



MAP & FIRE

Brand Guide

2022

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MAP & FIRE

Direction

**Our mission and what
guides our path daily**

About Us

Map & Fire is a data-driven branding, research, and creative agency based in Los Angeles, California.

For more than 7 years, we've worked with business leaders to create clarity for their teams and alignment with the needs of their customers.

We utilize proven frameworks and processes built on a unique blend of brand strategy, consumer research, and proprietary market data.

Our work amplifies the sales, marketing, and culture of brands so that they can achieve more growth and build loyal customer relationships.



Our Purpose

Fuel brands to uncover and communicate
their unique value

Our Mission

Elevate businesses with data-driven branding that
creates clarity for teams and
alignment with what customers value

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.



MAP&FIRE

Position

**The unique value we
provide our customers**

Our Customers

Small and Medium-Sized Business Founders

Situation

Want to reach a new level of growth for our business

Motivations

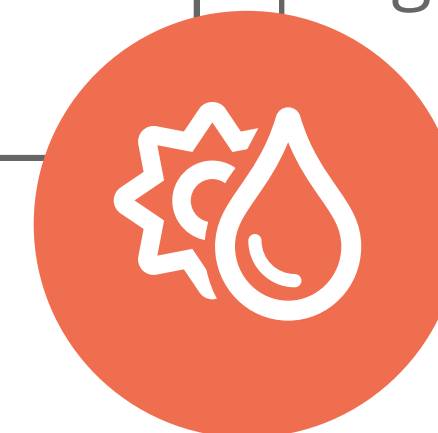
- Better understand the needs of our customers
- Get clarity on what makes our business unique within a noisy, competitive marketplace
- Ensure everyone on our team is aligned and empowered to make good decisions
- Make sure the business is serving our overall vision and mission

Outcomes

- Create stronger product / market fit between our offerings and our target audience
- Improve our position and ability to communicate about our value from sales meetings, to investor presentations, and with customers
- Limit dependency on leadership as the sole decision makers and extract more value from our team
- Know that our efforts are building toward something valuable that serves both our business goals and personal lives



Unfulfilled Customer



Our Offering



Satisfied Customer

Our Customers

Small and Medium-Sized Business Marketing and Sales Directors

Situation

Want to make our brand's marketing and sales efforts more impactful and effective

Motivations

Effectively communicate our value proposition through all of our marketing channels

Make emotional, memorable connections with customers

Develop more consistent ways to define and refine our marketing and messaging, and improve ROI

Retain the customers we have and turn them into evangelists for the brand

Outcomes

Build trust with customers by delivering a clear, consistent message across all touchpoints

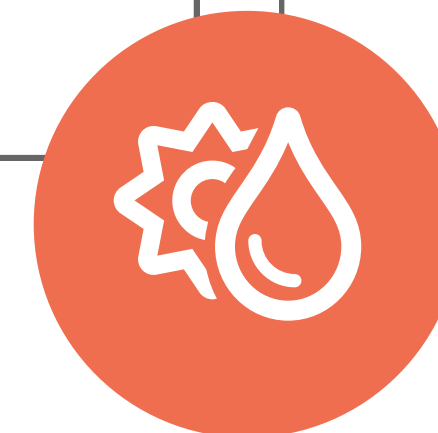
Break through the smoke and noise of the market and speak to what our customers value most

Use data and frameworks to fuel informed decisions rather than relying on unstructured, inconsistent methods

Reduce churn, improve stability, and create more grassroots growth for the business



Unfulfilled Customer



Our Offering



Satisfied Customer

The Value We Deliver

Highlight Elements



Expertise

Gain a competitive advantage with better insights plus proven frameworks and tools



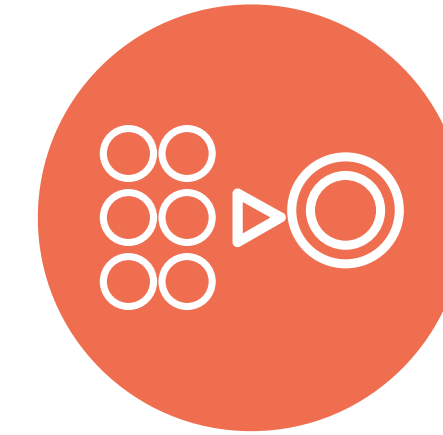
Vision

Confidence to pursue the full potential of our company with the right people to get us there



Data Insights

Recommendations and strategy informed by research and data rather than just creative instincts



Simplification

Clarify how all facets of the brand and the business connect to and support one other



Time Savings

Avoid wasting time on haphazard or ineffective strategies



Cultural Fit

The common set of values we share with clients allows for strong collaboration and outcomes



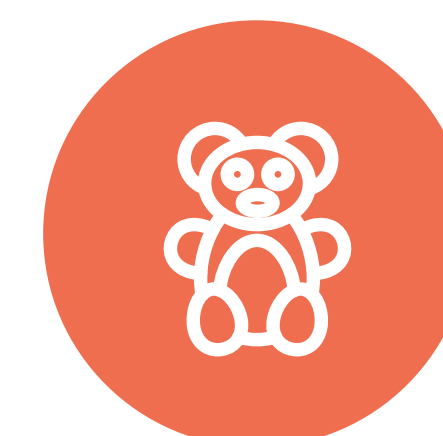
Growth

Use improved brand clarity and strong direction to engage more customers and build loyalty



Profitability

Increase marketing ROI and reduce sales cycles in support of the bottom line



Reduced Anxiety

Ease the stress and confusion of decisions with real data and clear frameworks



Product Quality

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

Supporting Elements



Reputational Assurance

Trust built through a documented, proven history of delivering work at a high level



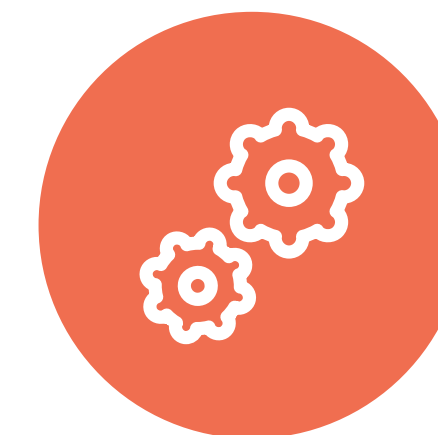
Cost Reduction

Ability to get an incredibly high level of service that would otherwise be out of reach



Design & Aesthetics

Elevate our brand's look, feel, and communication to instill trust with our audience



Reduced Effort

Remove the need to solve complex brand and marketing challenges on our own

Core Brand Benefits

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 Positioning



For Small and Medium-Sized Business Founders , Marketing, and Sales Leaders

Who seek to fuel new growth, build customer loyalty, and align their team



We provide branding , research, and creative services and products

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



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

We provide proven, data-driven strategic offerings that use clear processes and research to



spark audience emotions and convert people into loyal customers

From an experienced, collaborative, outside perspective

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

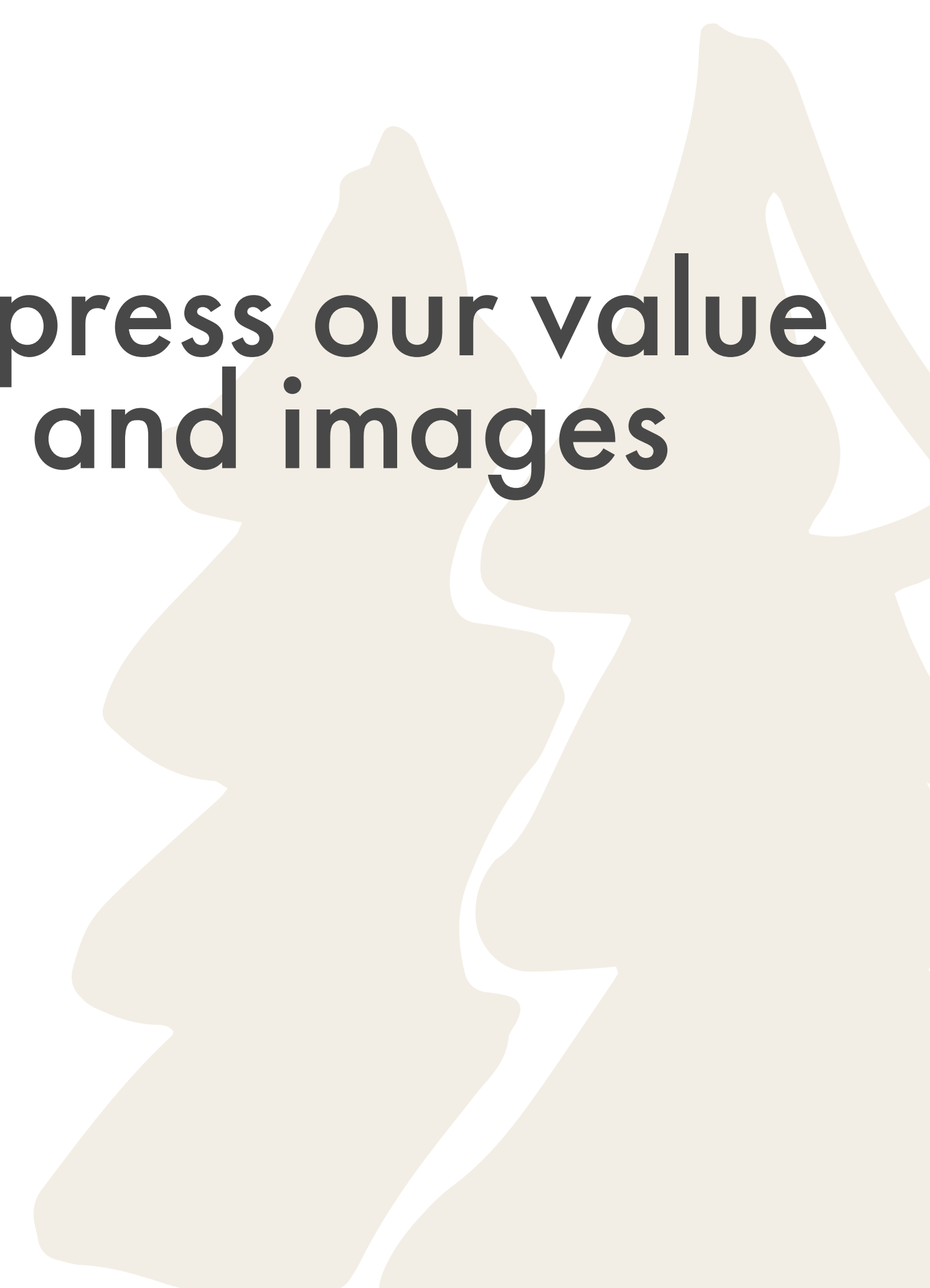
Joyfully living in the moment, the Jester seeks to lighten up the world. Able to bend perspective, twist meanings and interpret events and people in surprising ways, the Jester can speak truth to those in power. The Jester appreciates beauty, change, and surprises with wicked intellect.



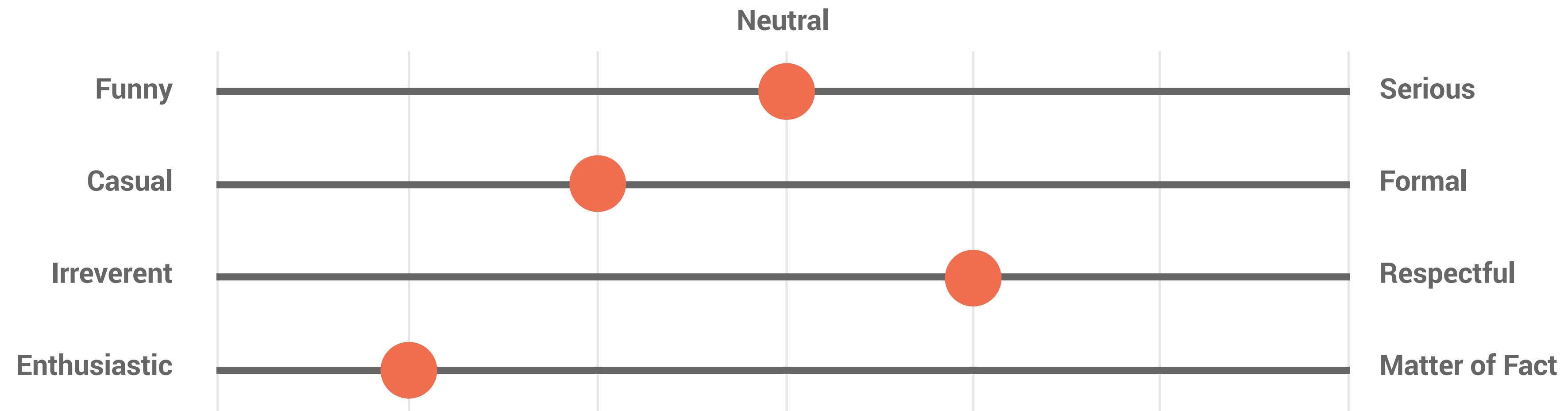
MAP&FIRE

Communication

How we express our value
in words and images



Our Tone of Voice



Our Tone Should Be

Friendly Informative

Caring Smart

Trustworthy Witty

Our Tone Should NOT Be

Coarse Conservative

Snarky Dry

Nostalgic

Key Messages

Primary Message

Fuel your brand's growth with data.

We help you create a clear guide to amplify your sales, marketing, and culture with our unique blend of brand strategy, consumer research, and proprietary market data.

Supporting Messages

Your brand needs more than creative design to thrive.

Standing out in today's hyper-competitive landscape starts with a solid brand blueprint that your team can use and rally around.

Our approach combines brand strategy, consumer research, and proprietary market data to uncover what your customers need, how they think, and why they buy, so you can communicate your unique value in a way that matches what they value.

Additional Marketing Messages

Brand Guidebook Process

We use a structured blend of strategy, research, and data to form an actionable, growth-oriented guide for your brand. Within weeks, we'll help you strengthen your sales, marketing, content, team culture, and more.

Consumer Research

To deepen the impact of our work, we put your business to the test with real customers. We'll capture how your customers think and talk, and provide insights on the outcomes they're seeking.

Copywriting, Design, & Naming

We'll craft words and visuals informed by data that tell a clear, emotionally engaging story to your target customers.

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



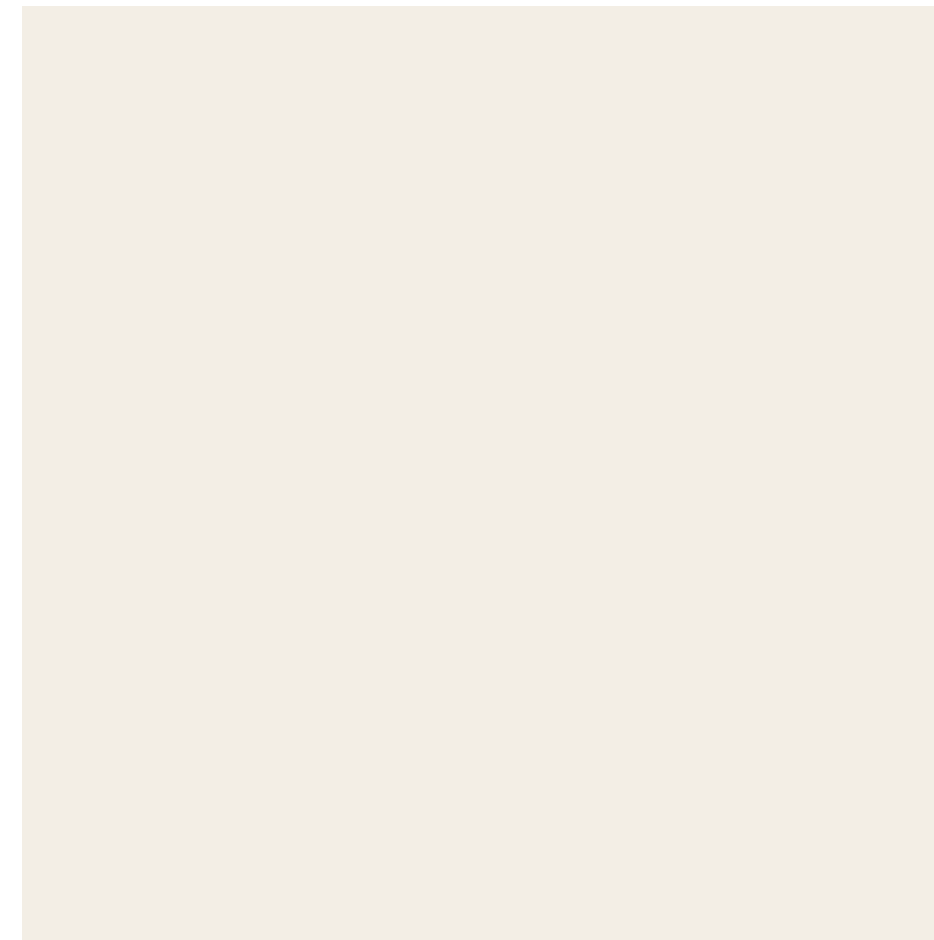
Brand Colors

Fire



RGB 240/110/80
HEX F06E50

Alabaster



RGB 243/238/229
HEX F3EEE5

Coffee



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.

Futura PT

Futura is the typeface used for subheadlines and other supporting copy on the website and in marketing materials.

Averia Sans Libre

Averia Sans Libre is used for primary headlines on the website.

Open Sans

Open Sans is used for small body copy on the web and in other marketing 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.

When space allows and the background is light enough to provide sufficient contrast, the horizontal or vertical logo lockups 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 or images where the flame doesn't have sufficient contrast or it clashes with colors, the Map & Fire text should be used in white by itself

