



MAP & FIRE

Brand Guidebook
2021



Contents

- 3. Vision
- 4. Mission
- 5. Core Values
- 6-7. Customers
 - 8. Elements of Value
 - 9. Competitive Advantages
- 10. Positioning
- 11. Core Brand Benefits
- 12. Brand Archetypes
- 13. Tone of Voice
- 14. Image Do's
- 15. Image Don'ts
- 16. Colors
- 17. Typefaces
- 18. Logo

Our Vision

The resources to create a smart, successful brand are accessible and easy to use for every business leader

Our Mission

Provide data, creative, and strategy resources that empower business leaders to build high-growth brands fueled by aligned teams and loyal customers.

Our Core Values

Evidence Over Ego

When it comes to decisions and recommendations, we use research, data, and an outside perspective to inform creative ideas and 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 even beyond our engagements.

Fast And Focused

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

Naturally Curious

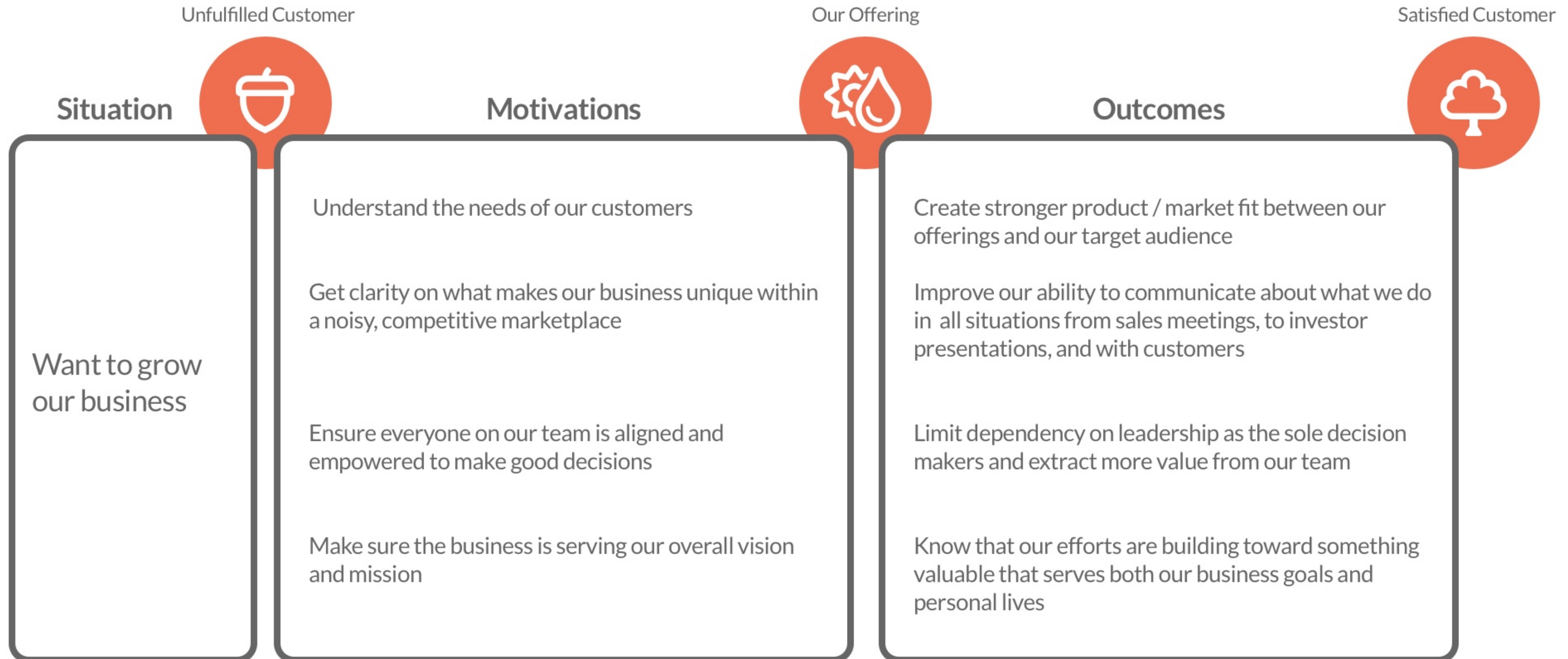
We're always excited to learn as much as we can about new businesses and the teams behind them to help find untapped opportunities.

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.

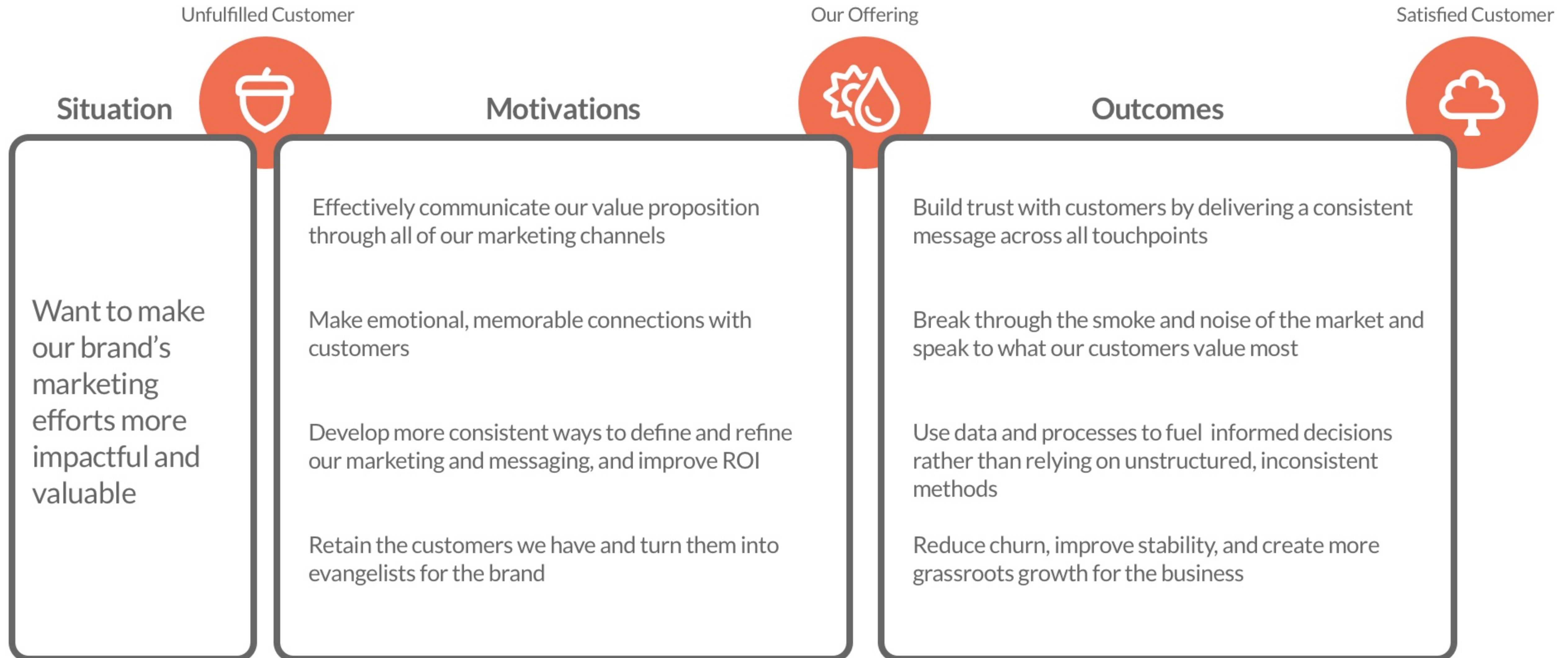
Our Customers

Small and Medium-Sized Business Founders



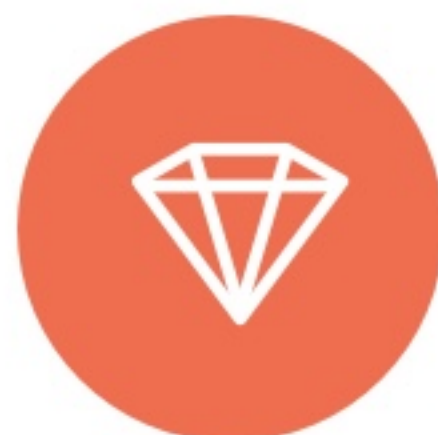
Our Customers

Small and Medium-Sized Business Marketing Leaders



What Our Customers Value

Aspirational Elements



Heirloom

Build a business with long term value even beyond the current team



Provides Motivation

Get outside perspective to recognize and maximize the brand's potential



Self-Actualization

Increase leadership's impact and influence with the brand

Emotional Elements



Provides Access

Gain a competitive advantage with better insights and proven tools



Reduces Anxiety

Ease the burden of decisions with real data and clear processes

Functional Elements



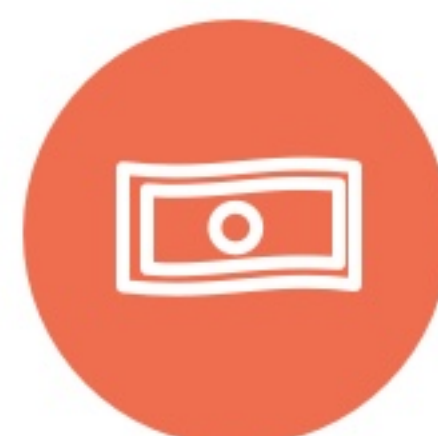
Quality

Provide the best people, resources, and thinking in the industry



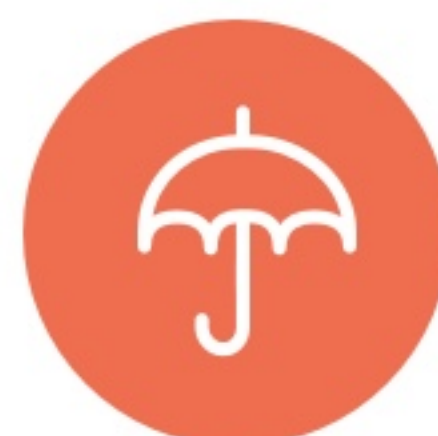
Reduces Effort

Remove the need to solve brand and marketing challenges on their own



Makes / Saves Money

Increase growth and marketing ROI in support of the bottom line



Reduces Risk

Formalize the brand's direction and reduce dependency on individuals



Simplifies

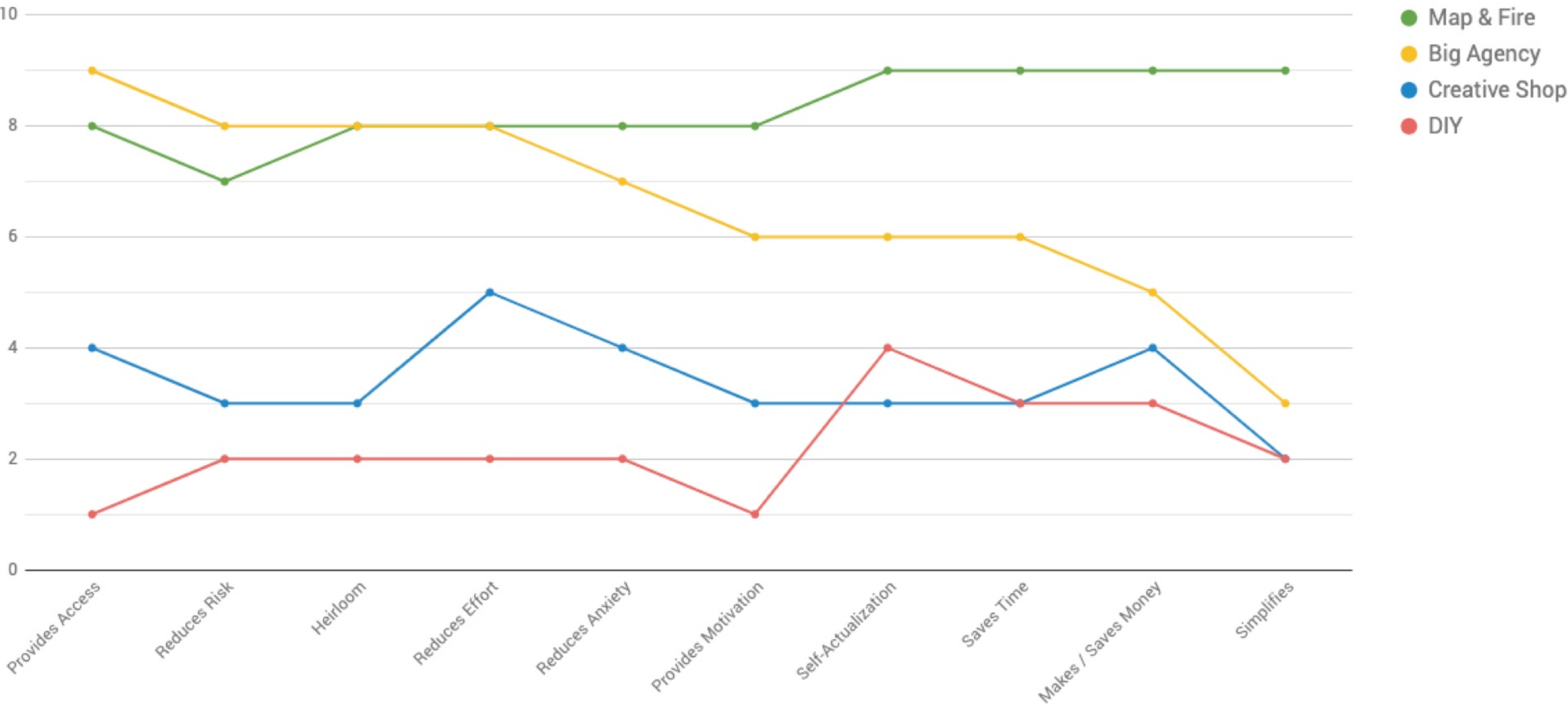
Clarify the connections between all facets of the brand within the business



Saves Time

Avoid wasting time on haphazard or ineffective strategies

Competitive Advantages



Our Positioning



For Small and Medium-Sized Business Founders and Marketing Leaders

Who seek to grow their business, build trust with customers, and align their team



We provide brand and marketing services and products

That use data, creative, and strategy to build unique brands that attract, engage, and convert more customers, and get internal teams moving in a unified direction



Unlike big agencies, design-only shops, or creating a brand on your own

We provide accessible strategic offerings that use clear processes and data to spark audience



emotions and convert those people into loyal customers

And that come from an experienced, collaborative, outside perspective

Core Brand Benefits

We bring together your purpose, positioning, messaging, and customer data to create a powerful brand lever that will engage your audience and lift profits.

Achieve More Growth

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

Understand Your Customers

Use data and psychology to gain a new level of understanding of the motivations and outcomes that drive your customers to engage with your core offerings.

Create A Unique Position

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

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”

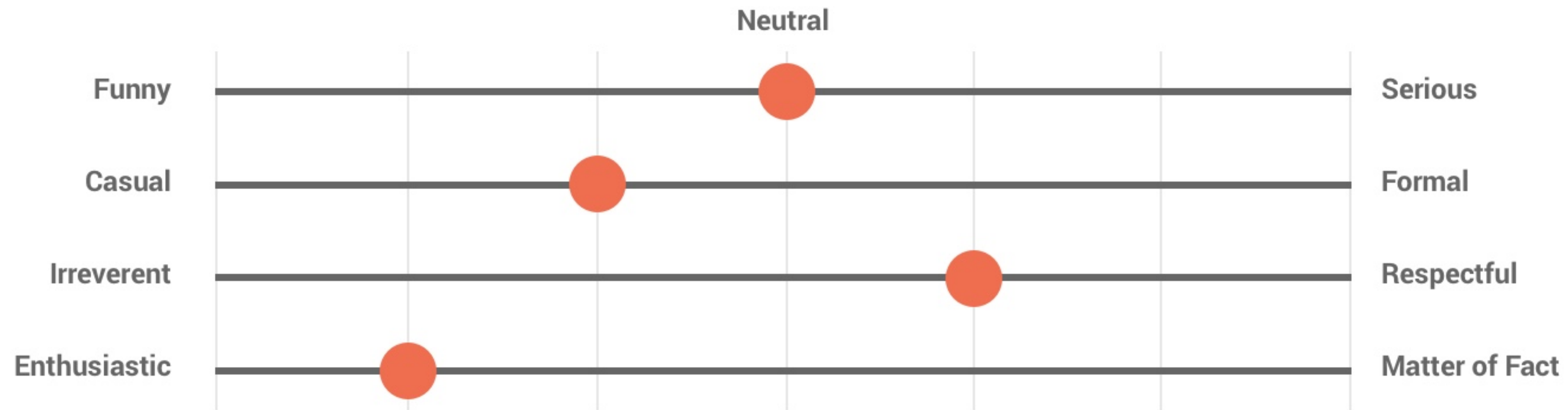


Tertiary : Jester

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 Witty

Our Tone Should NOT Be

Coarse Conservative

Snarky Dry

Nostalgic

Brand Image Do's

We want to highlight moments featuring confident, happy, business leaders 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



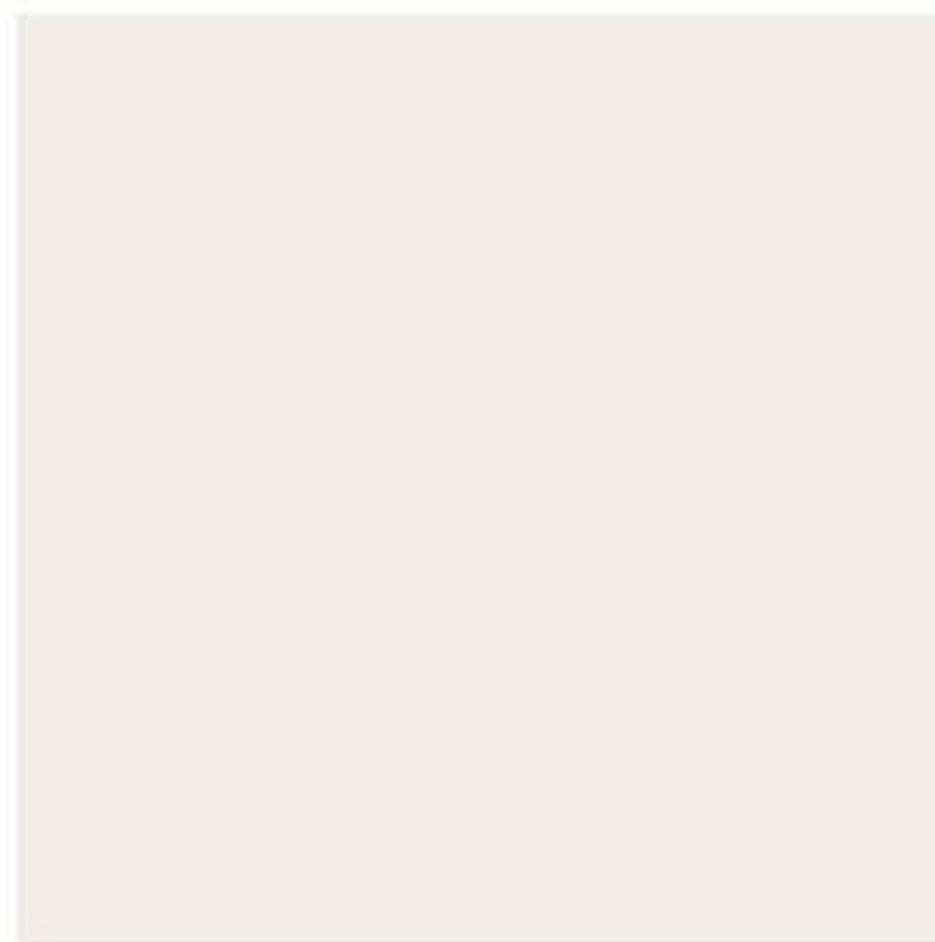
Colors

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 can 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

MAP&FIRE