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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

Situation
Want to grow our business

Motivations
- 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 ability to communicate about what we do in all situations 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

Satisfied Customer
Our Customers
Small and Medium-Sized Business Marketing Leaders

Situation
Want to make our brand's marketing efforts more impactful and valuable

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 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 processes to fuel informed decisions rather than relying on unstructured, inconsistent methods
- Reduce churn, improve stability, and create more grassroots growth for the business
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

Graph showing the competitive advantages of Map & Fire, Big Agency, Creative Shop, and DIY.
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

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.