

LOOK BOOK 2016

WELCOME

Martina Brand Therapy is a core brand strategy and design firm. We work intimately with our clients to craft beautiful, purposeful communication with their customers.

We believe it is best to go deep before going wide; to think of consumers as lovers instead of just users; and that the best kind of growth is built from steady, earnest gains, compounded by positive word of mouth, and cemented with integrity.

Our clients are driven by a larger sense of purpose. Their bottom line is a means to an end, their go-to-market plan is a courtship, and their word is their bond. Each decision is strategic, from product design to advertising; all touch-points coalescing to weave a story rich with meaning for the brand, for the customer, and for the world.

If your interest is piqued, please drop us a line. We'd love to know how Martina Brand Therapy can design a meaningful story for your brand.

Kind Regards,

Dan Martina



DAVE MARTINA

Principal

Dave Martina has helped companies with their brand stories across a wide variety of industries including finance, healthcare, technology, non-profits, and many more. He has worked as a liaison between businesses and creatives for 10 years, and has a passion for building communities around ideas.

Prior to launching Martina Brand Therapy, Dave produced corporate videos and short films with boutique production company WH&M, for clients such as Biola University and the US Coast Guard. His experience in the film music industry provided opportunities to work on projects with Disney, Pixar, Warner Bros, Paramount, ABC, Bad Robot and more.



MICHELLE MARTINA
Operations Manager



CASEY MANLEY
Creative Design Lead



TONI BURGEProject Manager

HOW WE THINK

WHY WE ARE A DIFFERENT KIND OF BRANDING FIRM

For us, branding is an all-encompassing, strategic process. We ask every company we work with a few fundamental questions: Who are you? Why are you here? What do you believe? How are you living it out? Are you being honest, or merely expedient? Companies that stand the test of time are committed to a worldview – our job is to help you express yours.

A brand must occupy a position as both author and character, weaving a consistent autobiographical fiction about its identity, products and services across every conceivable medium and consumer touchpoint. Its target market are those consumers that resonate with the truth in their story - and the more they deliver on their promises, the more their followers trust them.

We're here to help you find yourself – and to help you find your people.

Let's get to work.

STAGE

1

BRAND THERAPY

We start by to getting up to speed on your existing brand and your company's history, vision, goals, and purpose. We will work to refine your story and come to a clear understanding of what message you want to put out into the world. We will work closely with you to build a brand profile, and ask you to sign off on it. This is to ensure that we have mutually agreed-upon guidelines for the creative work ahead.

STAGE

2

DEVELOPMENT

Next, we explore dozens of directions and throw scores of ideas against the wall to see what sticks. When we've distilled down to the absolute best, we'll pitch you a couple of big ideas. These will be presented as world-boards, including rough approximations of color, typefaces, key copy, sample photography, and general narratives for your brand. After selecting one direction and gathering your feedback, we dial in the logo, colors, typefaces, key copy and overall brand identity, codifying everything into a brand guide to govern future design decisions and maintain continuity.

STAGE

3

EXECUTION

Now we move into "build-out" mode: all of the materials that your company needs to create the full impression on your customers, your employees, and your competitors (a little envy never hurts). You're building a whole world - no detail is too small. These assets may include everything from print materials, promotional assets, physical signage and packaging, and digital assets like website and video. We may recommend moving to a retainer model at this point to ensure efficiency and to keep the budget under control.

MESON CAPITAL INDUSTRY: INVESTMENTS

Work performed: Logo update, brand identity system, one sheet, investor deck, long-form presentation, style guide.

Meson Capital is an activist investment fund that works to turn around poorly managed public companies. They wanted to accomplish two goals with this brand update: to position themselves in the minds of the investment community as a "fund for good", bringing integrity, rigor, accountability and stewardship to the business; and to establish the young company as a thought leader and credible player in the industry. Meson's logo mark was a strong idea, but looked and felt stale; they were also lacking a cohesive brand identity.

A "meson" is a subatomic particle which functions as a kind of "glue", binding nucleons together in an atom. Thus, the new mark is connected, strong, and stable. We decided on a font that was contemporary, yet conservative, and the colors are freshly optimistic. We redesigned their one-sheet and pitch deck to economize space and communicate information clearly and dynamically, utilizing custom illustrations, diagrams and iconography. Lastly, we solidified and compiled their new brand identity and design practices into a robust style guide for future reference and overall brand consistency.



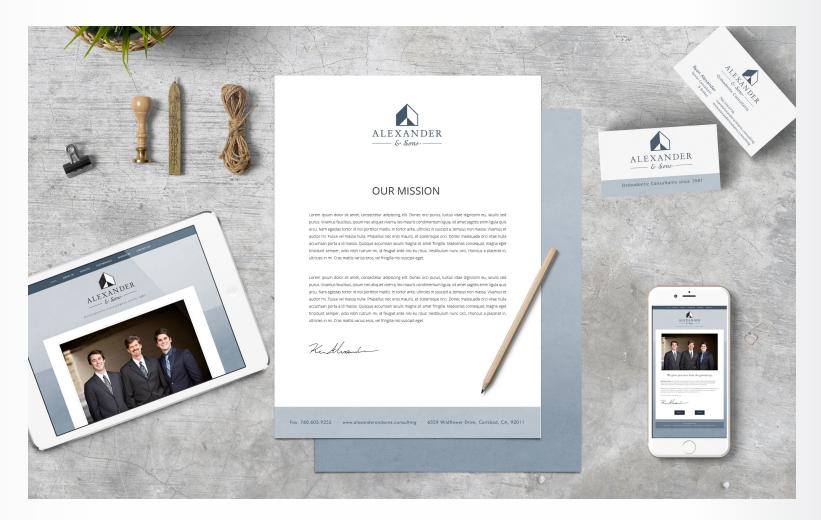
Clockwise: Logo Design, Brand Style Guide, Investor One-sheet (front and back), Business Card Concepts, Mobile Site Concept, Investor Presentation Booklet







ALEXANDER — & Sons



Left to Right: Website Development, Letterhead, Business Cards, Mobile Site Implementation.



Work performed: Business name, logo, brand identity system, business cards, letterhead, website.

In 1981, Ken Alexander launched Millenium Management Services, a boutique consultancy exclusively dedicated to orthodontic practice operations and management. 35 years later, it is a family affair, with one son an orthodontist and lecturer, and the other a full-time consultant and buy/sell broker, preparing to take the reins of the business. Through our brand therapy process, we zeroed in on three primary values: they were the most established in their field; they are committed to integrity and trustworthiness; and they have deep experience in every part of a practice. Furthermore, the Millenium Management Services name was agreed to be a bit bland, while the primary brand recognition was founder Ken Alexander's name.

With all this in mind, we proposed to change the name in order to emphasize their history and capitalize on their reputation as one of the oldest in the business, and Alexander & Sons Orthodontic Consultants was (re)born. The new logo is inspired by the Scottish Alexander family coat of arms, with the wordmark's typographical styling reminiscent of the turn of the last century. We opted for a fine paper background texture to give depth and quality to the print and digital assets. Overall, the new brand offers a feeling of boutique, high-end service, with the Alexander name to back it up.

OUR CLIENT

OUR WORK



EQUAL RIGHTS INSTITUTE

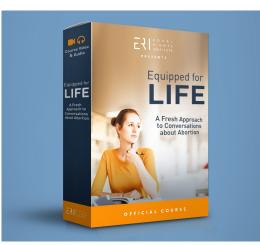
INDUSTRY: NON-PROFIT

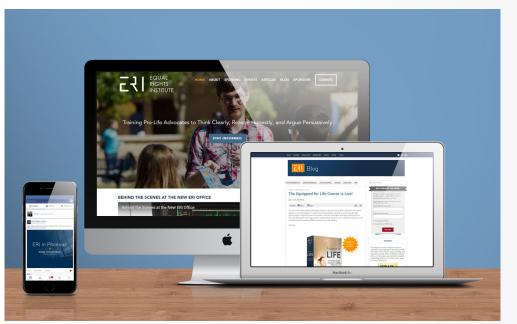
Work Performed: Brand therapy, brand identity system, style guide, print and digital design, promotional materials, product naming, ongoing creative strategy and advising.

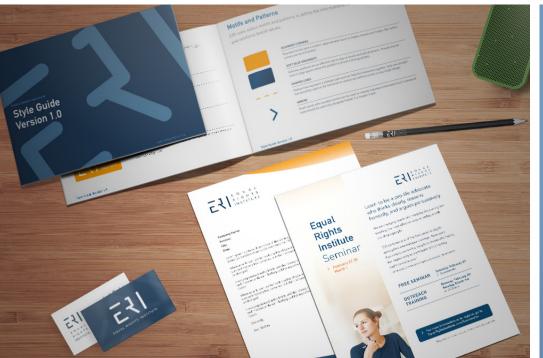
Equal Rights Institute's mission is to train pro-life advocates to think clearly, reason honestly, and argue persuasively. They work primarily with students, teaching them how to be thoughtful, gentle, and winsome while discussing a difficult issue with friends and strangers alike. Through our exploration with ERI, we realized that their movement is about something even larger than just one issue - they represent an appeal for gracious civil discourse and courtesy in conversation with those who disagree with you.

We built a target persona based around their key audience: college students who are inclined toward social justice work but want training to more confidently articulate their beliefs. ERI's logo is straightforward and contemporary, carefully avoiding emotionally loaded imagery in order to keep doors and minds open; their colors are on the conservative side, but with a splash of energetic color to draw the eye. The photography features subjects who are open, approachable, and thoughtful. ERI is committed to creating a deep and consistent brand, from the colors in their office down to the types of events they produce, and we are frequently engaged in helping to strategize their efforts.











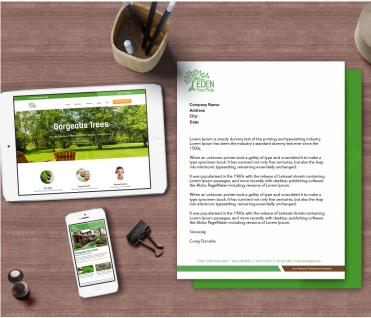
Logo Design, Course Package Design, Website Design, Blog Header, Facebook Banner, Conference Banner, Style Guide, Tour Flyer, Letterhead, Business Cards.



Clockwise: Logo Design, Tri-fold Brochure, Business Cards, Letterhead, Email Newsletter, Website Design, Hat Design, T-shirt Design (Front & Back)









Work performed: Logo, brand identity system, business cards, stationery, brochure, email newsletter, website, mobile site, custom illustrations, work apparel (hats/shirts), vehicle decals.

Over the past 18 years, Eden Tree Pros has grown into one of the most sought-after tree and shrub service companies in Omaha, NE (the home of Arbor Day). They had set out to change the existing perception of tree service companies as rag-tag and unprofessional, and, having succeeded, needed a new website and brand identity to solidify their image as personable, highly-qualified tree experts.

Their new logo features an elegant tree sheltering their name in approachable, contemporary type. We updated their colors to feel more modern, combining green and brown with a bright orange accent (which would also translate into their safety work-shirts.) Their new website features custom illustrations of backyard scenes with neatly trimmed landscaping throughout. The copy developed for the website is personable and friendly, with custom photos of the staff and owner. All assets are tightly cohesive and convey one distinct message: Eden Tree Pros are Your Personal, Professional Arborists.

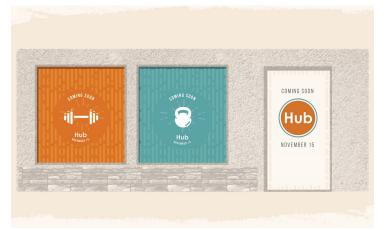


Clockwise: Outdoor Promo Banner, Door Hangers, Menu Boards, Door and Window Wraps, Investor Sheet, Info Card, Social Media Promo Banner, Business Card Concept

GRAND OPENING JANUARY 15th WWW.ThePlacentiaHub.com











THE PLACENTIA HUB

INDUSTRY: FITNESS

Work performed: Investor one-sheet, postcard, grand opening banner, door and window hangings, menu boards, door hangers, social media announcement; brand consulting on website, interiors, customer experience.

Located in quiet old-town Placentia, CA (a suburb of Orange County), The Placentia Hub is the fitness solution for busy people. Catering to 35-55 year-old upscale professionals, Hub was hyper-local and proud of its place in the community. While the name, logo and colors had already been selected before Martina Brand Therapy was brought on, we were contracted to create investor materials, promotional assets, exterior and interior signage and menu boards, as well as to advise on web design, interiors and overall customer experience. Our goal was to achieve and guarantee cohesion across all aspects of the brand, as well as to develop copy for the menu boards and promotional materials.

CLIENT TESTIMONIALS





Dave Martina and his team have an unmatched ability to unlock their client's vision, values, and goals, and use this to create a cohesive onpoint brand that communicates and markets powerfully to the target audience.

- Ryan Alexander Alexander & Sons



Dave knows how to ask the right questions to discover your company's core values and identity. He helped me realize things about Catechesis Books that I had never articulated and didn't know I wanted.

Danielle Hitchen
 Catechesis Books



The difference in our printed and digital collateral from before to after we began working with Martina Brand Therapy is like night and day. The material we produce looks noticeably better than virtually everybody else in our field, and that's because we hired Dave and his crew.

Josh Brahm
 Equal Rights Institute



We've worked with others in the past for branding and marketing, but Dave was the first to really ask the deeper questions of WHY, which made us think of how we can propagate our goals farther and wider.

- Dr. Aaron Williams, DDS, MS Hi-5 Orthodontics



Dave was incredibly instrumental in helping us understand how to find the true foundation and voice of our brand. The therapy-style method of conversation helped clarify our personal objectives which effectively narrowed the focus on what a stronger brand identity could look like for our company.

Matt MinerRampid Productions

SERVICE OFFERINGS

Our early-stage exploration and ideation process is the largest driver of value for our clients; as such, we always start with Brand Therapy, and scope projects to your specific needs from there.

- Brand Therapy (Core Brand Strategy)
- Brand Story & Positioning
- Company or Product Naming
- Logo & Brand Identity Development
- Key Copy & Messaging
- Visual & Graphic Design
- Photo and Video Production
- Social Media Strategy
- Web Design & User Experience

GET IN TOUCH

If you are ready to explore how Martina Brand Therapy can develop your brand into something extraordinary, please reach out. We look forward to speaking.

818-253-1517 www.martinabrandtherapy.com momentum@martinabrandtherapy.com

Martina Brand Therapy 5926 Woodman Ave, Unit 8 Los Angeles, California 91401



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