



MAP & FIRE

Brand Guidebook
2019



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Our Vision

The resources for business success are accessible and
easy to use for every business owner

Our Mission

Empower business owners to discover and understand their company's unique value and maximize that position to achieve success.

Our Values

Evidence Over Ego

When it comes to decisions and recommendations, we use research, data, and an outside perspective to provide an objective point of view.

Collaborators At Heart

Our best work and best relationships have always come from openly sharing ideas and working on challenges together. Swooping in and dropping off a solution (even a good one) rarely works.

Excellence Through Empowerment

Our goal isn't just to deliver great work but to share *how* things work. We want to provide resources, tools, and knowledge to encourage success beyond our engagements.

Fast And Focused

To maximize efficiency, we keep our processes and methods lean so that we can put strategies into practice and learn from them as soon as possible.

Naturally Curious

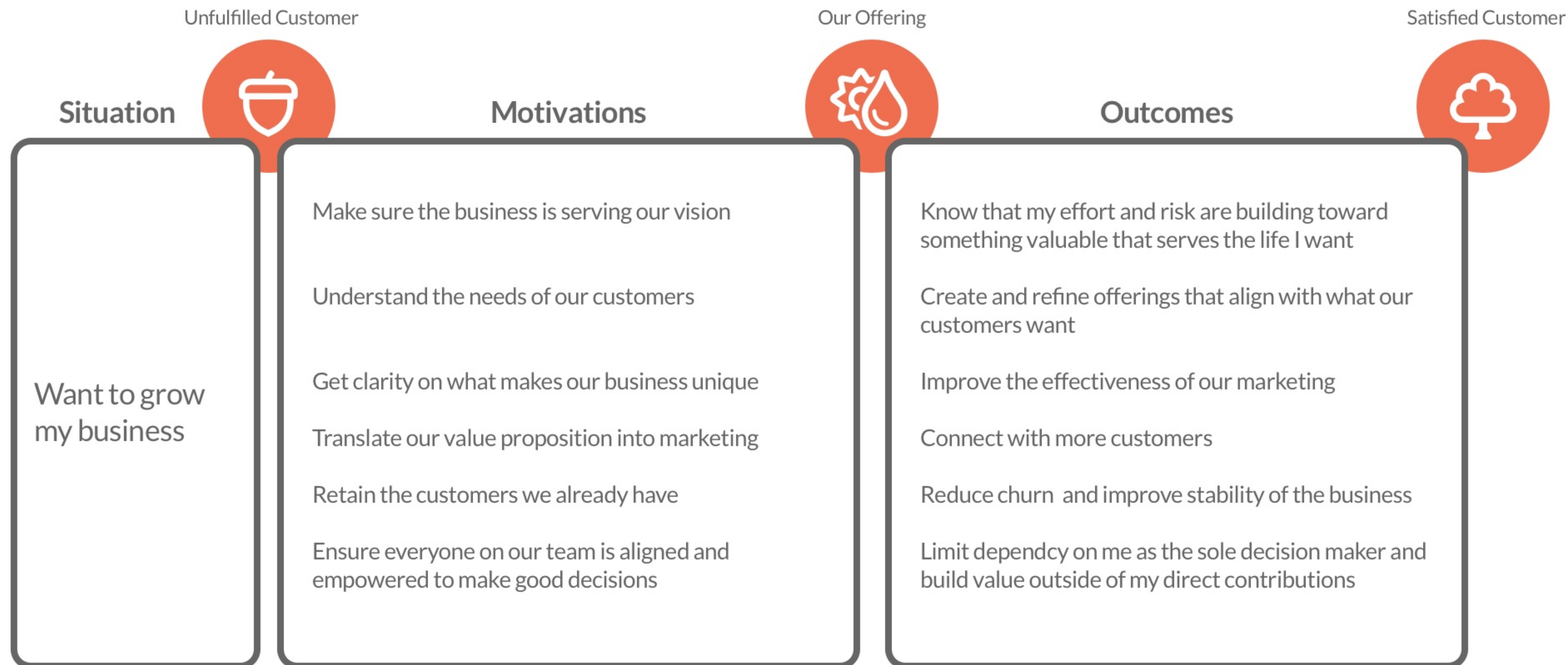
We're always excited to learn as much as we can about new businesses and teams to help them find untapped opportunities.

We Make It Fun

If you can laugh together, you can relax together. When you're relaxed you're more likely to share ideas and do your best work.

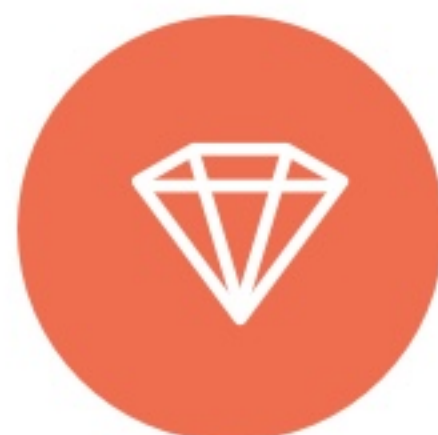
Our Customers

Business Owners



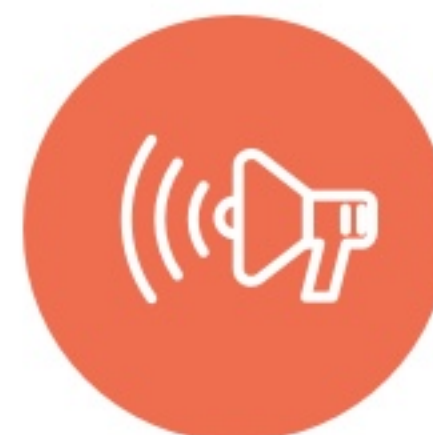
What Our Customers Value

Aspirational Elements



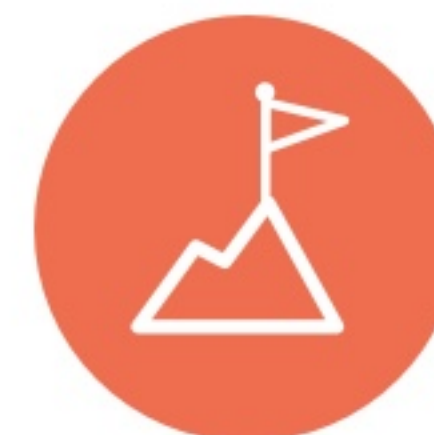
Heirloom

Building a business with legacy value beyond the owner



Provides Motivation

An outside source to push the business forward and show its potential



Self-actualization

Helping the business owner realize their own leadership potential

Emotional Elements



Provides Access

Gaining a competitive advantage by using high quality, proven tools



Reduces Anxiety

Replacing the mystery of strategy with clear, repeatable processes

Functional Elements



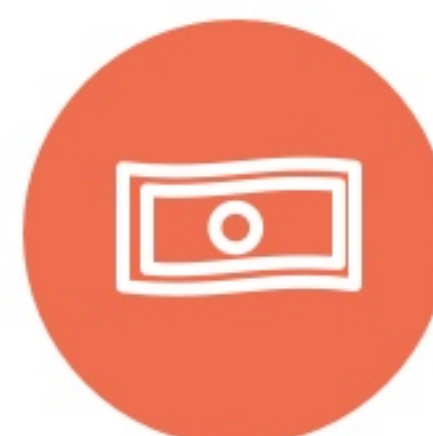
Quality

Providing the best people, resources, and tools in the industry



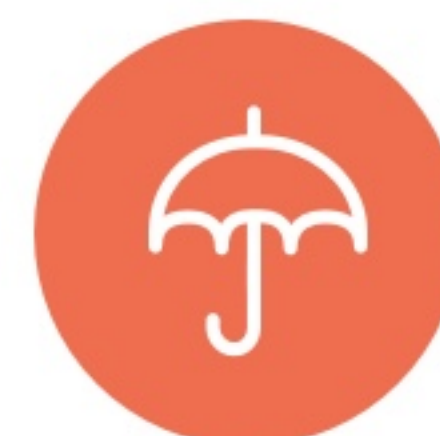
Reduces Effort

Removing the need to solve brand and marketing work on their own



Makes Money

Increasing growth and efficiency in support of the bottom line



Reduces Risk

Formalizing the business and reducing dependency on single individuals



Simplifies

Making strategy concepts easier to grasp so that they can be used consistently



Saves Time

Avoid wasting time on haphazard or ineffective strategies

Core Benefits

“We work with business owners to clarify and capitalize on the unique value of their brand”

Align Your Efforts

Document and share your strategy so that your team is empowered to work effectively and make decisions that support the goals of the business.

Understand Your Customers

Gain a new understanding of the motivations and outcomes that drive your customers so you can better align your offerings and marketing with those needs.

Create A Unique Position

Elevate your business above the noise of the competition so that customers will find, remember, and evangelize your brand.

Achieve More Growth

Use your improved clarity and differentiation to increase the volume and effectiveness of customer interaction at every stage of the funnel.

Maximize Your Investment

Create a business that can live and grow on its own, that can reach a larger audience, and that supports the people within it.

Our Brand's Archetype

The character, personality, and attitude we embody



Primary : Sage

Wisdom. Intelligence. Truth seeking. Clarity of thought.

The Sage is motivated by independence, cognitive fulfillment and truth. This archetype has a foundational identity attachment to the belief that thinking is what defines the human experience. The sage responds well to expert opinion but is inherently a pragmatic skeptic.



Secondary : Everyperson

Stewardship. Altruism. Respect. Fairness.

The Everyperson believes that everyone matters equally, regardless of status, age, ethnicity or creed. Like a good neighbor, the Everyperson seeks to do the right thing, with no need for heroics or adventure. Possessing a charming sincerity, the Everyperson embodies the acronym WYSIWYG – “what you see is what you get”

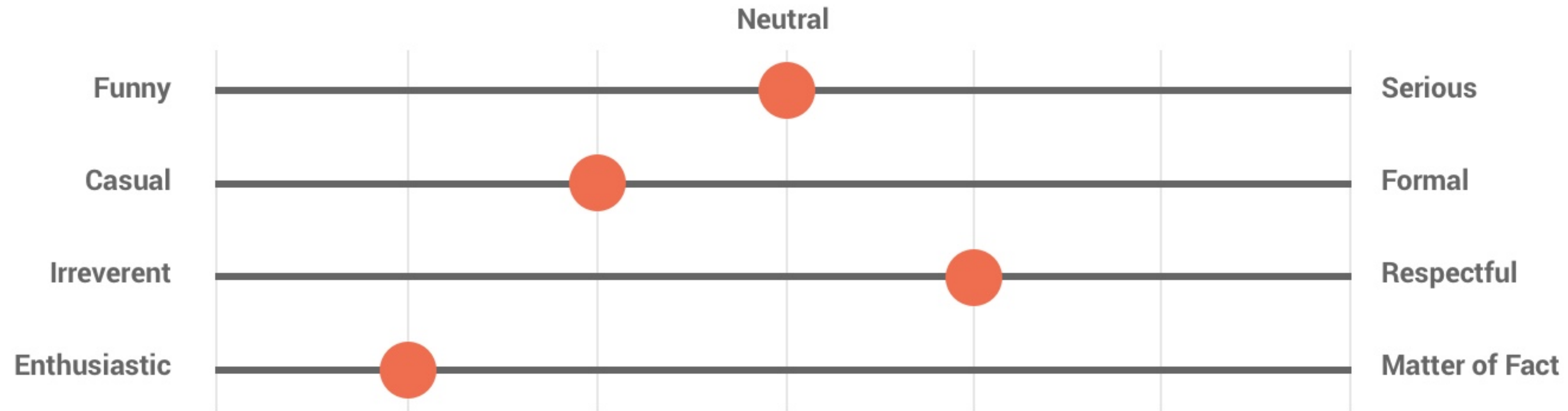


Tertiary : Jester

Humor. Originality. Irreverence. Awareness

Joyfully living in the moment, the Jester seeks to lighten up the world. Able to bend perspective, twist meanings and interpret events and people in surprising ways, the Jester can speak truth to those in power. The Jester appreciates beauty, change, and surprises with wicked intellect.

Our Tone of Voice



Our Tone Should Be

Friendly Informative
Caring Smart
Trustworthy

Our Tone Should NOT Be

Coarse Conservative
Snarky Dry
Nostalgic

Our Positioning



For business owners

Who seek sustained growth and satisfaction in their business



We provide brand and marketing services and products

That clarify the unique value of their business, provide clear processes, and align their team



Unlike big agencies or creating a brand on your own



We provide offerings that are proven, lean, transparent, and accessible

And that come from an experienced, objective, outside perspective

Brand Image Do's

We want to highlight moments featuring confident, happy, business owners and their team members:

- Candid, authentic images of people working together, focused and engaged in what they're doing
- People in non-traditional work environments (home, coffee shop, outside)
- People smiling, laughing or having fun while working
- Individuals or groups in outdoor, woodsy environments, exploring and discovering new things



Brand Image Don'ts

The following are examples of image types that don't represent the brand and should be avoided:

- Ultra posed or staged stock photos
- People that appear stressed or anxious (unless for a specific need to show a problem / struggle)
- People that appear arrogant or disengaged
- Overly serious or formal individuals or offices



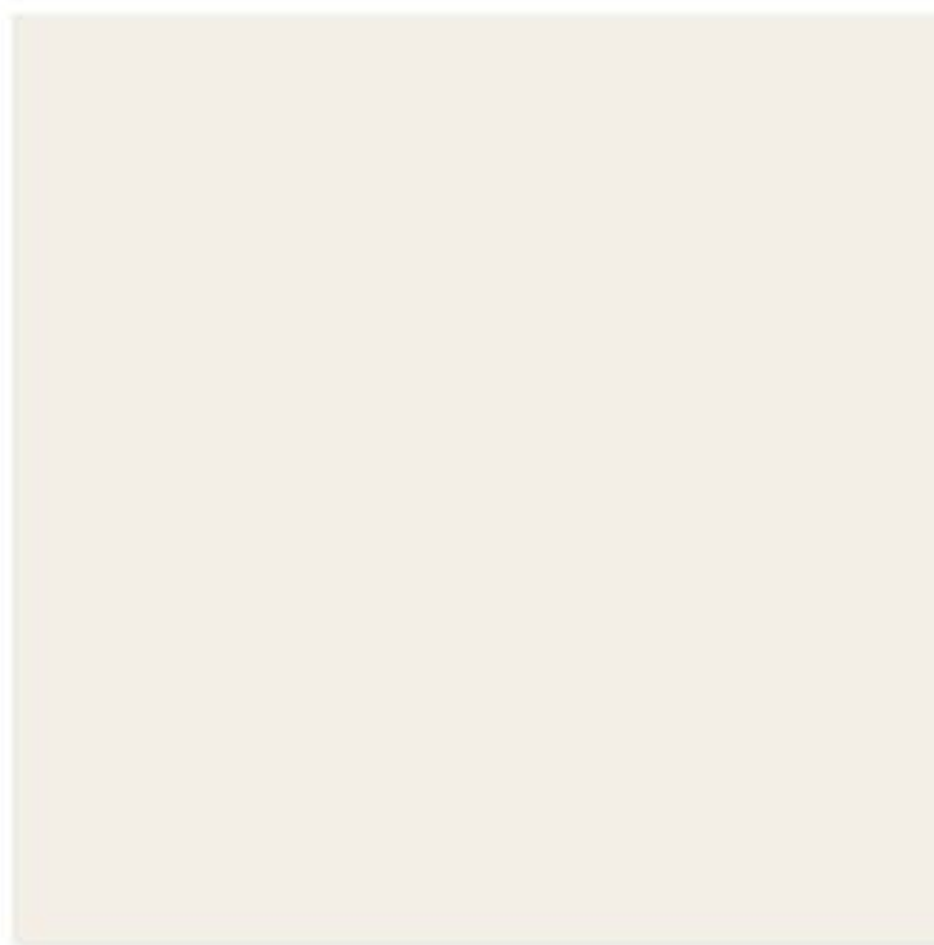
Colors

Highlight Orange



RGB 240/110/80
HEX F06E50

Light Tan / Brown



RGB 243/238/229
HEX F3EEE5

Text Dark



RGB 72/72/72
HEX 484848

Typefaces

VINYL

Vinyl OT is the typeface used for the lettering on the Map & Fire logo. That's the only place this typeface is used.

Averia Sans Libre

Averia Sans Libre is used for headlines on the website.

Futura PT

Futura is the typeface used for a majority of the copy on the website and in print materials.

Logo

The following are general guidelines for use of the logo.
For all use cases, be sure to leave padding around the logo to ensure clarity and readability.

This is the complete fire logo. When space allows and the background is light enough to provide sufficient contrast, this should be used.



When space is limited, or for cases where a square aspect ratio is required or preferred (e.g. social icons), the solo flame can be used.



For dark backgrounds where the flame doesn't have sufficient contrast or it clashes with colors, the Map & Fire text can be used in white by itself

The text "MAP&FIRE" in a bold, white, sans-serif font, centered within a dark blue-grey rectangular background.

MAP&FIRE