how founders build the future.
Mission	Back founders first to help them shape the companies that last.
Positioning	We are the craft-driven alternative-focused, precise, and all in on founders.
Voice	We speak with truth and warmth, carrying conviction with care, and lead with discipline rooted in heart.
Personality	Be like Richard.
Values	Belief, Craft, Consistency, Resilience, Integrity, Humanity

→ Definition  
Messaging 26

**Opening Paragraph**

Greatness begins with rituals. The daily practice. The shared belief. The way of showing up.

At Ritual, we back founders at the very beginning, the first check, the early spark, the fragile idea carried by conviction. Companies that endure aren't built overnight. They're built through consistency, discipline, and habits that compound into greatness.

The founders we partner with don't just launch companies, they reshape industries. Passion and grit may light the fire. Rituals keep it burning.

We're early believers and first partners. We help founders imagine the impossible and then build it into what lasts.

Small checks. Big bets. All heart.

**Core Message**

We believe greatness is built through rituals.

**Conversation Starter**

Ritual Capital is the seed-stage venture firm that backs founders at the very start, helping them turn sparks of belief into enduring companies.

**The Ritual Story**

Ritual Capital was founded by Chris Howard in 2023 after a decade at Fuel Capital and early investments in companies like Figma, Flexport, Lattice, and Convoy. With a \$38M seed fund, Ritual is returning to its roots: small checks, big conviction, and relentless focus on the daily practices that turn ideas into enduring companies.

**For Investors**

Ritual Capital is a \$38M seed-stage fund led by Chris Howard, backing high-potential founders at their earliest and hardest moments. With a track record including Figma, Flexport, and Lattice, we bring conviction, craft, and presence to help enduring companies take root.

**For Founders**

Ritual Capital is your first believer. We write small, collaborative checks early and show up with the conviction, craft, and guidance to help you go the distance. We don't chase hype, we build with you for what lasts.

→ Definition  
Messaging 27

**Headlines**

**Greatness begins with rituals.**

**Belief is the first ritual.**

**First believers. Lasting partners.**

**The future is built one ritual at a time.**

**Unicorns are created, not caught.**

**Key Messages**

**Belief**  
We believe in founders before the world calls them leaders.

**Craft**  
We sharpen the story, sweat the details, and help founders show up with precision and clarity.

**Consistency**  
Greatness isn't sudden. It's sustained, built through daily rituals and steady presence.

**Humanity**  
We show up with empathy and care, reminding founders that endurance comes from health, energy, and connection.

**Boldness**  
We make small checks and big bets. We go all in with conviction and courage.

→ Definition  
Manifesto 28

A manifesto is more than words on a page. It's a declaration of belief, a promise of intent. It says who we are, what we stand for, and how we choose to show up in the world.

For founders, for investors, for ourselves, a manifesto is the compass. It doesn't describe the destination, it reminds us how to walk the path.

**This is Ritual.**

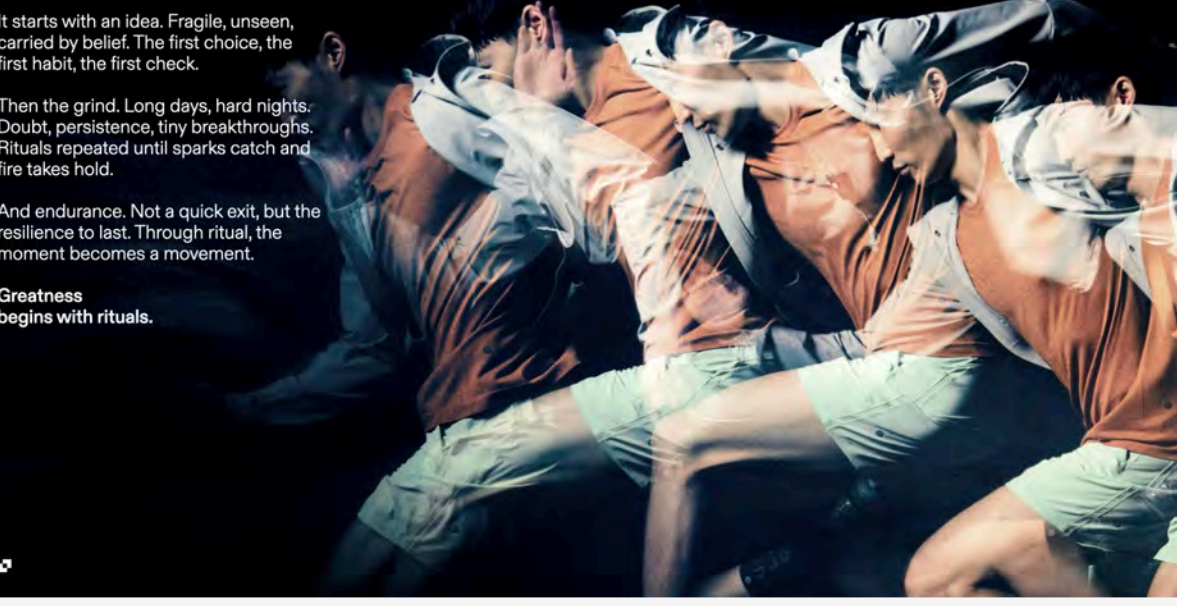
→ Design  
Manifesto C 31

It starts with an idea. Fragile, unseen, carried by belief. The first choice, the first habit, the first check.

Then the grind. Long days, hard nights. Doubt, persistence, tiny breakthroughs. Rituals repeated until sparks catch and fire takes hold.

And endurance. Not a quick exit, but the resilience to last. Through ritual, the moment becomes a movement.

**Greatness begins with rituals.**



# Process


## 3. Design

- Distill insights
- Strategic direction
- Refinement

→ Brainstorm  
Concept A

Team

Together everyone achieves more.

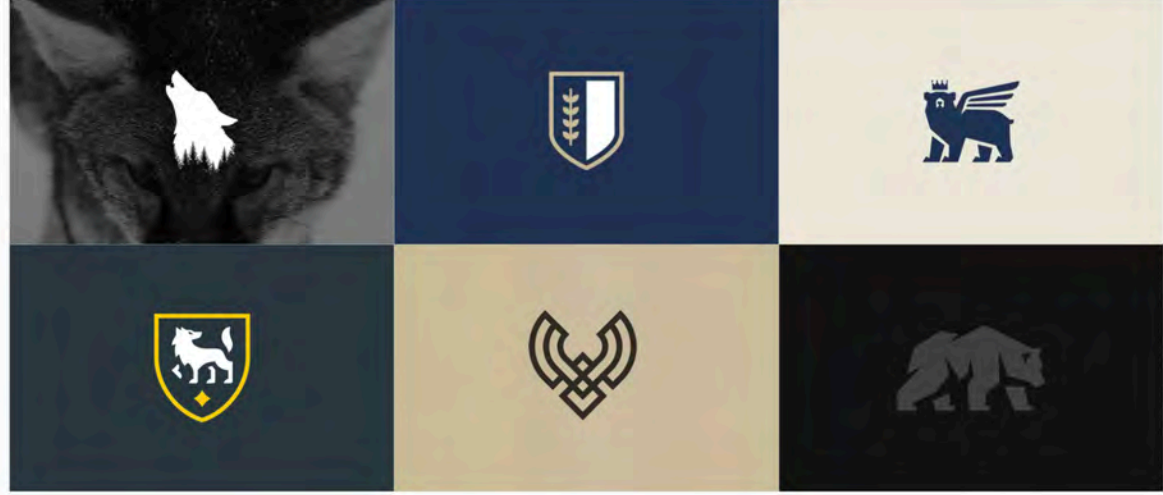


Winning doesn't happen by accident. It's the repetition of daily rituals: precision, discipline, belief.

Ritual draws from the language of sport: the huddle before the play, the runner's breath before the sprint, the small choices that add up to victory.

→ Concept A  
Team

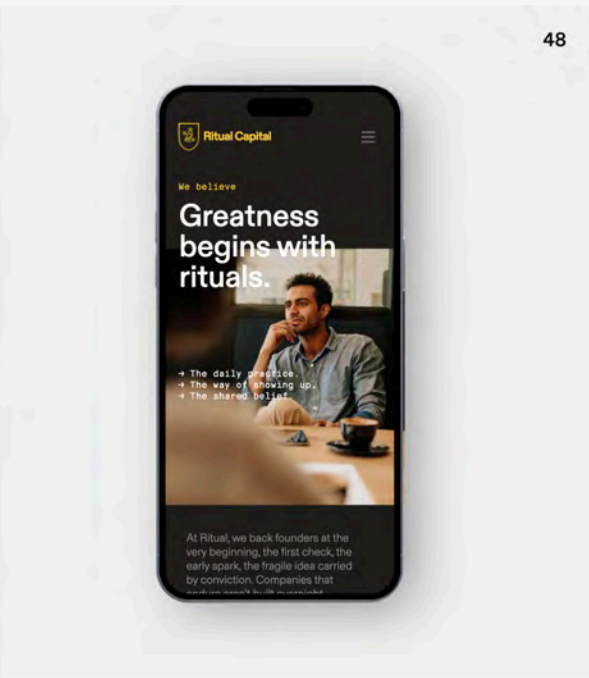
Inspiration



→ Concept A  
Team

Sketches

Ritual Capital



→ Brainstorm  
Concept B

Human

Human, always human.



Behind every pitch is a person. A spark of conviction, a little doubt, a lot of heart. The hand-scribbled note is proof: belief is personal.

→ Concept B  
Human


Inspiration



→ Concept B  
Human

Sketches


Ritual Capital



→ Brainstorm  
Concept C

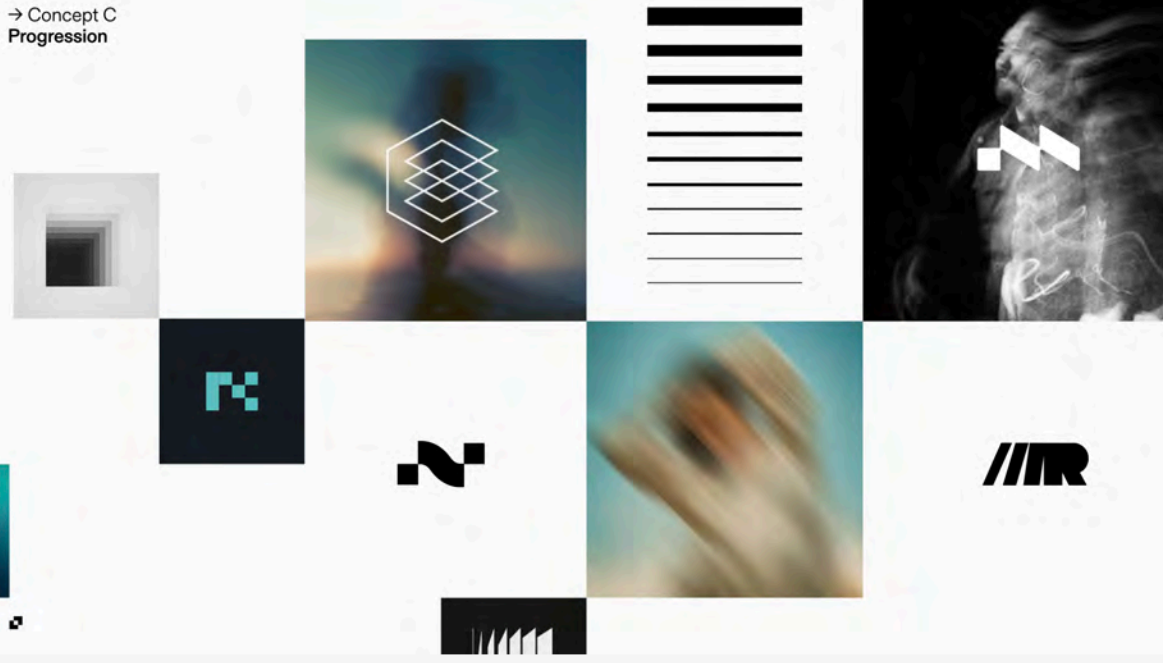
Progression

Progression as ritual.



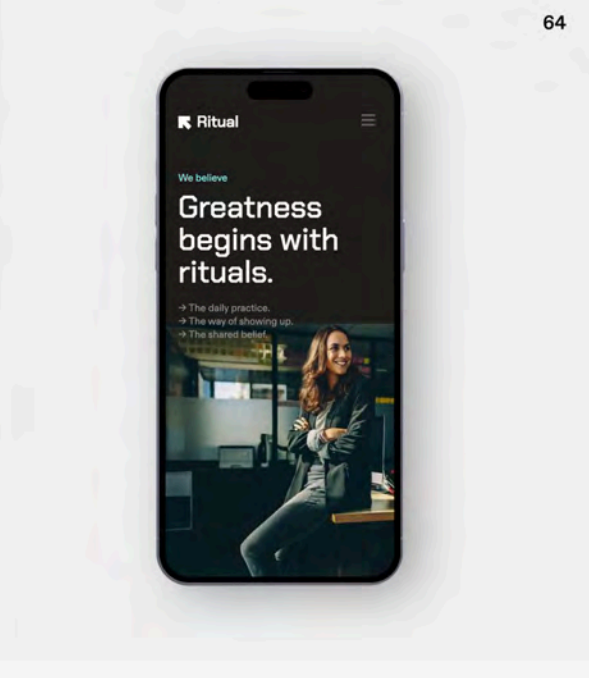
Greatness is not one moment. It's the line you draw every day, again, and again, until the moment of small, steady acts. Signals of rhythm, growth, and the circles that inspire founders to build the future.

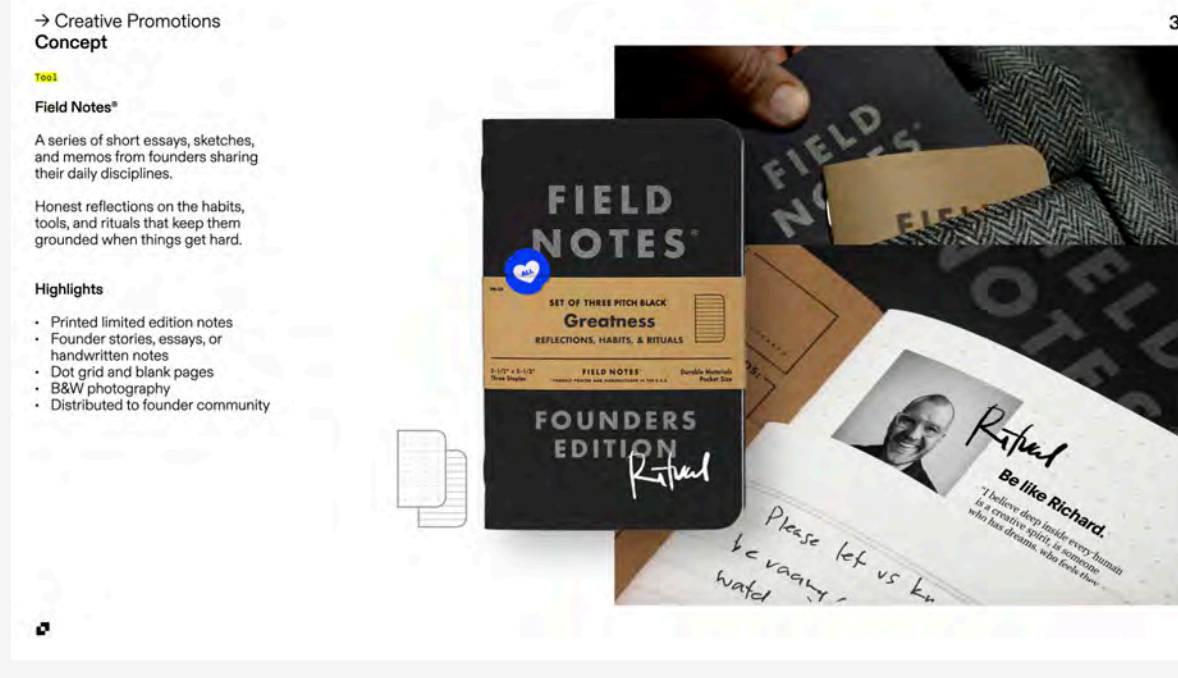
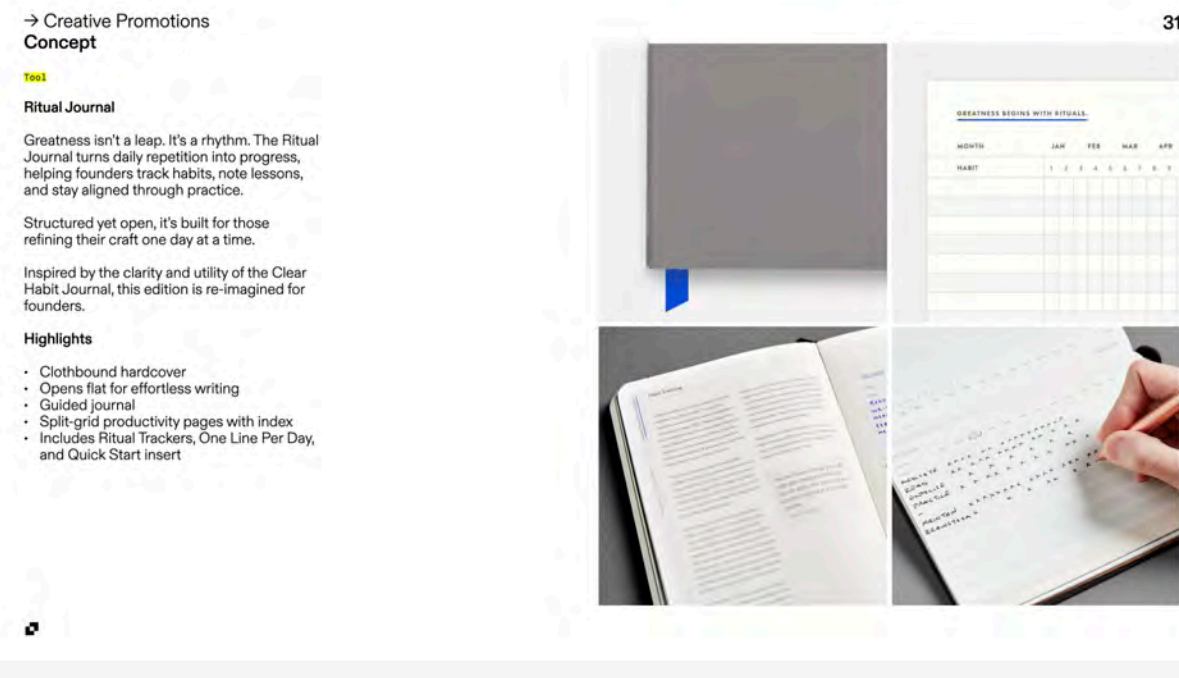
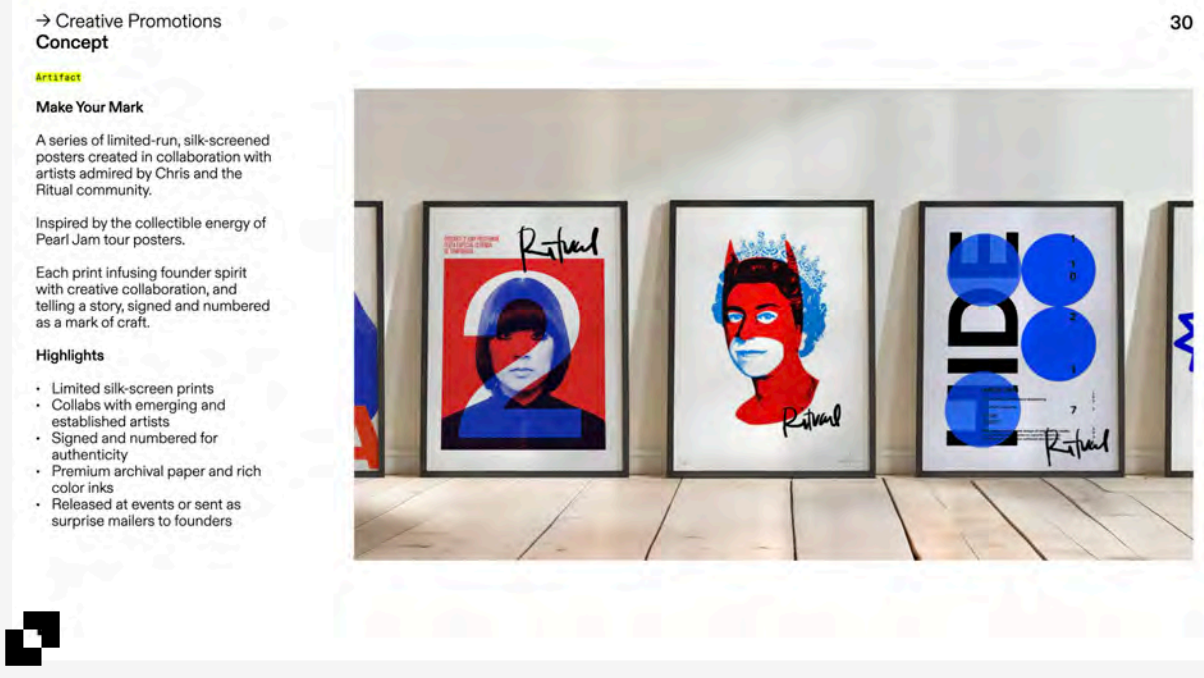
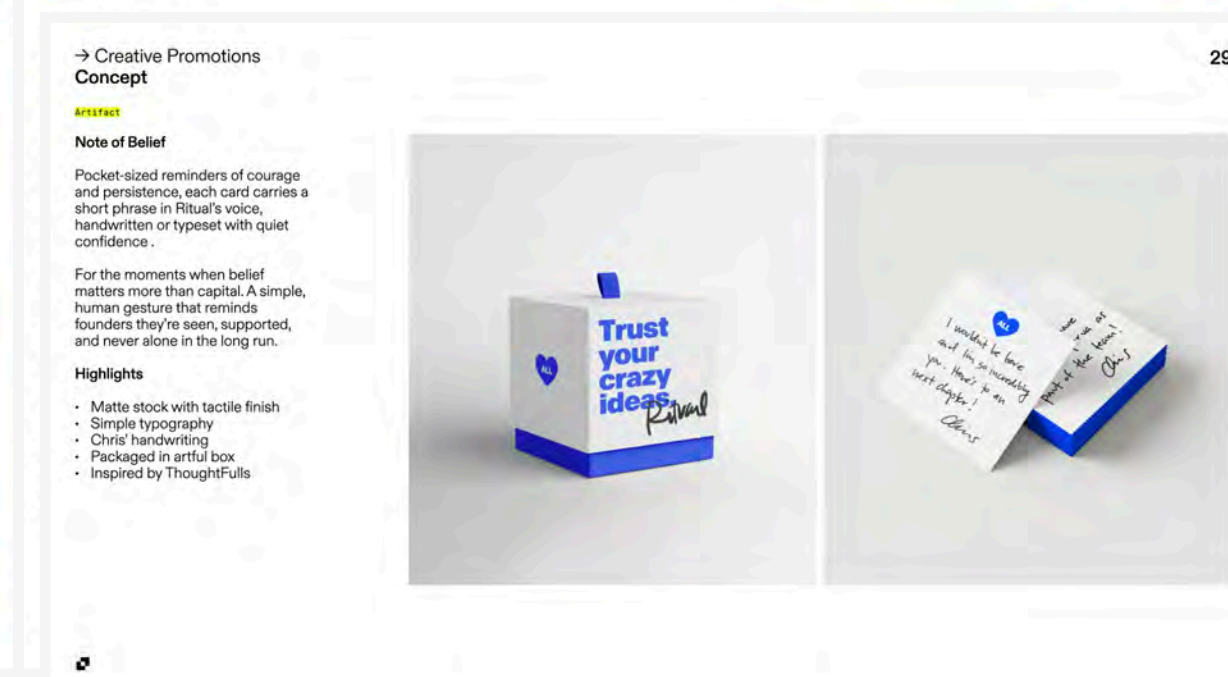
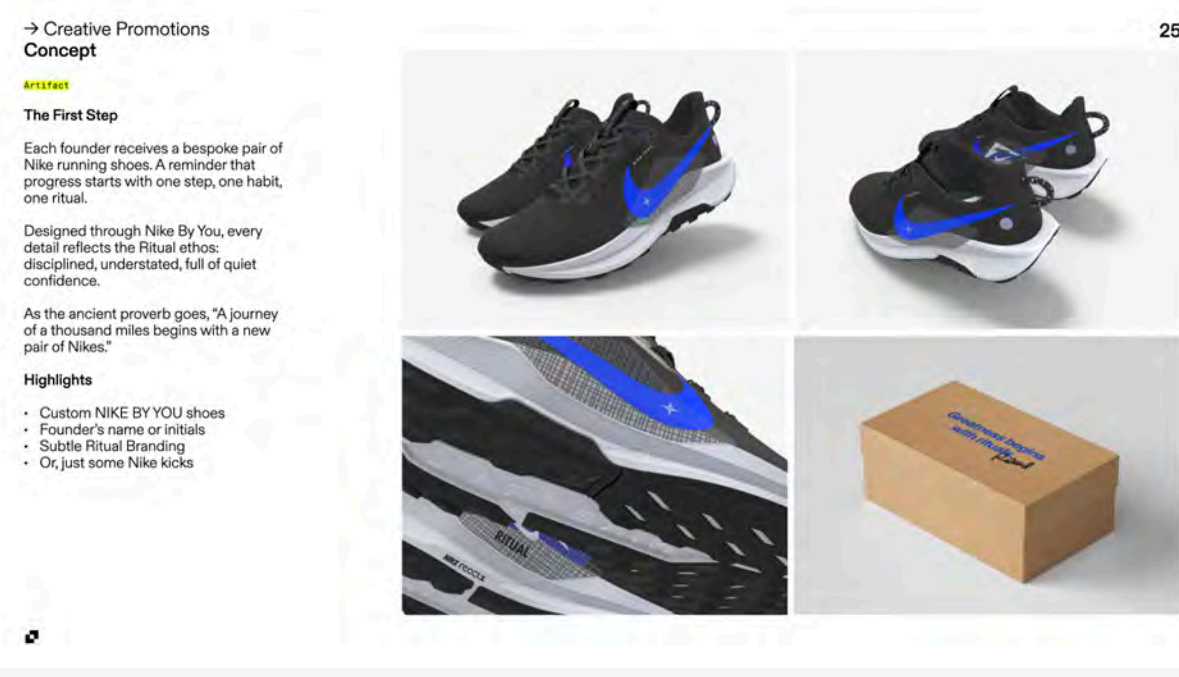
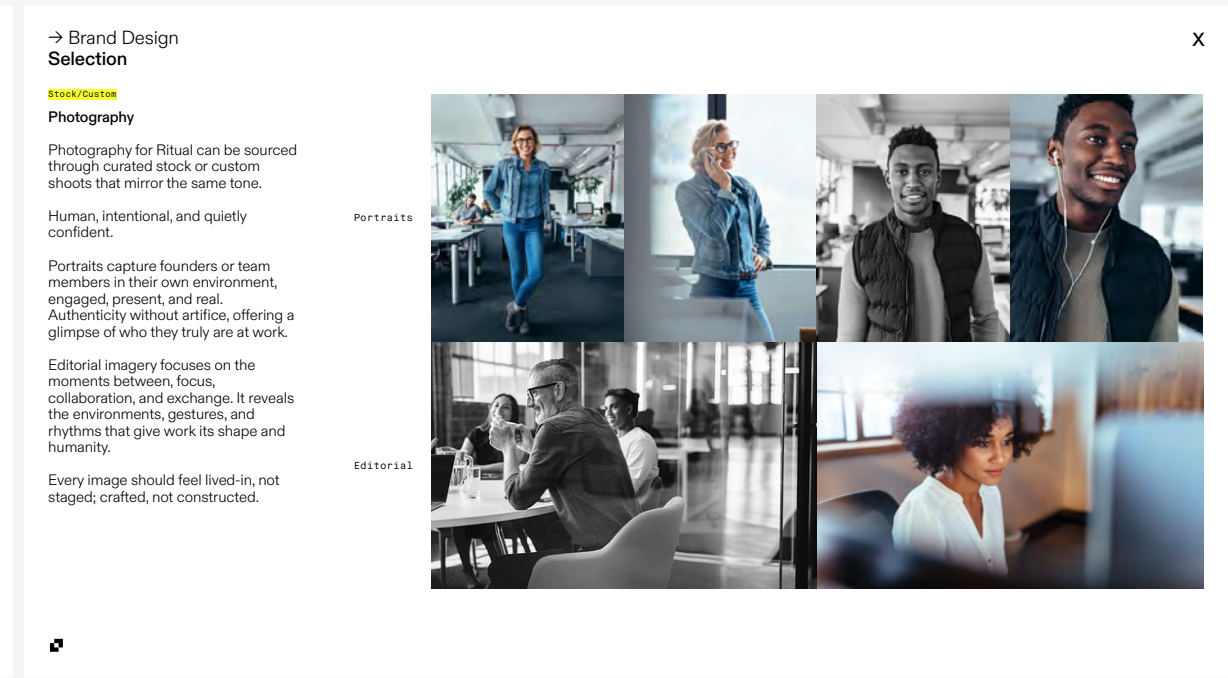
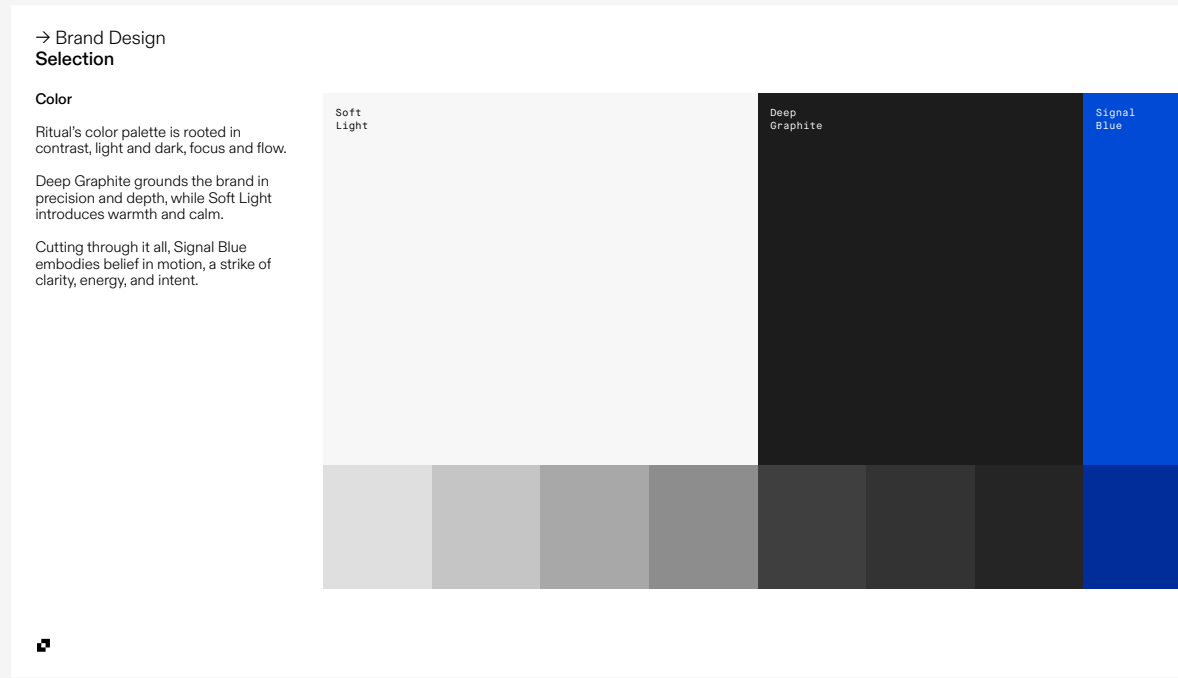
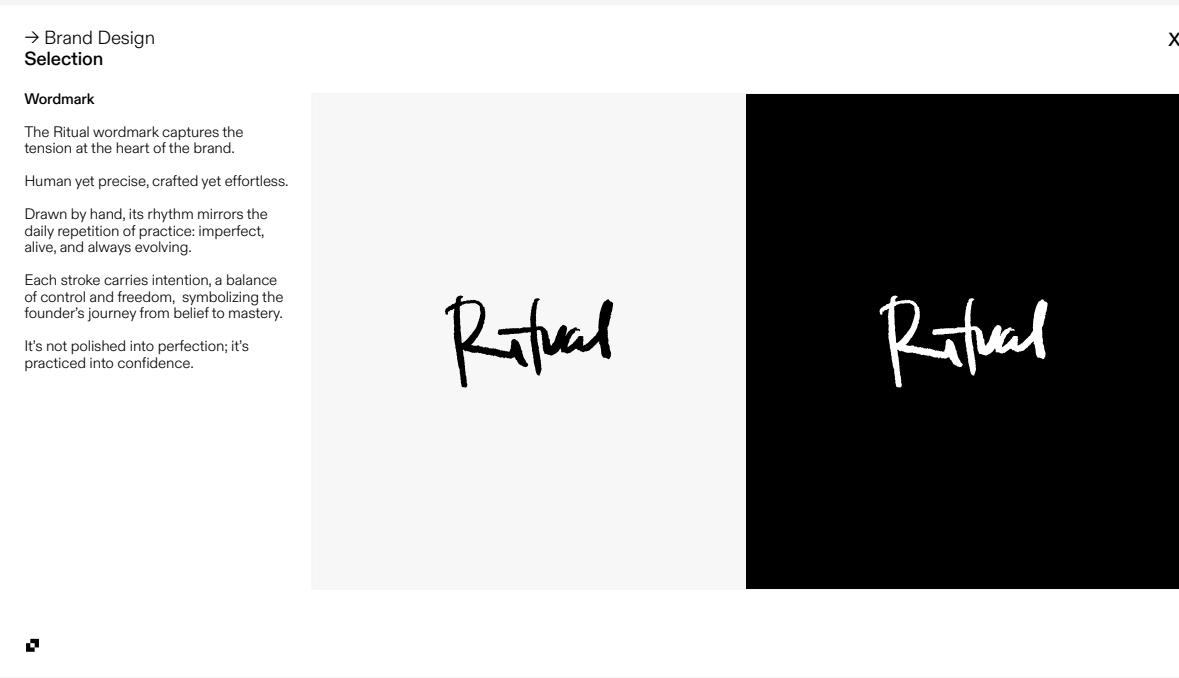
→ Concept C  
Progression

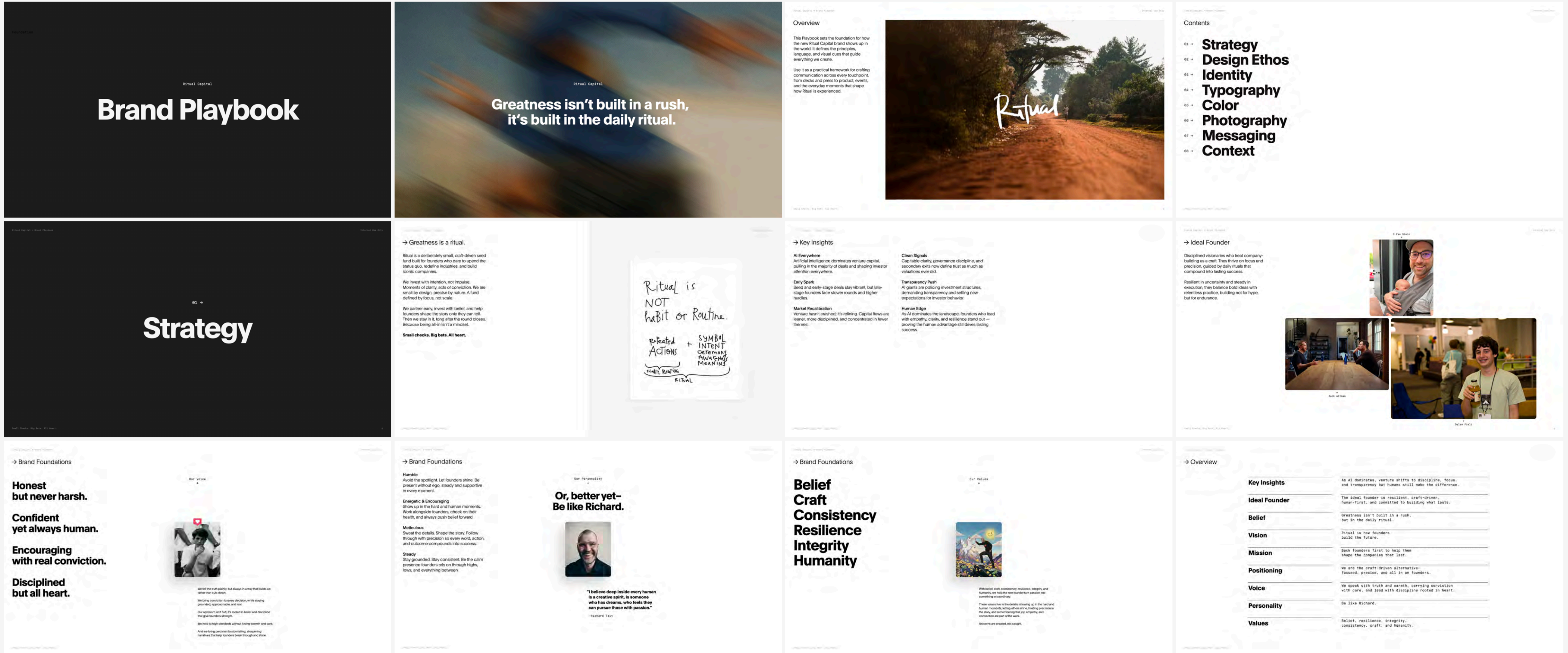


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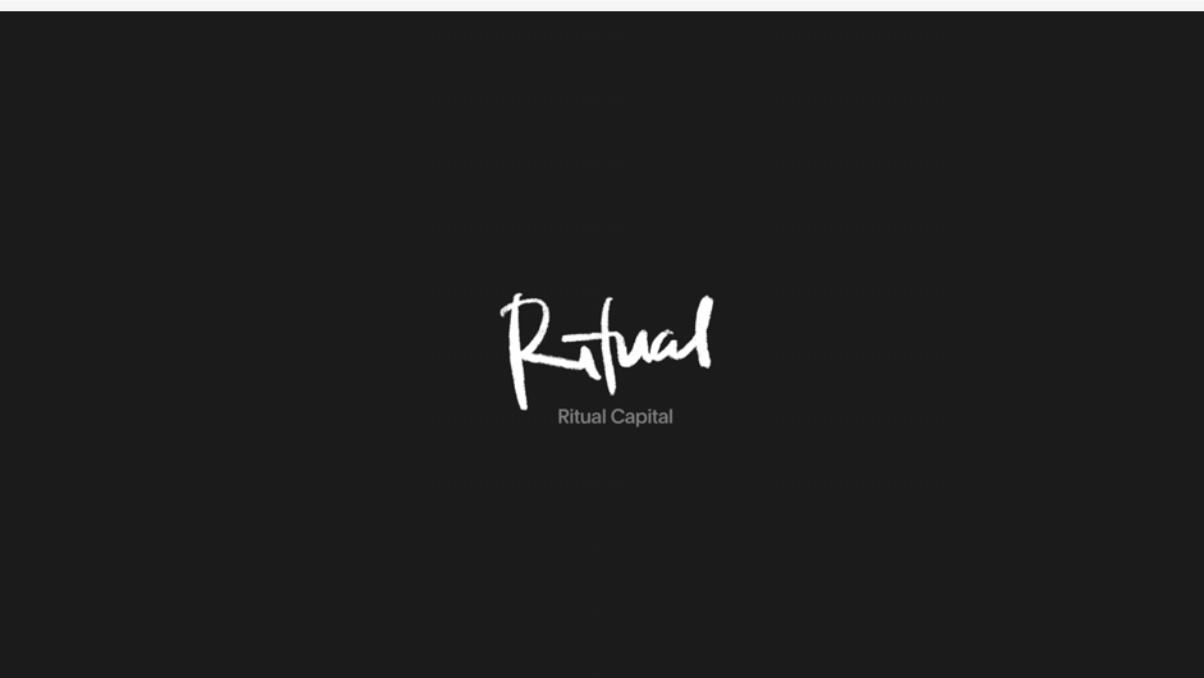
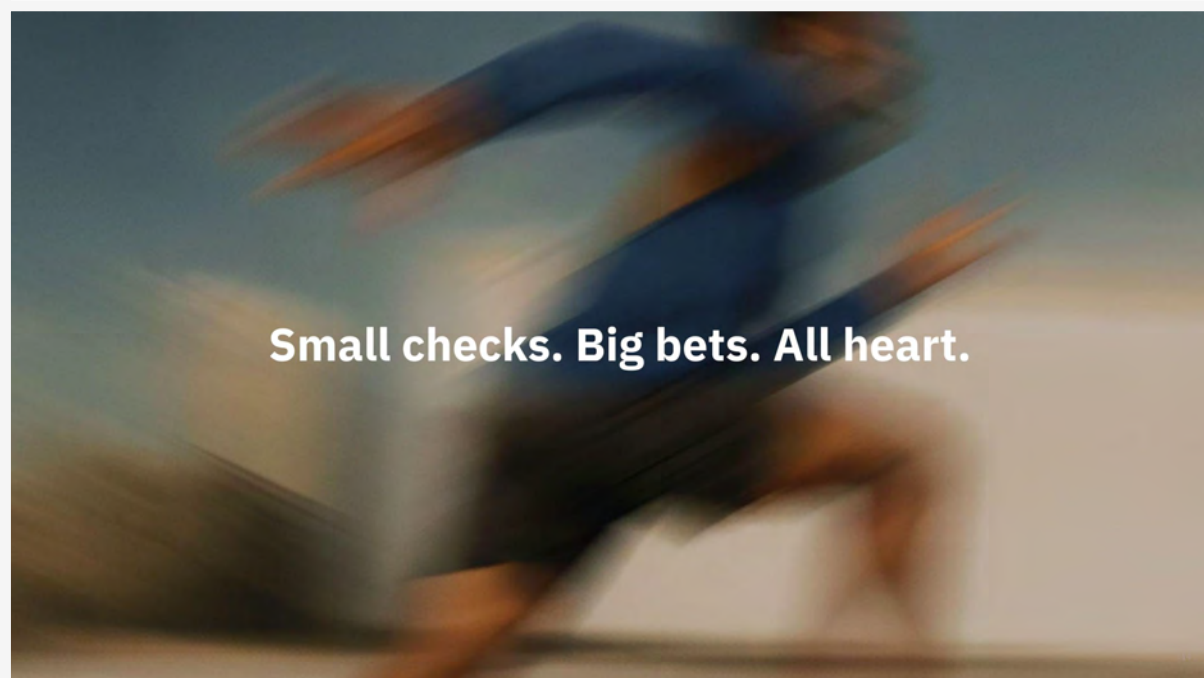
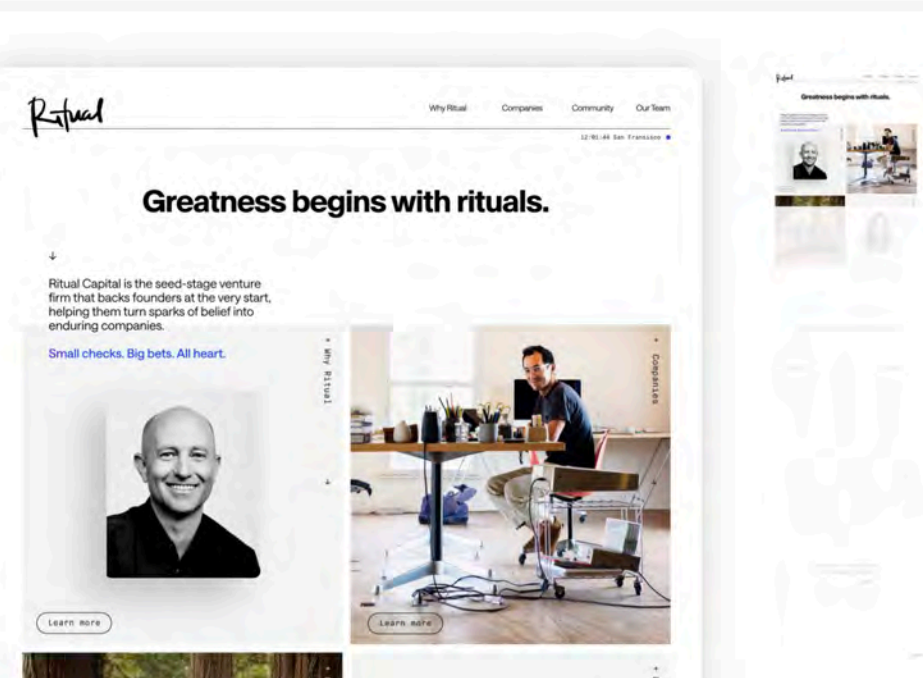
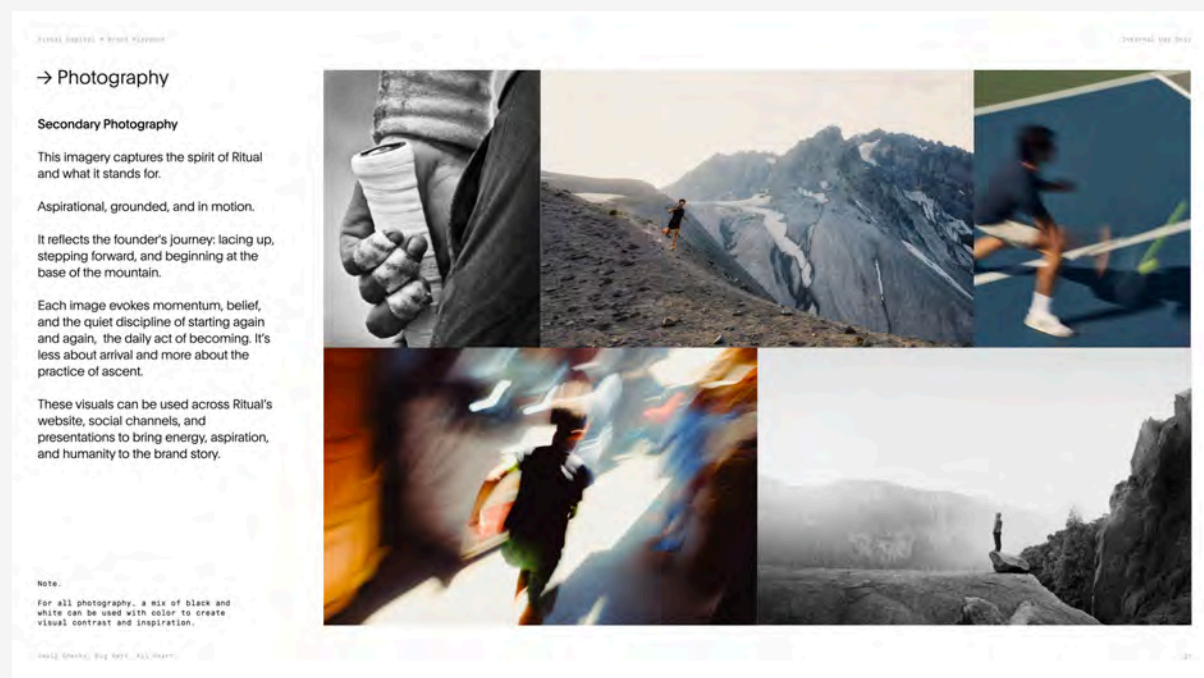
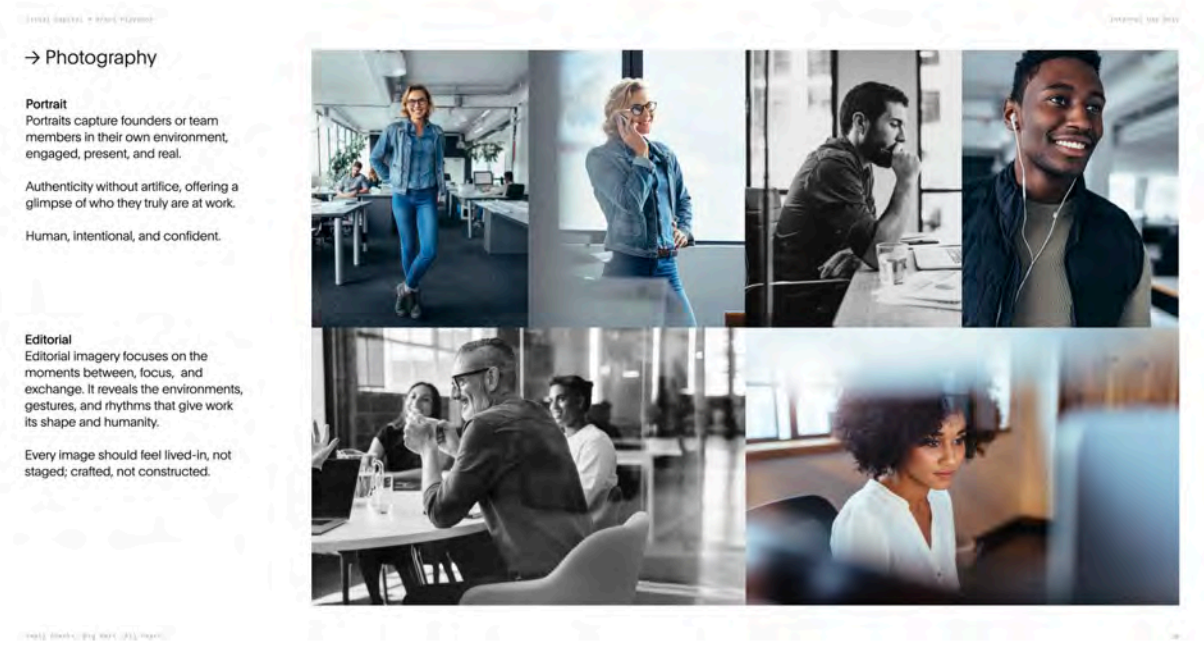
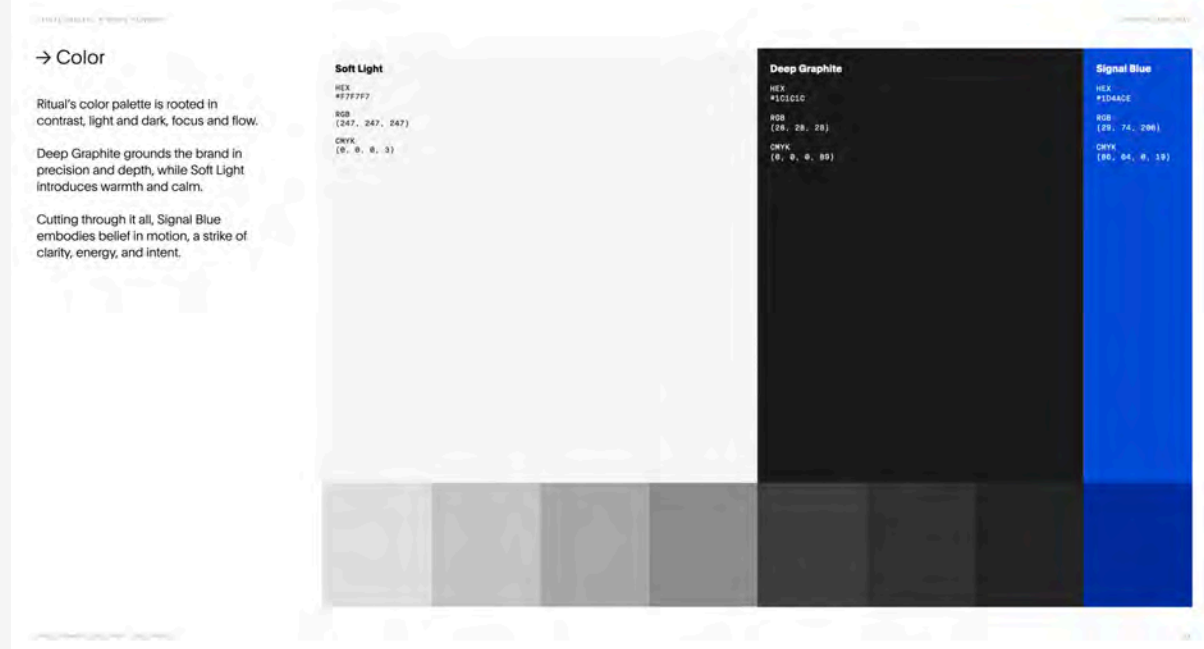
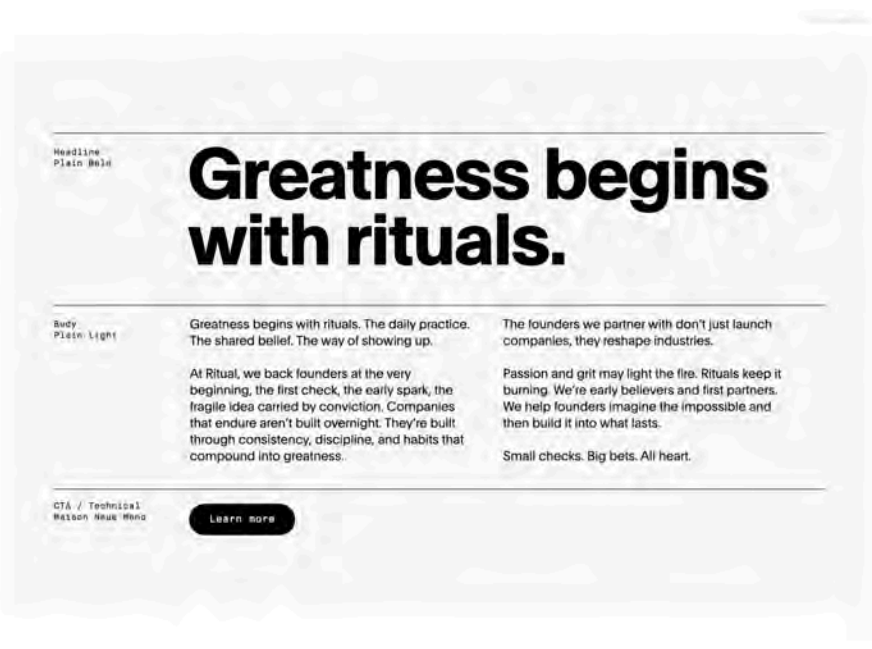
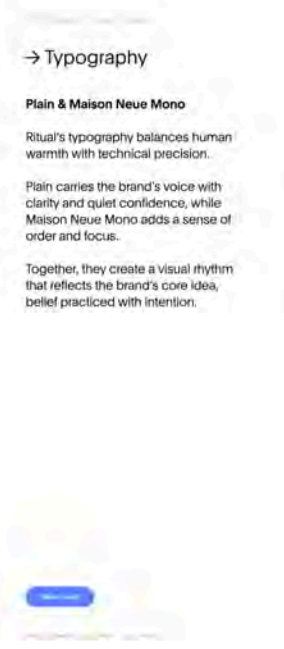
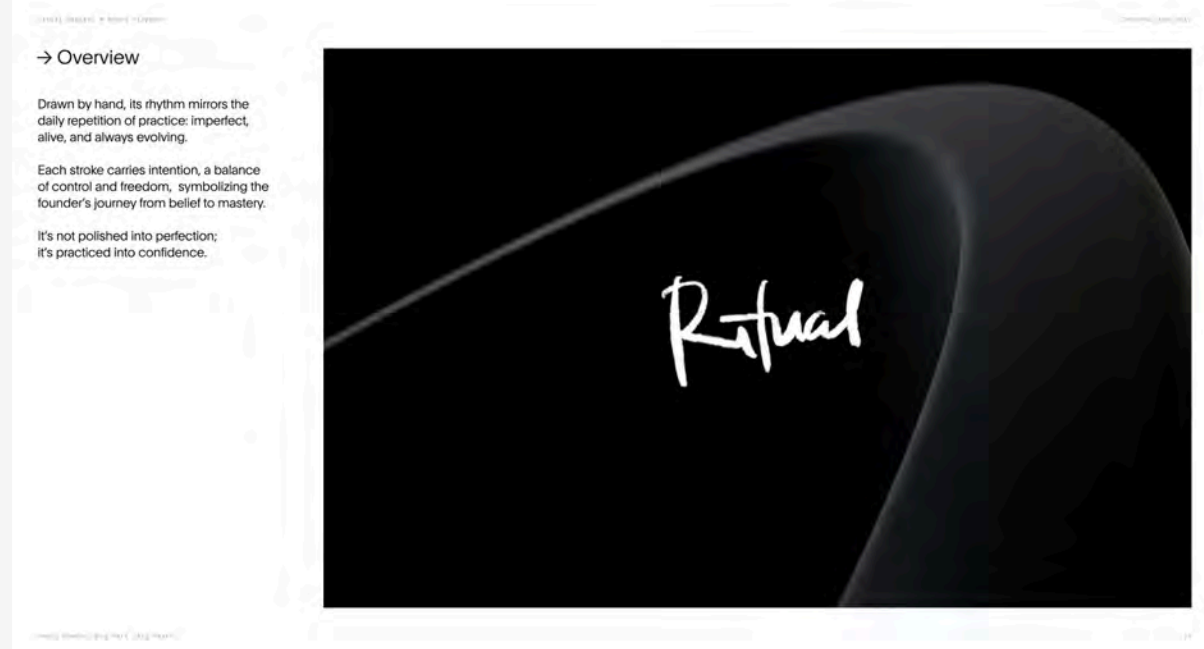
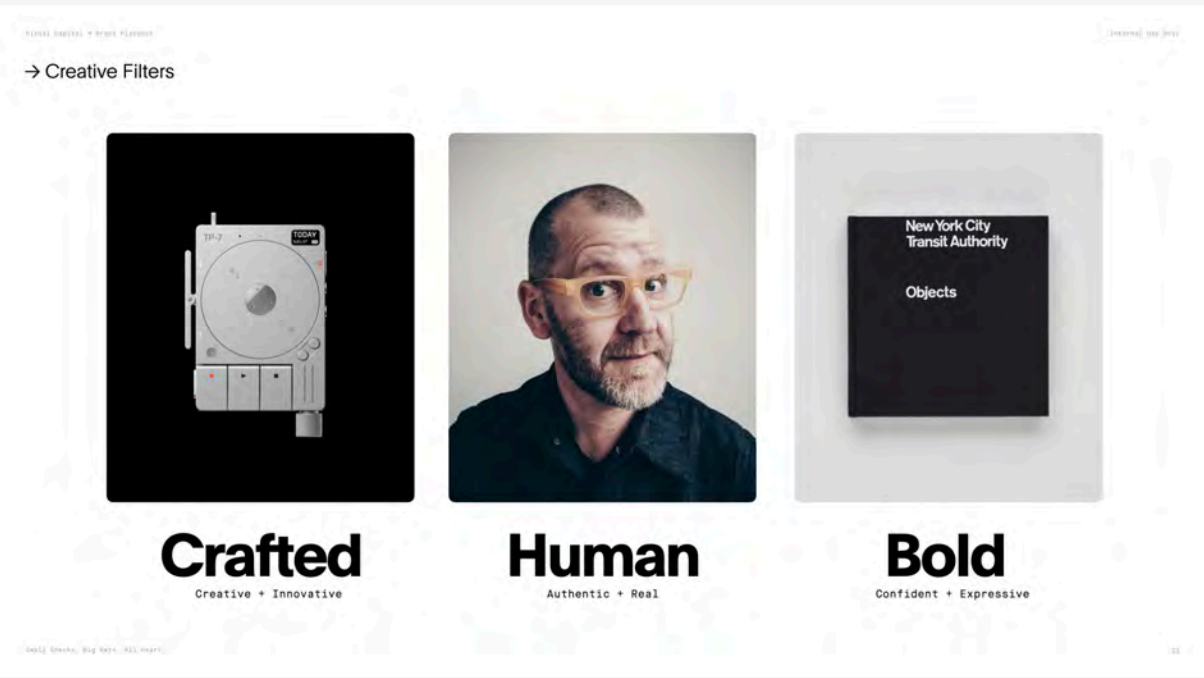
Ritual Capital







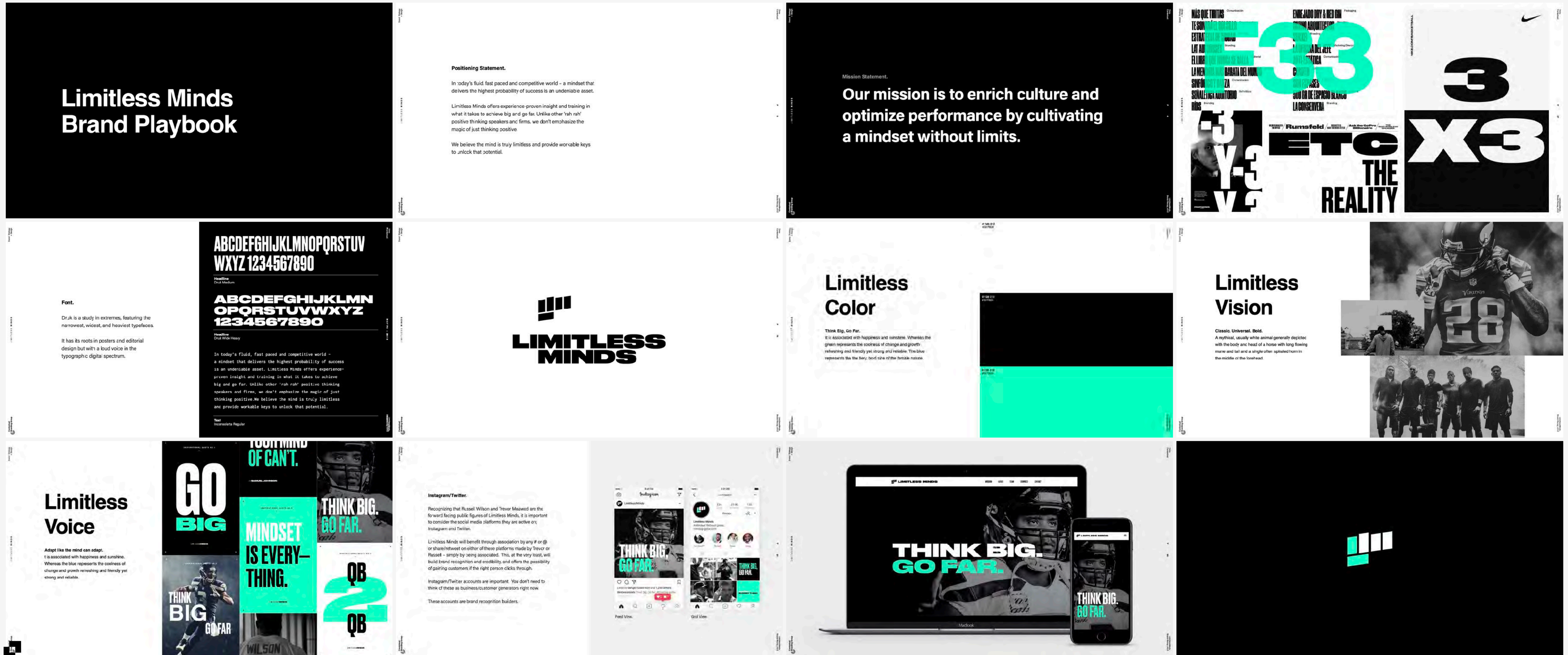
- Prepare rollout
- Support launch
- Enjoy success



Built from scratch.  
Start to finish.

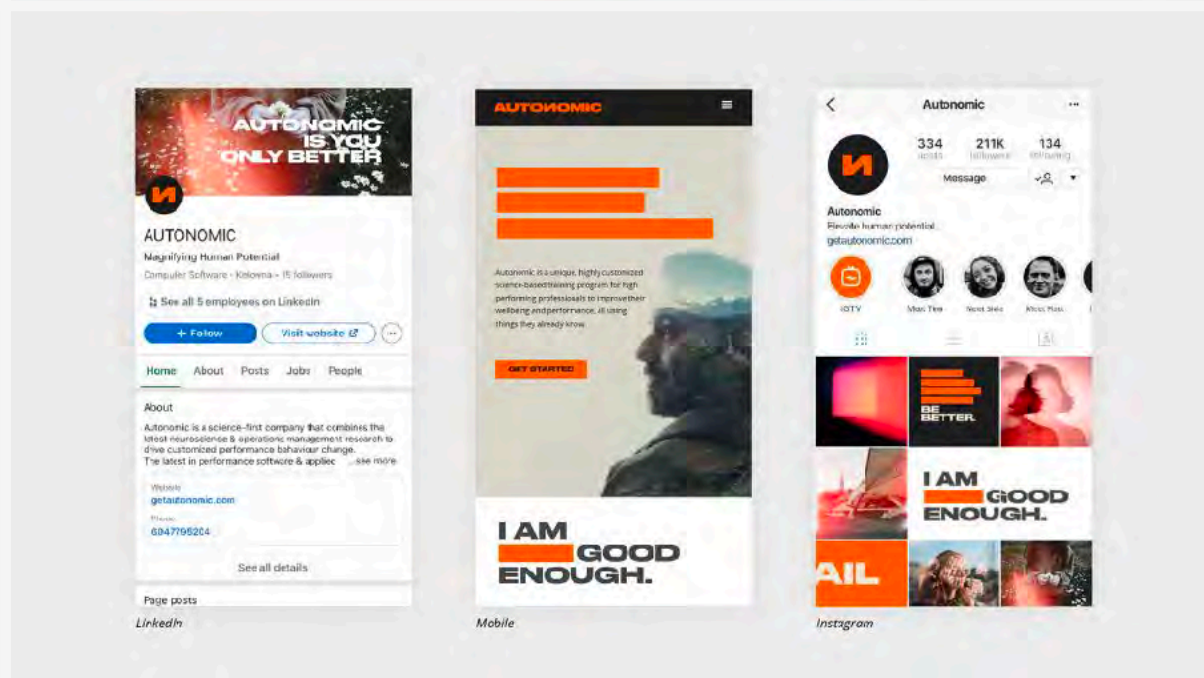
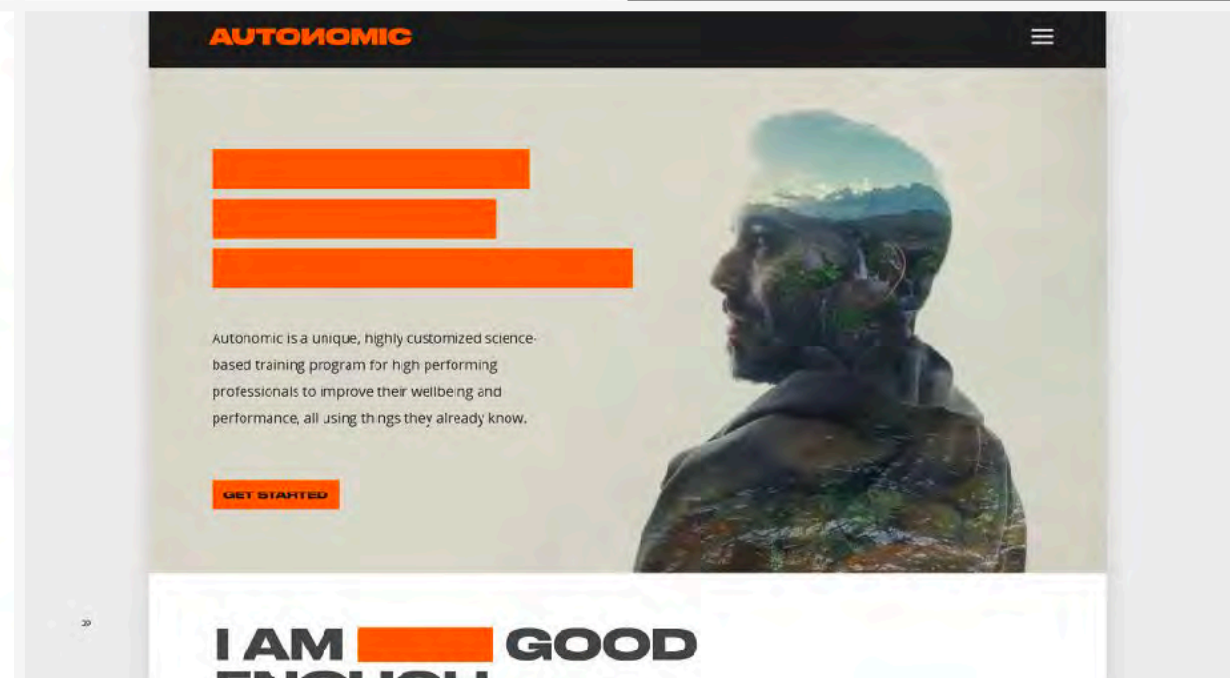
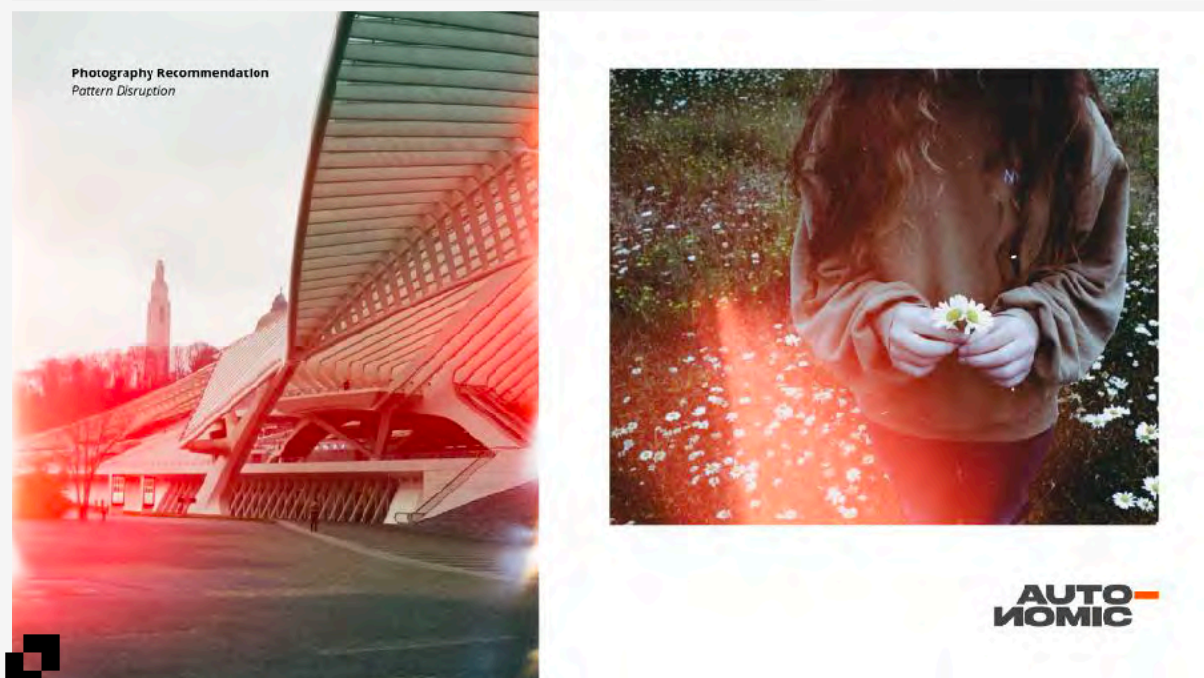
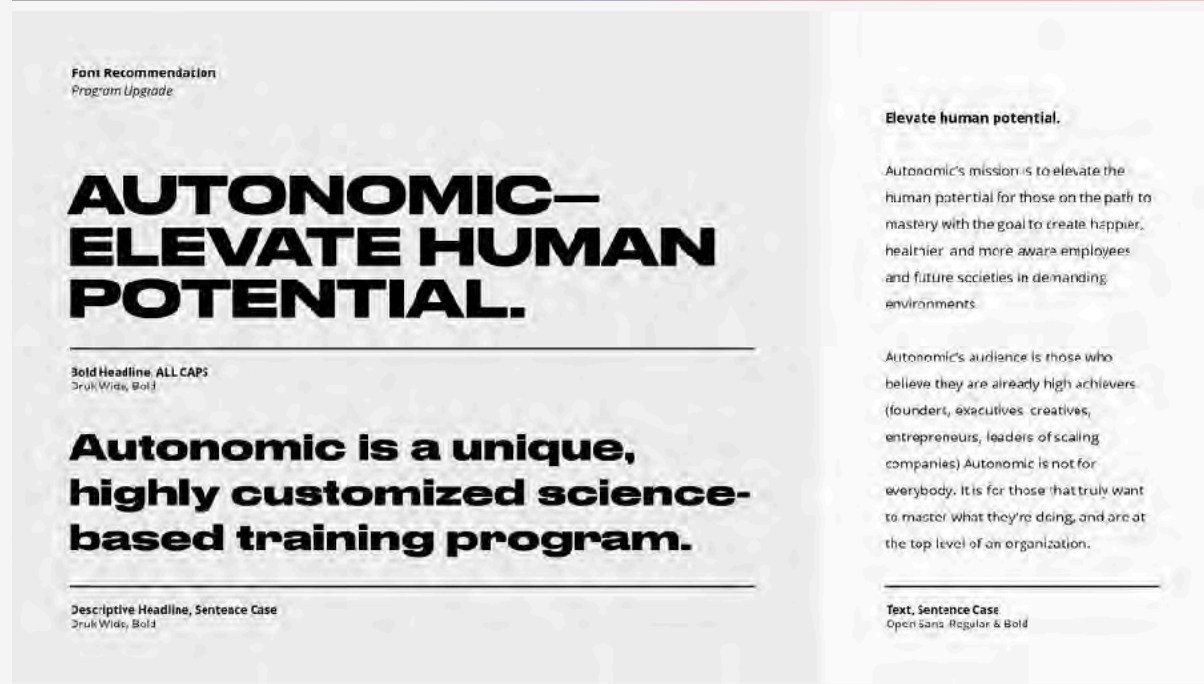
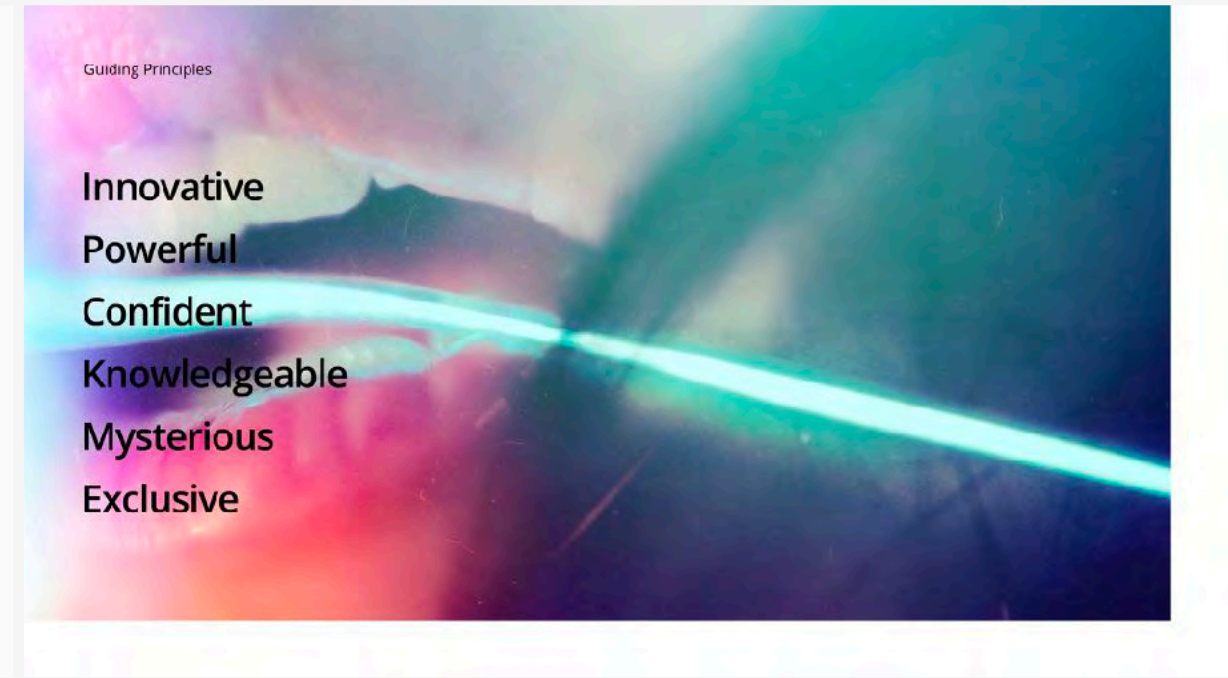
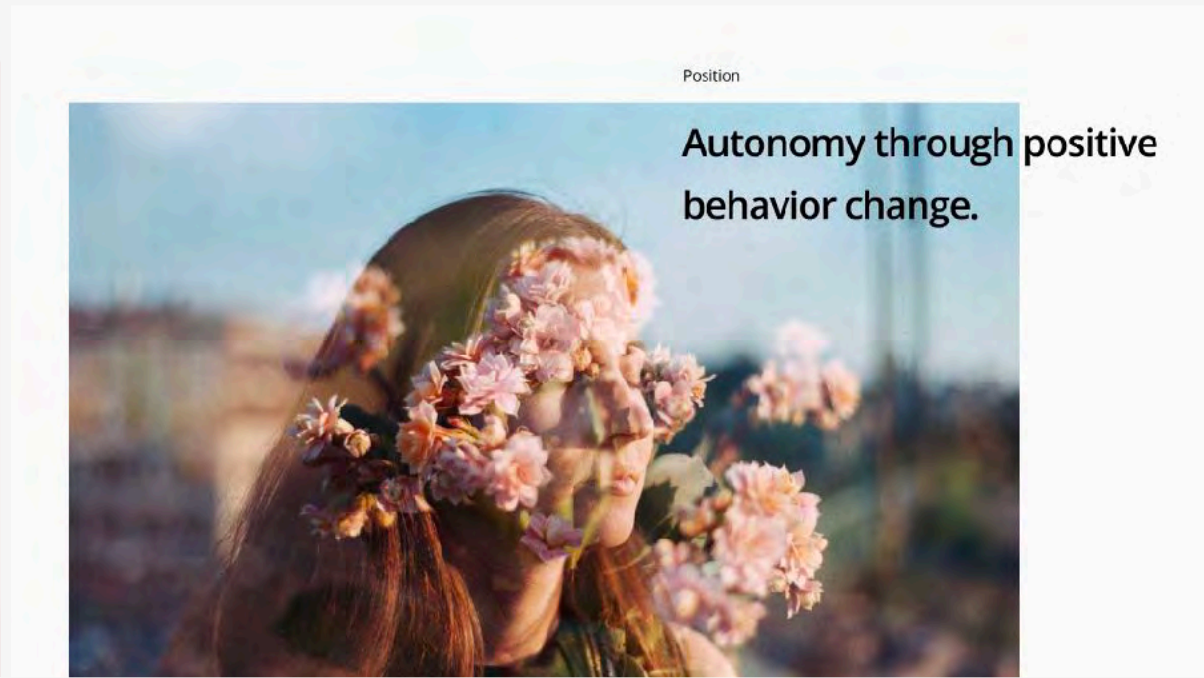
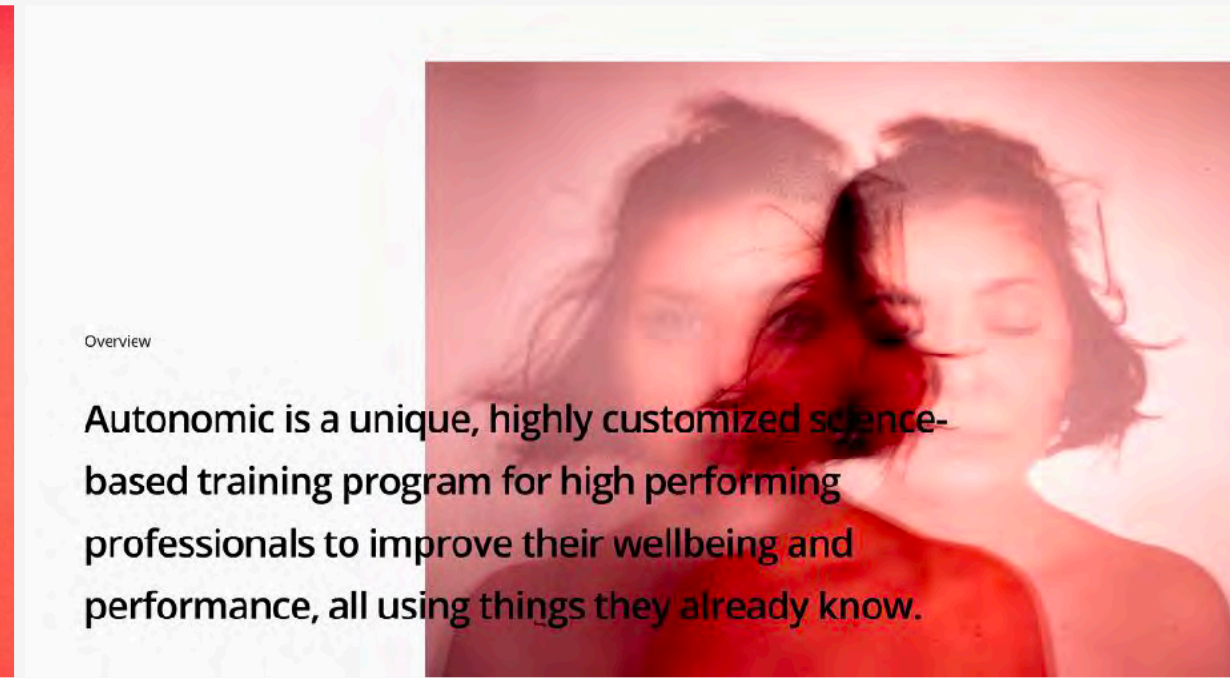
- Naming
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# Autonomic Behavioral Change Platform

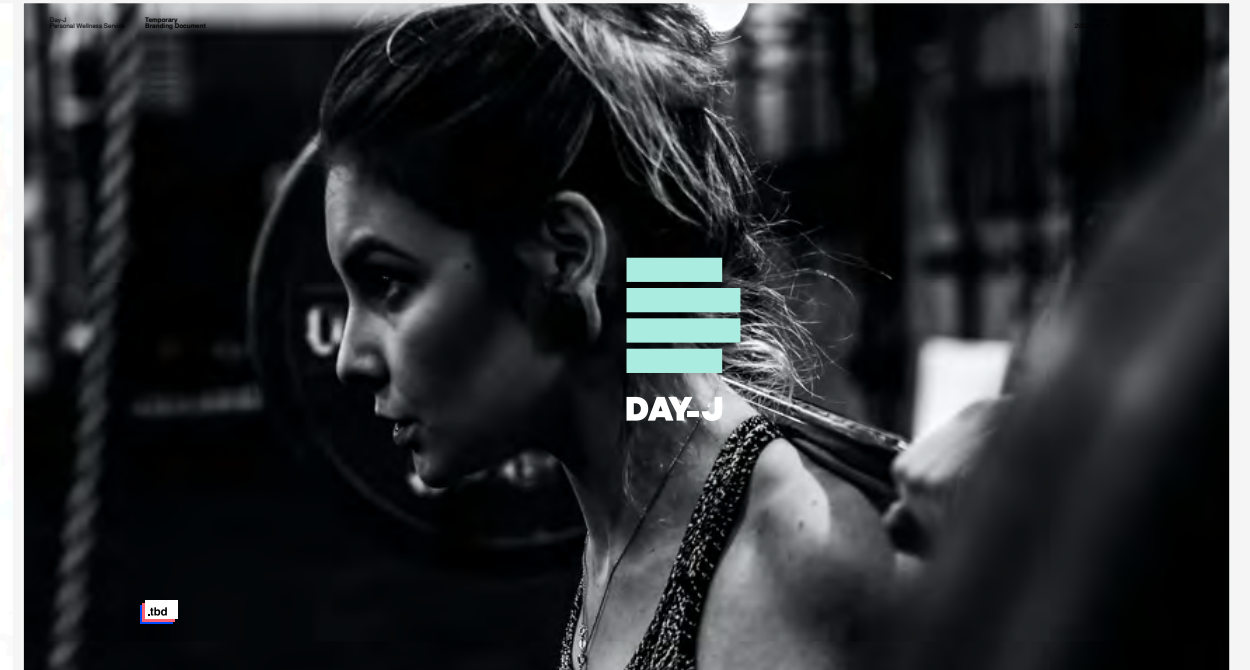
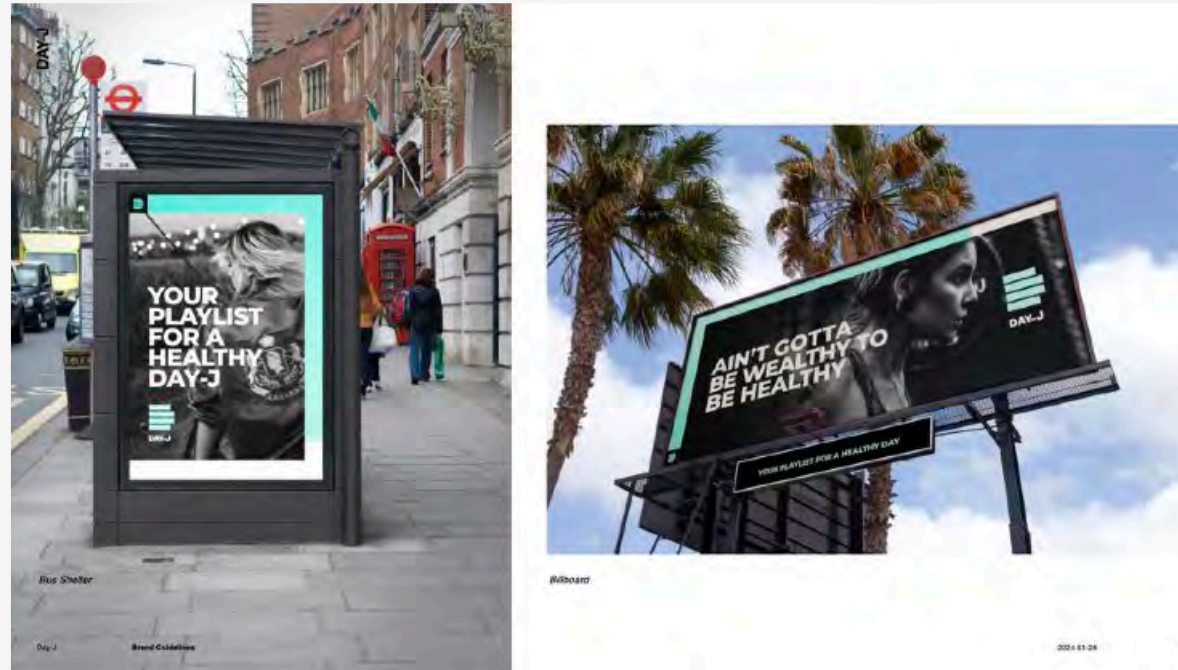
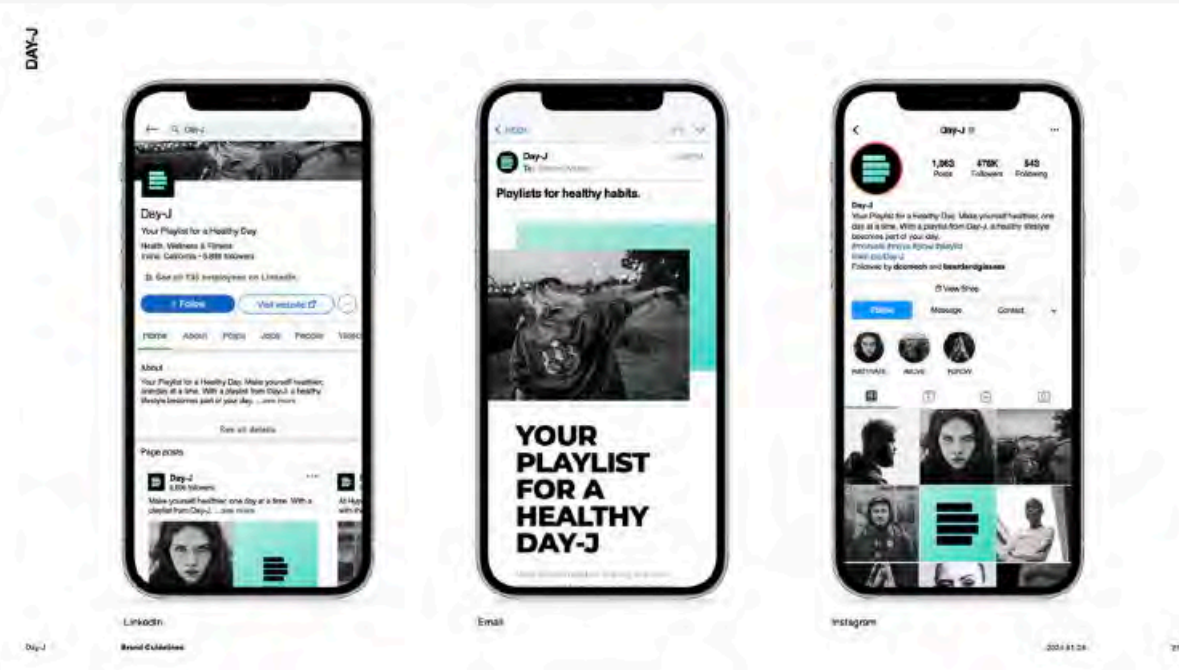
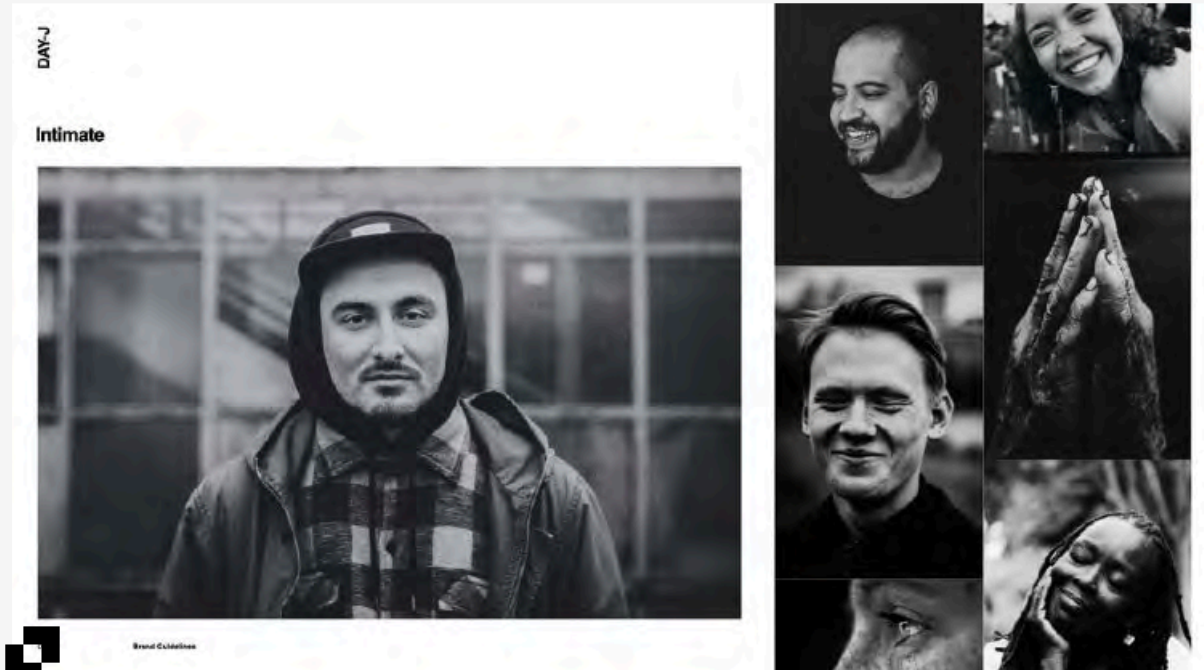
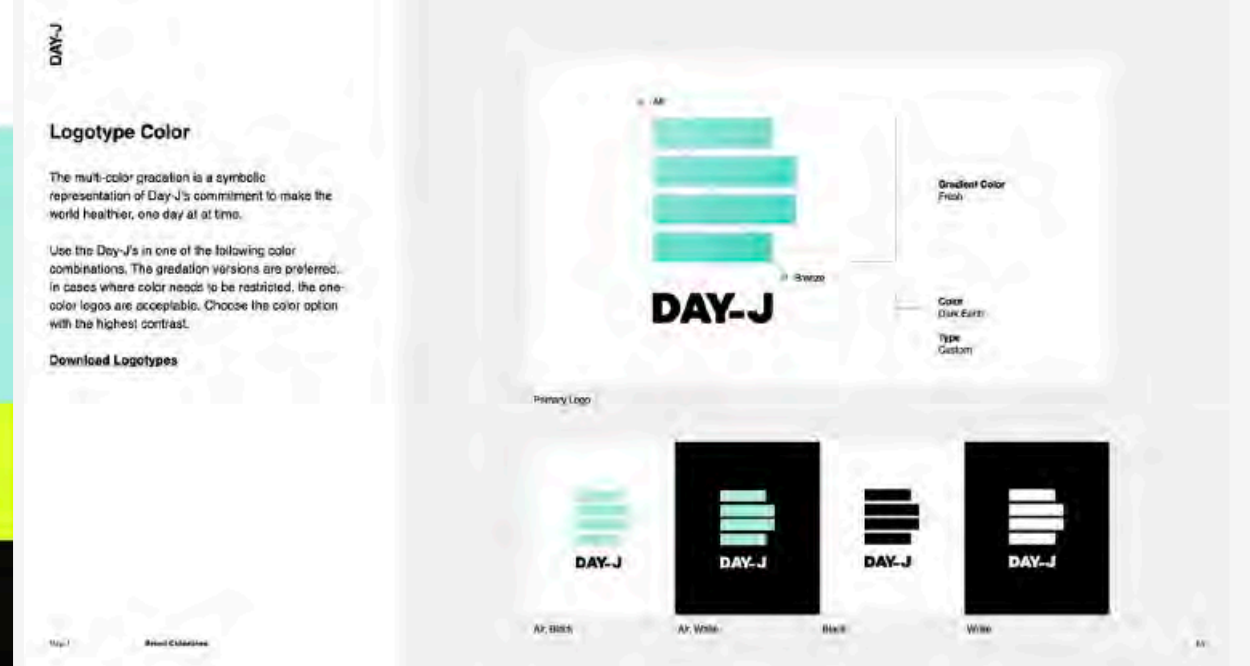
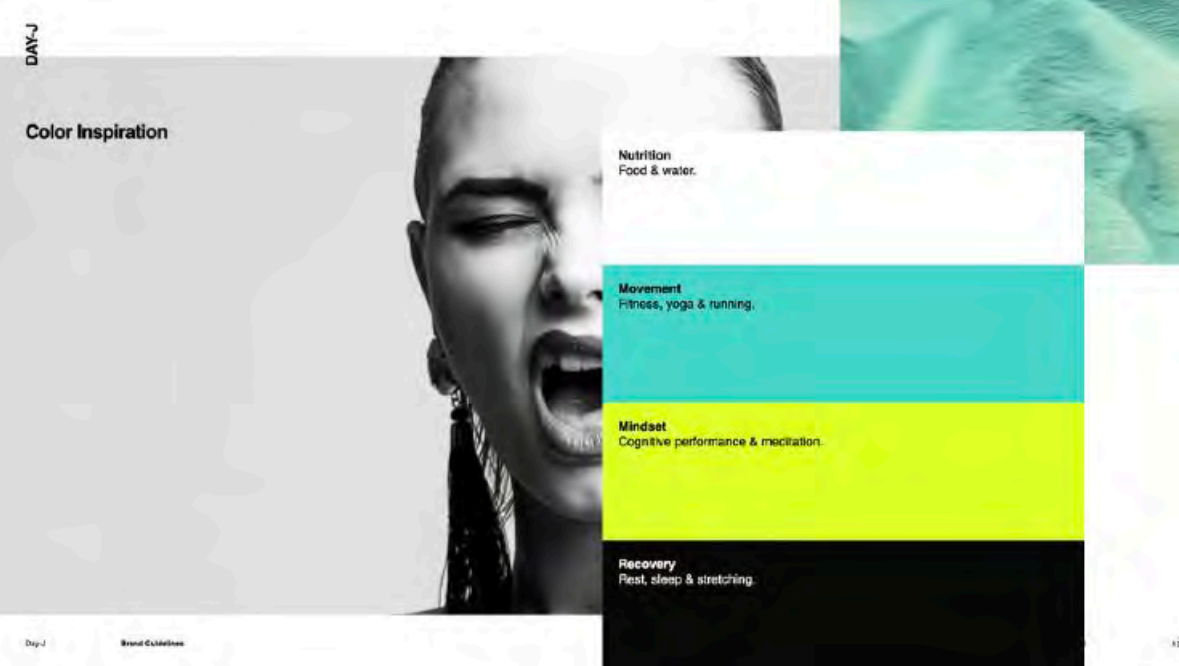
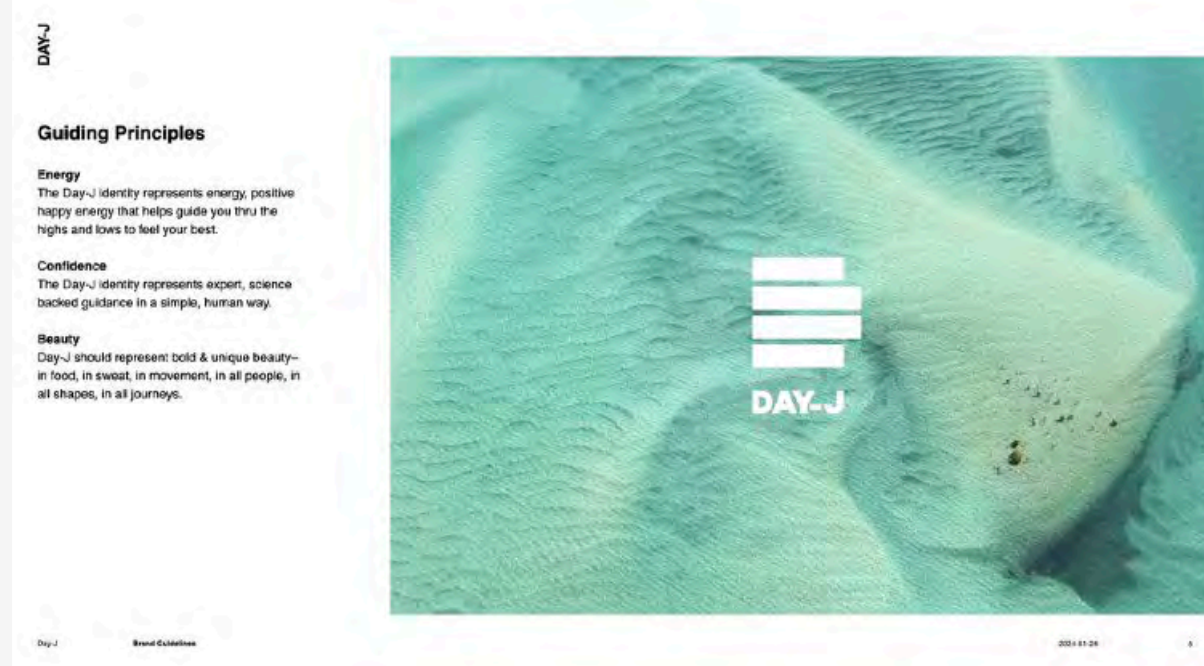
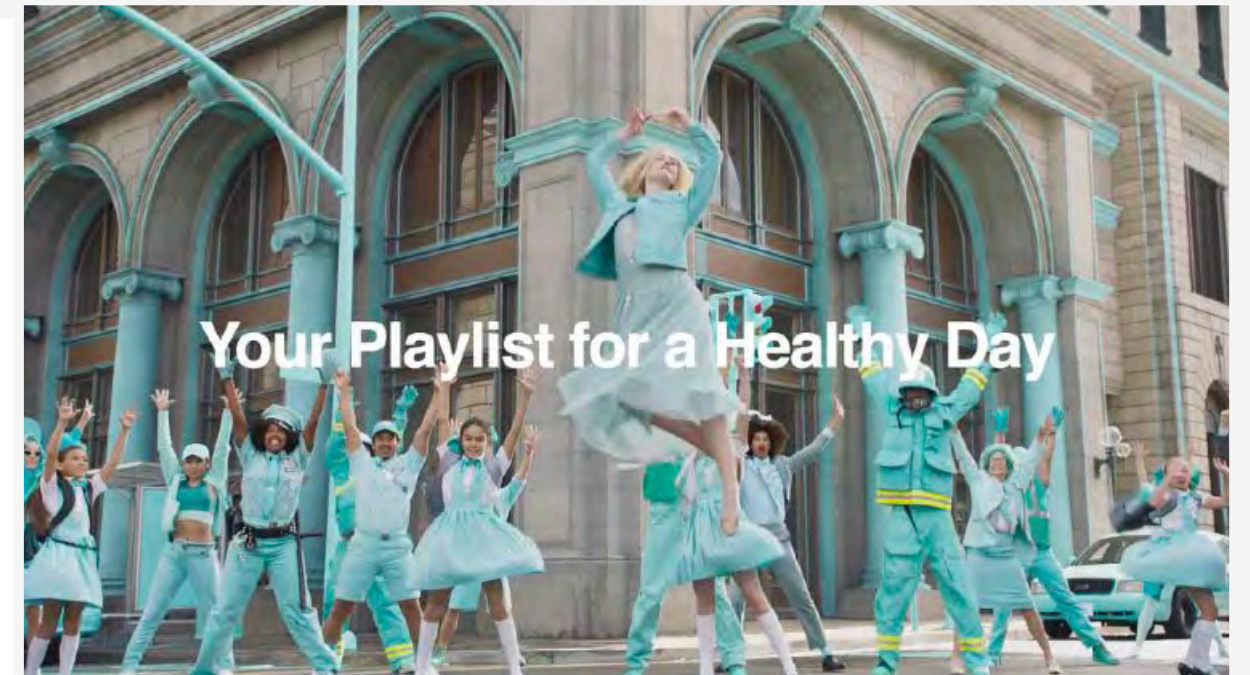
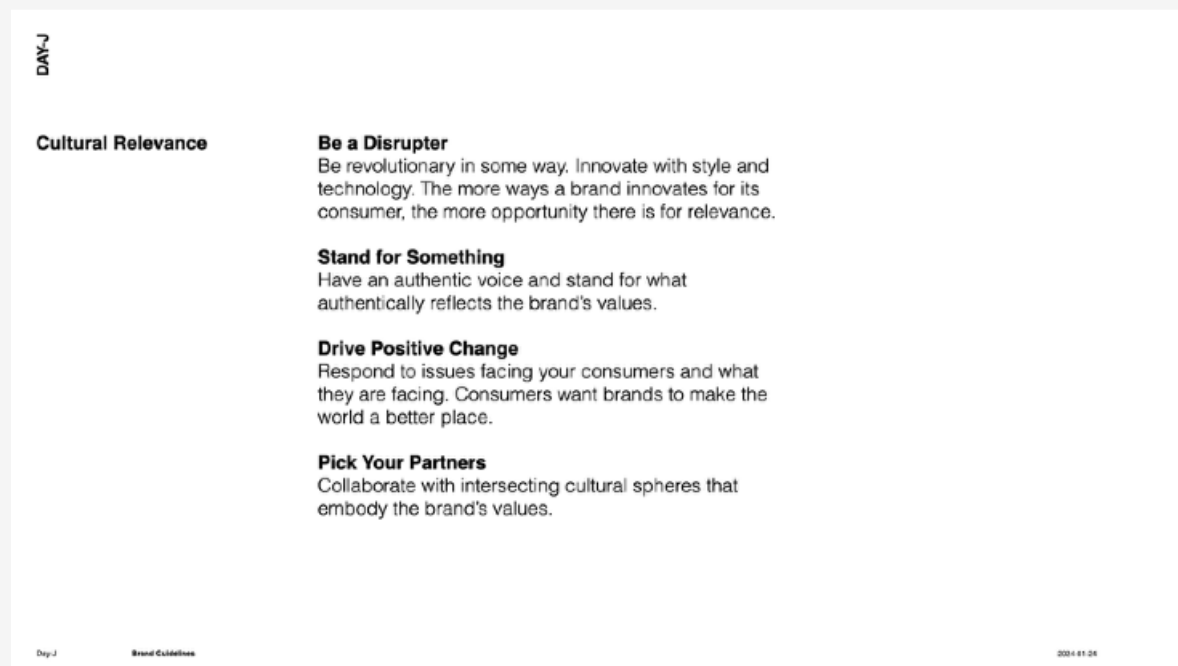
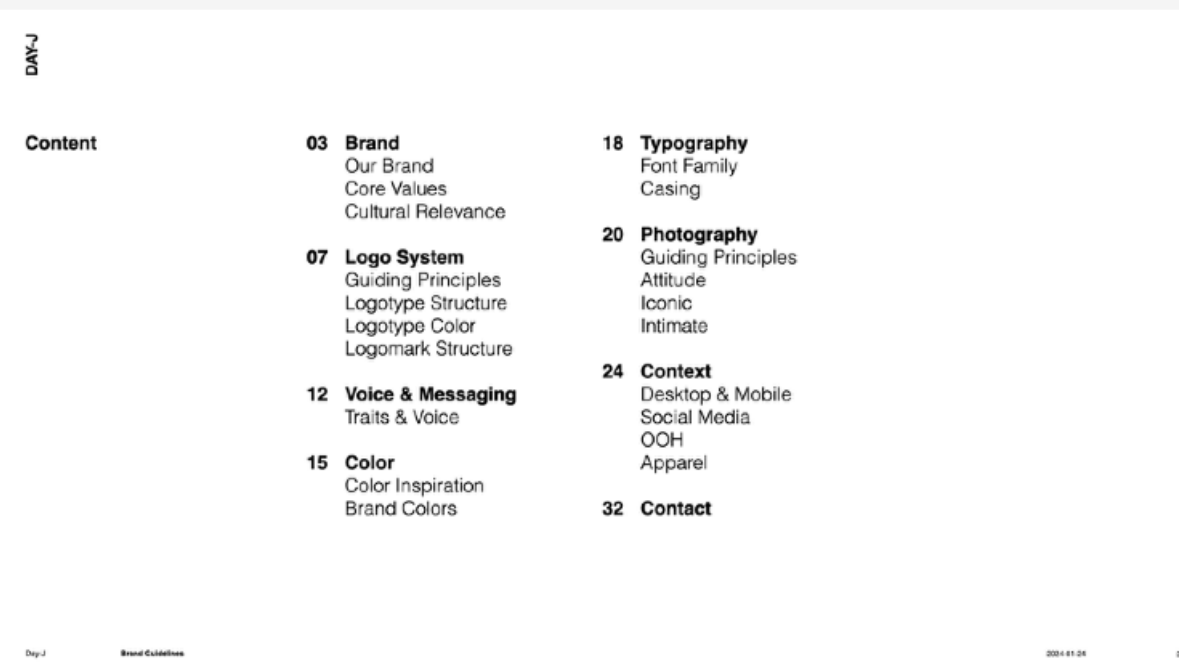
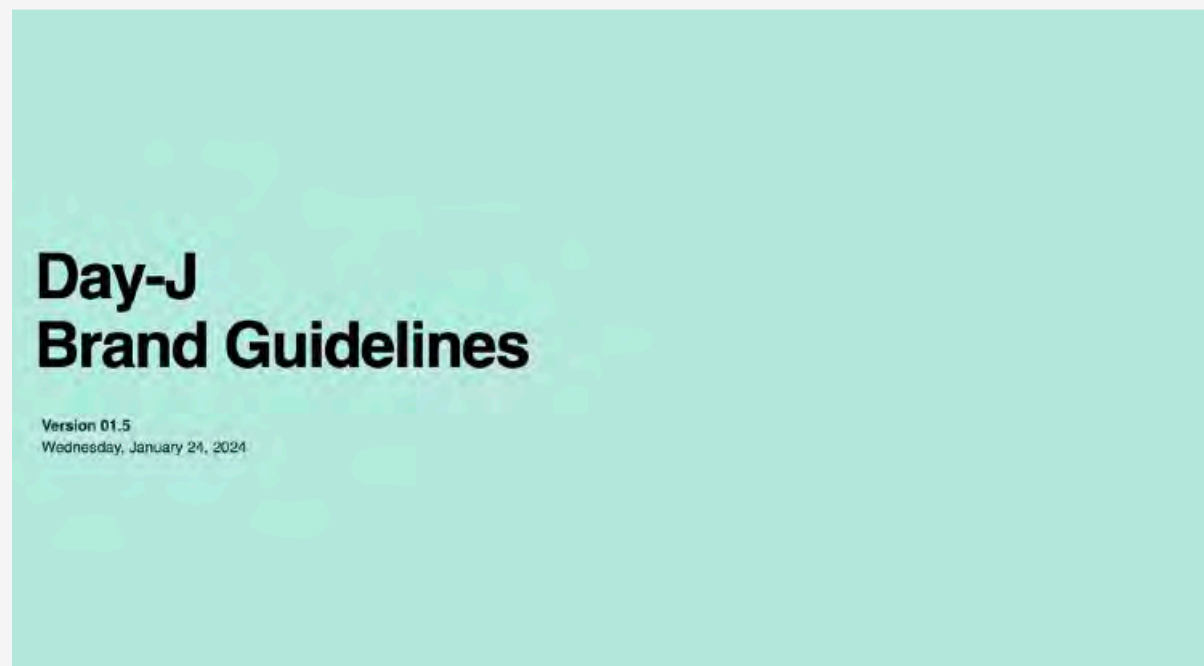
- Brand Identity
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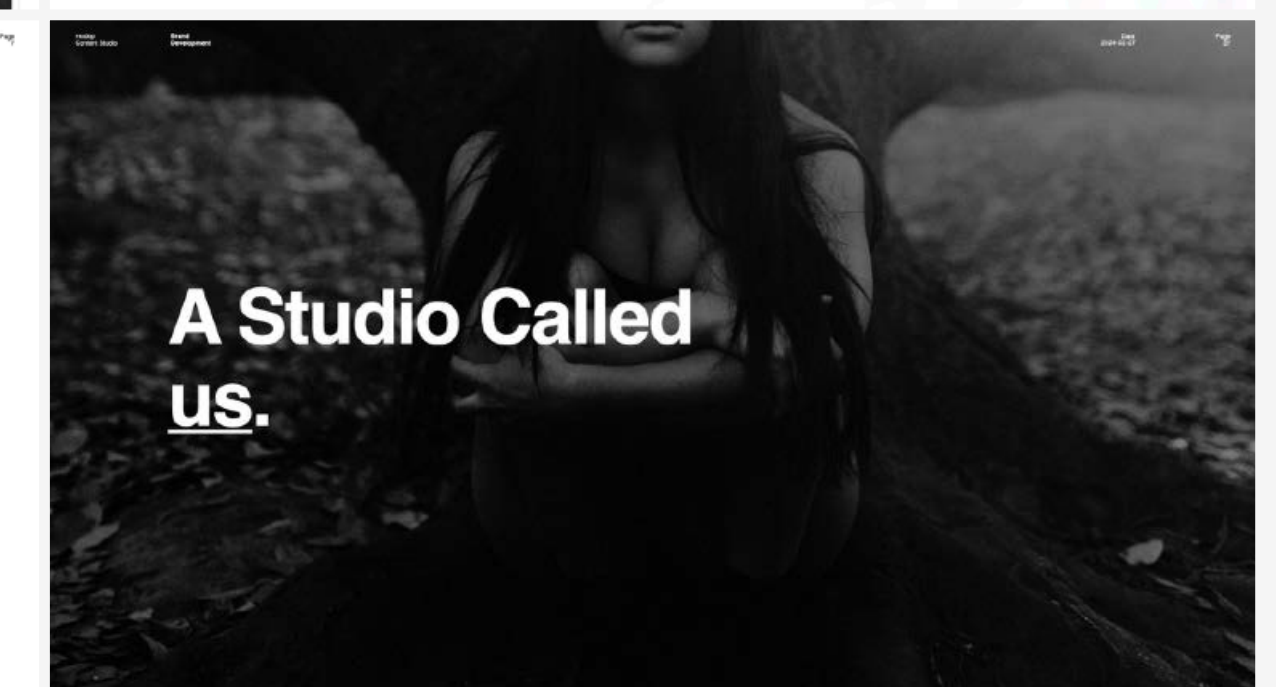
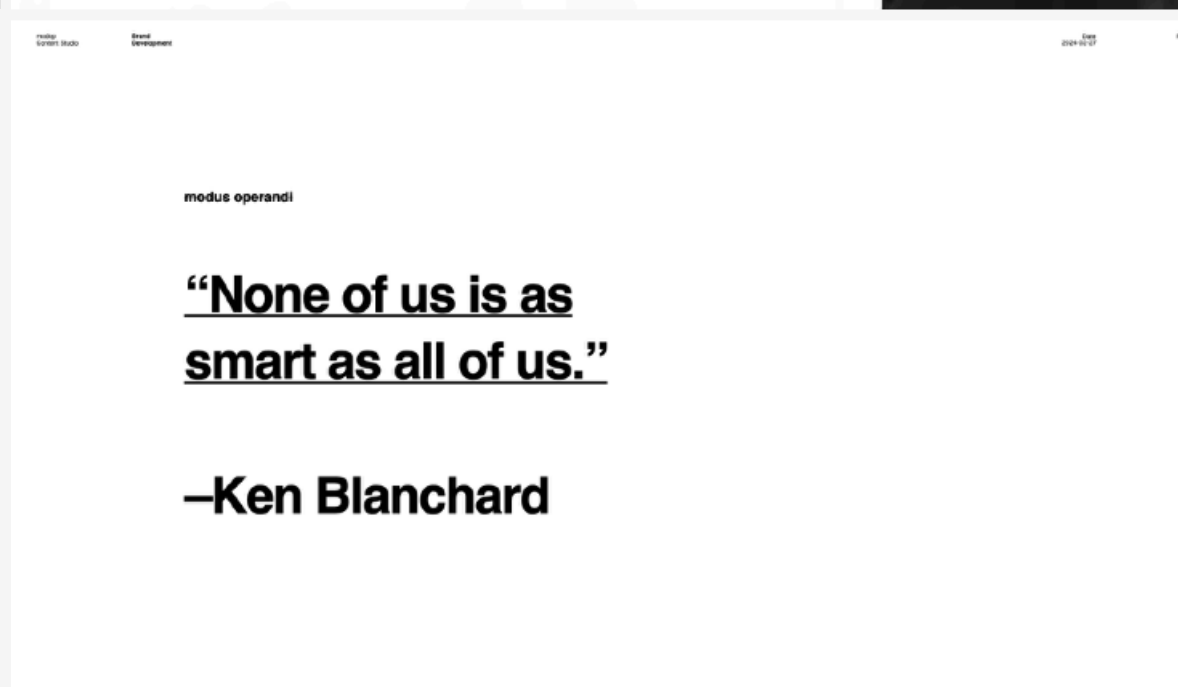
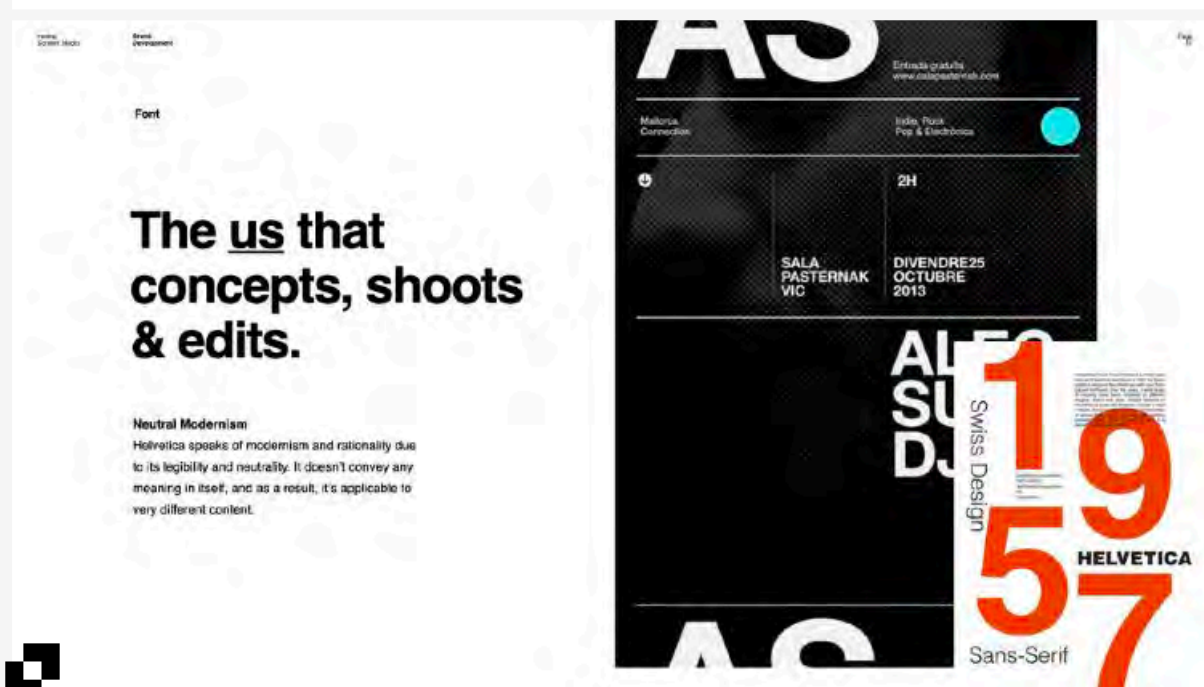
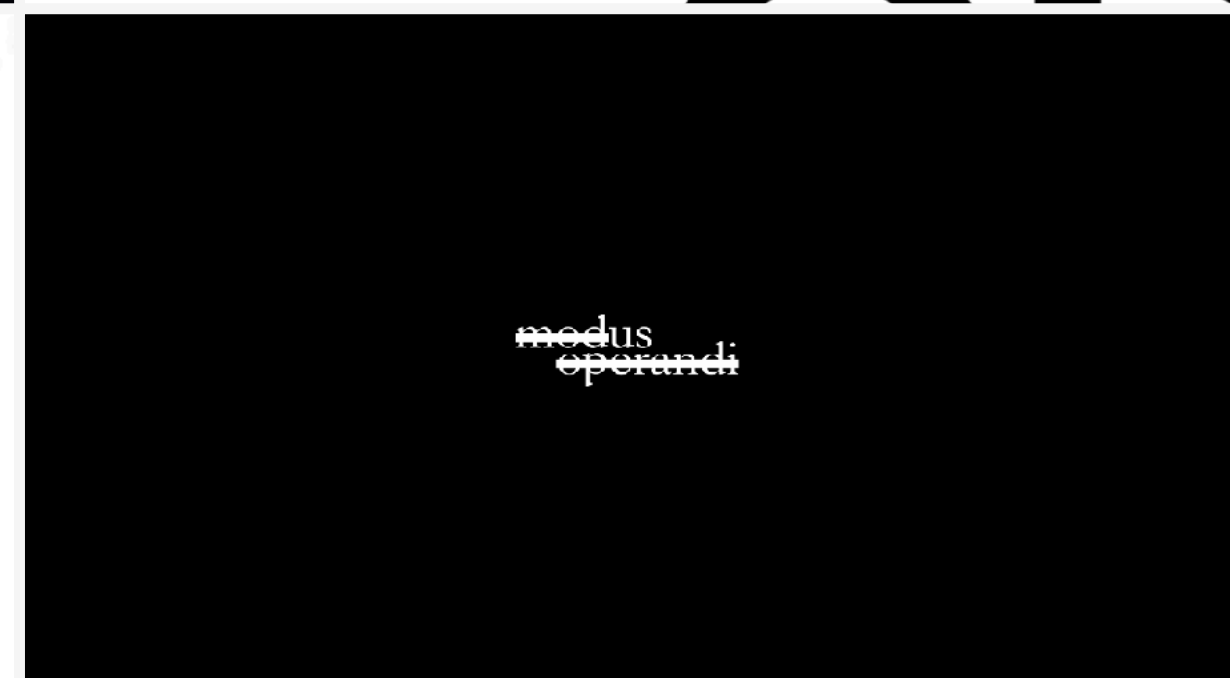
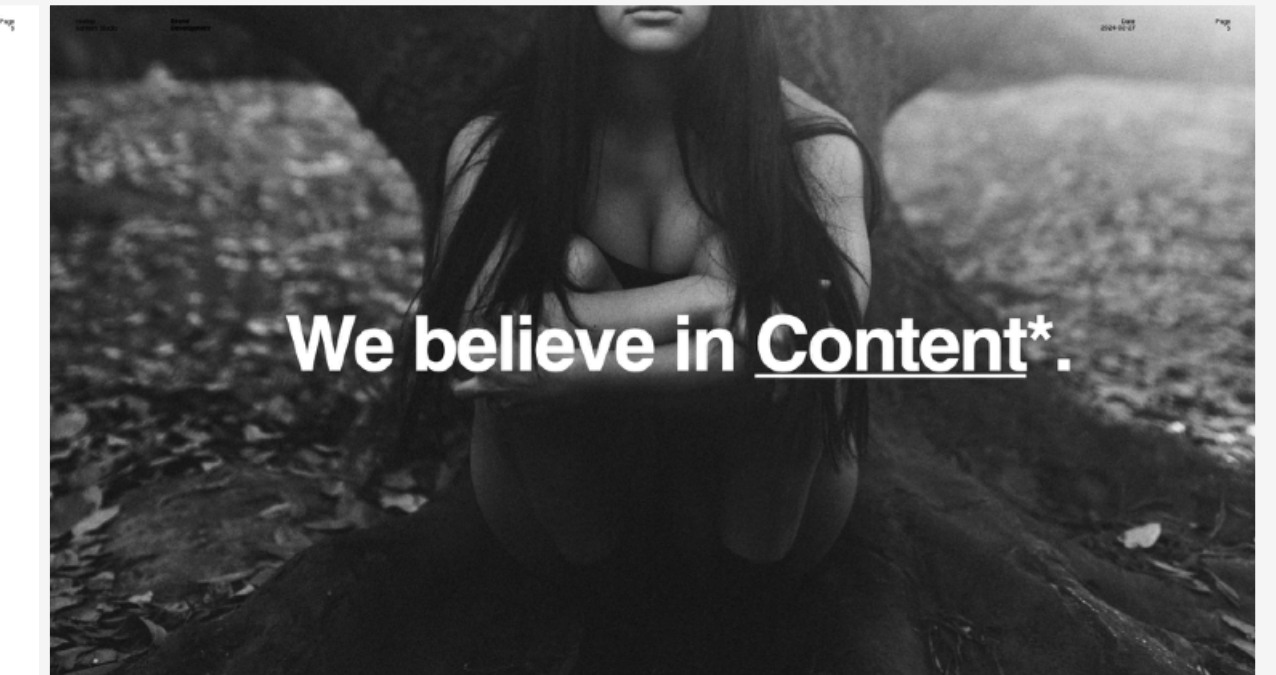
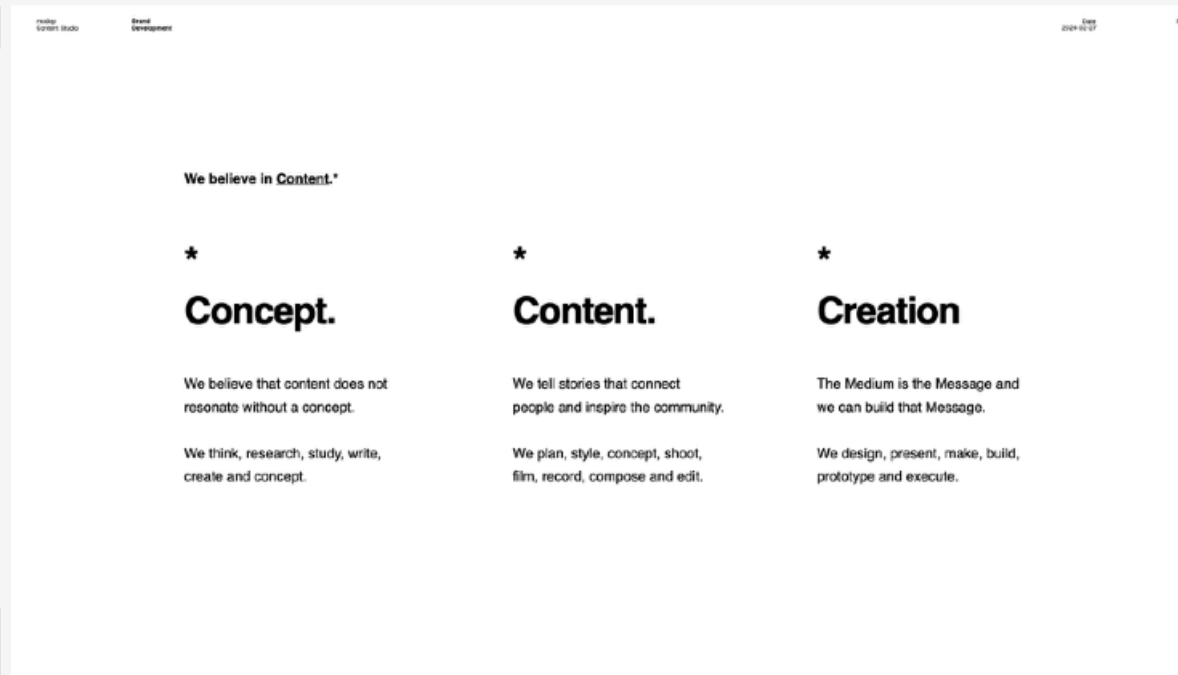
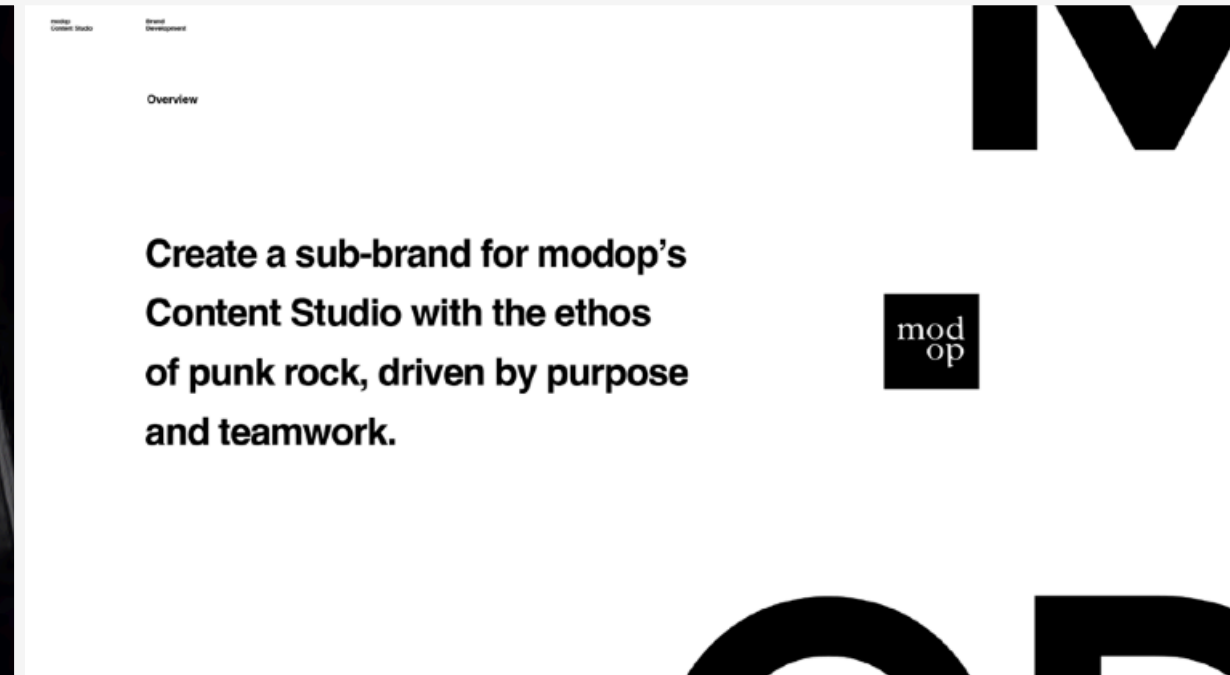


# Day-J

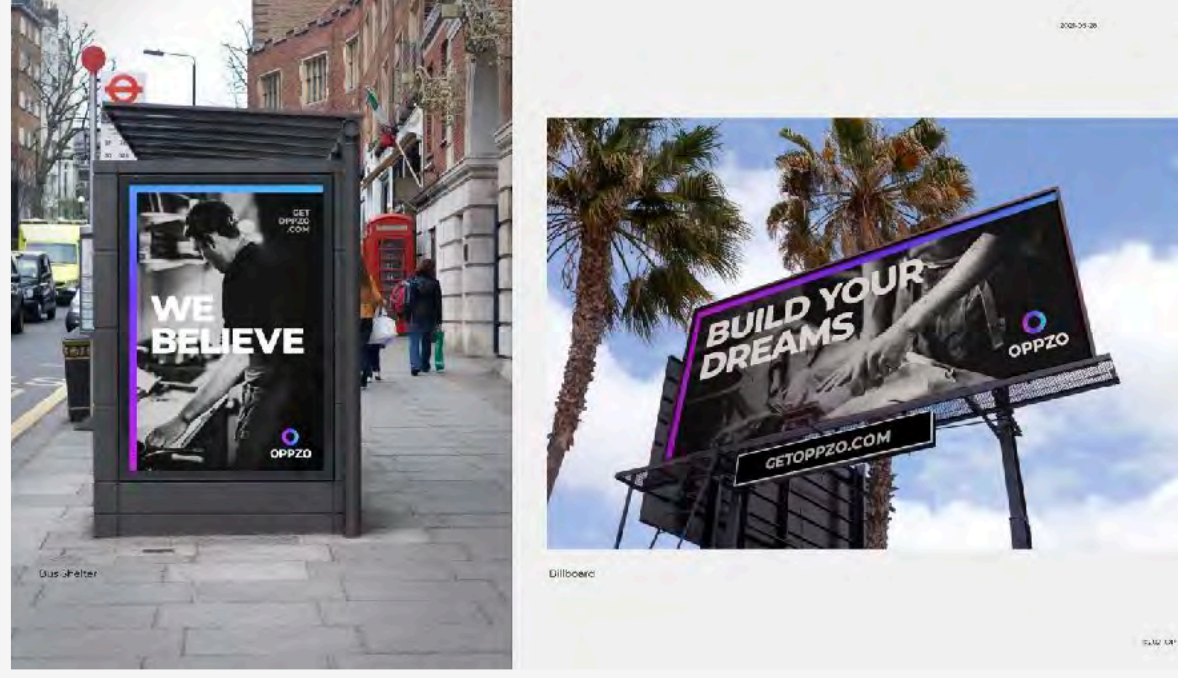
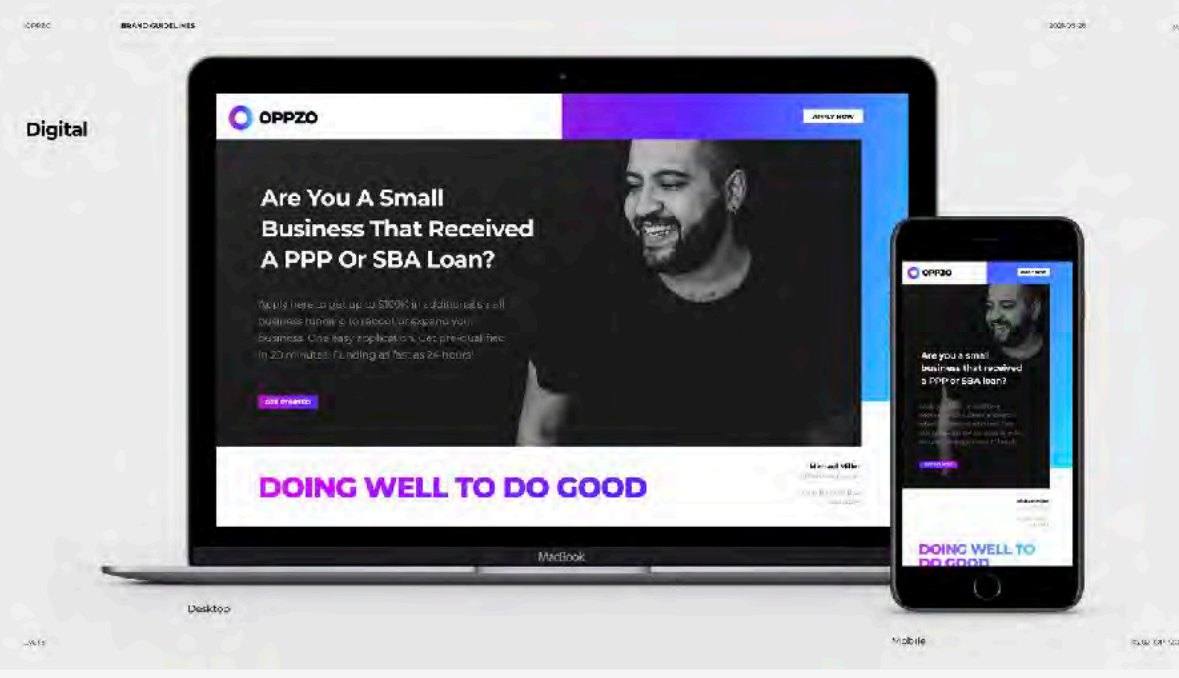
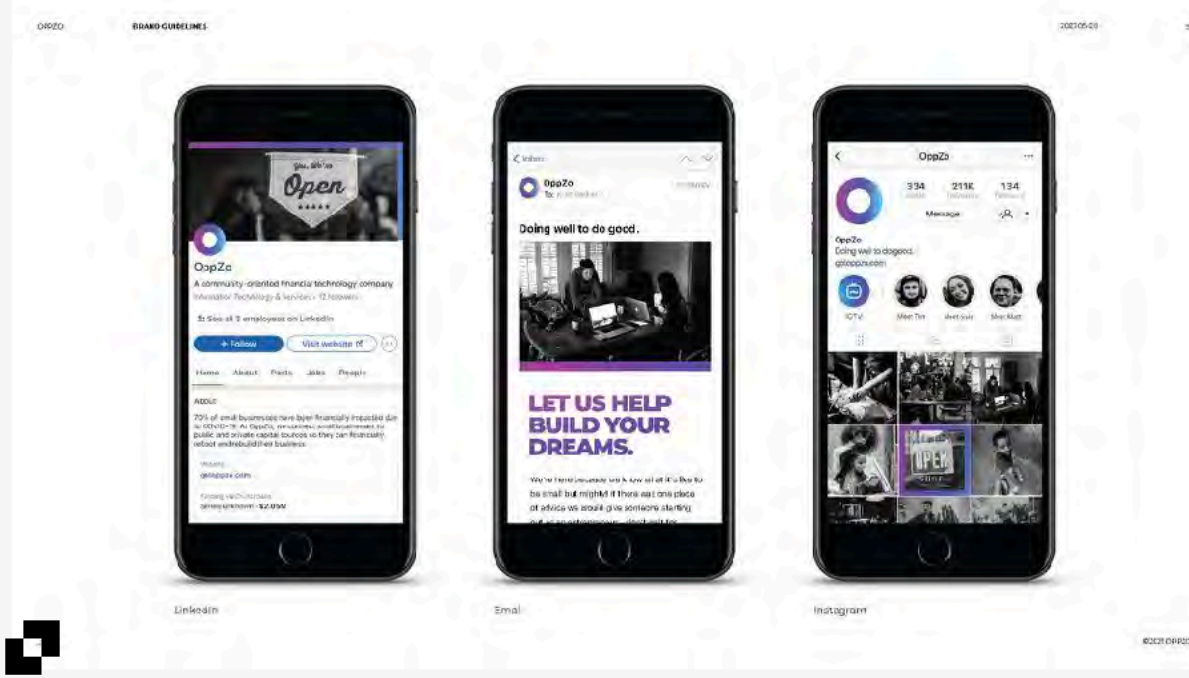
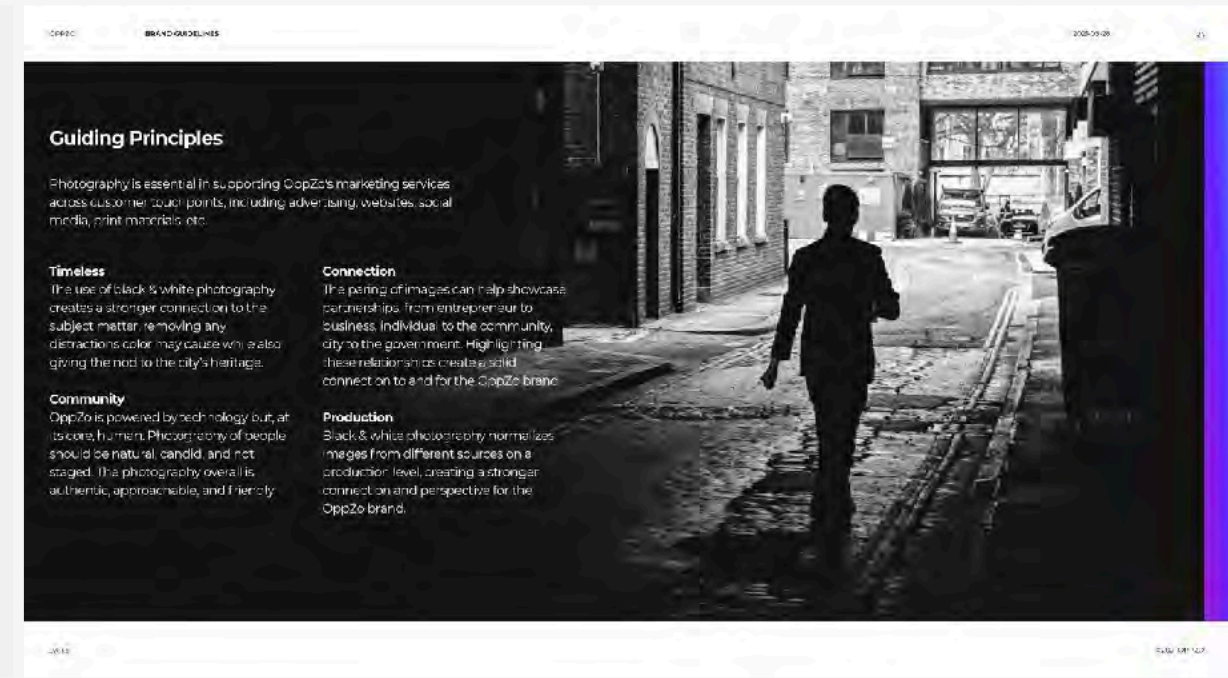
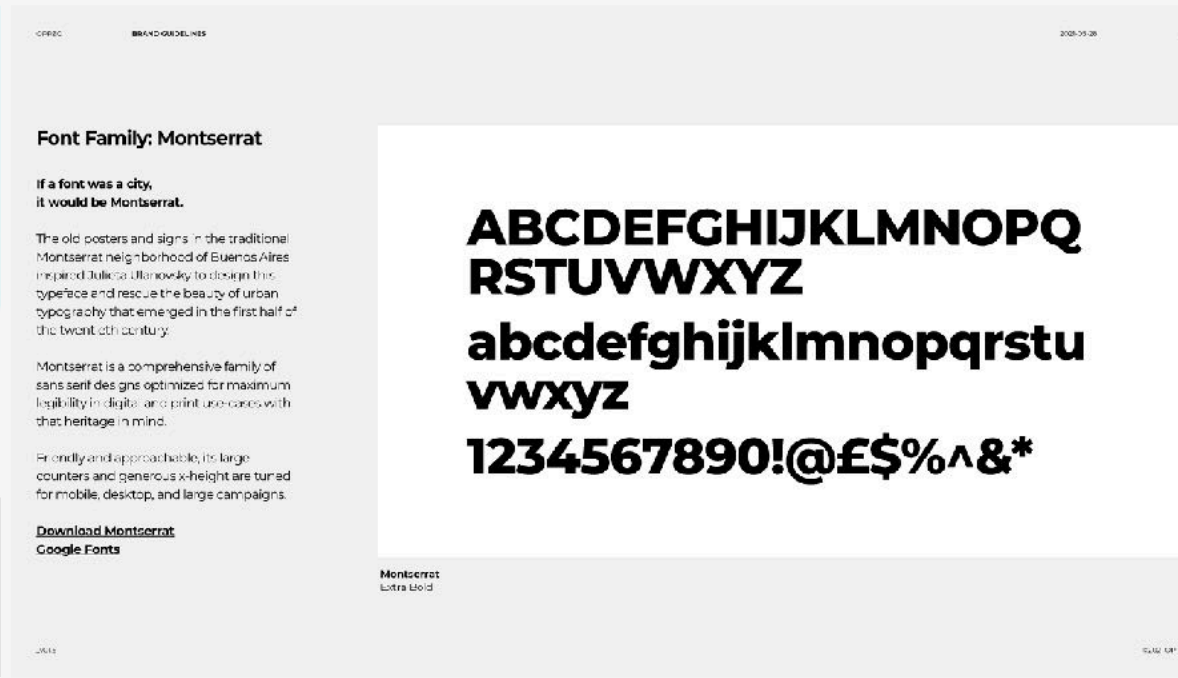
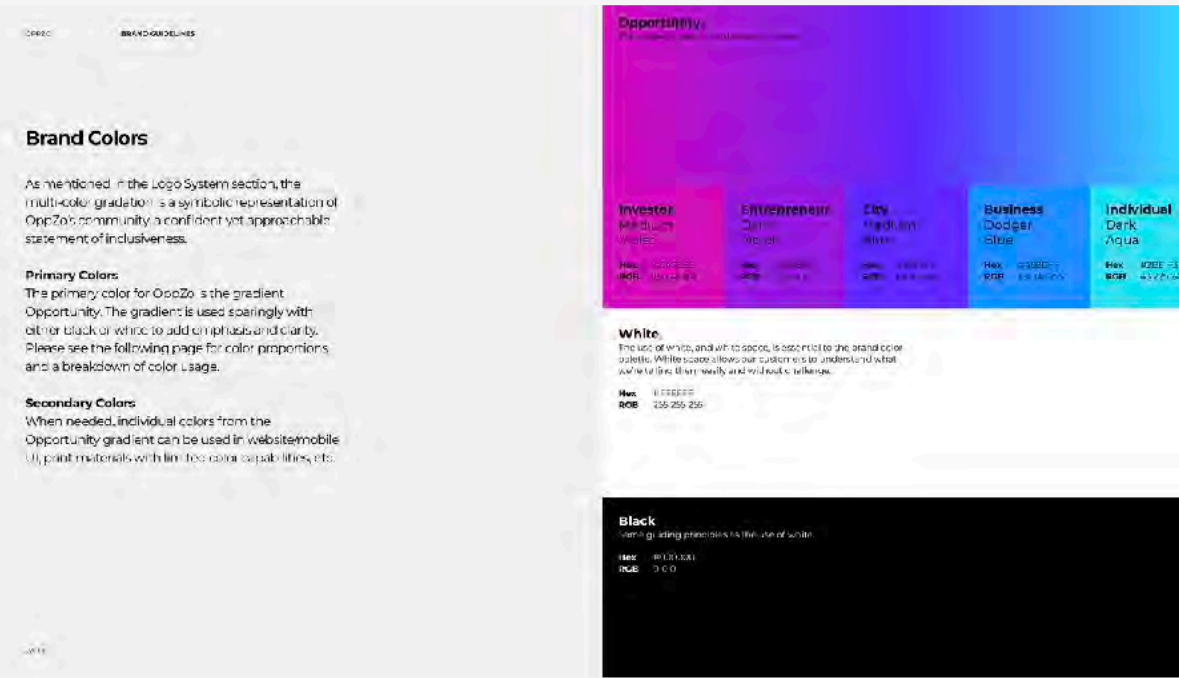
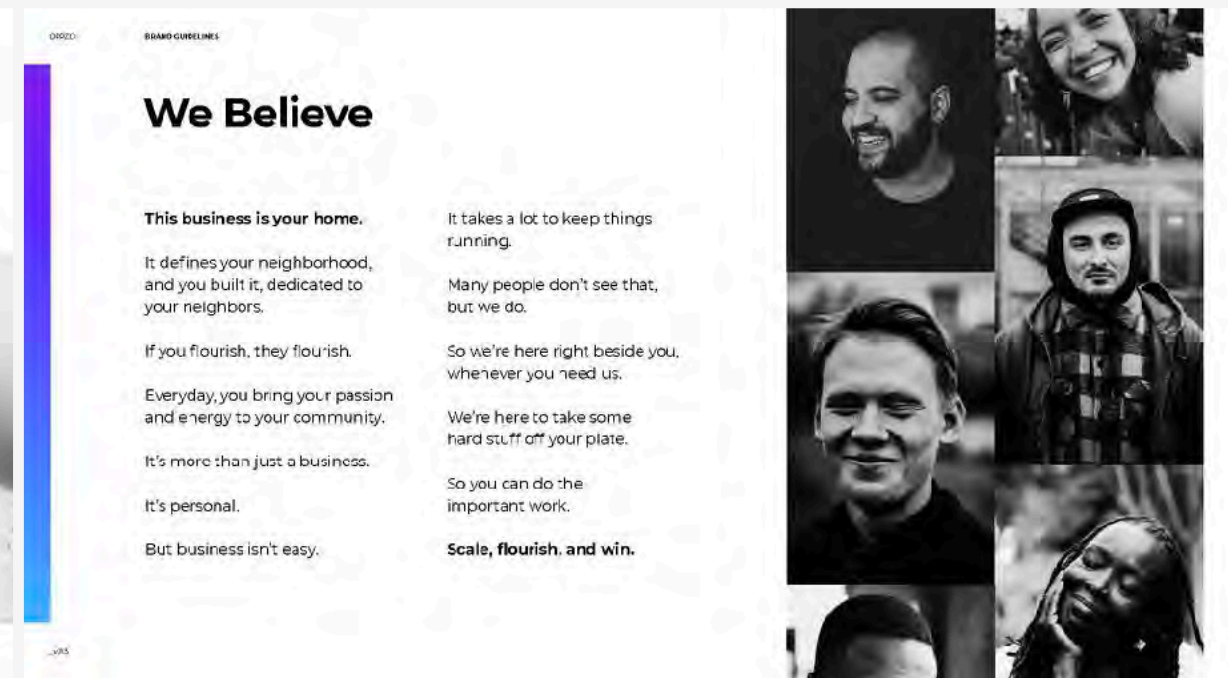
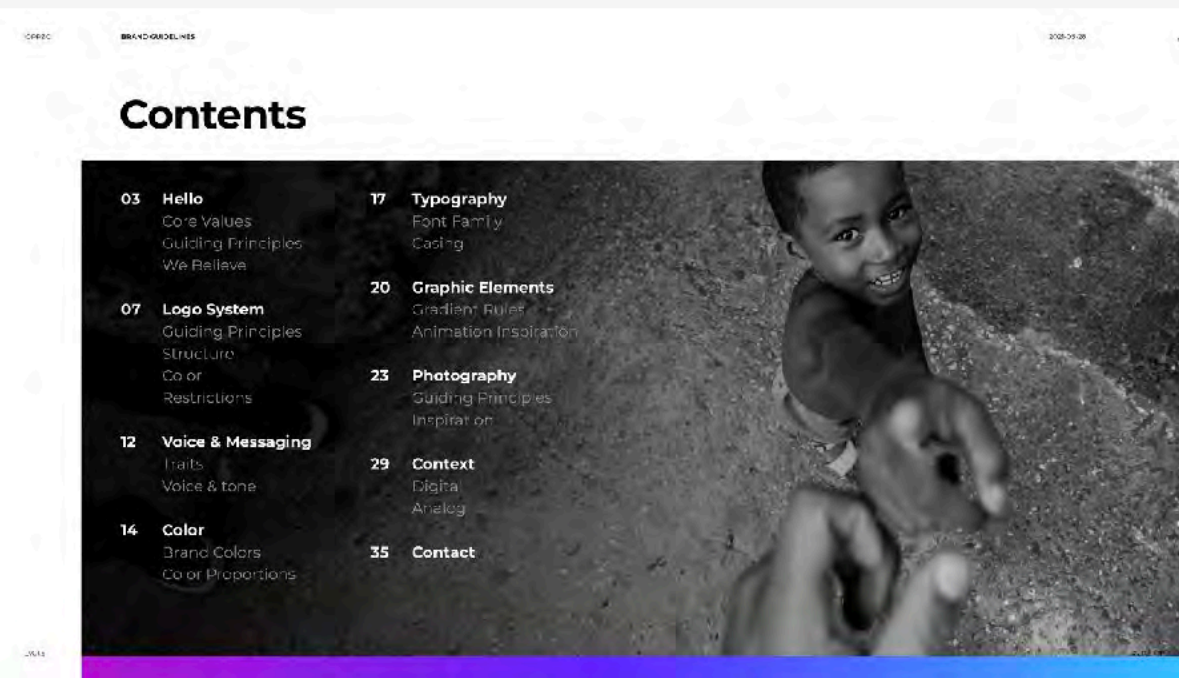
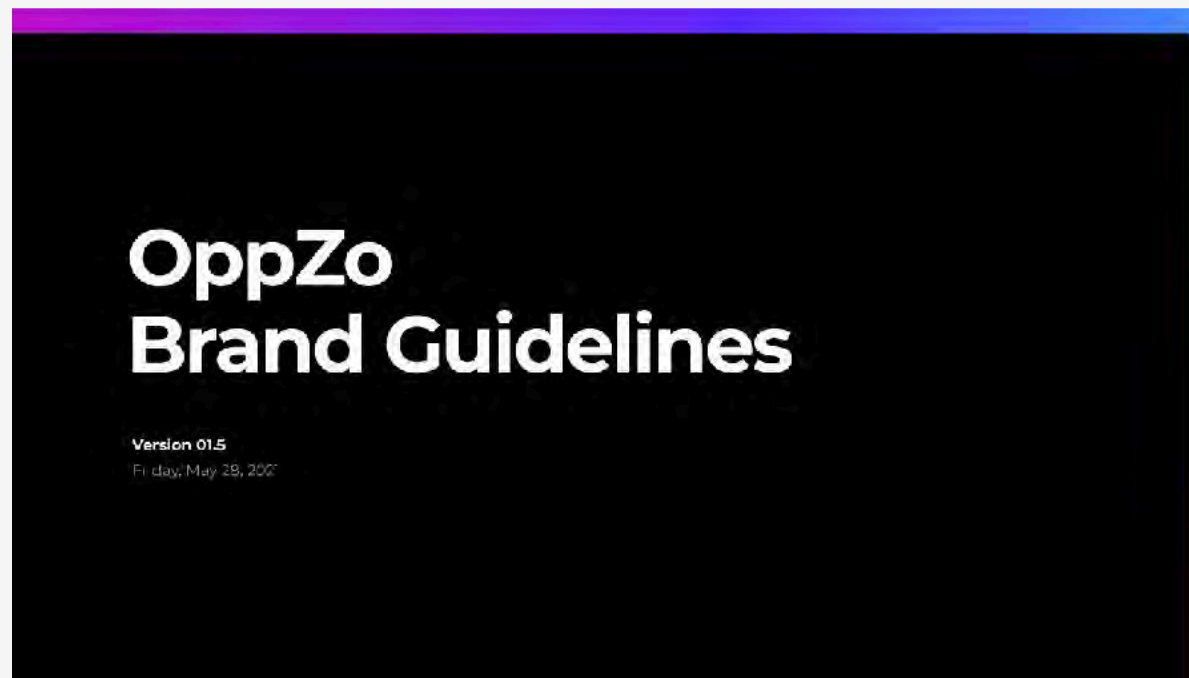
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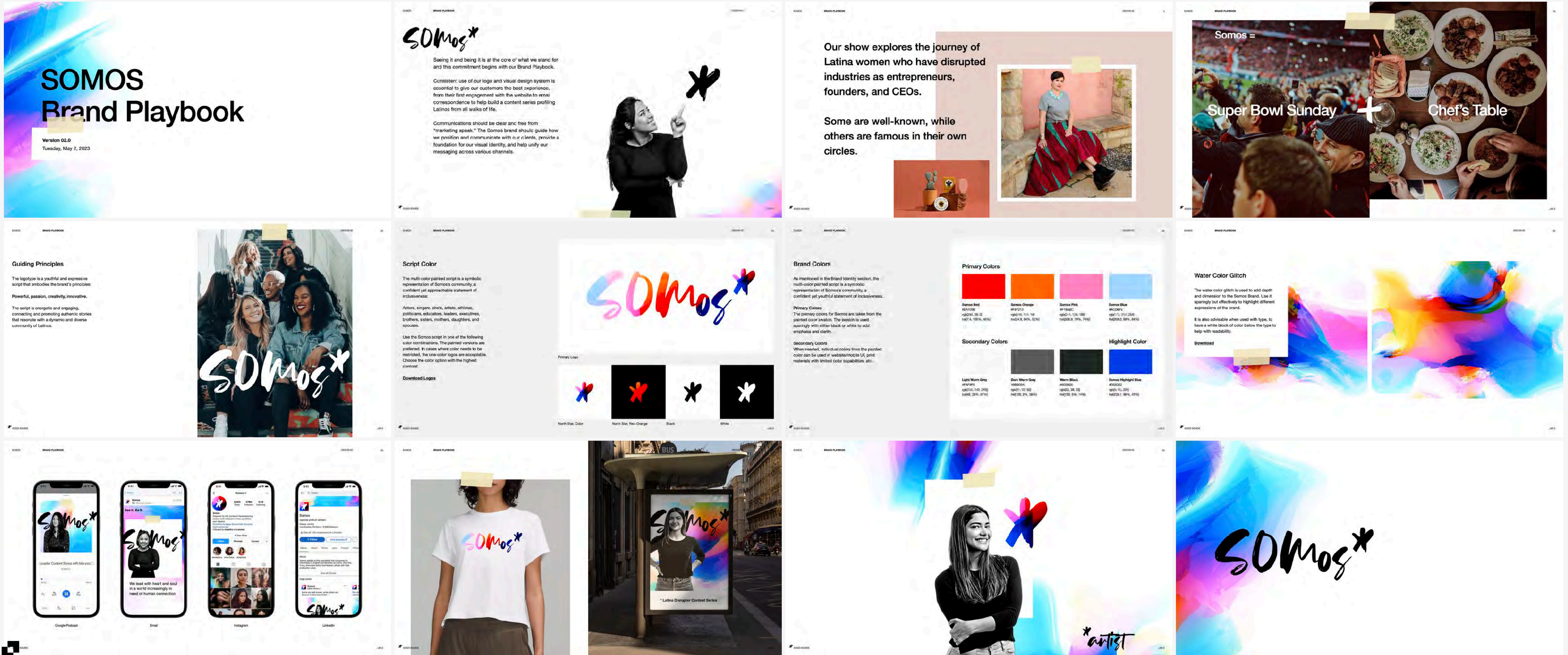
- Brand Identity
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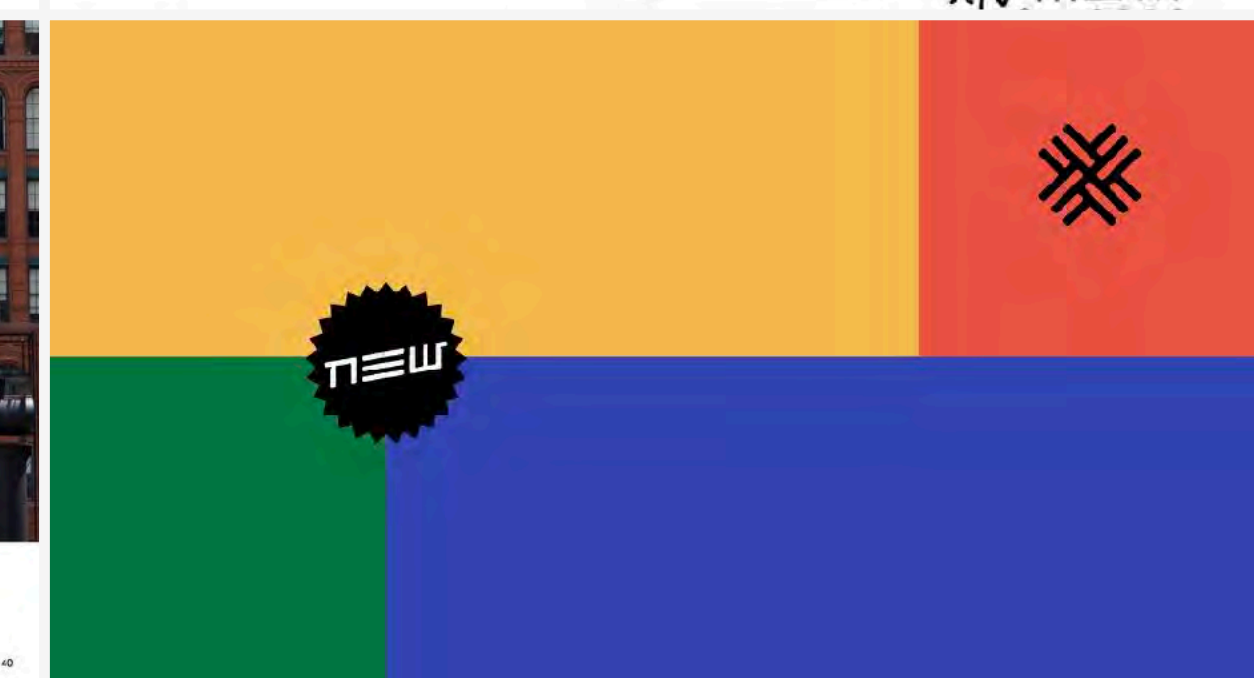
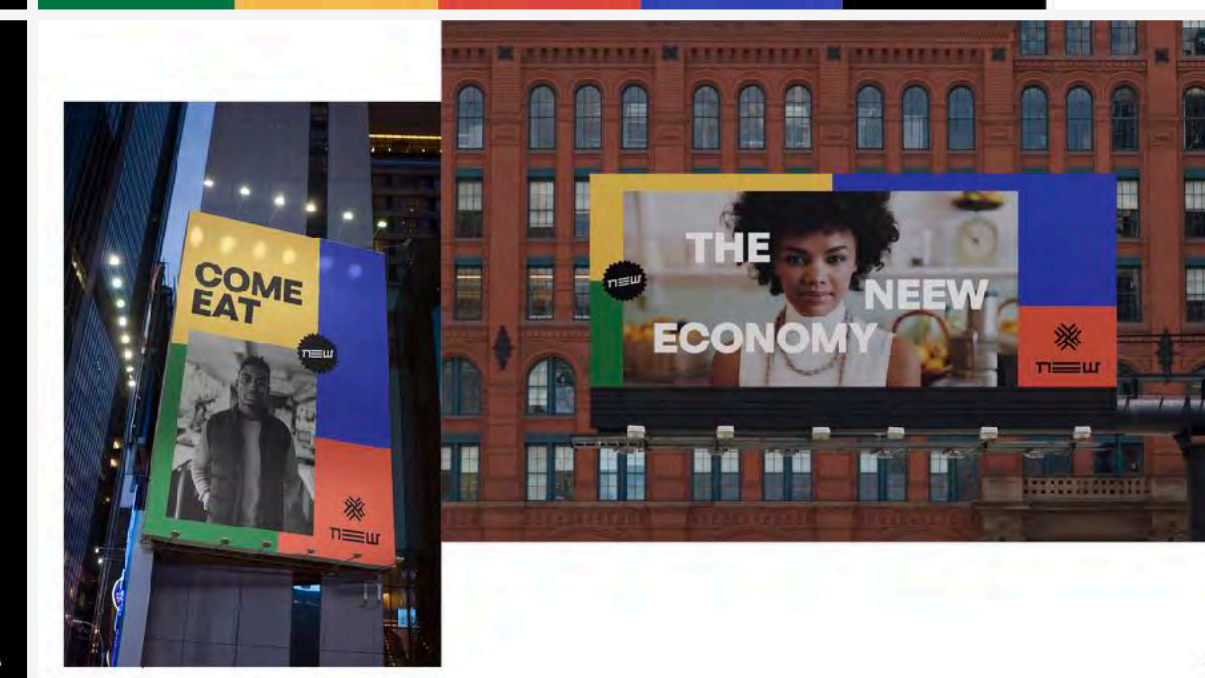
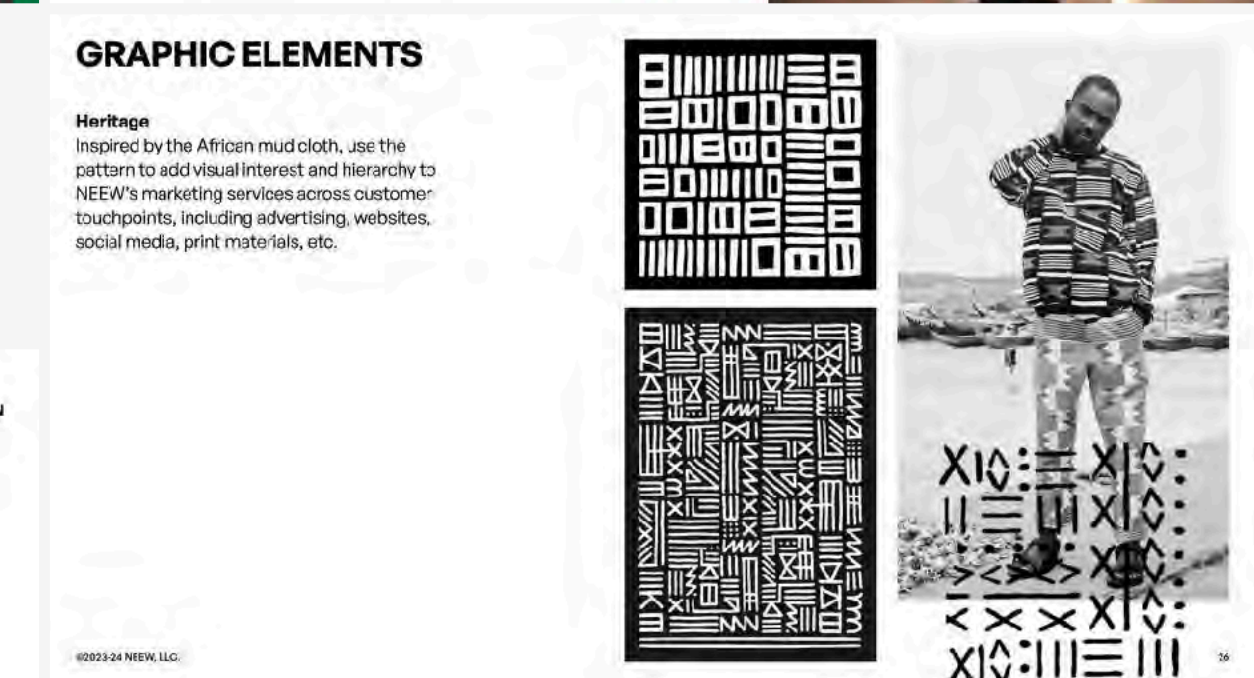
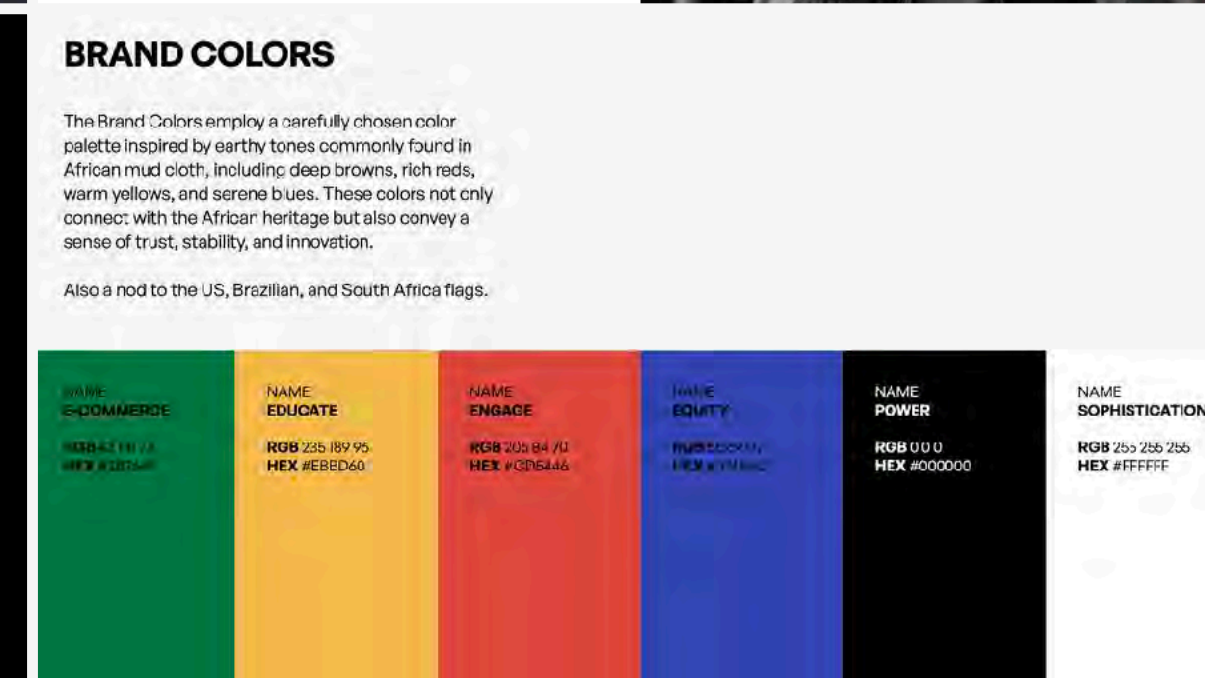
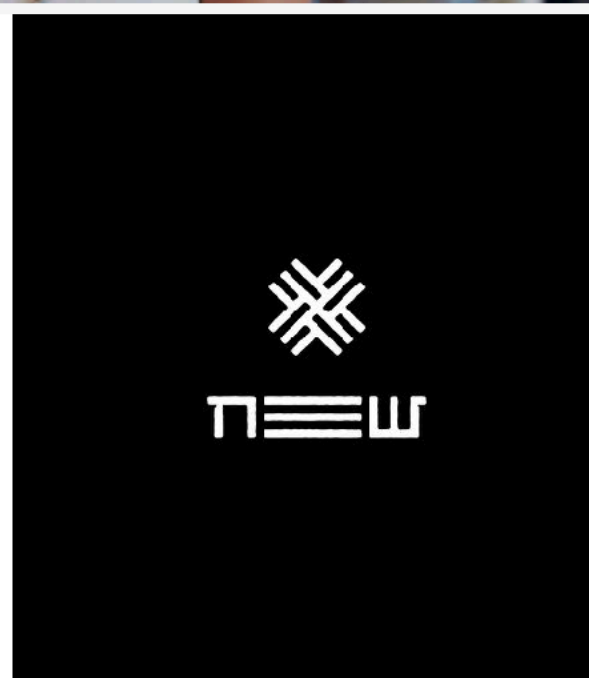
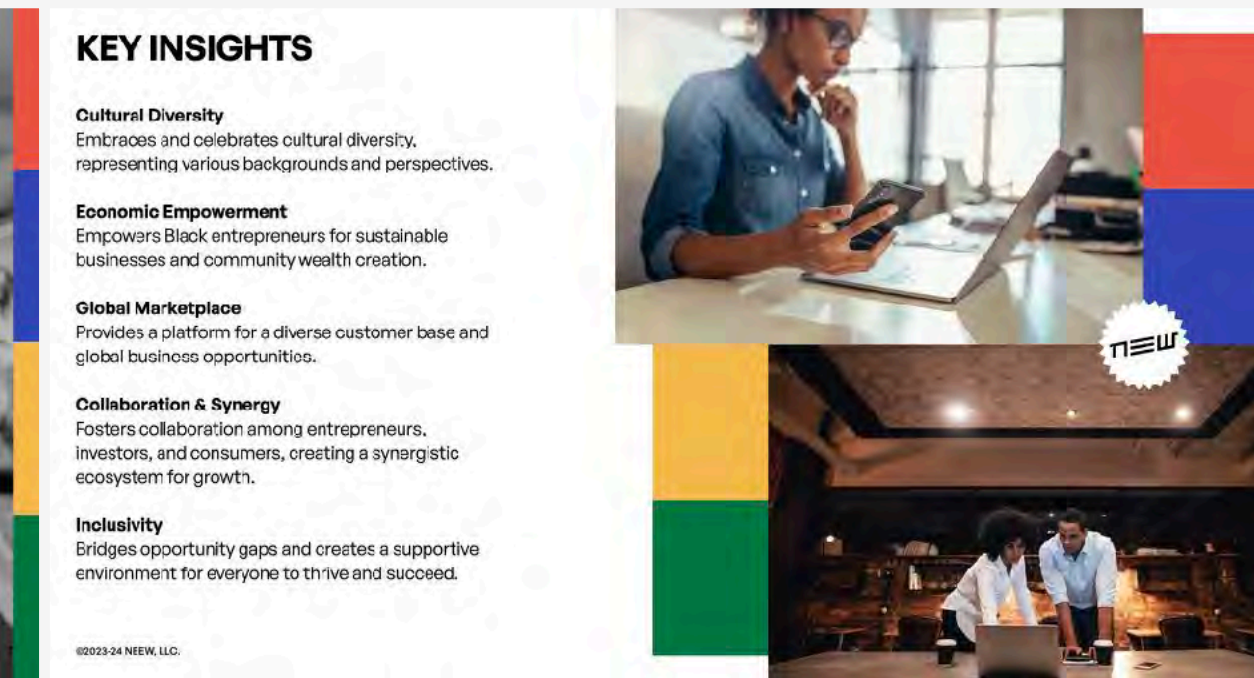
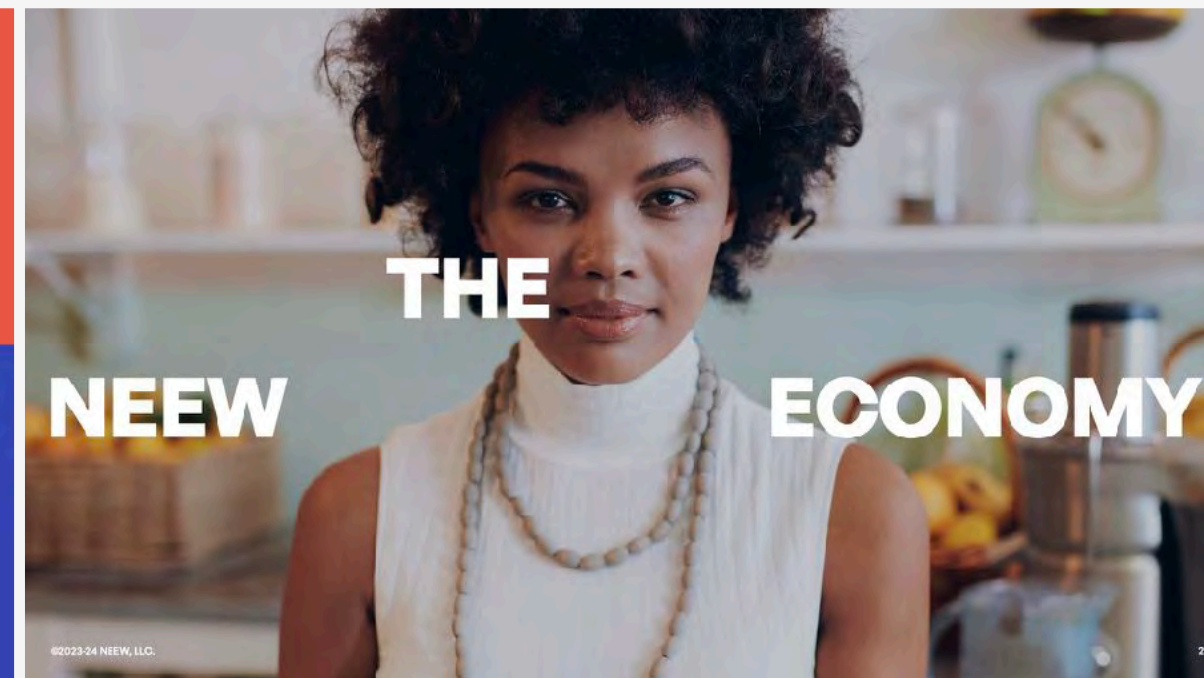




- Brand Identity
- Creative Direction
- Design Direction
- Brand Guidelines







- Brand Identity
- Creative Direction
- Design Direction
- Brand Guidelines

# WerkFlow Brand Guidelines

Version 1.0

©2023–24 WerkFlow, LLC.

## WerkFlow

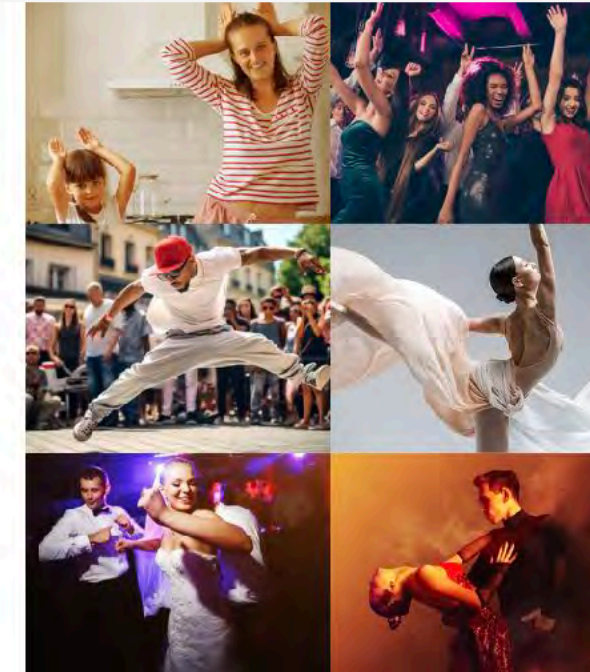
### The marketplace for dance classes.

©2023–24 WerkFlow, LLC.

### Vision

WerkFlow is the future for dancers: a place to express, connect, celebrate and showcase our love for dance.

©2023–24 WerkFlow, LLC.



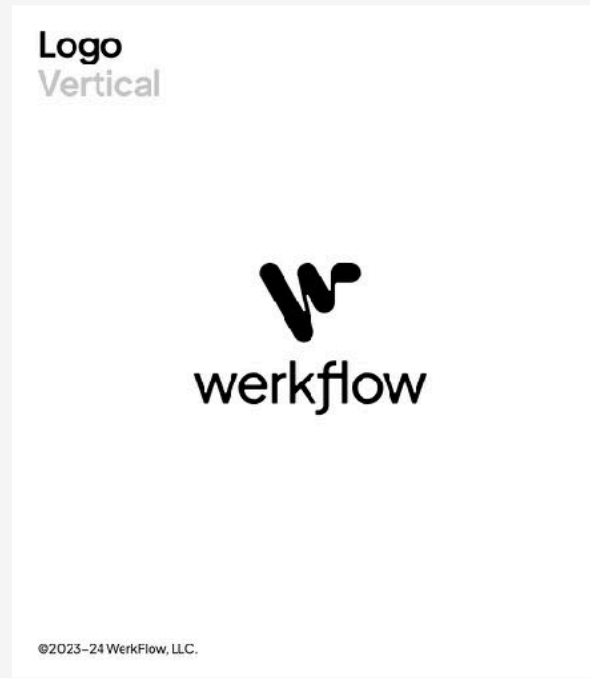
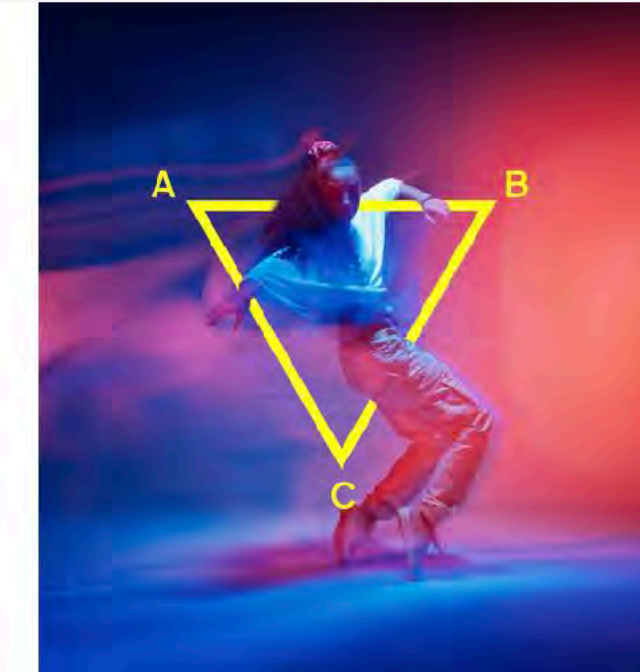
### Audience

**A. Teachers / Trainers**  
WerkFlow is simple: rent space, manage bookings, and receive payments easily. Focus on what you love: dancing.

**B. Studios / Gyms**  
WerkFlow is convenient: make money with little to no extra work, hire teachers reliably, and boost 'cool factor' in the community.

**C. Consumers**  
WerkFlow is connected: look, discover, book, and pay for the perfect dance class with top dancers.

©2023–24 WerkFlow, LLC.



### Typography

Are you ready to Werk?

WerkFlow is empowering professional dancers— including access to studio spaces—to sell dance classes and services directly to consumers.

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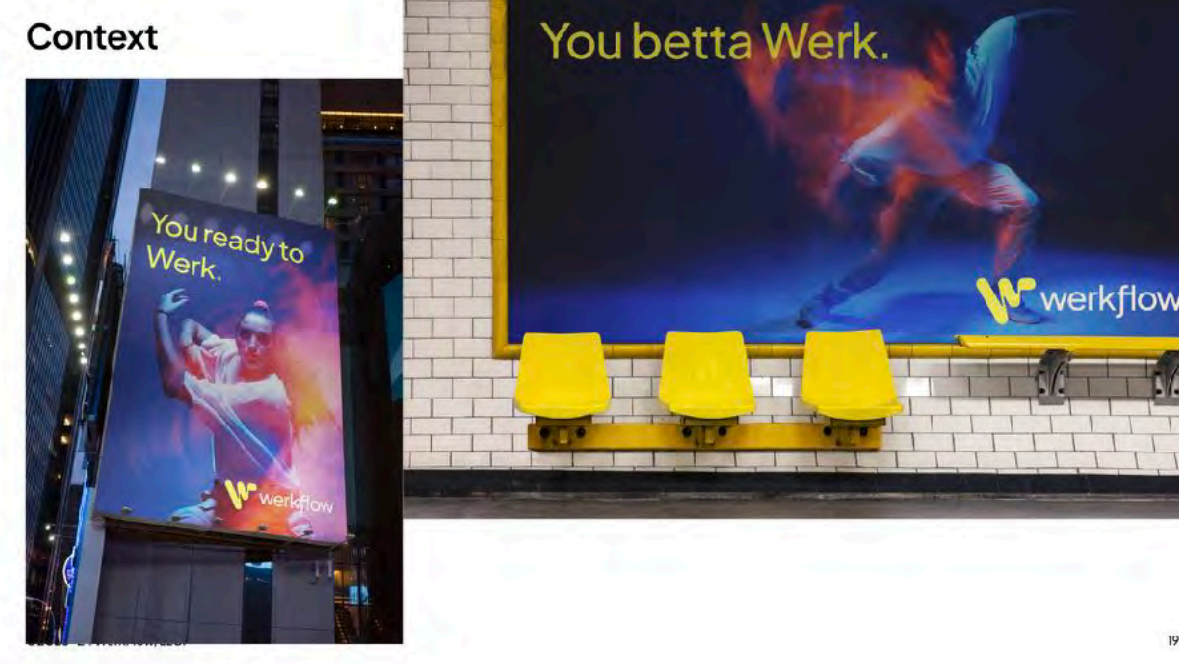
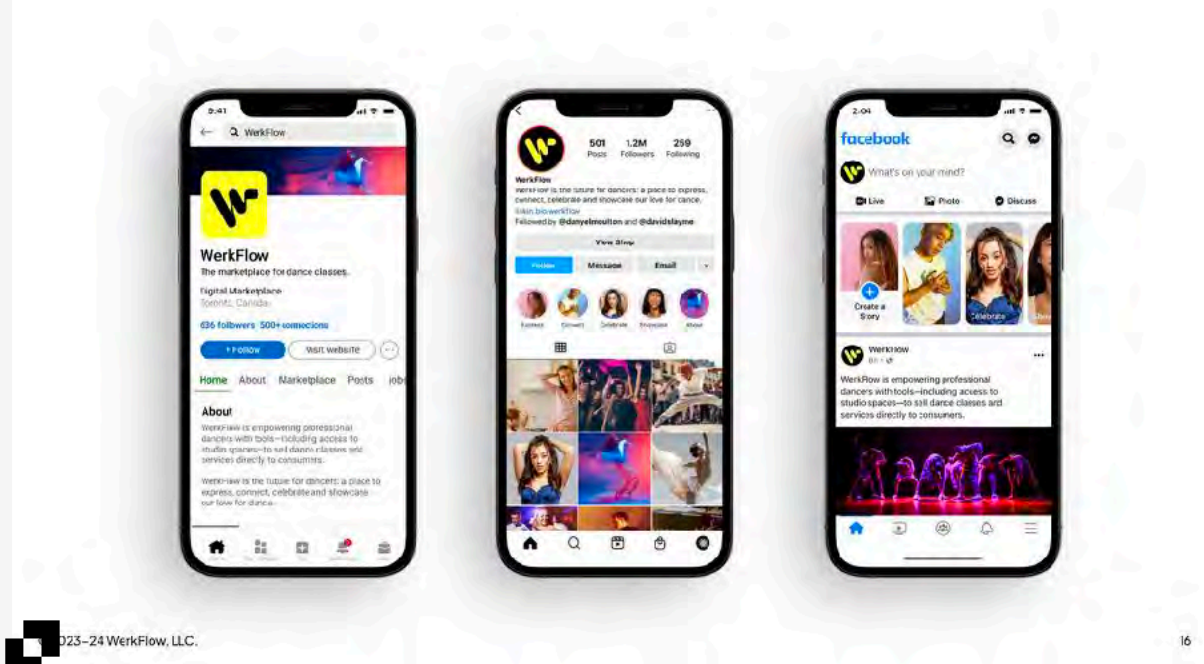
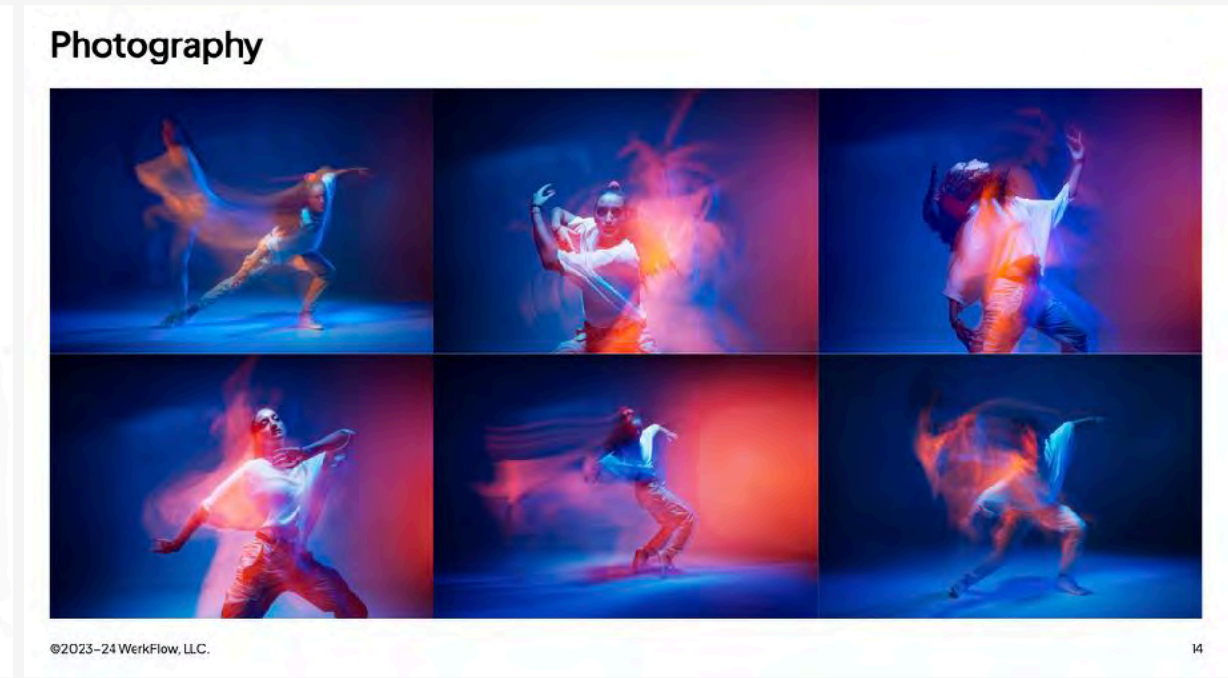
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**Seconde**  
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**Effacé**  
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RGB 0 0 0

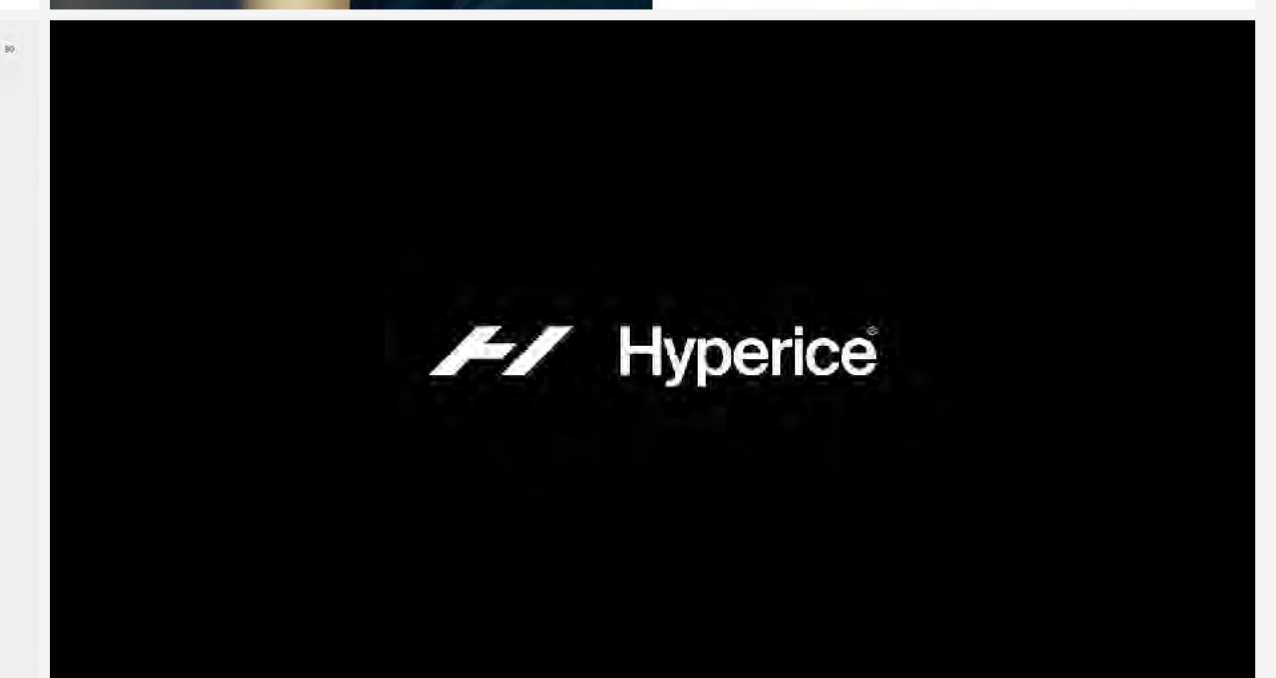
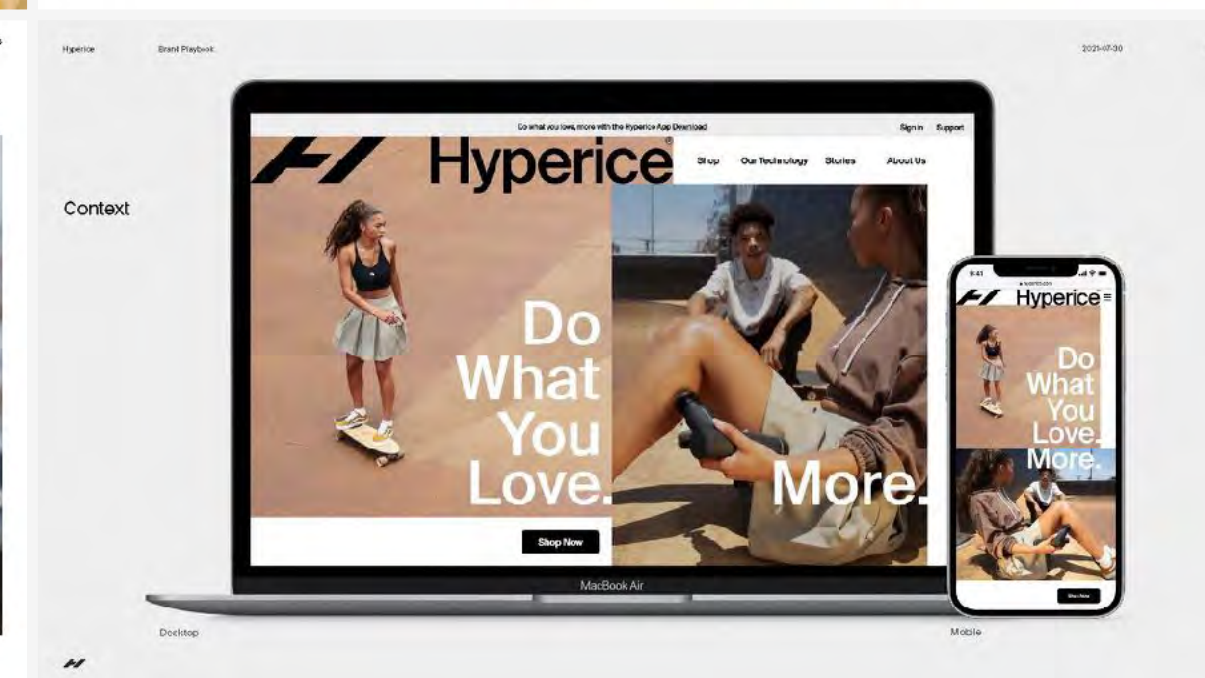
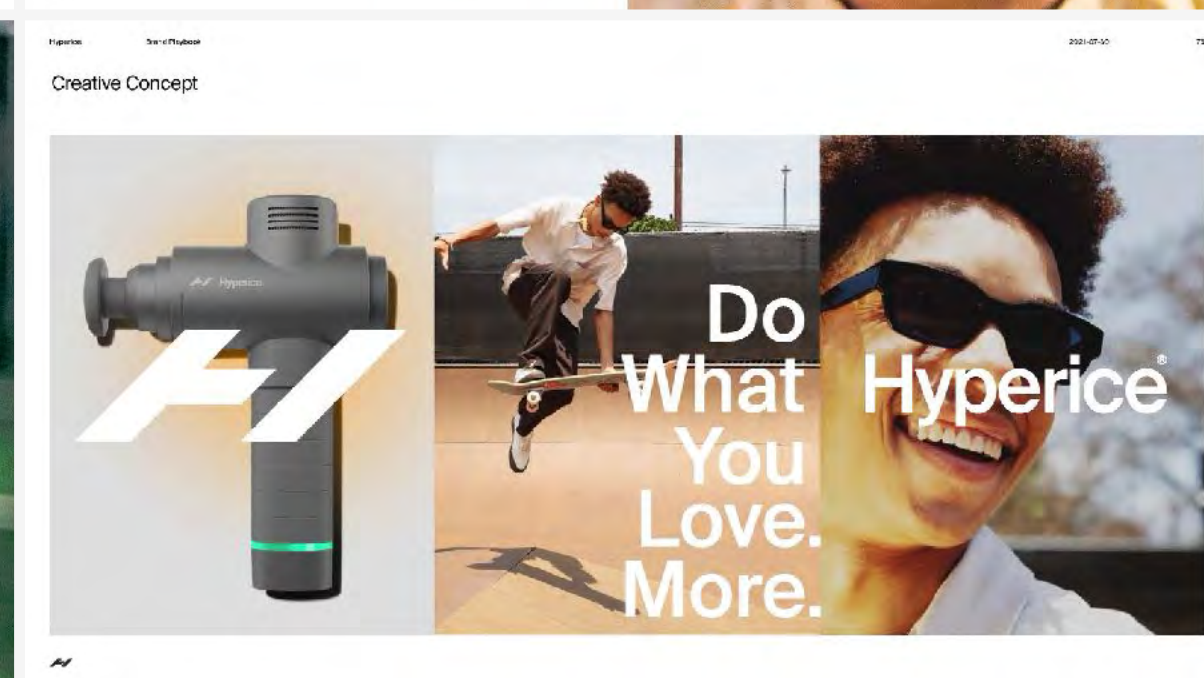
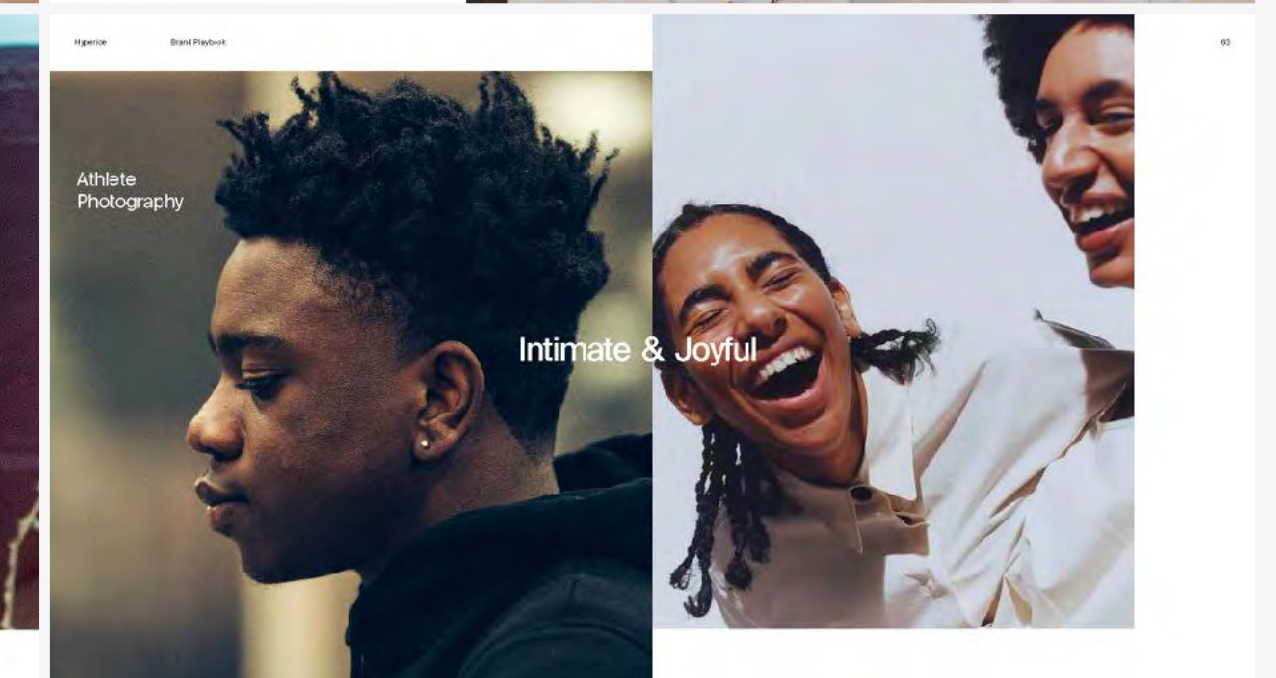
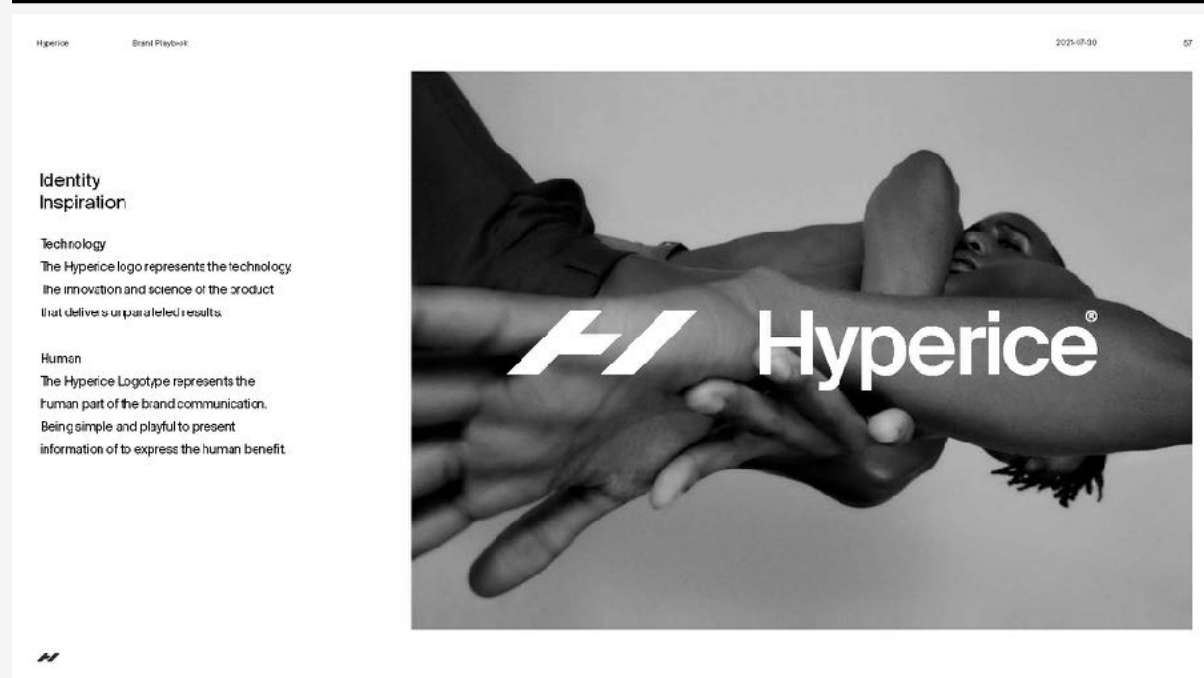
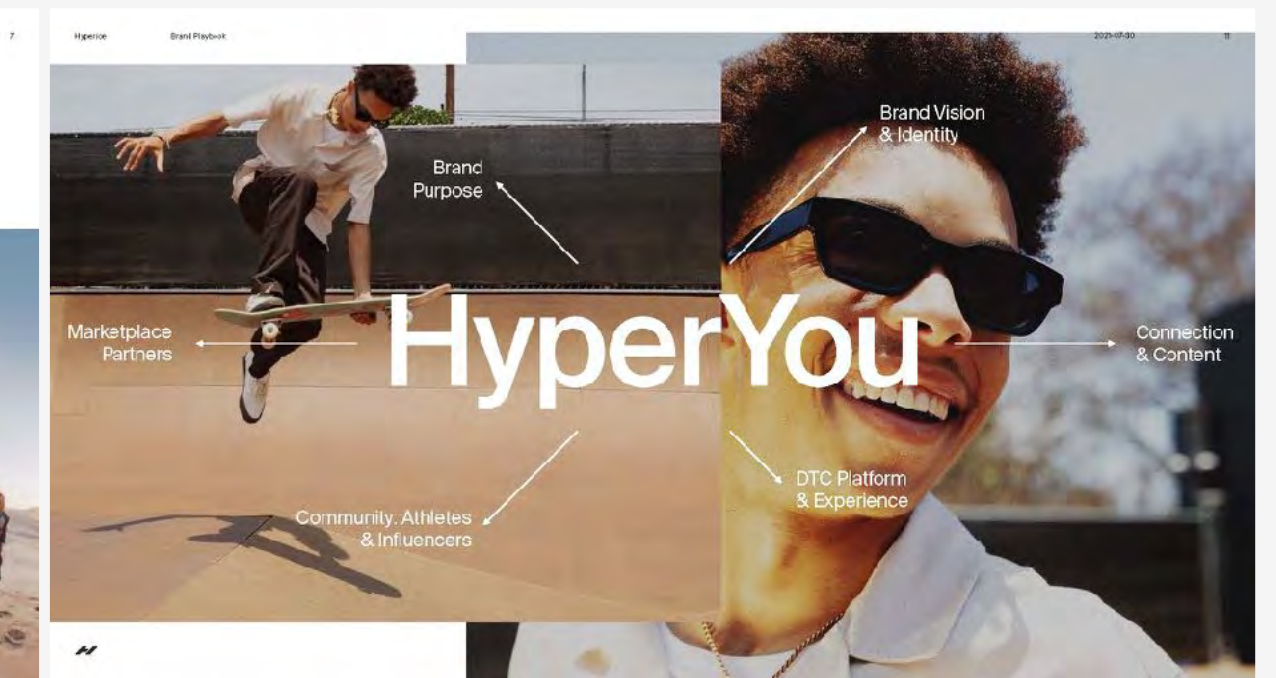
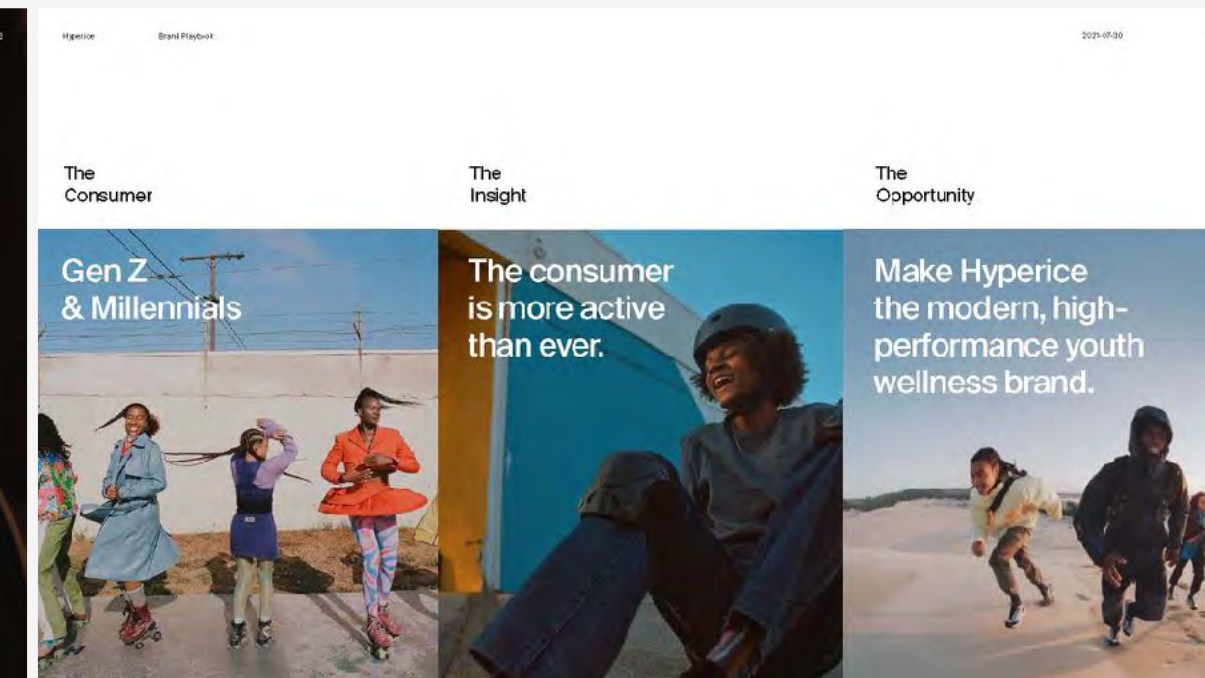
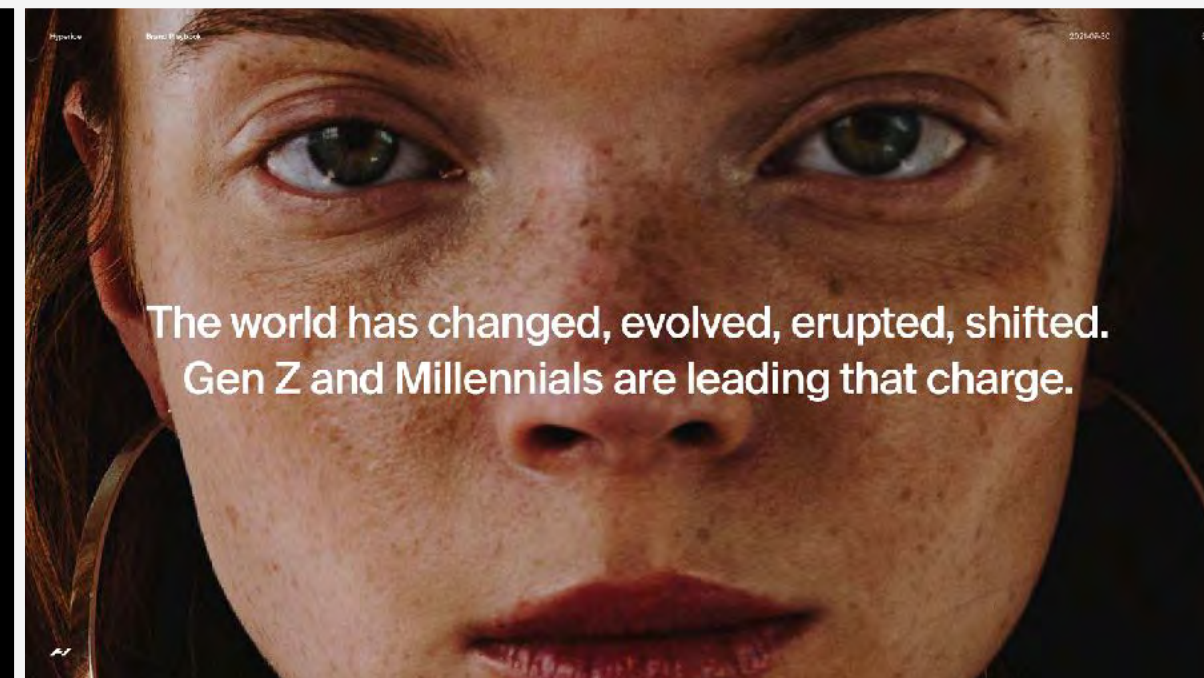
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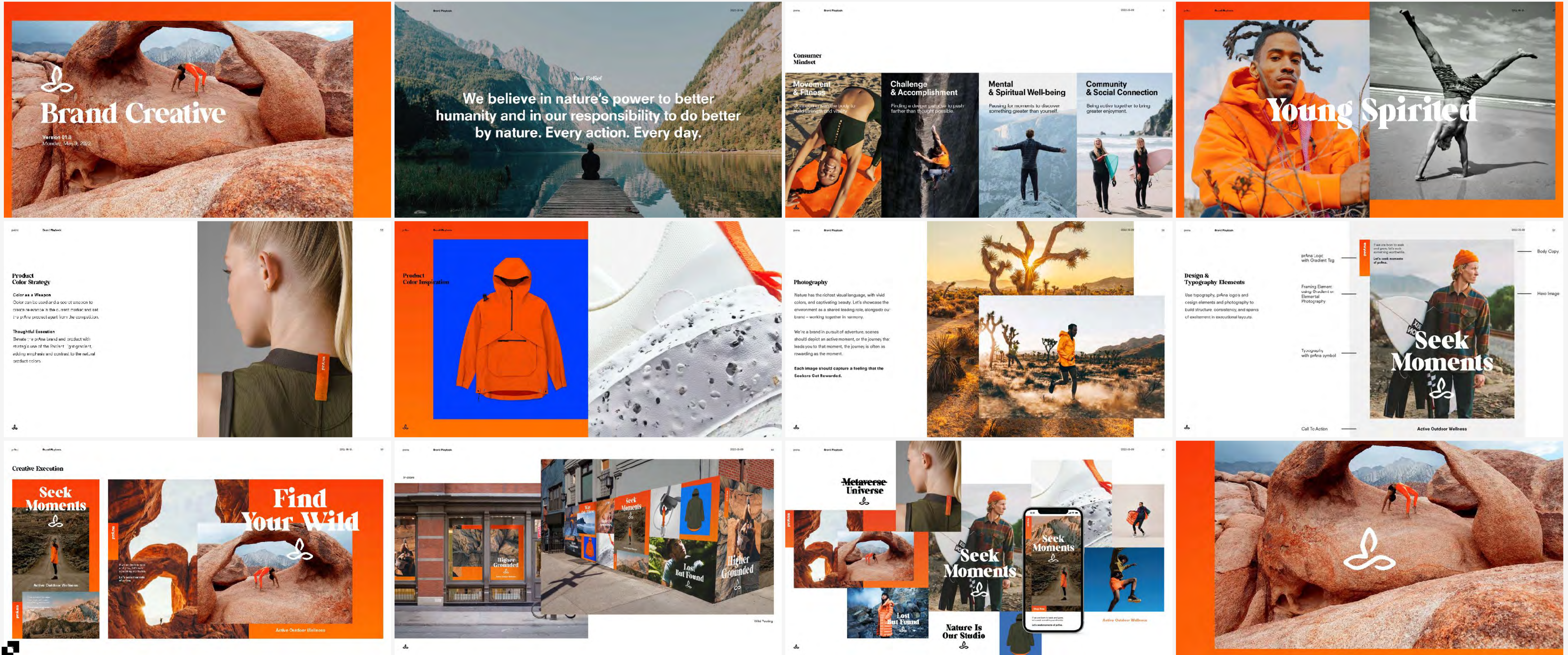


Sharpen what's  
already there.

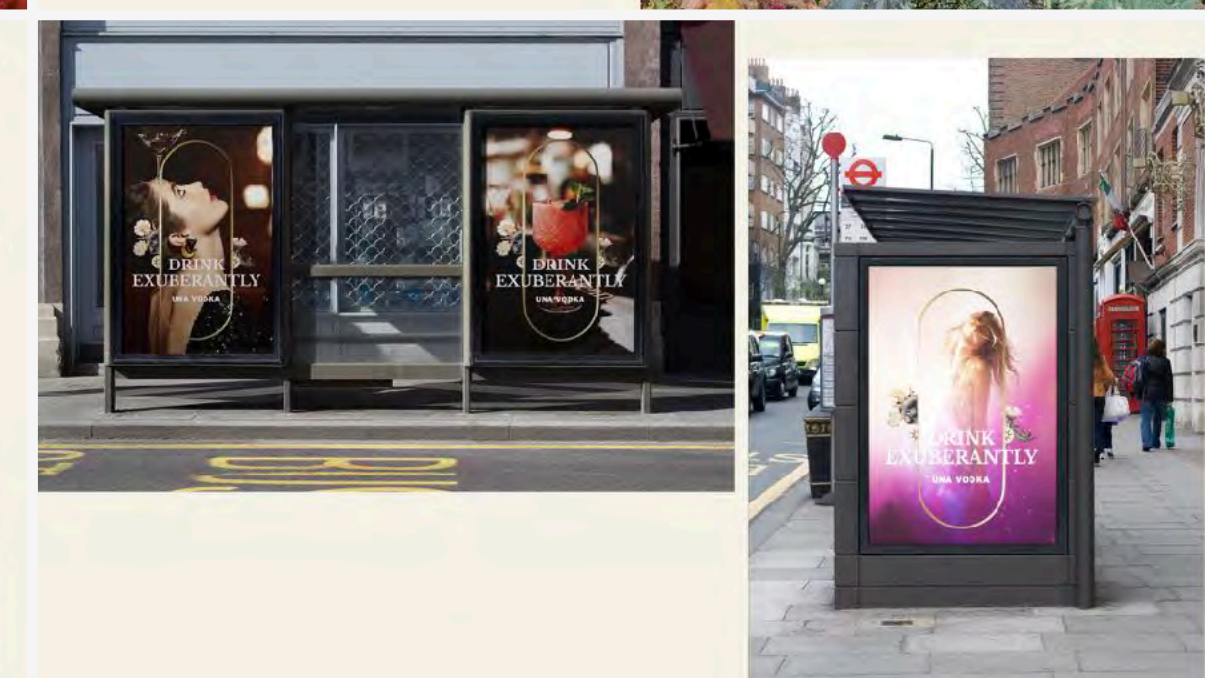
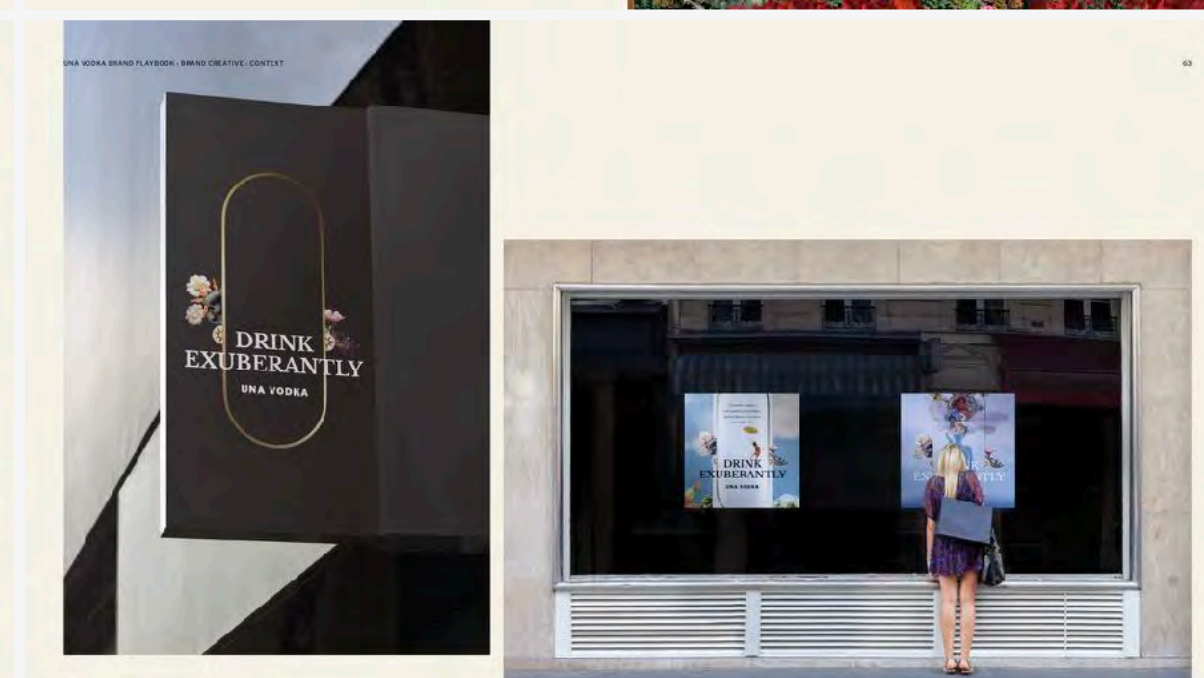
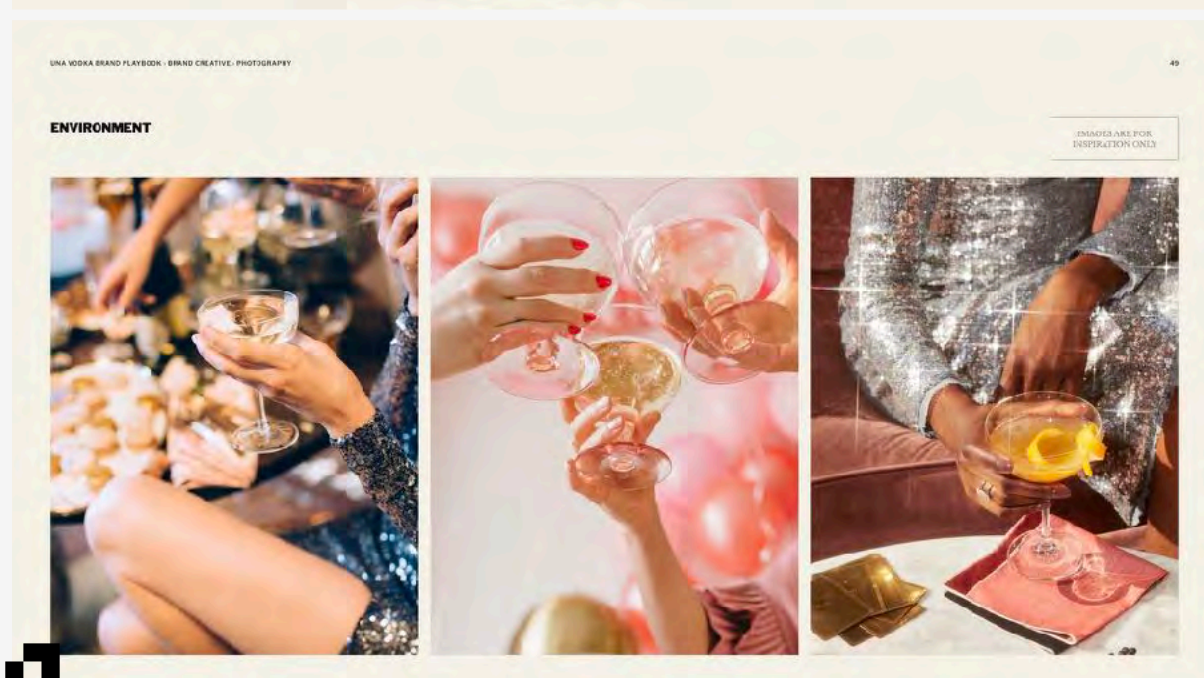
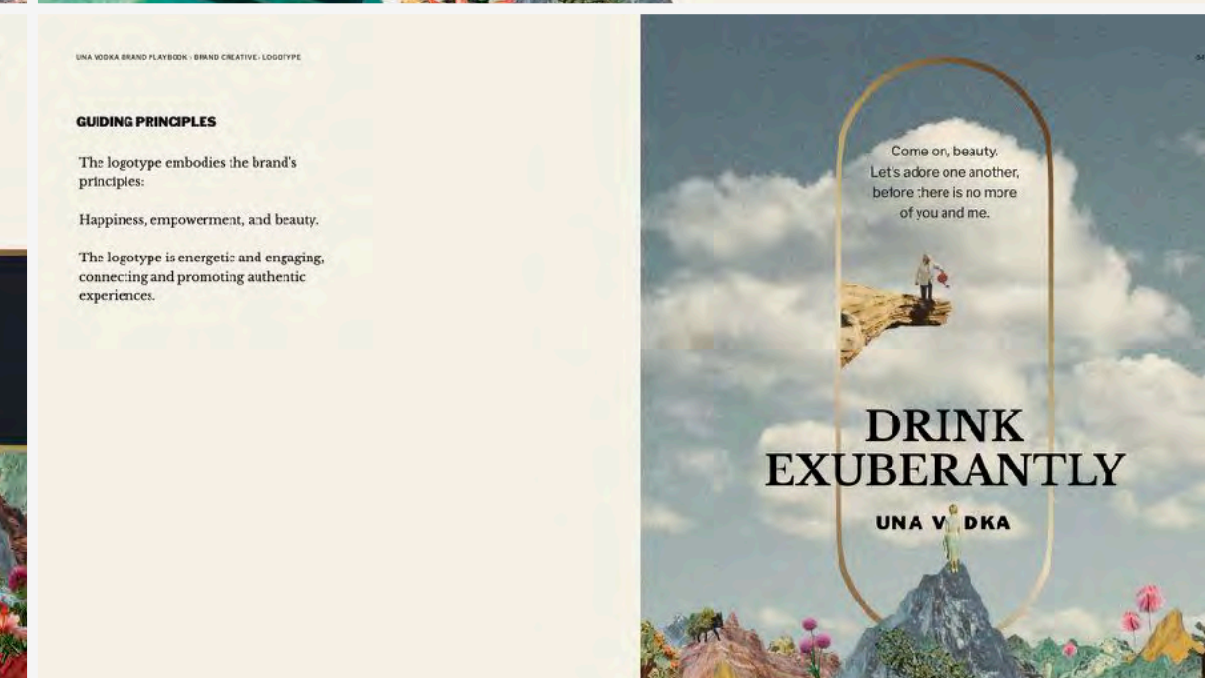
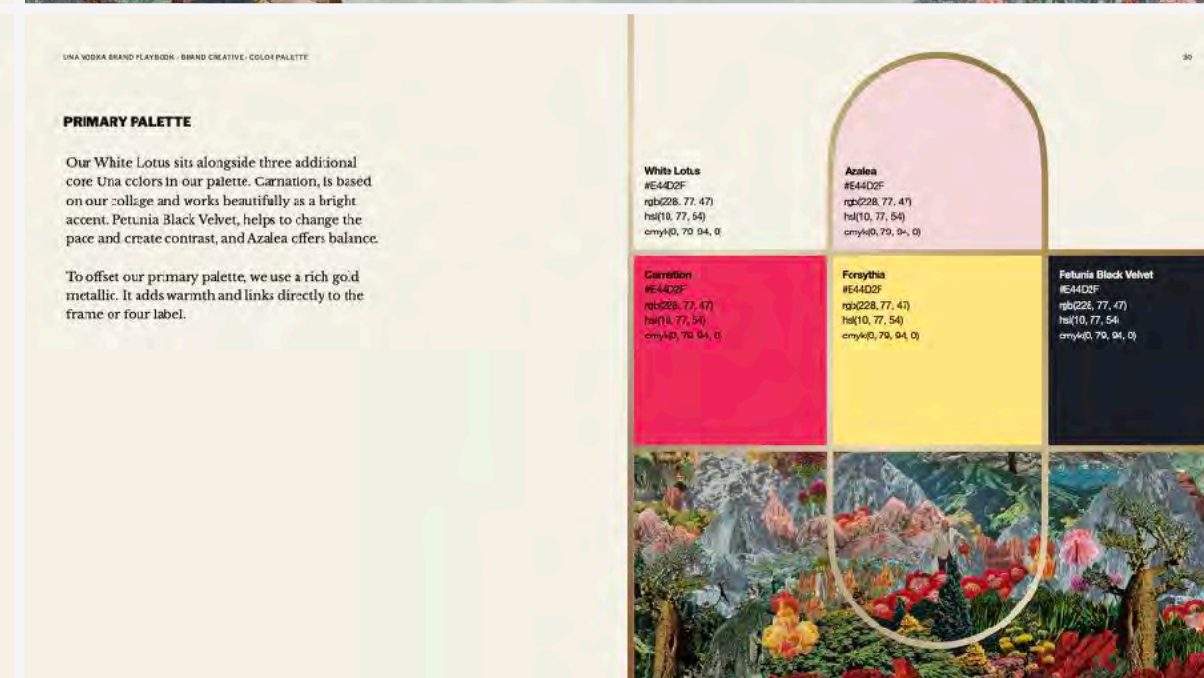
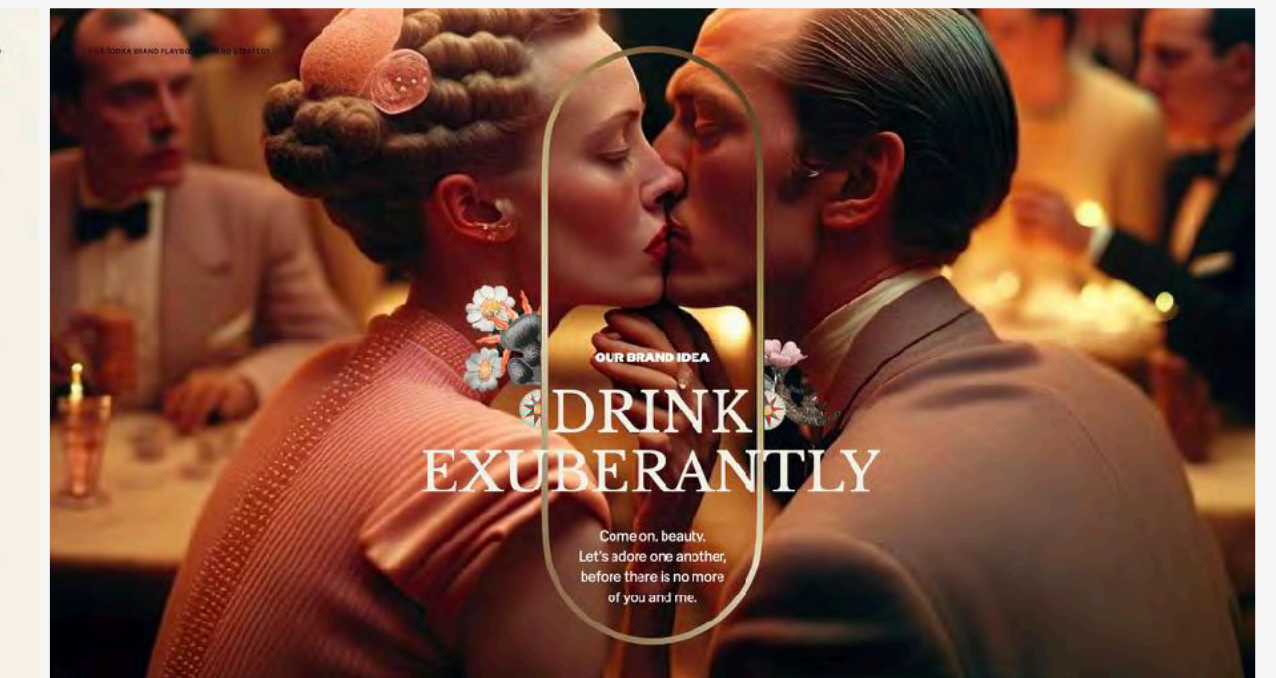
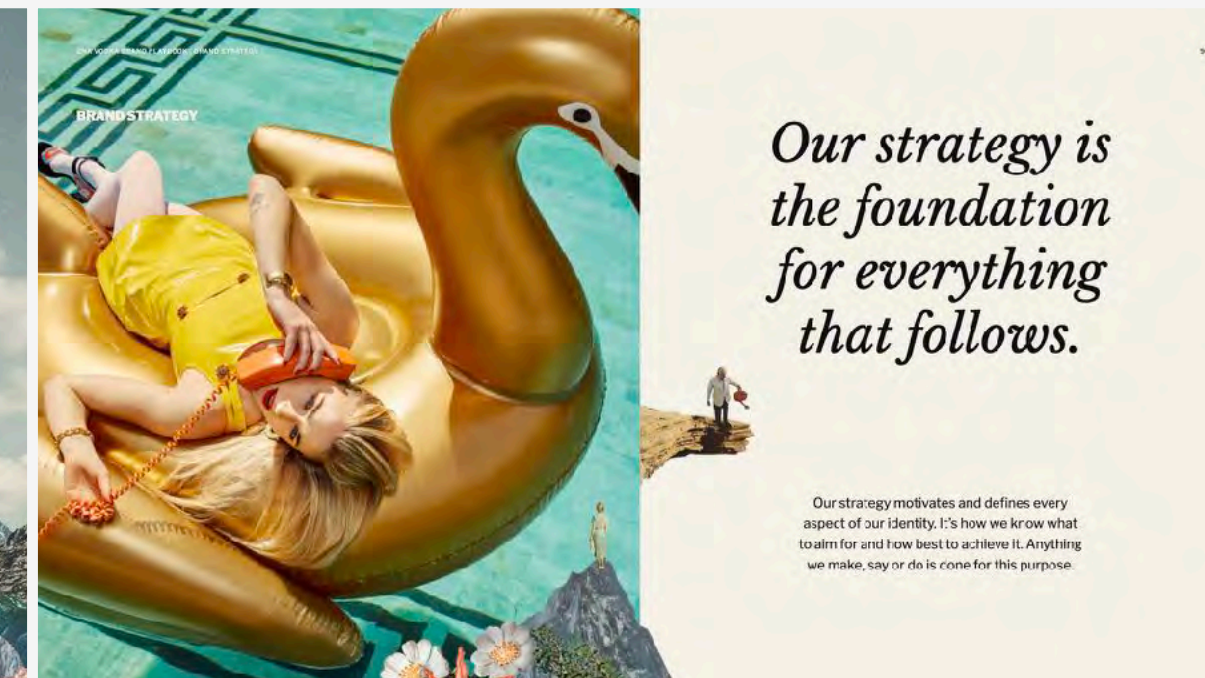
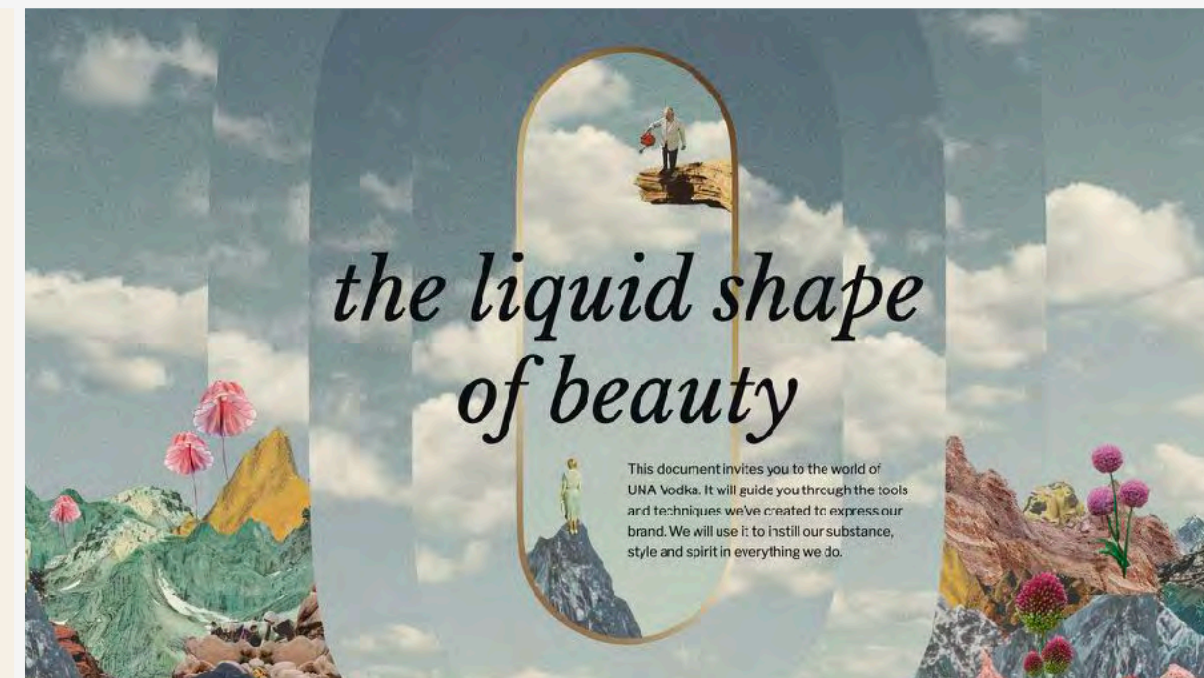
- Brand Refinement
- Brand Guidelines
- Presentation Design
- Visual Systems
- Launch Campaigns
- Marketing

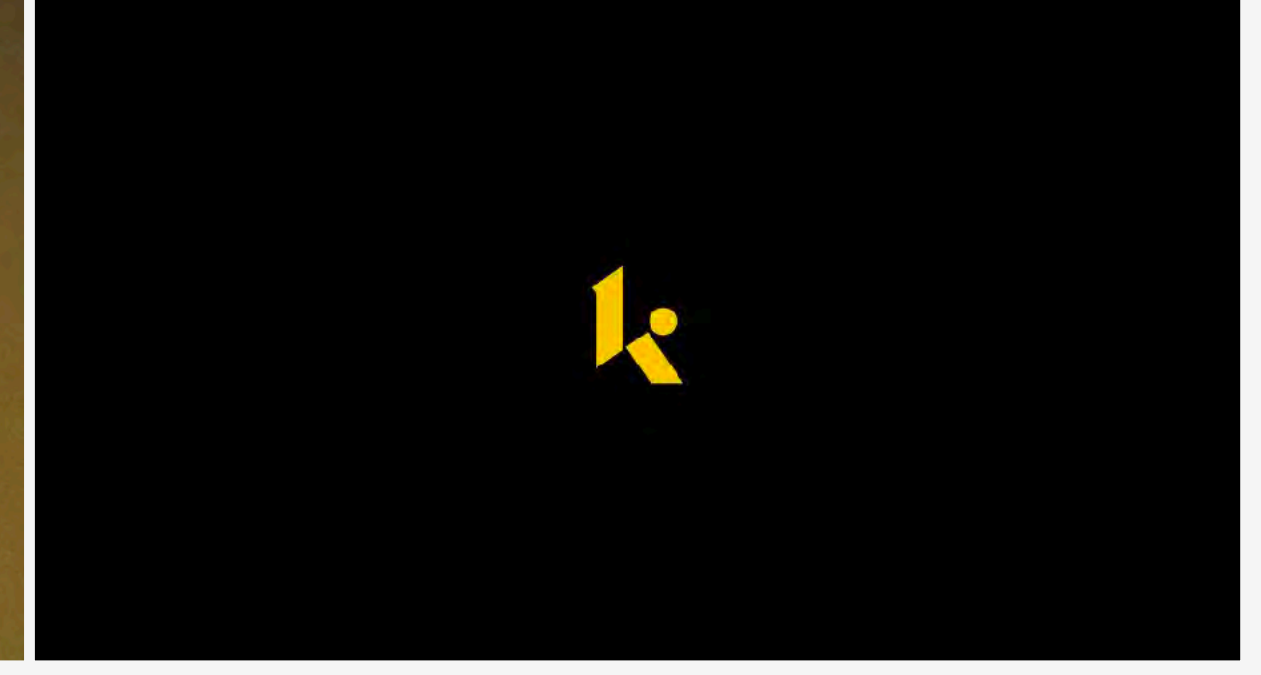
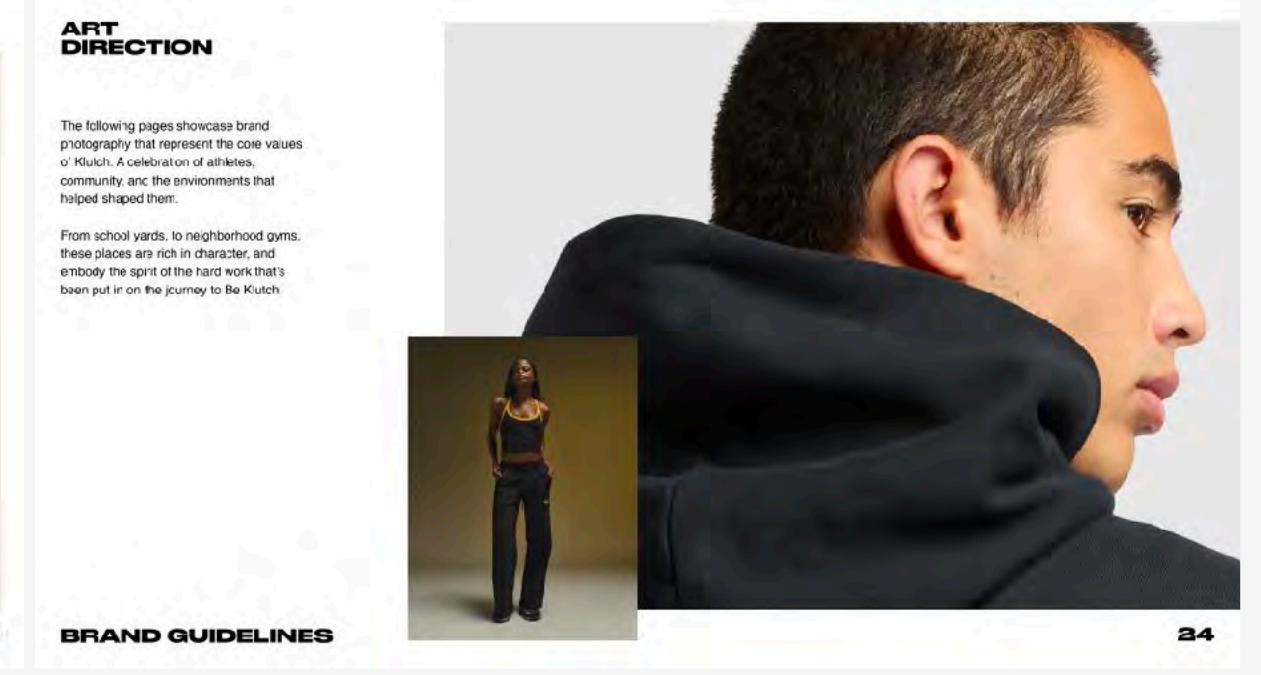
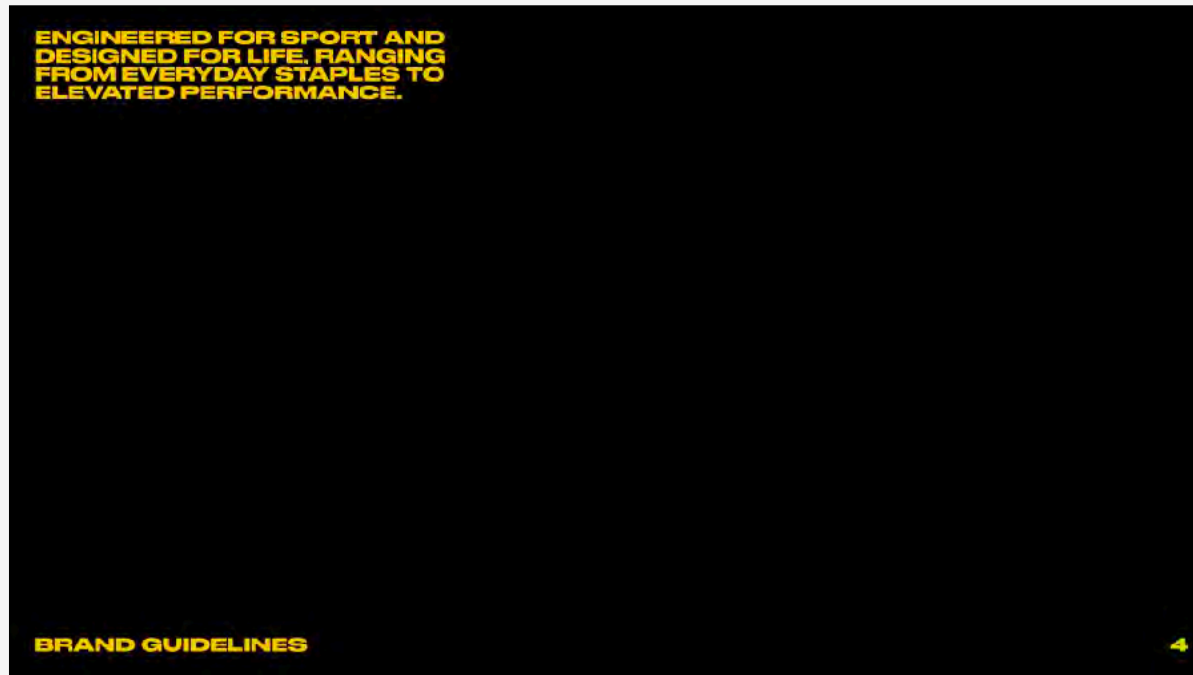
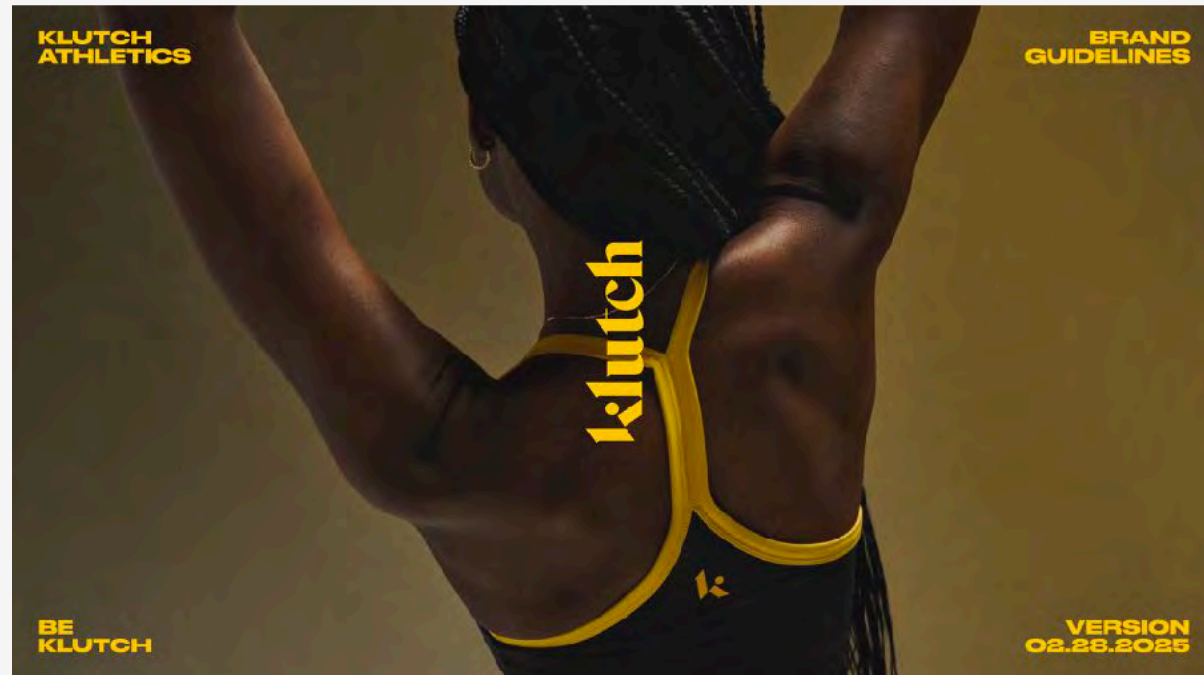






- Brand Guidelines
- Presentation Design
- Brand Refinement







**OVERVIEW**

These guidelines set the stage for bringing the SmileSet Brand into the world.

Use this resource as a framework for developing new communication across all media touch-points.

**OVERVIEW**

The brand that gets you—convenient, quality smile solutions for the digital-savvy, confidence-craving crew.

Smile. Set. Go.

**BELIEF**  
A smile is your best accessory—it's like a little superpower that can open doors, make connections, and help you live your best life.

**PERSONALITY**  
*Confident*  
Your sassy-smart bestie who knows their stuff but keeps it real and easy to understand.  
*Empowering*  
That hype person who's always in your corner, cheering you on as you glow up that smile.  
*Modern*  
The trendsetter who's always up on the latest tech and isn't afraid to shake things up.  
*Approachable*  
Your go-to guide who breaks it down for you in a way that makes sense—no dental degree required!  
*Playful*  
The fun, energetic friend who's all about keeping things light and motivating you to show off that smile.

**VOICE**  
More reliable than distant. Equal parts energizing & reassuring. Supportive with a touch of playfulness. Innovative but always authentic.

**VALUES**  
Confidence  
Innovation  
Accessibility  
Authenticity  
Empowerment  
Connection

**VISION**  
To be the go-to smile squad, providing the most innovative, accessible, and life-changing invisible aligners. Let's spread that smiley magic!

**MISSION**  
To give everyone the tools they need for a poppin' smile—affordable, easy-to-use, and always cutting-edge. We're here to help you glow up, one tooth at a time.

**OVERVIEW**

The SmileSet logo is the cornerstone of our brand, inspiring confidence and connection at every touchpoint. It's a universal signature that unifies our brand presence.

**HEADLINES**

Headlines are a way set in Garamond Narrow, using Sentence Case and should be centered. Default tracking and leading are required, though slight adjust items may be necessary based on the specific design.

*Leading*  
For headlines over 70 pt, a good starting point for leading is 85% of the type size. For headlines under 70 pt, use 100% of the type size for leading.

*Tracking*  
For headlines over 70 pt, start with 0 tracking. For headlines under 70 pt, use 0 tracking as well. These measurements are a guide; adjust slightly as needed based on the specific application.

# A smile can change everything.

[LEARN MORE](#)

**COLOR**

*SmileSet Onyx*  
This deep, rich black is the foundation of our brand, imparting strength, sophistication, and the confidence that comes with a perfect smile.

*Radiant Ivory*  
A warm, inviting shade that reflects the natural brightness of a confident smile, adding warmth and approachability to our brand.

*Bright Glow*  
Soft, light hue that embodies the gentle, glowing confidence that SmileSet brings to every smile.

*Empowerment Mint*  
A cool, minty green that adds a touch of freshness and energy to our palette, symbolizing the revitalizing impact of a bright, confident smile.

SMILE SET ONYX	EMPOWERMENT MINT
HEX: #1B1A19	HEX: #B2E7D7
RGB: 27, 26, 25	RGB: 179, 231, 215
CMYK: 0, 4, 7, 89	CMYK: 25, 0, 7, 5

RAJAHAT IVORY
HEX: #F0F0F0
RGB: 252, 250, 220
CMYK: 0, 5, 15, 1

BRIGHT GLOW
HEX: #F0F8F1
RGB: 253, 248, 241
CMYK: 0, 2, 3, 1

**INSPIRATION**

SmileSet's Photography is vibrant and authentic, capturing genuine confidence and connection.

From radiant smiles to dynamic, candid moments, our photos reflect a confident, empowered lifestyle.

Natural lighting and real expressions reinforce SmileSet's message of positivity and the joy of a bright, healthy smile.



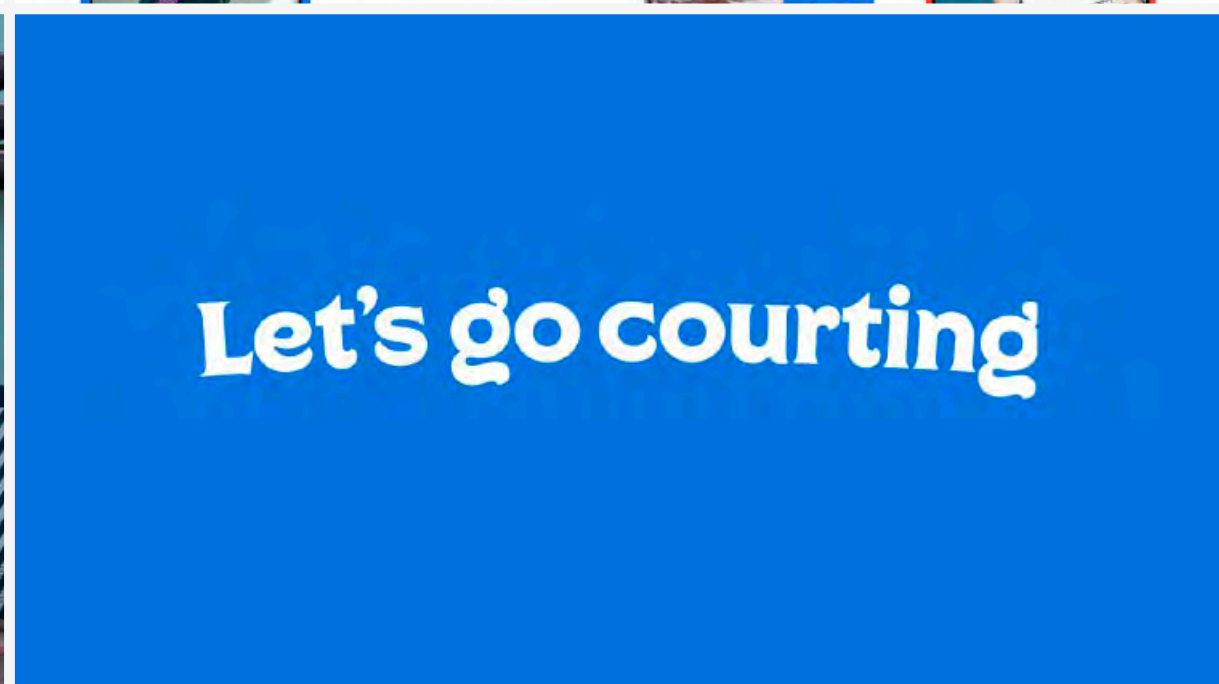
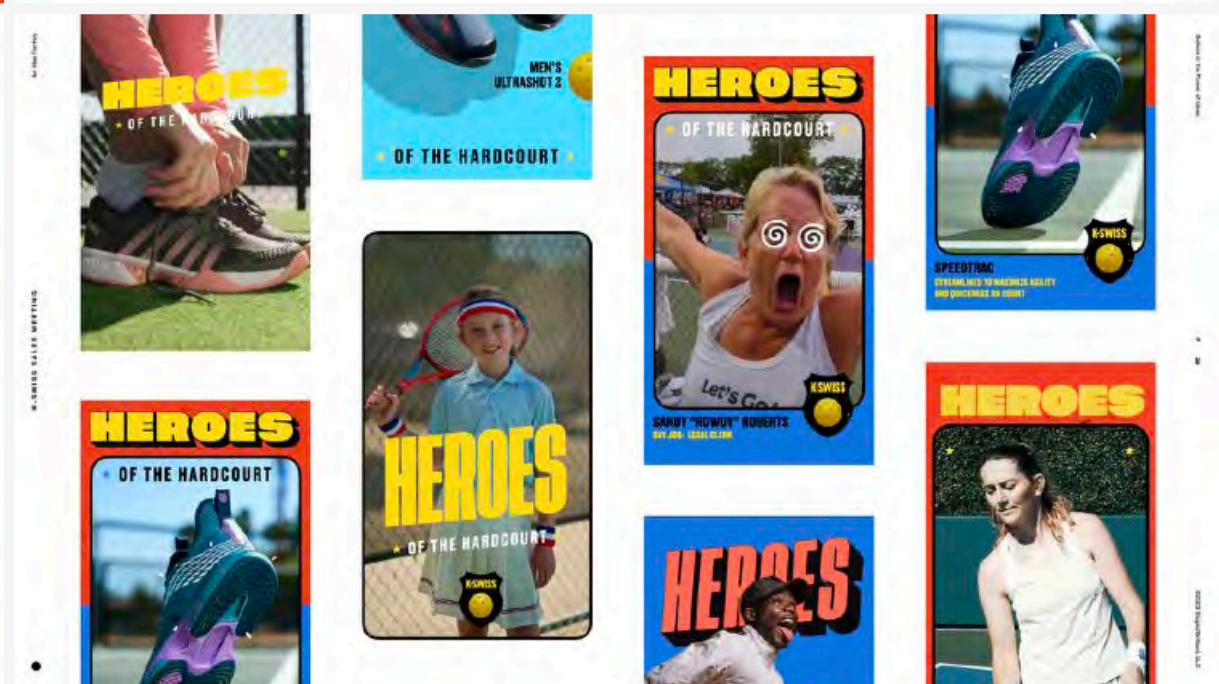
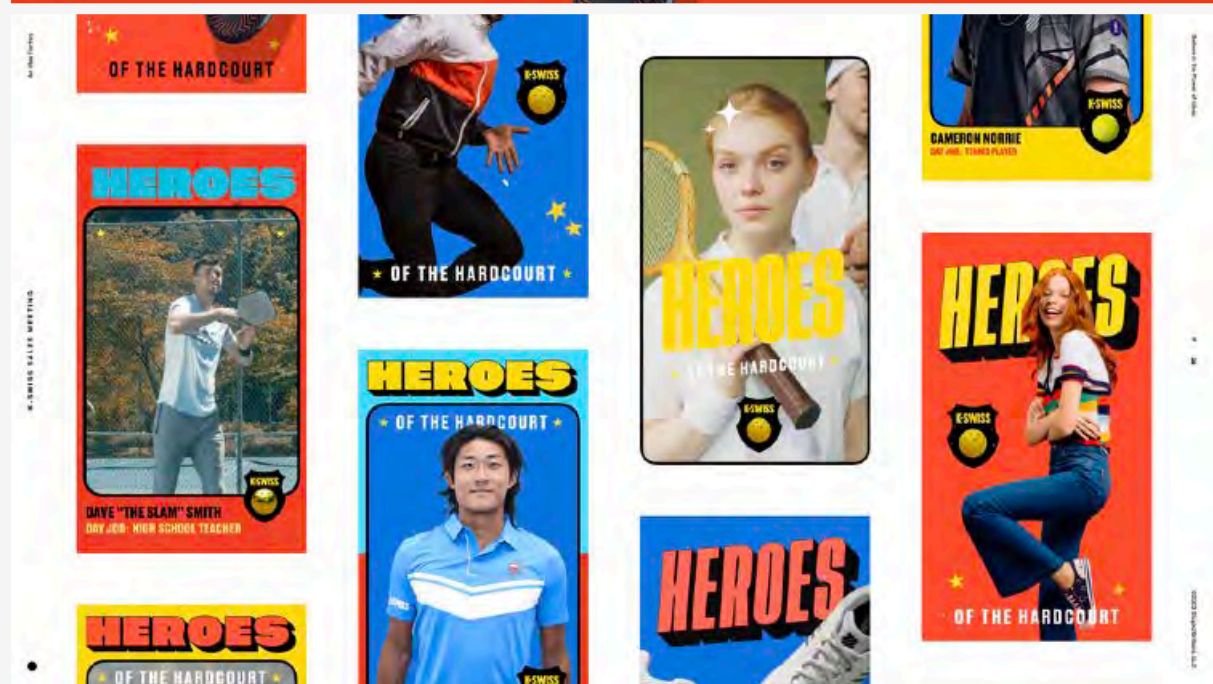
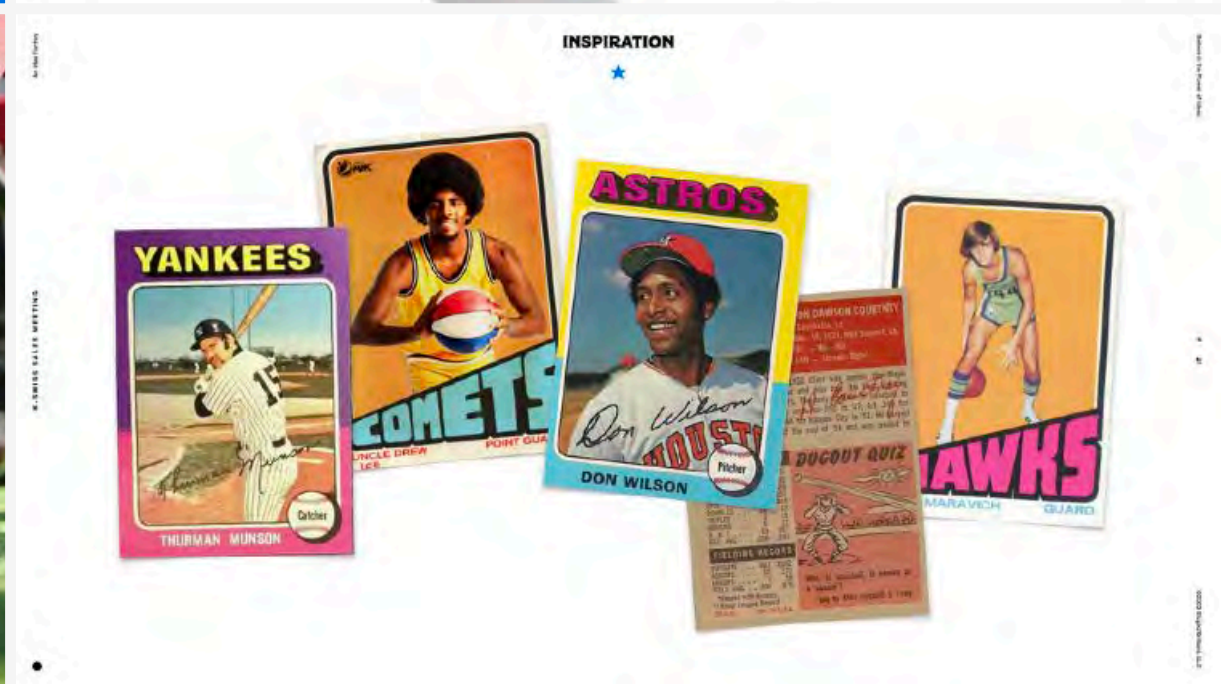
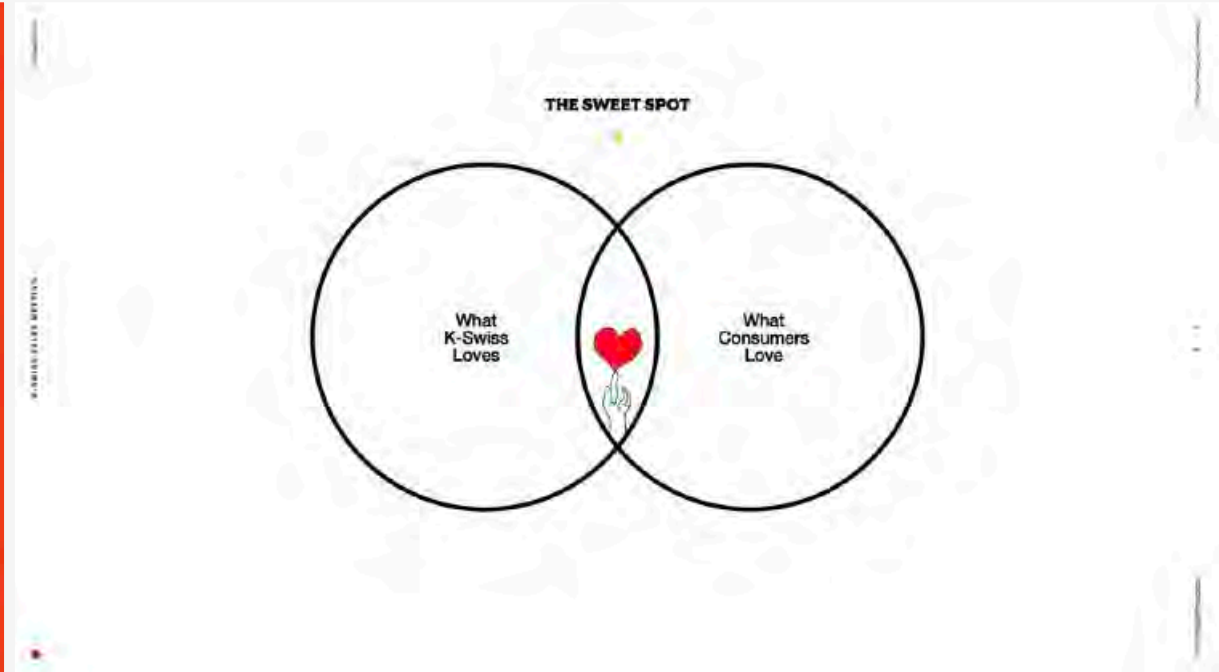
**DIGITAL**

**DIGITAL**

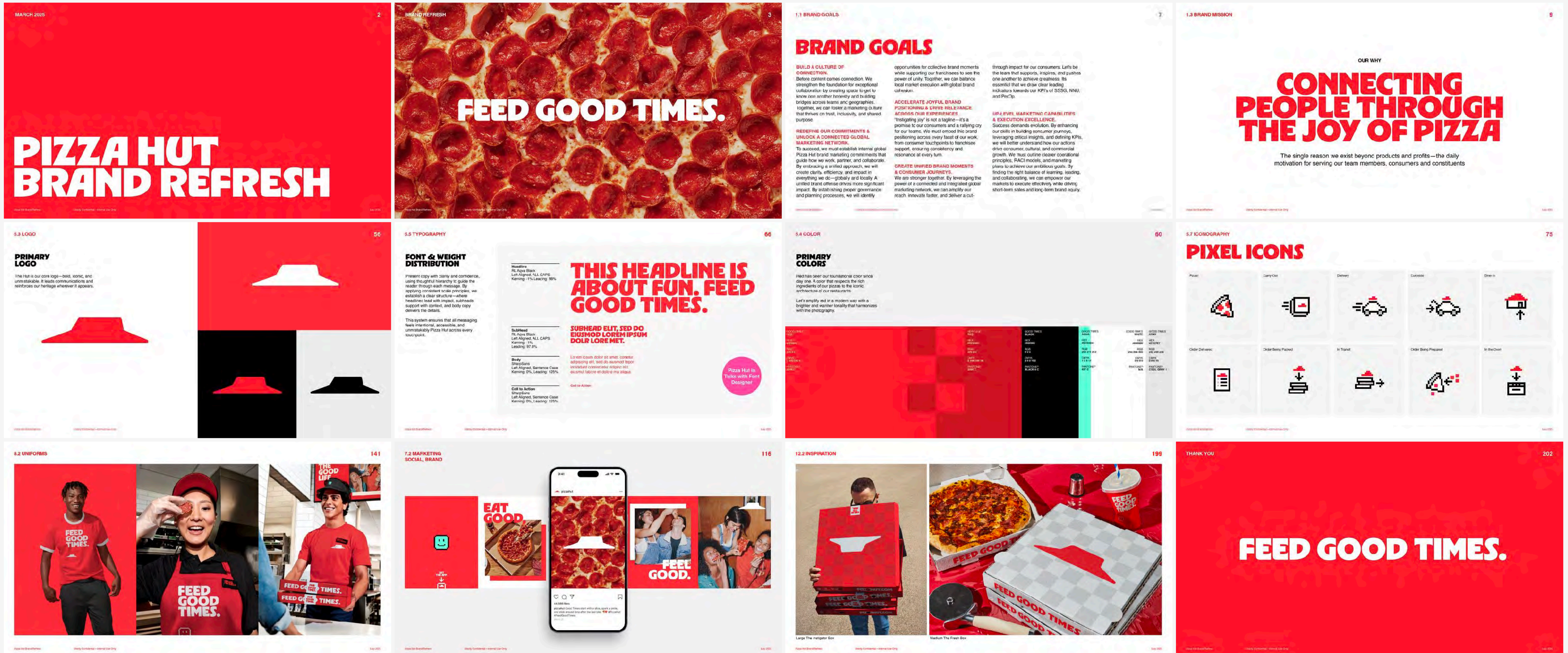


The presentation consists of 16 slides, each with a unique creative layout and visual elements:

- Slide 1:** A person in a dark jacket looks at a white wall with the 'stupidbrilliant' logo and a 'KEEN' logo.
- Slide 2:** A red background with the text 'hello we are stupidbrilliant' and a photo of a herd of bison in a river. Includes a sticky note that says 'NICE TO MEET YOU!'.
- Slide 3:** A hand holding a cardboard box labeled 'LET'S MEET'. Text: 'we believe in the power of ideas'. Includes a sticky note 'WATCH THIS!'.
- Slide 4:** A religious painting of Jesus with a child looking at a smartphone. Text: 'religion the smart phone and democracy' and 'were all just ideas once'. Includes a sticky note 'IDEAS FOR PRESIDENT!'.
- Slide 5:** A red background with the text 'ideas are patient' and a paragraph: 'for every problem you can imagine (business or otherwise) there is an idea waiting to solve it but they're also elusive and the demand is far greater then the supply we are working on a solution for that'.
- Slide 6:** A hand-drawn diagram showing the transition from 'STUPID!' to 'BRILLIANT!' through 'MAGIC!'. Includes a photo of a 'SIZE OF THE DONUT HOLE' sign and a sticky note 'our formula for success is simple'.
- Slide 7:** A flowchart of the creative process: LISTEN → COLLABORATE → IDEATE → COLLABORATE → EXECUTE → COLLABORATE → ACTIVATE. Includes a sticky note 'our creative process'.
- Slide 8:** A man with tattoos holding a smartphone. Text: 'harnessing the immense power of a raw idea takes'. Includes sticky notes for 'RESEARCH + STRATEGY', 'QUANT + QUAL BRAND STRATEGY COMMUNICATIONS STRATEGY CONTENT STRATEGY', 'MAD SKILLS', and 'DESIGN - LOGO + BRANDING DIGITAL + WEB PACKAGING MERCHANDISING'.
- Slide 9:** A collage of marketing services: ADVERTISING (VIDEO, DIGITAL + SOCIAL, EXPERIENTIAL MARKETING), DIGITAL + SOCIAL (STRATEGY, CONTENT, ANALYTICS), and EXPERIENTIAL MARKETING (MOBILE, TRADE SHOW, INFLUENCER). Includes a sticky note 'LET'S WORK'.
- Slide 10:** A man with green face paint. Text: 'throw the lever and get the gears turning an idea specialist'. Includes a sticky note 'ideas' and a photo of Randall Schongoyer, Founder/Creative Director. Includes sticky notes 'EMAIL NOW!' and 'CALL NOW!'.
- Slide 11:** A yellow sticky note with the word 'ideas' and a lightbulb icon. Includes a sticky note 'THANK YOU!'.
- Slide 12:** A man sitting on a guitar-shaped boat on water. Text: 'stupidbrilliant'.



- Brand Guidelines
- Presentation Design
- Design Direction



Context is the key—from that comes  
the understanding of everything.

→ Kenneth Noland



Contextual  
Branding Group

