

A PROJECT FOR CHANGE

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Project

MAKE IT HUMAN





23

23

POWER OF PRIME

Cultures around the world have revered the number 23 as sacred. Seen as the balance of feminine and masculine energy, the number 23 is believed to hold immense power. At Project23, we harness the duality of the prime number 23 to ignite change and build an illuminated future.

Defining the Brand

MAKE IT HUMAN



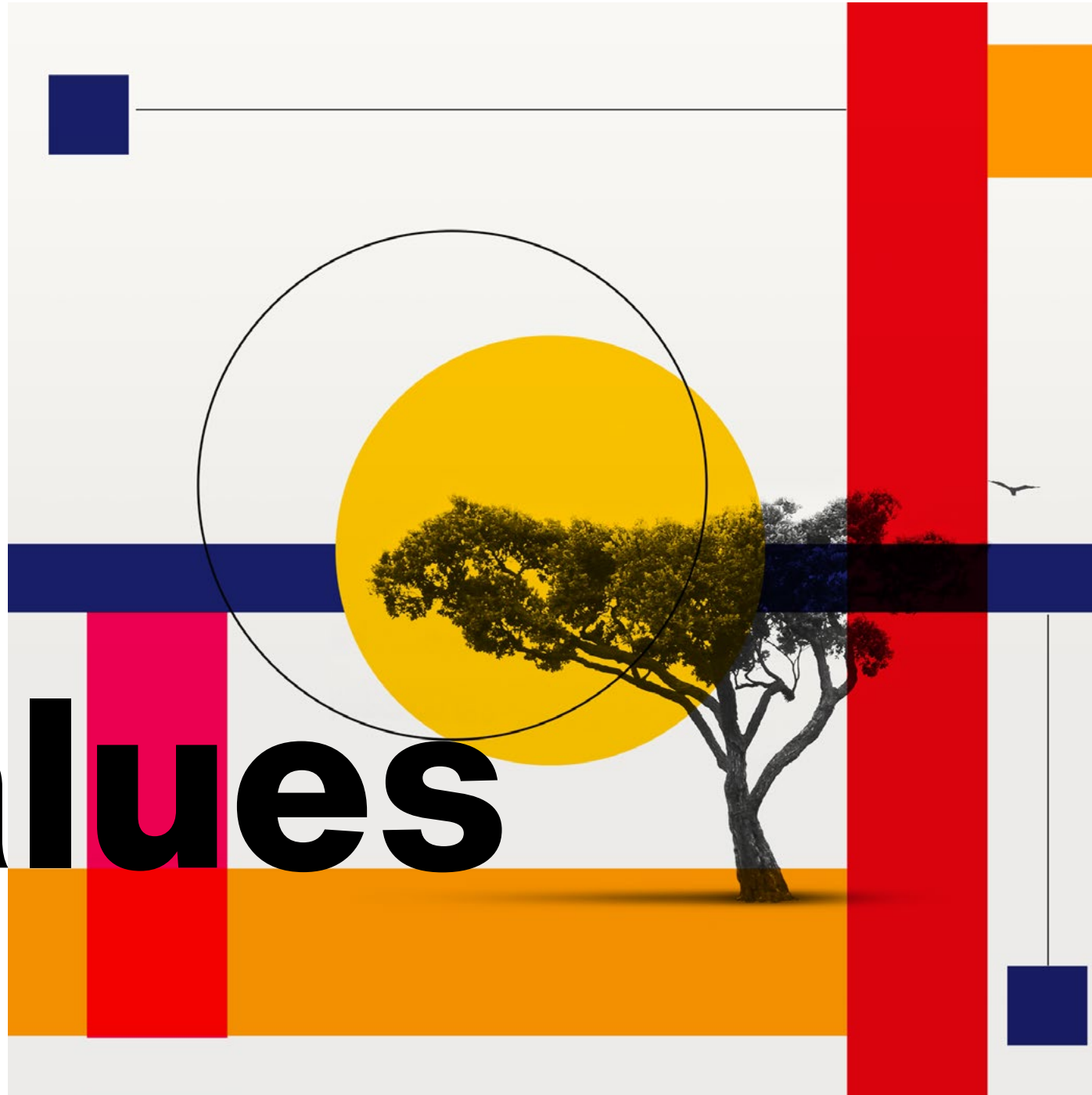
MAKE IT HUMAN

Purpose

Changing the world through creativity. We empower brands to be more and lead in movements for change. We are the spark in igniting change.



Values



Our values define by how we approach our clients, projects, and each other. At Project23, we value many characteristics that cultivate creativity and individuality, but we have 4 distinct core values to build purpose into brands. We value invention, pragmatism, empathy, and strength.

Values

INVENTION

We must invent! Invent new mindsets, create products, and set trends; we value invention as a necessity to utilizing creativity as a catalyst for change.

PRAGMATISM

Our creativity can only be of value if it can be applied. We keep our heads in the clouds but our feet on the ground. We develop solutions that are not only extraordinary but also pragmatic and realistic.

EMPATHY

We are empathic people. We see empathy as a core characteristic for humanity and a mindset required to conquer challenges. We empathize with our client's challenges, consumer needs, and the environment in which our creations live. We embrace circular economies with an approach that is genuinely human and environmentally-centric.

STRENGTH

Standing for purpose takes strength. We see strength as a core component to empowering brands to lead movements for change. With candor, conviction, and expertise we dare brands to stand up for what they believe in.





The Gamechanger

OUR ARCHETYPE

The Gamechanger is a catalyst for change. Unbound to conventions and traditions, the Gamechanger alters the perception of what is possible. Bold, groundbreaking, and inventive, the Gamechanger never looks to duplicate. Their unbridled approach to creation disrupts and forever transforms industries. Their cutting-edge mentality makes them open to new ideas and remarkably agile in the face of adversity.

Brand Position

SELF-ACTUALIZATION

Brands need style, personality, and purpose to relate to their audience; we create that for our clients. We turn their company into a living, breathing entity; **WE MAKE IT HUMAN!**

SELF-ESTEEM

We elevate how a company represents itself with outstanding branding and marketing collateral. Our work instills confidence with packaging designs that pops-off-shelves, presentations that captivate, and social messaging that engages. Our ability to bring professionalism and artistry to any project is how we elevate our clients' presence.

BELONGING

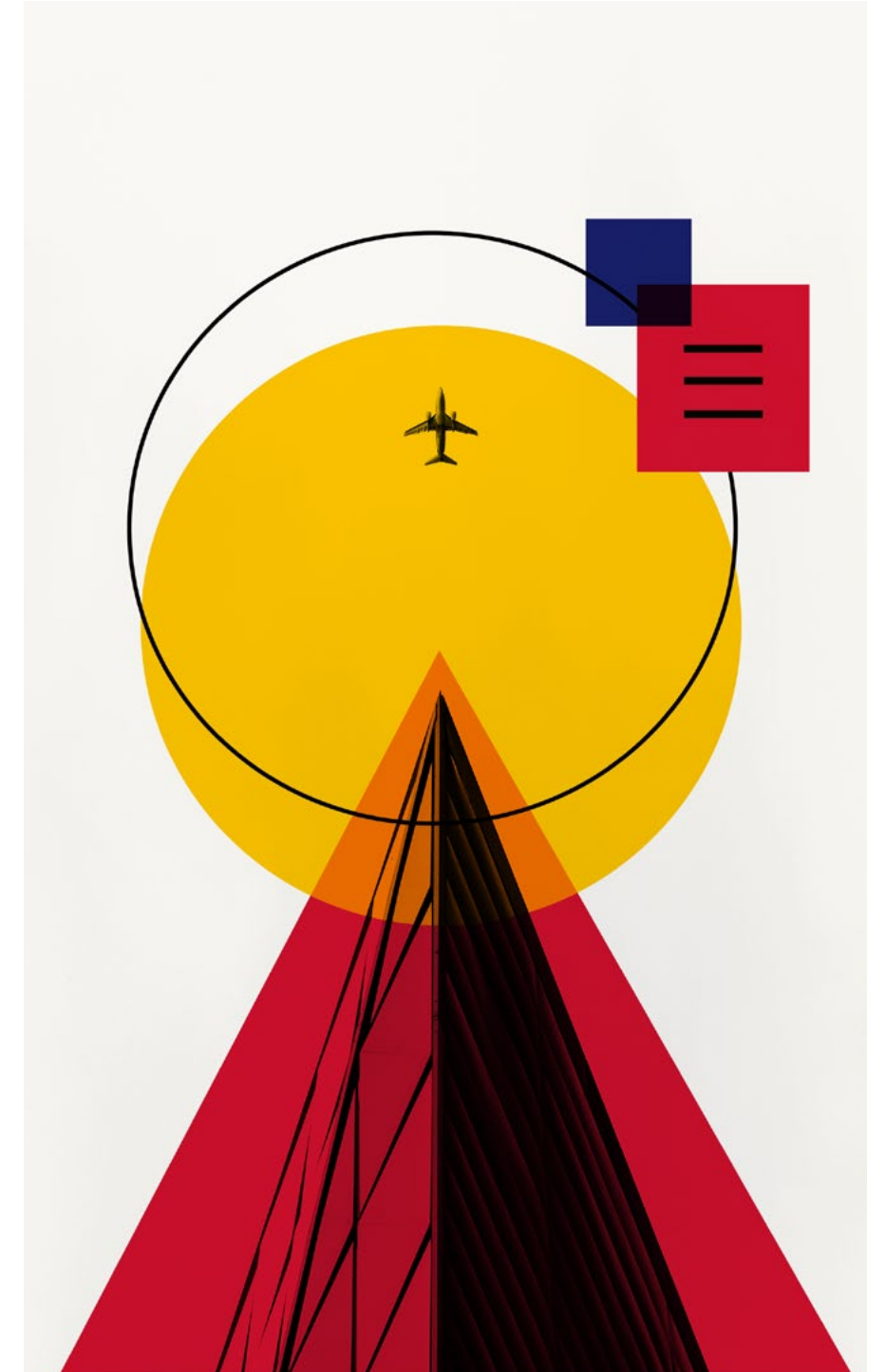
We empower brands to lead movements, build community, and stand for change. We provide a service that enhances a brand's ability to use their platform for a brighter tomorrow.

SAFETY

We specialize in sustainable packaging solutions to minimize the impact CPG has on our environment. We actively work with the world's largest brands to reduce their use of plastics while maintaining their brand equity and overall product experience.

PHYSIOLOGICAL

We bring a sensory experience to our client's brands. As part of our creative process, we go beyond "making it pretty" to developing a 360° sensory experience that engages all 5 senses. Our process utilizes a multidimensional approach that captivates audiences in a new way.



OUR BRAND PROMISE



Make it Human

Client Profiles

UNDERSTANDING OUR CLIENTS



The Disruptive Entrepreneur

We are not for the faint of heart; we are for the entrepreneur who dares to challenge the status quo. They, too, are Gamechangers and partner with companies that appreciate that ambition. They are looking for their purpose to manifest into a tangible product that represents everything they stand for.

THEY WANT: to be heard; they are tired of traditional creative consultants that continually disrespect their wishes and underdeliver on promises and expectations.

THEY NEED: top-notch service to bring their brands to life. They need products that resonate with their audience yet be feels authentic to them.

THEY DEMAND: their expectations and commitments are met, and for their brands hold a winning position in the market. That means meeting tight timelines, continually demonstrating the highest quality work, and evolving their brands to stay relevant.

OUR CHALLENGE
To be the best and
makes sure our clients
feel and know it!

Brand & Marketing Teams

For our more established brands, we will most likely be working with the brand and marketing teams. Such roles include CMOs, CBOs, Marketing Managers, Brand Managers, and other brand and marketing team roles. These in-house teams are responsible for managing day-day operations within the organization, but they need help. Often they do not have the bandwidth or expertise to develop an entire brand architecture or marketing campaign. They look to us to come up with “THE BIG IDEA,” and they will be responsible for managing the project and rolling it out.

They are also likely to be production clients; these clients will come to us with collateral needs outside of their in-house capabilities. Such projects include social media graphics, email campaigns, sales collateral, presentations, and websites.

THEY WANT: they want a firm that makes their job easier. They don’t want to be constantly following-up or spending excessive amounts of time communicating. They want a firm that makes their job easier, not harder.

THEY NEED: GREAT IDEAS! These teams always have 100s of balls in the air, and they don’t always have time to come up with the most cutting-edge concepts; they need a team to partner with that will help them be better at *their* job.

THEY DEMAND: GREAT WORK! These teams are constantly approached by firms wanting to assist in their overflow and branding needs; we must continually prove to them we are the right firm for the job.

OUR CHALLENGE
Reliability, we need to be a partner they can rely on to meet their needs & produce top-quality work.

Client Experience

We value our clients and see ourselves as an essential element to their success. Because of that, we have defined our client experience. We are reliable and engaged listeners that deliver WOW-level work.

RELIABLE

We understand that our clients depend on us to provide perspectives and solutions to their challenges in a timely fashion. We pride ourselves on being there for our clients and honoring our commitments. They know that they can come to us to get the job done.

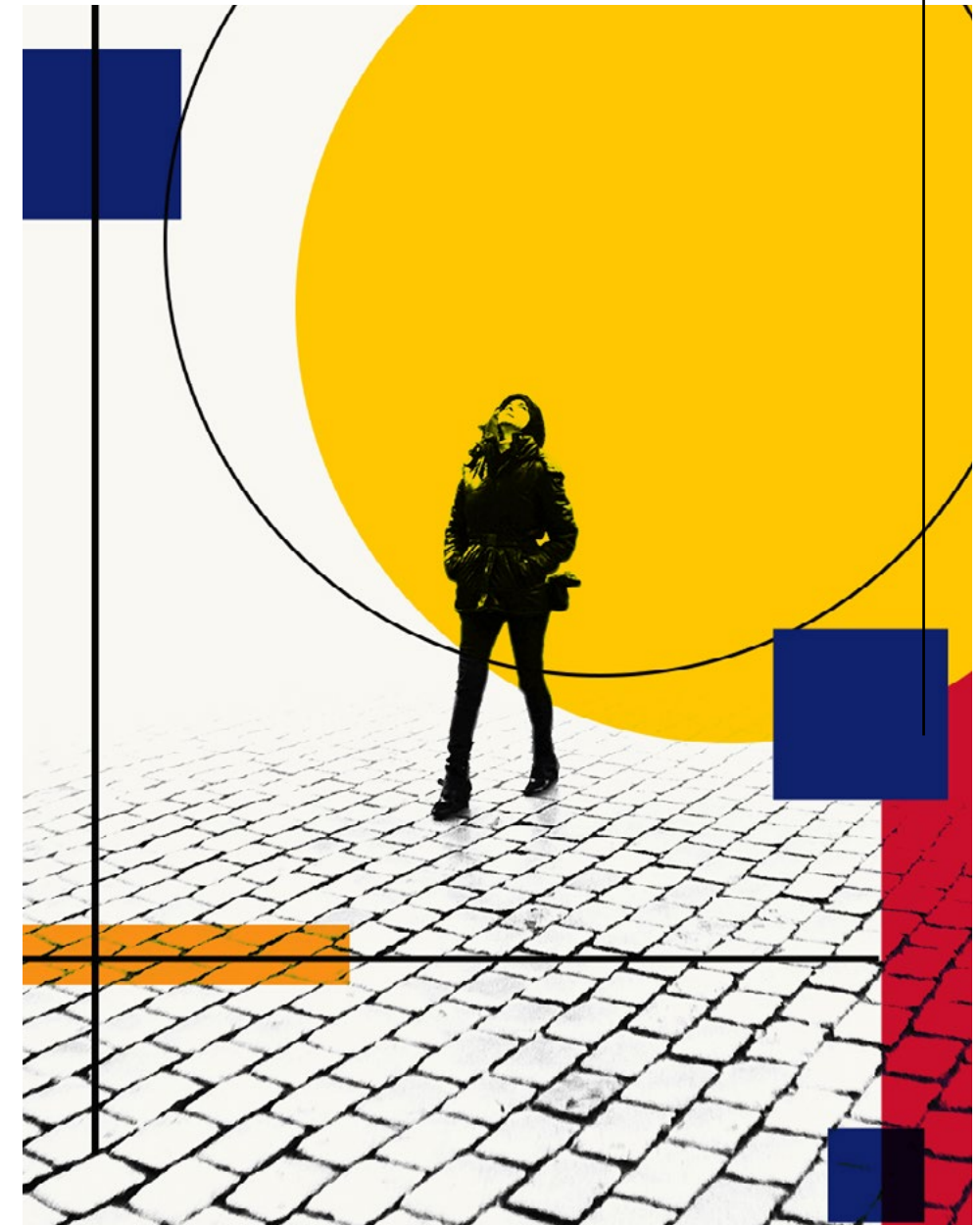
WE MEET DEADLINES!!!!!!

FEELING HEARD

We do not presume we know more about our client's businesses than they do. We are listeners. We listen to their challenges, needs, and vision to orchestrate solutions. Our ability to empathize with our clients and consumer needs is how we create human-centric experiences.

WOW!

We bring our client's visions to life in ways that exceed their imagination and leave them with the **feeling of WOW!**



Logo Usage

LOGO - COLOR PALETTES - FONTS



LOGO USAGE

LOGOS



COLOR PALETTE



PMS 7548
#ffc700

PMS 186
#ce0e2d

PMS 2756
#0f206c

PMS 1495
#ff9015

OFF WHITE
#f4f4f4

FONTS

Power Headlines
Helvetica Now Display
XBlack

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Headlines & Subheads
Helvetica Now Text Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Copy
Helvetica Now Text Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

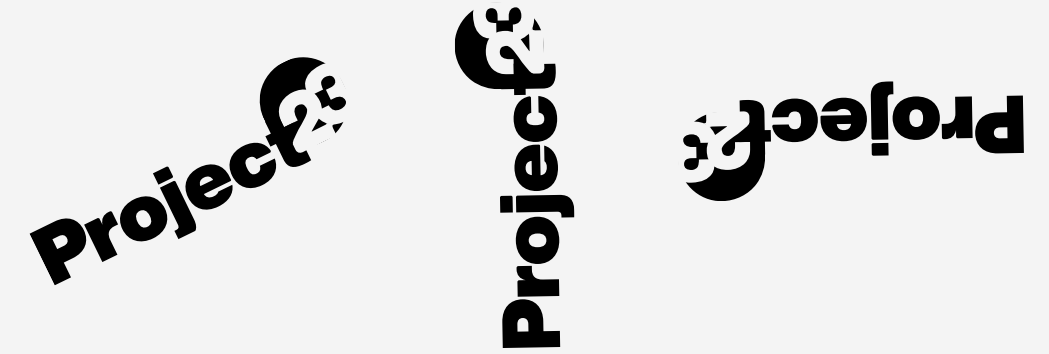
LOGO USAGE

Project23

Our Logo should always be bold, high-contrast, and surrounded by a decent amount of white space. The balance between positive and negative space is crucial to the brand's image and message.

DO NOT DO THIS!

ROTATE THE LOGO



CHANGE THE COLOR



PLACE OVER BUSY BACKGROUNDS
OR LOW-CONTRAST COLORS



LOGO USAGE

In Action

BUSINESS CARDS, SALES SHEET, & WEBSITE

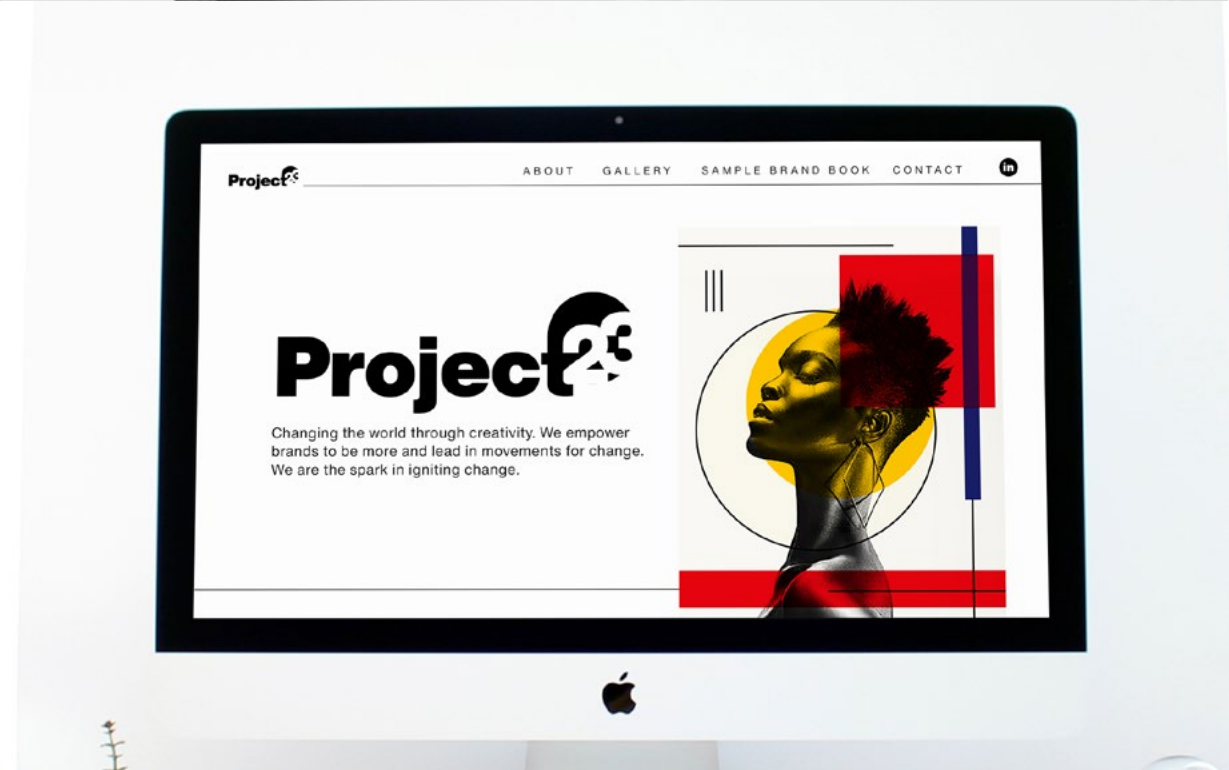
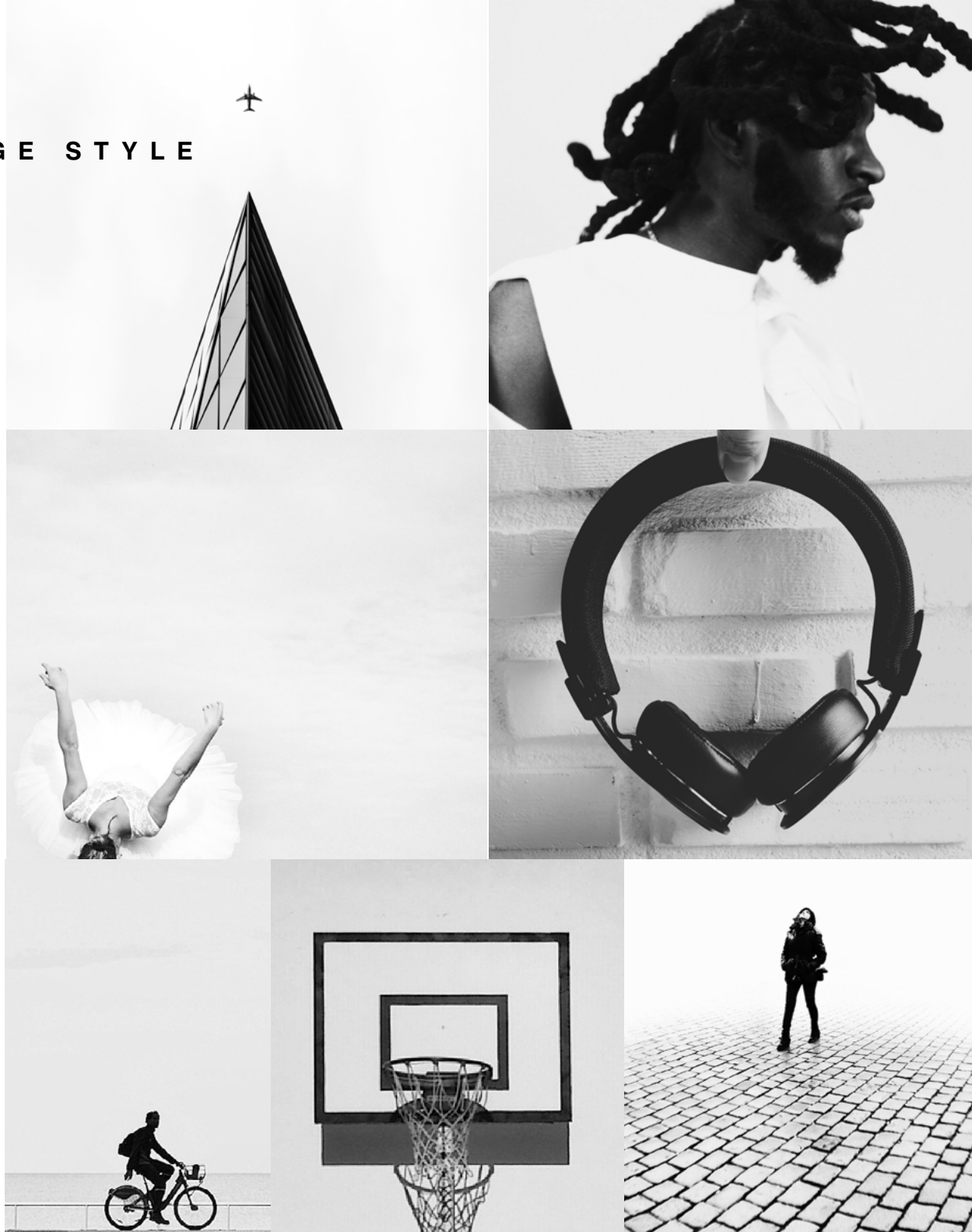


Image Style

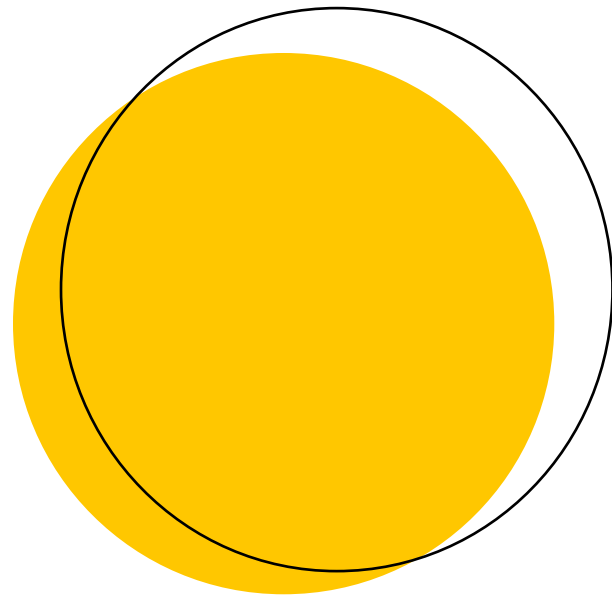
PHOTOGRAPHY & GRAPHIC ELEMENTS



IMAGE STYLE

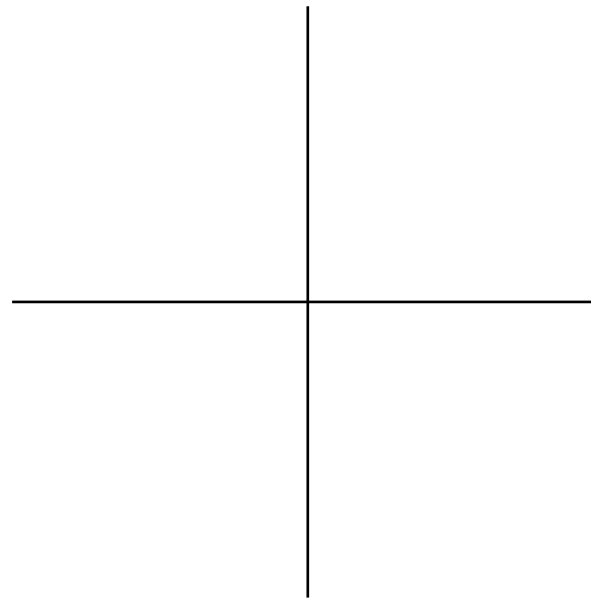


Graphic Elements



INCLUSION CIRCLE

These overlapping circles represent our mission for inclusion. We see creativity as a collective energy, and it is a unifying element in our brand. The circle **MUST** always be yellow, relationship between the 2 circles can change.



INTERSECTING LINE

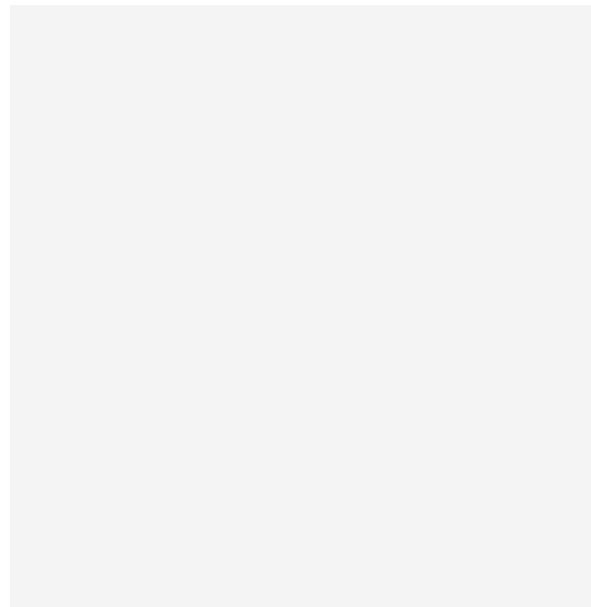
Our interesting lines are a consistent element in our image style. They represent the 2 worlds and perspectives coming together as one. Always black and relatively thin weights.



OVERLAPPING GEOMETRIC SHAPES

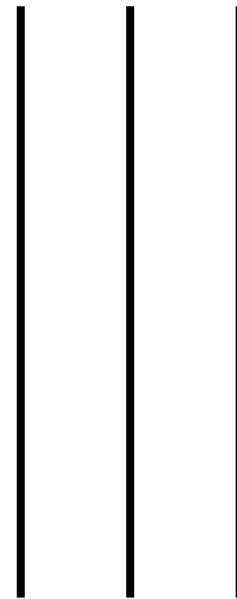
Geometry is the building blocks of existence. We celebrate geometry in our brand boldly. Our use of geometric shapes represents our ability to create. These can be any brand color.

Graphic Elements



WHITE SPACE

We have a passion for white space; it is the element of focus. Nothing can be everything.



THE 3 DASHES

Lucky number 3, our 3 dashes are an element to bring the power of prime. It represents our trifecta of purpose, creativity, and experience to our clients' work.



BLACK & WHITE PHOTOS

Our photography is about the human experience. We use high-contrast black and white images of humanity. Images that celebrate creativity, passions, beauty, expressions, curiosity, we celebrate humanity.

Brand Voice

VOICE DEFINITION & AUDIO EXPERIENCE





POETIC

Our language is passionate, rhythmic, and metaphorical. Our use of poetry is our creative expression of thought. It is the side of us that breaks the conventional boundaries of traditional communication. Exercising dual meanings, we use language that represents a spectrum of perspectives. Our voice reads as words dancing across the page and resonating in the mind.

BRAVE

Confident, strong, honest, and disruptive, our voice is brave. Standing tall for what we believe in, we are not afraid to express our convictions. As Gamechangers, we do not fear the unknown; we embrace it. Boldly we shake-the-ground with insightful perspectives that rattle the foundations for meaningful change.

INCLUSIVE

We are WE, and never I. Creation is a collective energy that we all contribute to. We will never make change as I; we must become WE. With unity, our progress grows exponentially, transforming our today for a better tomorrow.



Word Choice

Humanity
Bold
Daring
Disputive
Inclusive
WE
Empower

Poetic
Rebel
Respond
Courageous
Create
Invent
Groundbreaking

Adaptive
Collective
Ignite
Prime
Duality
Insight
Illuminate

Brave
Resonate
Express
Poignant
Revered
Unify
Transform

Spectrum
Experience
360°
Power
Electrify
Passionate
Cellar Door

Ideate
Convictions
Circular
Archetype
Elemental
Celebrate
Romance

Poetic

QUOTES THAT ECHO OUR POETIC VOICE

**“Sucking the marrow out of life
doesn’t mean choking on the bone.”**

- ROBIN WILLIAMS, DEAD POET SOCIETY

**“Truth comes, but we can’t hear it.
How can we hear it, when we been
programmed to fear it?”**

- LAURYN HILL

**“When a flower doesn’t bloom, you fix
the environment in which it grows,
not the flower.”**

- ALEXANDER DEN HEIJER



Brave

QUOTES THAT REFLECT OUR BRAVE VOICE

“Courage: the most important of all virtues because without courage, you can’t practice any other virtue consistently.”

- MAYA ANGELOU

“Imagination is the beginning of creation.”

- GEORGE BERNARD SHAW

“Learn the rules like a pro, so you can break them like an artist.”

- PABLO PICASSO

“The world is not dangerous because of those who do harm but because of those who look at it without doing anything.”

- ALBERT EINSTEIN

“The brave man is not he who does not feel afraid, but he who conquers that fear.”

- NELSON MANDELA

Inclusive —

QUOTES ABOUT THE POWER OF INCLUSION

“Imagination is more important than knowledge. For knowledge is limited to all we know and understand, while imagination embraces the entire world and all there ever will be to know and understand.”

- ALBERT EINSTEIN

“The power of WE is more than U and ME.”

- HIMANI SINGH

“Collective creativity is key to sustainability.”

- UNKNOWN

“Coming together is a beginning; keeping together is progress; working together is success.”

- HENRY FORD

“If I have seen further, it is by standing on the shoulders of giants.”

- NELSON MANDELA

Audio



BEATS, RHYTHM, & SOUL

We are a passionate brand; music plays a crucial role in our brand's personality. Intensely rhythmic, our sound is loud and gets heads bobbing. We are inspired by heavy bass-hitting beats and 90s turntablism fused with classical instrumentals. Enjoy!



LISTEN TO PLAYLIST

BRAND VOICE

Audio

THE BEATS OF OUR SOUL, MUSIC THAT MOVES US



DELTON 3030



THE FUGUE



B.I.B.L.E. INSTRUMENTAL



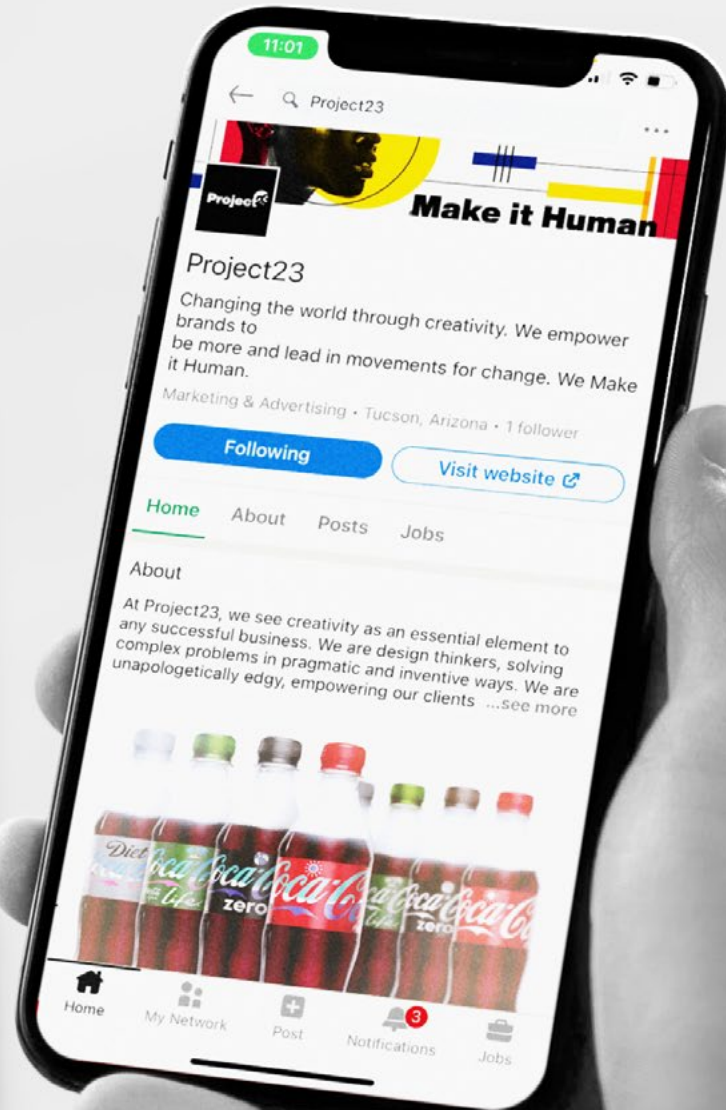
MIDNIGHT IN A PERFECT WORLD

Social Media

VOICE PER SOCIAL CHANNEL



Social Voice



LINKEDIN

LinkedIn is our primary channel to build credibility, network, showcase our work, and most importantly, empower purpose. We engage in relevant branding and marketing conversations. Actively participating in movements like sustainable packaging and racial equality, diversity, and inclusion. We promote purpose in branding; whether it is our work or somebody else's, we support positive causes.

FACEBOOK

Facebook is used primarily for SEO purposes. We treat Facebook as a place to showcase our work and engage with cause organizations. The work shown here will be more local and small business projects.

INSTAGRAM

Instagram is our creative side. After all, we are artists. On IG, we share our visual masterpieces. We'll celebrate humanity through art and creation. We will Make it Human.

T H E E N D

Interested?

Do you need more purpose in your brand?
Do you need a brand? Do you want to
Make it Human? We are here to help; this
sample brand book is intended to give you an
idea of what we do and how we do it. Each one is
unique and has its own twists and requirements.
If interested, please contact us at
humanity@project23.us.

CONTACT US

