



# MAP & FIRE

---

Brand Guide

2024



# Contents

## Direction

- 4. About
- 5. Purpose
- 6. Mission
- 7. Values

## Position

- 9-10. Customers
- 11. Elements of Value
- 12. Core Customer Benefits
- 13. Positioning Statement
- 14. Brand Archetype

## Communication

- 16. Tone of Voice
- 17. Messaging Examples
- 18. Image Do's
- 19. Image Don'ts
- 20. Colors
- 21. Typefaces
- 22. Logo Use



**MAP&FIRE**

---

**Direction**

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



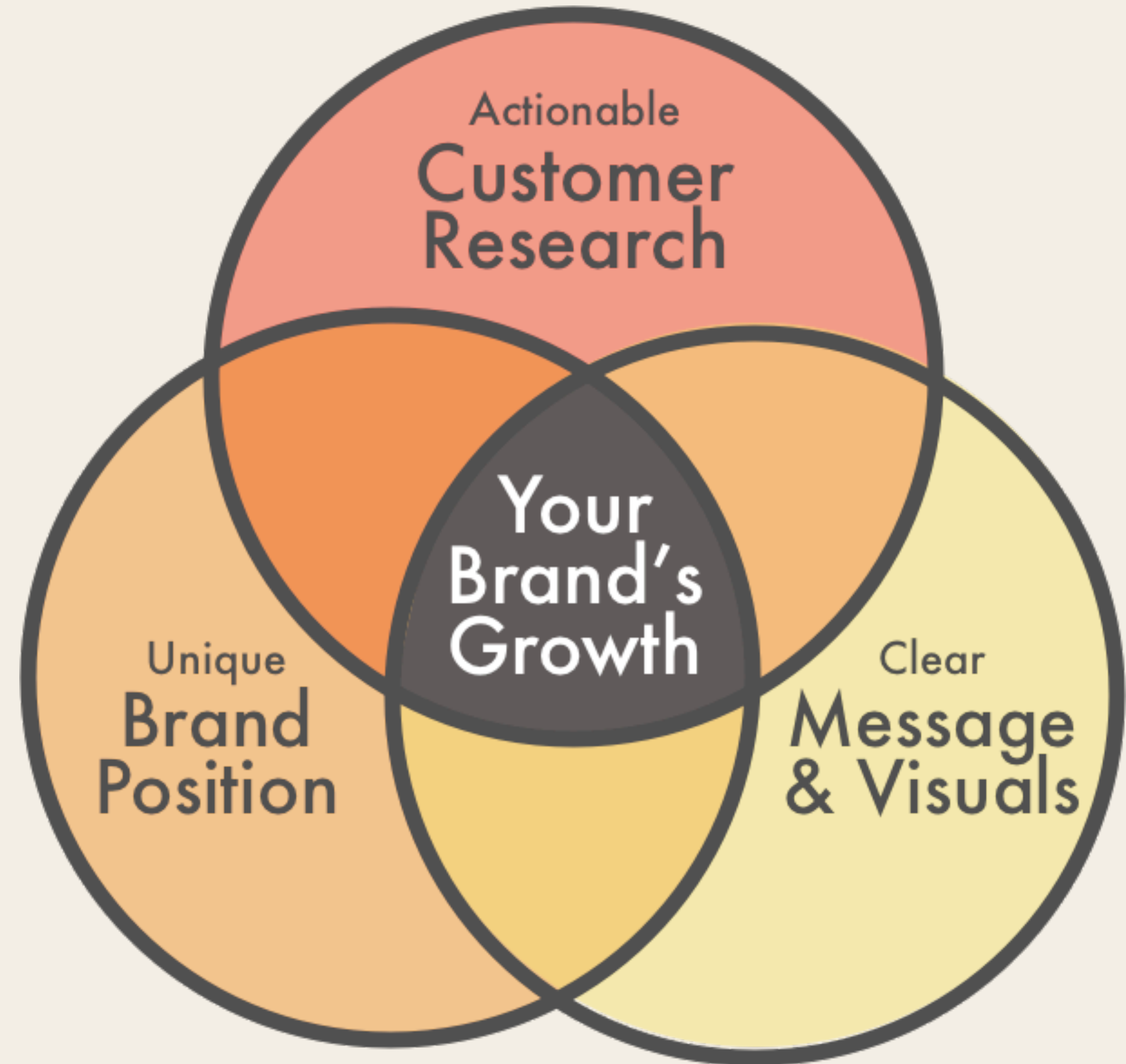
# About Us

Map & Fire is a research and brand strategy agency based in Los Angeles, California.

For more than 9 years, we've worked with founders and business leaders to create clarity for their teams and alignment with the needs of their customers.

Through our unique blend of strategy, customer research, and proprietary data we help brands own 1-of-1 positions in their market.

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 differentiated value

## Our Mission

Elevate businesses with research-driven brand strategy and positioning 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

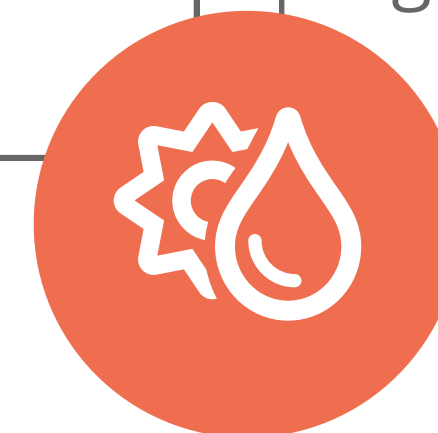
- Better understand the needs of our customers
- Get clarity on what makes our business unique within a noisy, competitive marketplace
- Ensure everyone on our team is aligned and empowered to make good decisions
- Make sure the business is serving our overall vision and mission

### 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

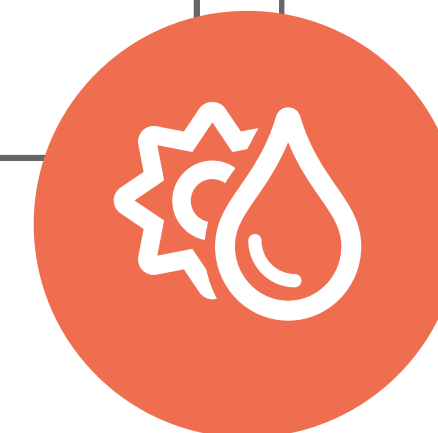
Break through the smoke and noise of the market and speak to what our customers value most

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



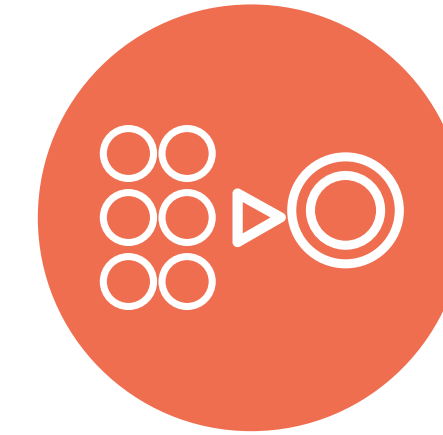
### Vision

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



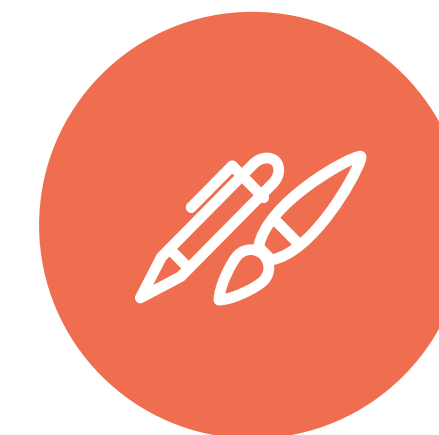
### Reputational Assurance

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



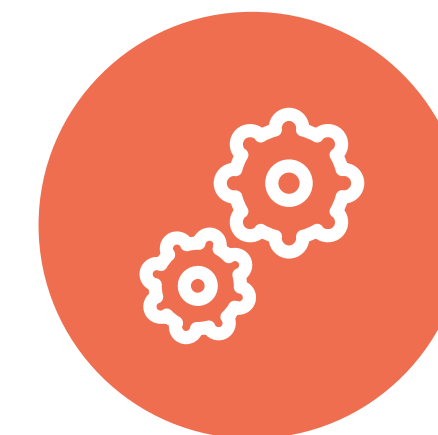
### Cost Reduction

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.

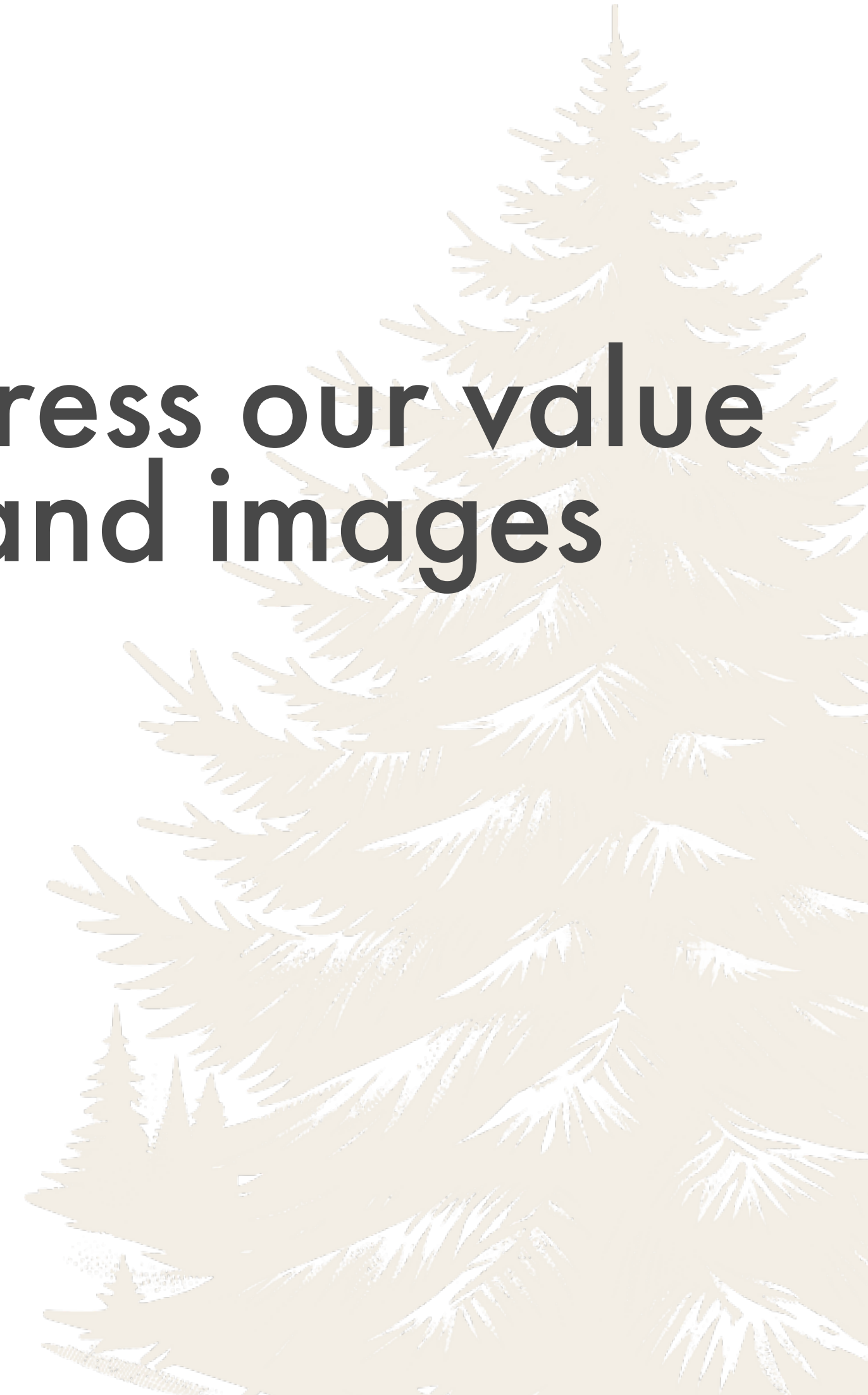


**MAP&FIRE**

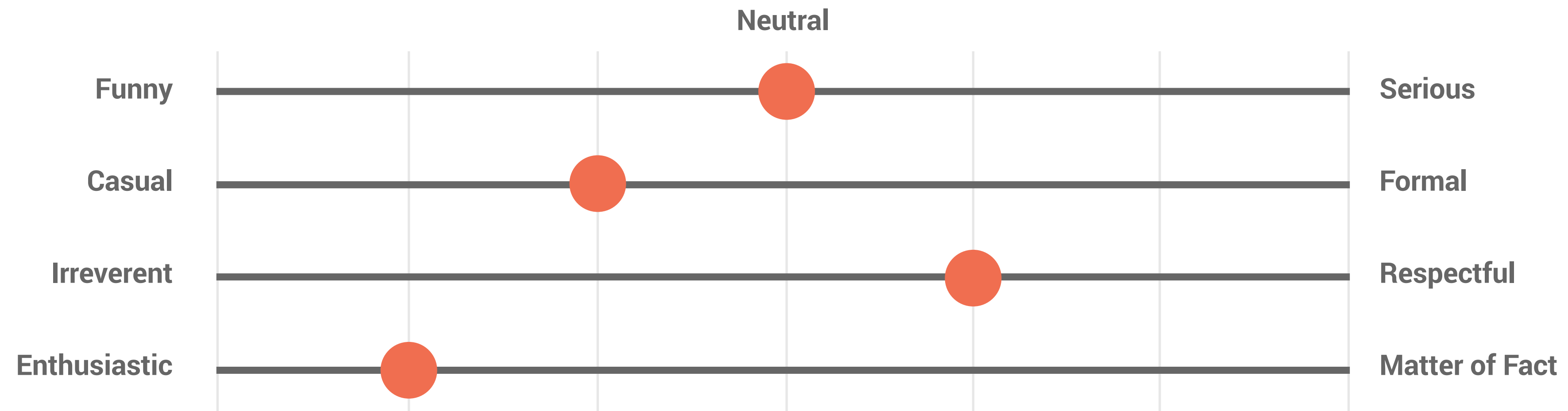
---

# 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

### **Win with a brand built on research, not guesses**

We make connecting with your ideal customers much easier with a mix of research, proprietary market data, and strategy – so you can grow your brand with confidence.

## Supporting Messages

### **It's never been harder to differentiate – and you won't break through just by throwing more money at marketing**

We make your positioning, messaging, and brand crystal clear so that you understand what drives your customers to buy and can get real ROI on all of your marketing and sales efforts.

## 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.

### **Market 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



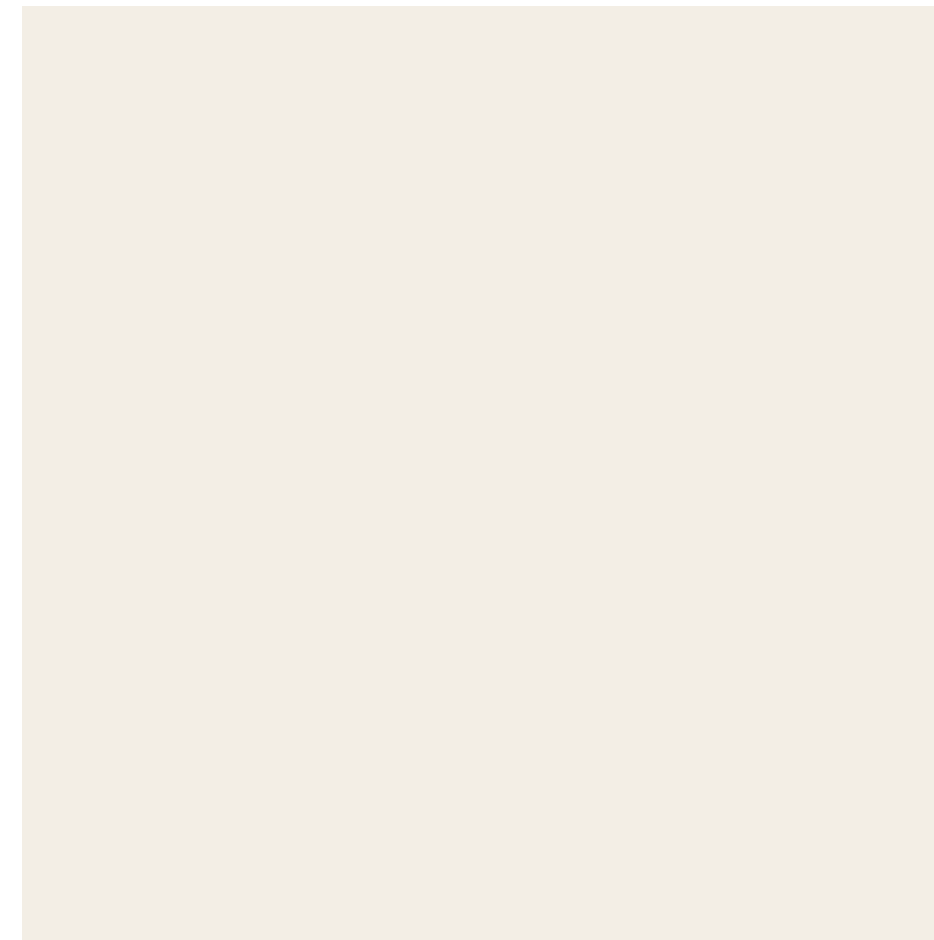
# Brand Colors

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

