

# HEEDGROUP

Your Creative Growth Partner



# BRAND GLOSSARY

## **MISSION**

The mission is an action-based statement that describes why HEEDGROUP exists and who it serves. This describes our burning “why”, the purpose that drives us.

## **VISION**

The vision statement describes the impact that HEEDGROUP aspires to achieve through its mission.

## **CORE VALUES**

The beliefs that HEEDGROUP stands for and serves as a compass guiding HEEDGROUP and our employees’ actions, behaviors, and decision-making process.

## **BRAND OBJECTIVES**

An internal statement that defines our business goals, sets priorities, and says how success will be measured.

## **ENGAGEMENT DRIVERS**

These are the professional needs of our partners and how HEEDGROUP addresses those needs through its offerings.

## **BRAND ATTRIBUTES**

The words that best describe our brand characteristics and qualities.

## **BRAND POSITIONING**

A statement that describes what sets HEEDGROUP apart from other digital marketing and brand agencies.

## **BRAND VOICE**

The tone through which HEEDGROUP delivers its messaging.



# BRAND STORY

HEEDGROUP was established by veteran agency executive Tina Miletich on the belief that Marketing in all its facets is a critical component of business survival. Tina believes that Creative Marketing, when held responsible for organizational growth, touches every part of the business because Marketing's profound role is to understand what drives the customer. Having supported large and small organizations through fundamental business transformations, Tina and her team saw that there was a missing category of agency. A new model of agency was needed for small to medium-sized businesses that were managing growth – an agency that was a collaborative partner to Executive leadership.



# MISSION

At HEEDGROUP, our mission is to help organizations strengthen their digital brand presence and achieve sustainable growth through innovative and creative marketing solutions. We are dedicated to empowering our clients with data-driven insights and imaginative thinking, leveraging the latest technologies and approaches to drive awareness, consideration, and conversion with their target audiences. We foster a culture of creativity, collaboration, and continuous learning within our team, which enables us to deliver exceptional results for our clients. Our commitment to innovation and excellence ensures that we stay at the forefront of the industry, constantly pushing the boundaries to help our clients achieve their objectives.



# VISION

Our vision is to be the premier digital marketing agency that helps organizations build powerful, engaging, and enduring relationships with their target audiences through innovative and creative solutions. We aspire to be a leader in the industry by combining data-driven insights with imaginative thinking to develop impactful strategies that drive growth and brand awareness. We are committed to fostering a culture of creativity, collaboration, and continuous learning, where our team is empowered to explore new ideas and experiment with new technologies to deliver exceptional results for our clients.

# CORE VALUES

## **CURIOSITY:**

A spirit of curiosity drives HEEDGROUP to continually explore new ideas, approaches, and technologies to better serve its clients and stay ahead of the competition.

## **INTEGRITY:**

HEEDGROUP operates with the utmost integrity, maintaining transparency and ethical standards in all of its business dealings.

## **INNOVATIVE:**

By fostering a culture of innovation, HEEDGROUP is able to provide its clients with cutting-edge solutions that drive growth and impact.

## **CREATIVE:**

Creativity is a key ingredient in HEEDGROUP's approach to digital marketing, enabling the company to develop engaging and impactful campaigns that resonate with target audiences.

## **COLLABORATIVE:**

Collaboration is essential to HEEDGROUP's success, both internally among its team members and externally with its clients. By working closely with its clients and collaborating across teams, the company is able to develop effective solutions that meet its clients' unique needs.

# BRAND OBJECTIVES

Founded on the promise that the latest marketing & revenue generation practices need to be accessible to any size organization.

A new model of agency was needed for small to medium-sized businesses that were managing growth – an agency that was a collaborative partner to Executive leadership – an agency that could become your Marketing team when you needed growth.





# CORE TARGET MARKET

All companies need Marketing and creative services. Period! HEEDGROUP's services are best utilized by companies with established revenues from \$5M to \$150M, larger brands can also benefit from services on a per-project basis when they need a creative swat team to execute special projects or well-funded start-ups, who need to establish a Marketing practice. In any of these cases, the businesses we serve need a mature Marketing practice to achieve their business growth goals - this is where HEEDGROUP can assist.



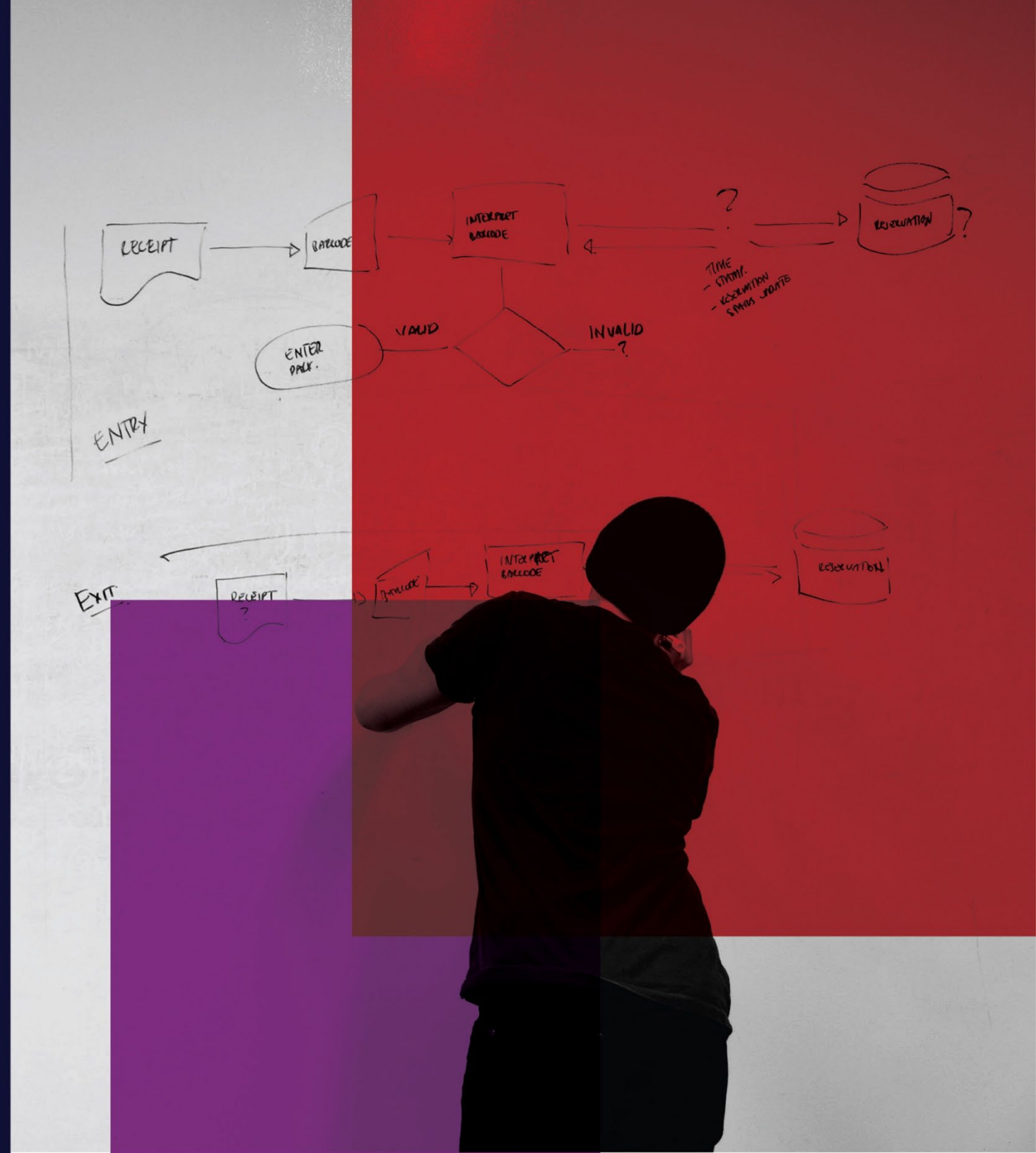
# ENGAGEMENT DRIVERS

## DRIVER ONE

Established companies facing stagnating growth and the threat of losing market share to newer offerings require a fresh perspective on their brand and messaging. They need a marketing and creative partner who can help them reimagine their marketing approach, identify new opportunities, and implement modern practices to regain their market leadership.

## DRIVER TWO

An established company or start-up bringing a new product to market, who need a creative agency to work with them on bringing the product to market with branding, user engagement strategy, user experience, and marketing campaigns. These companies need a marketing and creative partner to shepherd them through bringing this new product to market.



# ENGAGEMENT DRIVERS

## *DRIVER THREE*

An established company making \$5M - \$25M or a well funded start-up that is suddenly faced with a growth opportunity and needs to build a Marketing team. These companies need to quickly grow a Marketing team to support the company growth.

## *DRIVER FOUR*

An established company that has not yet built a modern marketing and creative services team, or whose marketing team has not kept up with modern marketing tools, needs a marketing resource that can lead the existing marketing team with best practices in modern marketing.

## *DRIVER FIVE*

A larger brand that needs to supplement their team with a creative or marketing agency, or requires additional creativity for a short-term project, needs a partner who can provide those services.



# BRAND ATTRIBUTES

## *INTENTIONAL*

HEEDGROUP is mindful and deliberate in all that we do. We approach problems and opportunities with calm focus and clarity.

## *AUTHENTIC*

HEEDGROUP is unflinchingly honest about who we are and what we do. We are committed to earning lasting trust through openness and transparency.

## *INNOVATIVE*

HEEDGROUP is smart, creative, reliable, and highly capable. We don't rest on our laurels – we innovate, drive new solutions, and design to achieve results.



# BRAND VOICE & POSITIONING

HEEDGROUP drives growth for small to mid-size organizations through thoughtful, strategic decisions and unabashed creativity, all with the focus of working collaboratively with our partners.



# BRAND IDENTITY

# LOGO

The HEEDGROUP logo features our agency name and tagline in the Nunito typeface, with black lettering on a primary gold background. It can also be modified to appear knocked out, or to use our tertiary navy blue and gold, or a transparent white box with white lettering and our primary gold accent.



# TYPOGRAPHY

## HEADLINES FIELDWORK GEO BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! ?

## SUBHEADS FIELDWORK ITALIC/HUM REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! ?

## BODY FIELDWORK GEO LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! ?

## SAMPLE HEADLINE

### SAMPLE SUBHEAD

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do  
eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut  
enim ad minim veniam, quis nostrud exercitation ullamco laboris  
nisi ut aliquip ex ea commodo consequat.

# BRAND COLORS

Our colors are a key part of our identity as they make our brand instantly recognizable. Individually, these colors signify key characteristics that HEEDGROUP is known for. Together, the colors show that HEEDGROUP is not afraid to be bold and stand out.

**GOLD** is used to express enthusiasm, spontaneity, positivity and energy.

**BLUE** is used to reduce stress, create calmness, relax, secure and create order.

**PURPLE** is used to encourage creativity, inspire, combines wisdom and power, intuition and create the impression of luxury.

**RED** is used to stimulate, create urgency, draw attention, caution or encourage.

## **GOLD**

Hex: #FFC000  
RGB: 255, 192, 0  
CMYK: 1, 26, 100, 0

## **BLUE**

Hex: #0051B4  
RGB: 0, 81, 180  
CMYK: 94, 75, 0, 0

## **PURPLE**

Hex: #862286  
RGB: 134, 34, 134  
CMYK: 57, 100, 8, 1

## **RED**

Hex: #E11F36  
RGB: 225, 31, 54  
CMYK: 5, 100, 84









# IMAGE TREATMENT

Images should primarily be treated in black and white with high contrast. Parts/subjects of the images should be highlighted with the prescribed graphic elements.



If using stock imagery, the images should appear natural and collaborative. Ideally, we would primarily utilize authentic imagery of the agency.

The images should be clear and high-res. In some instances (such as having the image as a background with several elements on top), the image may have a gaussian blur applied.



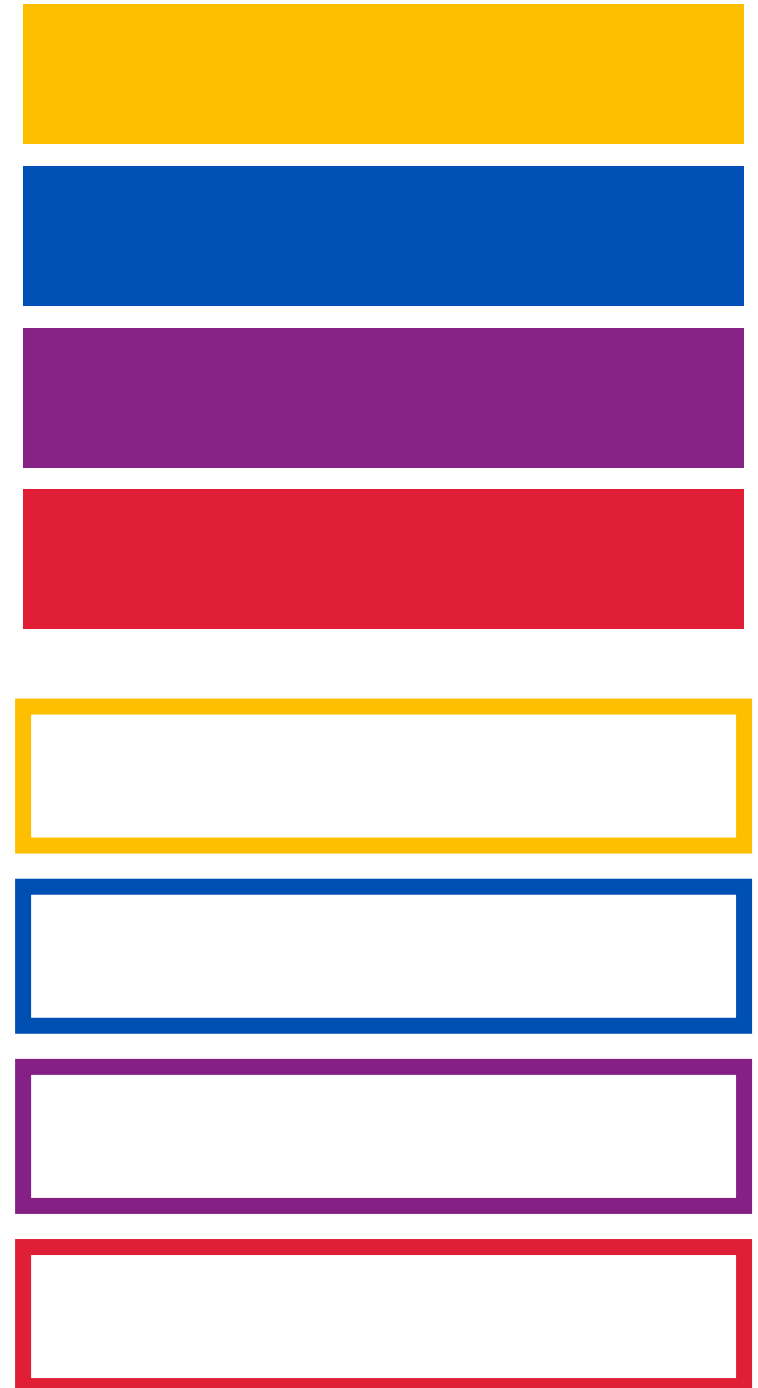
# GRAPHIC ELEMENTS

## COLOR OVERLAYS

Color overlays should be the main graphic element used in all layouts/designs. The overlays may appear in the primary gold or any of the new secondary colors (blue, purple, red). The blend mode should be set to multiply and set to an appropriate opacity as not to obstruct the image.

## COLOR OUTLINES

Like the color overlays, they may appear in the primary gold or secondary colors and set to multiply. When using the color outlines in tandem with the color overlays, they should have the same dimensions and be offset to create depth. Typically, the outlines should have a stroke weight of 10pt, but this rule may be adapted depending on the design. The color outline must always be in front of the overlay.



# HEEDGROUP

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229 West 36th Street, 5th Floor  
NYC 10018  
646.822.2911

[info@heedgrp.com](mailto:info@heedgrp.com)

[heedgrp.com](http://heedgrp.com)