



SHARPE CREATIVE — BRAND CAPABILITIES INTRODUCTION

**GO FROM STATIC
TO MAGNETIC**

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**WE HELP
SMALL
BRANDS
CONQUER**





NOT AN AGENCY

**WE ARE A BRAND-MINDED TAG TEAM
PARTNER AND EXTENSION OF YOUR TEAM**

We are a small creative brand design consultancy with network of complementary marketing pros. We operate more like a tag-team partner that will get in the ring with you to help develop a knockout brand. [READ MORE](#)

BRAND EXPERIENCE



SHARPE CREATIVE

CAPABILITIES



1

BRANDING & IDENTITY

We help you find clarity and dig into differentiation. We dial in how you are positioned, how you sound, look, feel, and are perceived.

- Branding & Positioning
- Logos & Identity Systems
- Naming & Messaging

2

DIGITAL PRESENCE

Once you have clarity on your brand, we can help you develop a powerful branded presence online and social media channels.

- User Experience
- Web Design and Development
- App and Product Design

3

ONGOING SUPPORT

With a sturdy brand and online presence, we can help you produce ongoing, impactful, and consistent branded content.

- Graphic Design & Illustration
- Content Creation
- Campaign Development
- Digital Ads and Social Media



BRANDING & IDENTITY

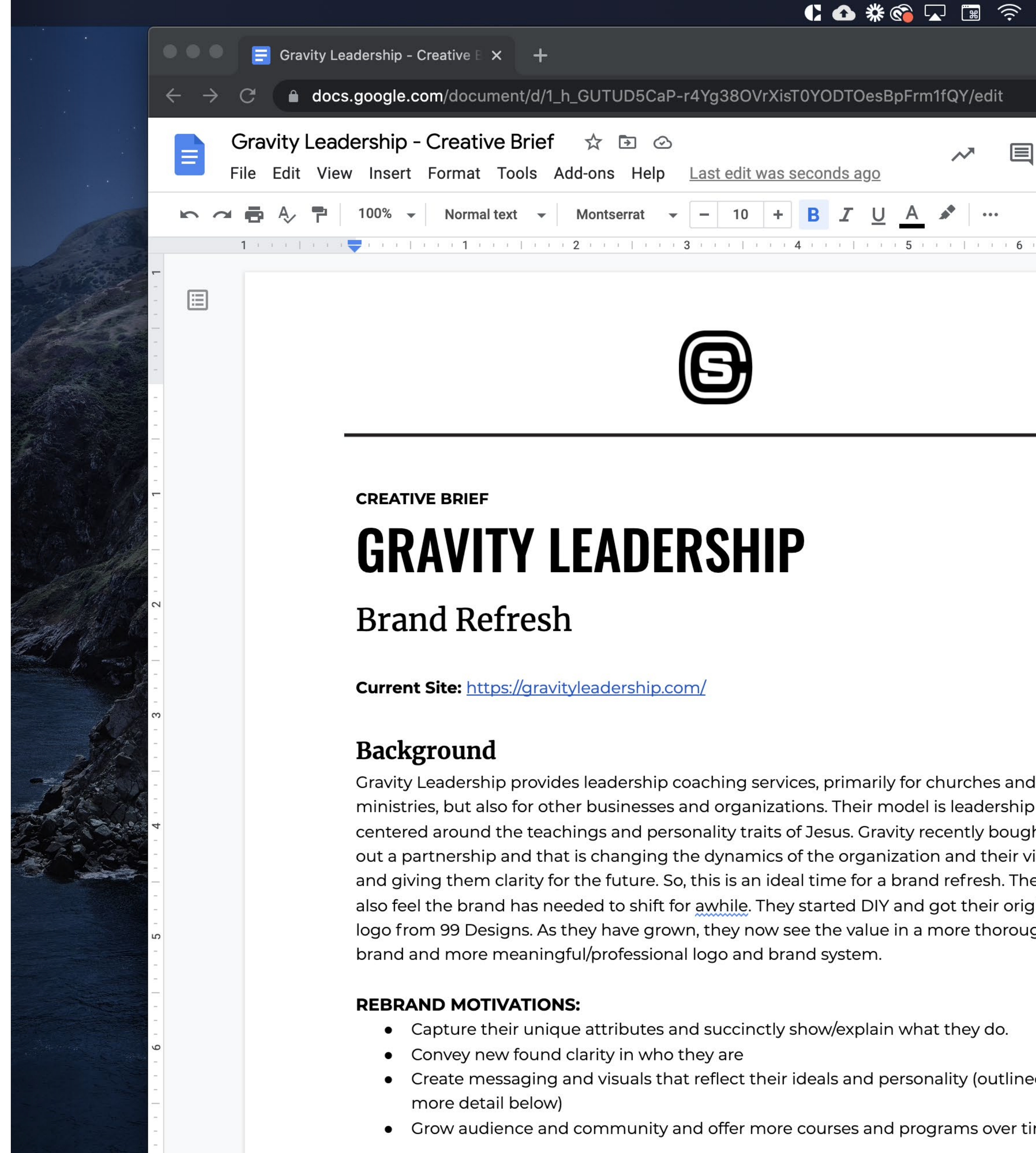
MAJORLY LEVEL-UP HOW YOU ARE PERCEIVED

BRANDING & IDENTITY

1 WORKSHOP & STRATEGY

You will have a little “homework.” But, it is critical to developing a brand that does more than “look good.” We will go through a workbook and interview sessions to help you understand your business on a deeper level.

We will develop a strategy document to make sure we are all on the same page with where the brand should go.



BRANDING & IDENTITY

2 CONCEPT DEVELOPMENT

Based on the strategy & positioning, we will present creative concepts that are in-step with the goals we landed on together. These concepts will provide a few on-strategy options to choose from.



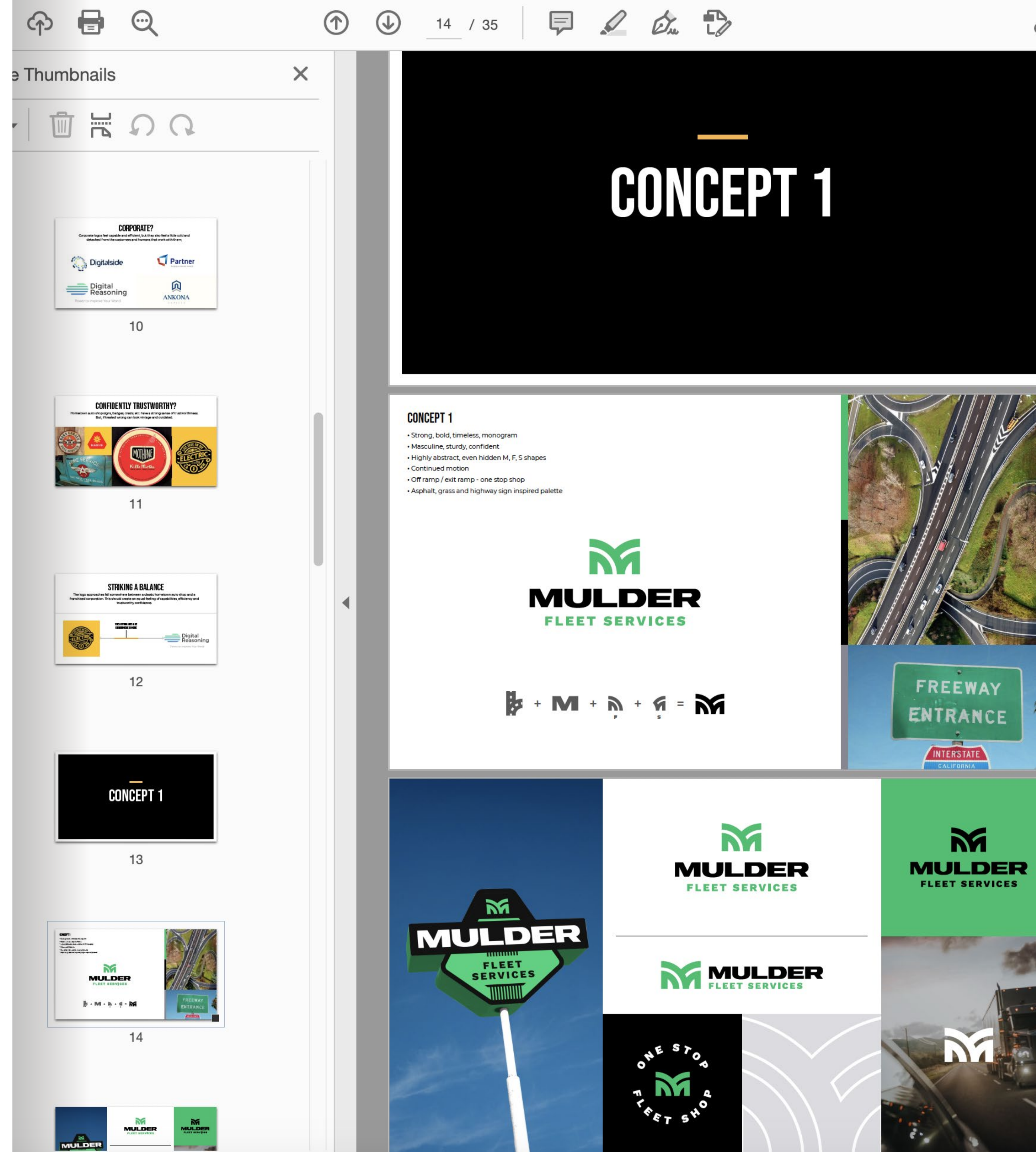
3

BRANDING & IDENTITY

PRESENT & REFINE

We present fleshed-out conceptual directions of where your brand could go. In this stage, we show messaging, logos, and visual elements in context so you can imagine how the concepts will live if they are selected. We work with you to select and finalize a conceptual direction.

WEEK 3



4

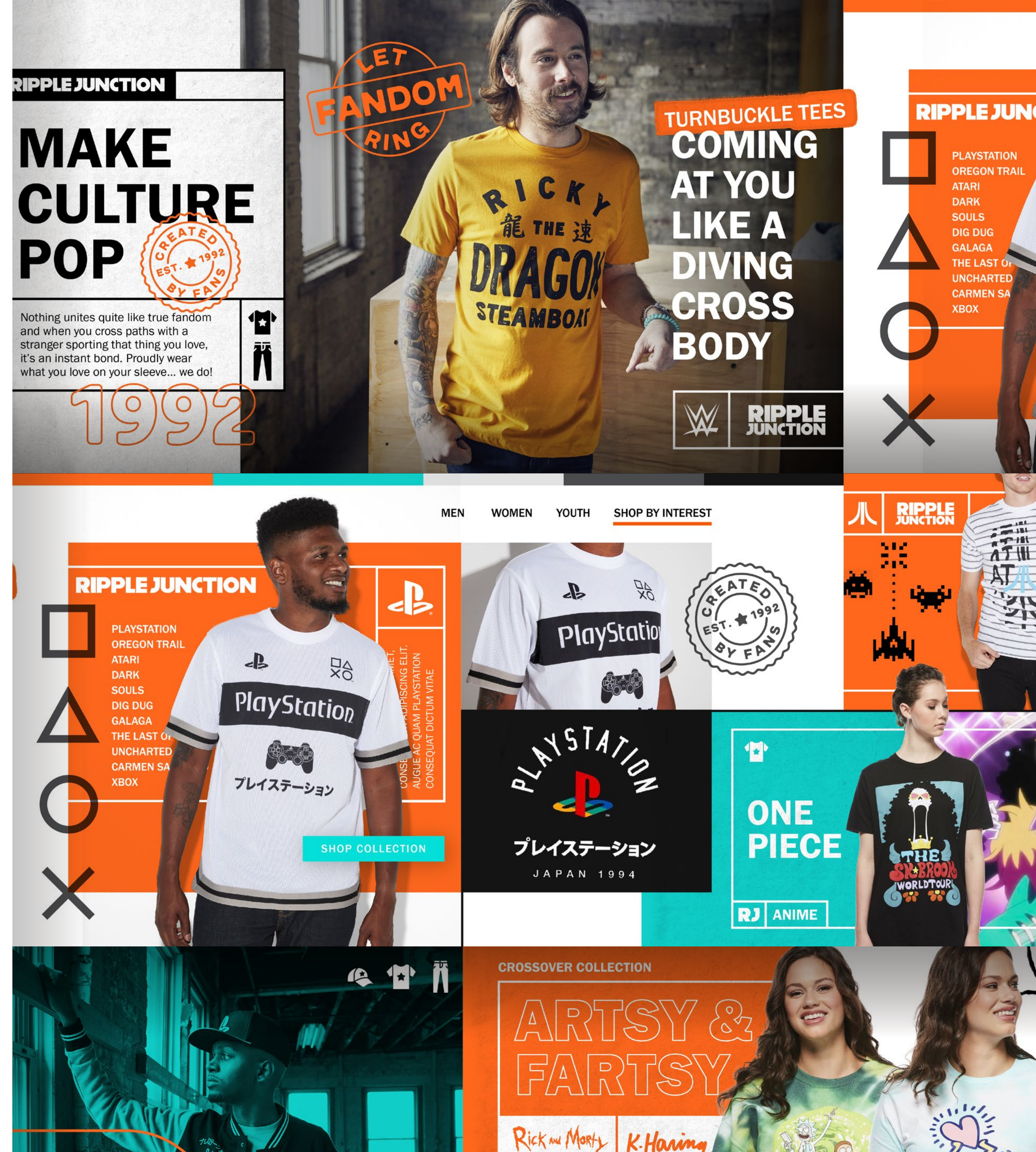
BRANDING & IDENTITY

EXPLORE & EXTEND

Once we have a selected conceptual direction, we explore how it can live as a full visual brand identity. We do this using stylescapes. **Stylescapes** are panoramic, visual explorations showing of layout and visual treatments of the brand identity.

Stylescape Examples →

WEEKS 4 & 5

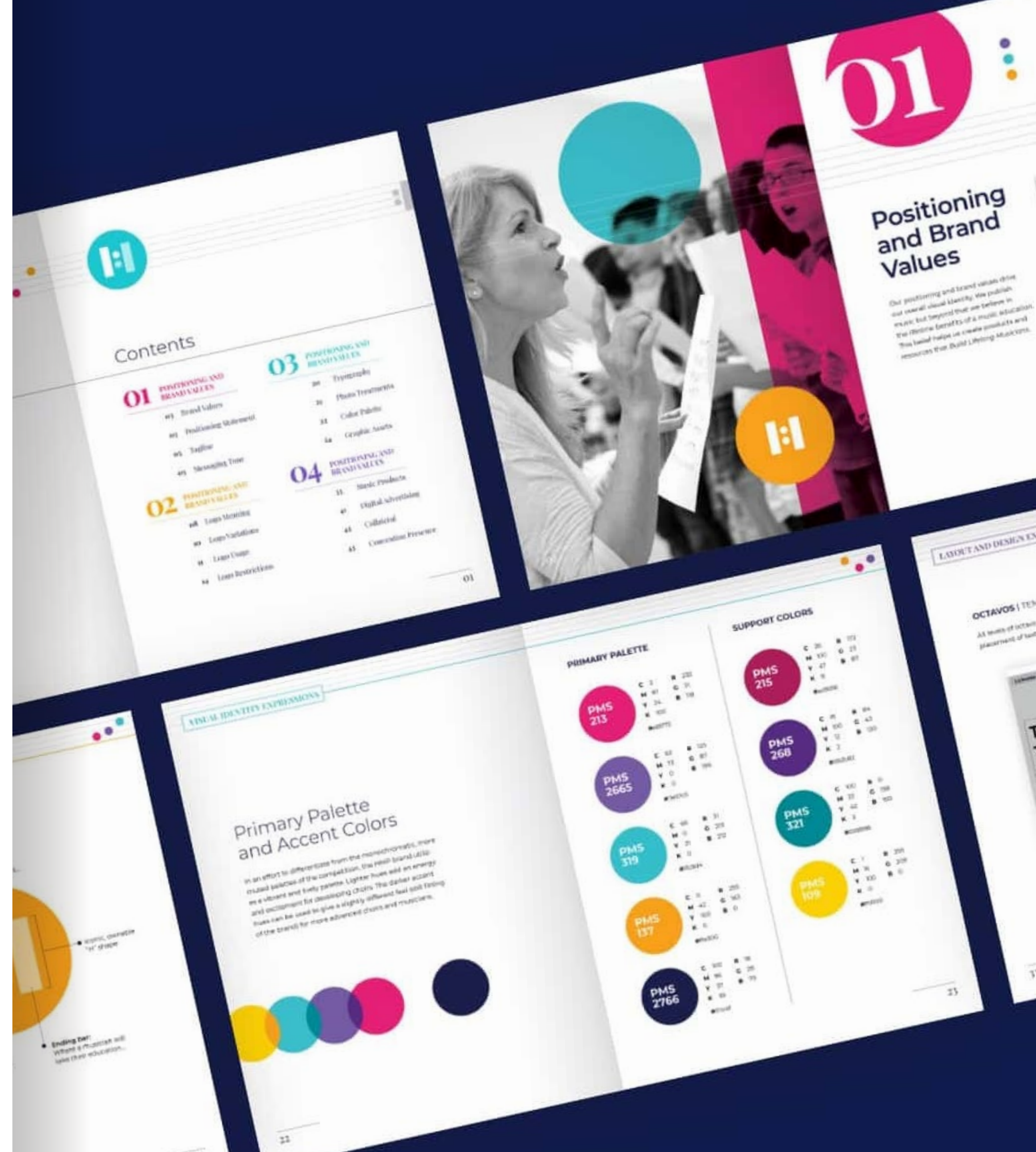


BRANDING & IDENTITY

5 APPLY & DEFINE

Once we finalize a stylescape, we use it as the foundation build brand standards. We then develop a brand guide that defines voice, messaging, visual identity, layout and logo usage. In addition to a brand guide, we supply a full brand kit with all logo files, fonts, colors, and support graphics.

Brand Guide Examples →



















BRANDING & IDENTITY

6

THE FINAL BRAND KIT

In addition to the brand guide, we hand over an organized archive of all branding elements. Logos and graphics are saved in best practice files for screen and print use and organized for ease of use for your team. Fonts, logos, images, graphic elements, etc. are all at your fingertips.

Name

- ▶ Digital Content - Social Templates
- ▶ Fonts
- ▶ Icons
- ▼ Logos
 - ▶ For Print
 - ▼ For Screen
 - ▶ JPEG
 - ▼ PNG
 -  Y1DF-_1D-Black.png
 -  Y1DF-_1D-Full-Color.png
 -  Y1DF-_1D-Gray.png
 -  Y1DF-_1D-Orange.png
 -  Y1DF-_1D-White.png
 -  Y1DF-_All-in-1-Days-Work.png
 -  Y1DF-_Primary-Stacked- Black.png
 -  Y1DF-_Primary-Stacked-Full-Color.png
 -  Y1DF-_Primary-Stacked-Gray.png
 -  Y1DF-_Primary-Stacked-Orange.png
 -  Y1DF-_Primary-Stacked-White.png
 -  Y1DF-_Secondary-Horiz-Black.png
 -  Y1DF-_Secondary-Horiz-Full-Color.png
 -  Y1DF-_Secondary-Horiz-Gray.png
 -  Y1DF-_Secondary-Horiz-Orange.png
 -  Y1DF-_Secondary-Horiz-White.png
 - ▶ SVG
 - ▶ Patterns and Textures
 - ▼ Stock Lifestyle

BRAND PACKAGES

BASIC BRAND IDENTITY

For startups or established brands that need a small identity update or refresh.

- Discovery Session
- 2-3 logo concepts presented
- Mini brand standards guide (approx. 3 pages) including colors, fonts and logos
- Supplied logo files

STARTING AT \$1,000

BRAND DEVELOPMENT

For businesses who want to really define and elevate how the look and sound.

- Discovery and Interview Session
- 2-3 logo concepts presented
- Secondary brand elements such as patterns, textures, photo styling, etc.
- Brand tagline/headlines
- Robust brand standards guide

\$6,000-8,000

BRAND STRATEGY

For brands ready for a major overhaul and brand ready to disrupt the market.

Everything from “Brand Development”...

- Workshop and upfront brand strategy to develop an in-depth understanding of your brand through positioning, personality and brand archetypes.
- 3-5 additional, pre-determined pieces of collateral or ads
- In-depth company brand guide

\$10,000+



DIGITAL PRESENCE

BRAND-TAILORED WEBSITES AND USER EXPERIENCE

DIGITAL PRESENCE

1

DISCOVERY & AUDIT

Even small custom websites require a lot of planning and strategic thinking. We start all sites by auditing your current site (if you have one), uncovering your business goals and planning a website that will help achieve those goals. We make sure the site has a strong branded message and presence and will work hard to capture leads and convert customers.

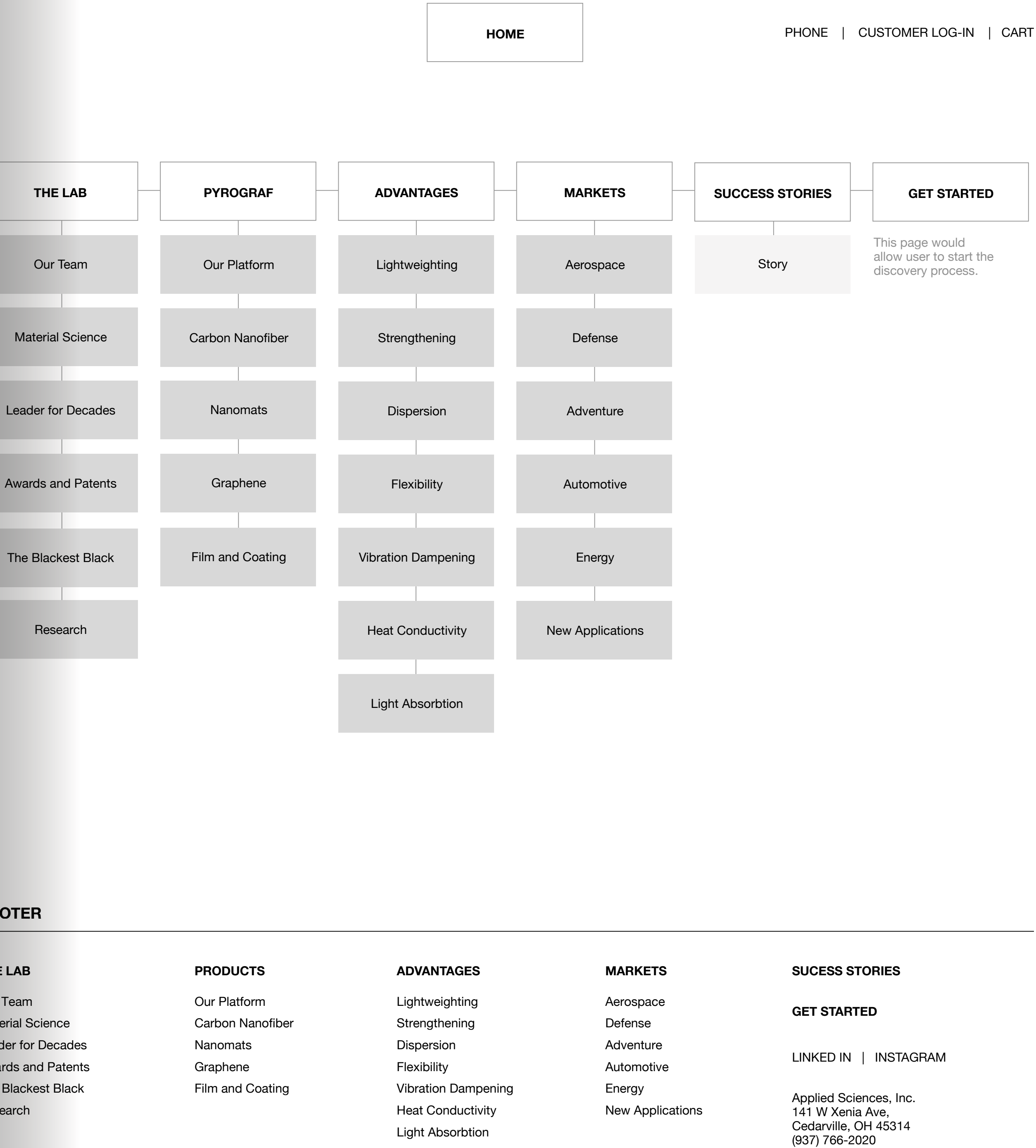


DIGITAL PRESENCE

CONTENT STRATEGY

From the discovery and/or audit, we start the website from a 5,000ft view. Using a site map, we plan the all the pages/ screens of a website or app and outline the types of content and sections that will live on each page.

WEEK 2



OTHER

THE LAB

Our Team

Material Science

Leader for Decades

Awards and Patents

The Blackest Black

Research

PRODUCTS

Our Platform

Carbon Nanofiber

Nanomats

Graphene

Film and Coating

ADVANTAGES

Lightweighting

Strengthening

Dispersion

Flexibility

Vibration Dampening

Heat Conductivity

Light Absorbtion

MARKETS

Aerospace

Defense

Adventure

Automotive

Energy

New Applications

SUCCESS STORIES

GET STARTED

LINKED IN | INSTAGRAM

Applied Sciences, Inc.
141 W Xenia Ave,
Cedarville, OH 45314
(937) 766-2020

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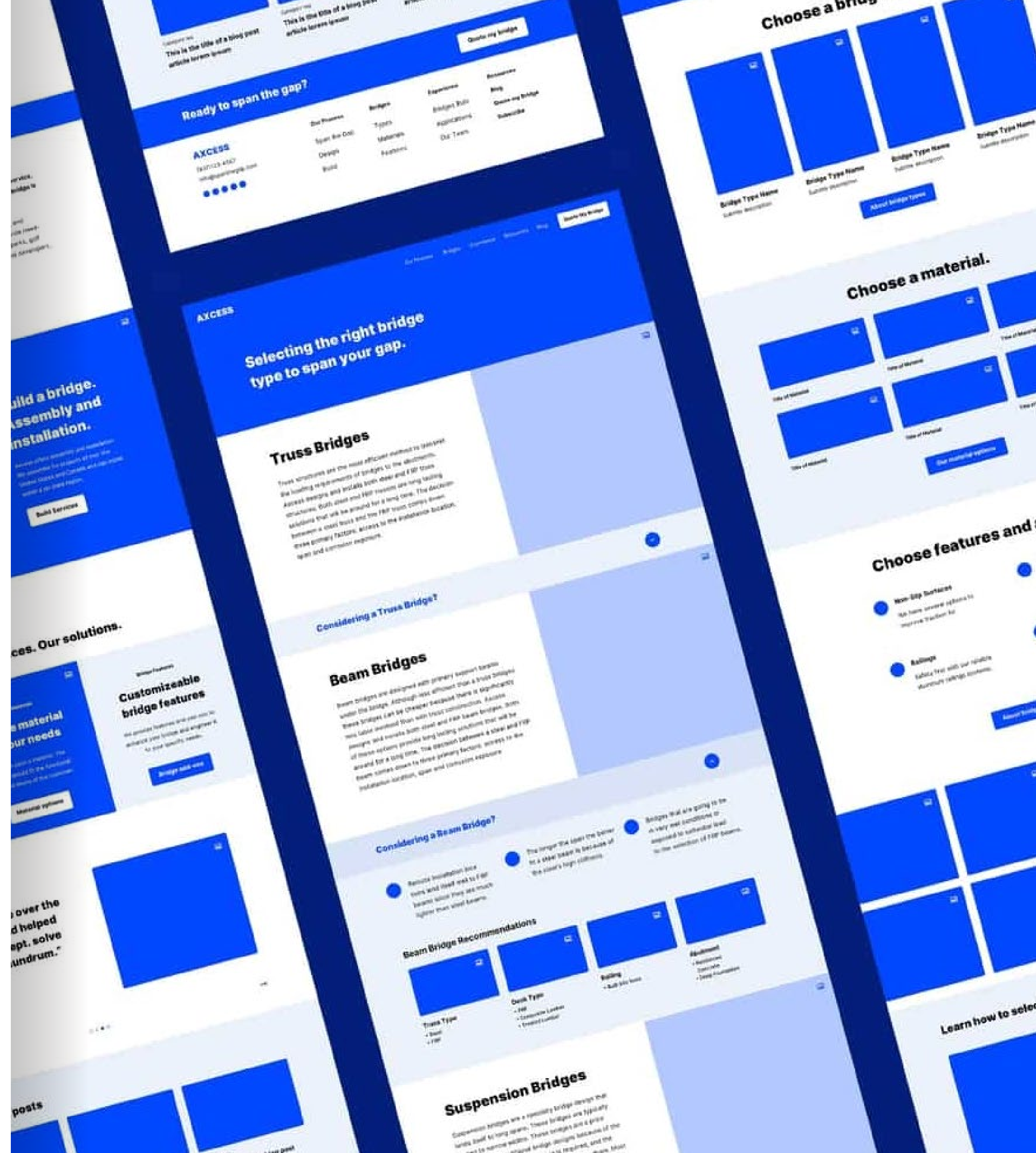
DIGITAL PRESENCE

WIREFRAME BLUEPRINT

Wireframes are the literal blueprint of your site. Heck, we even do them in all blue to reinforce that idea. To compare it to a house, wireframes plan the structure, rooms, plumbing, electric, etc. No visual style applied yet, but clickable wireframes help teams develop and approve content, structure, and functionality.

Wireframe Example →

WEEKS 3 & 4



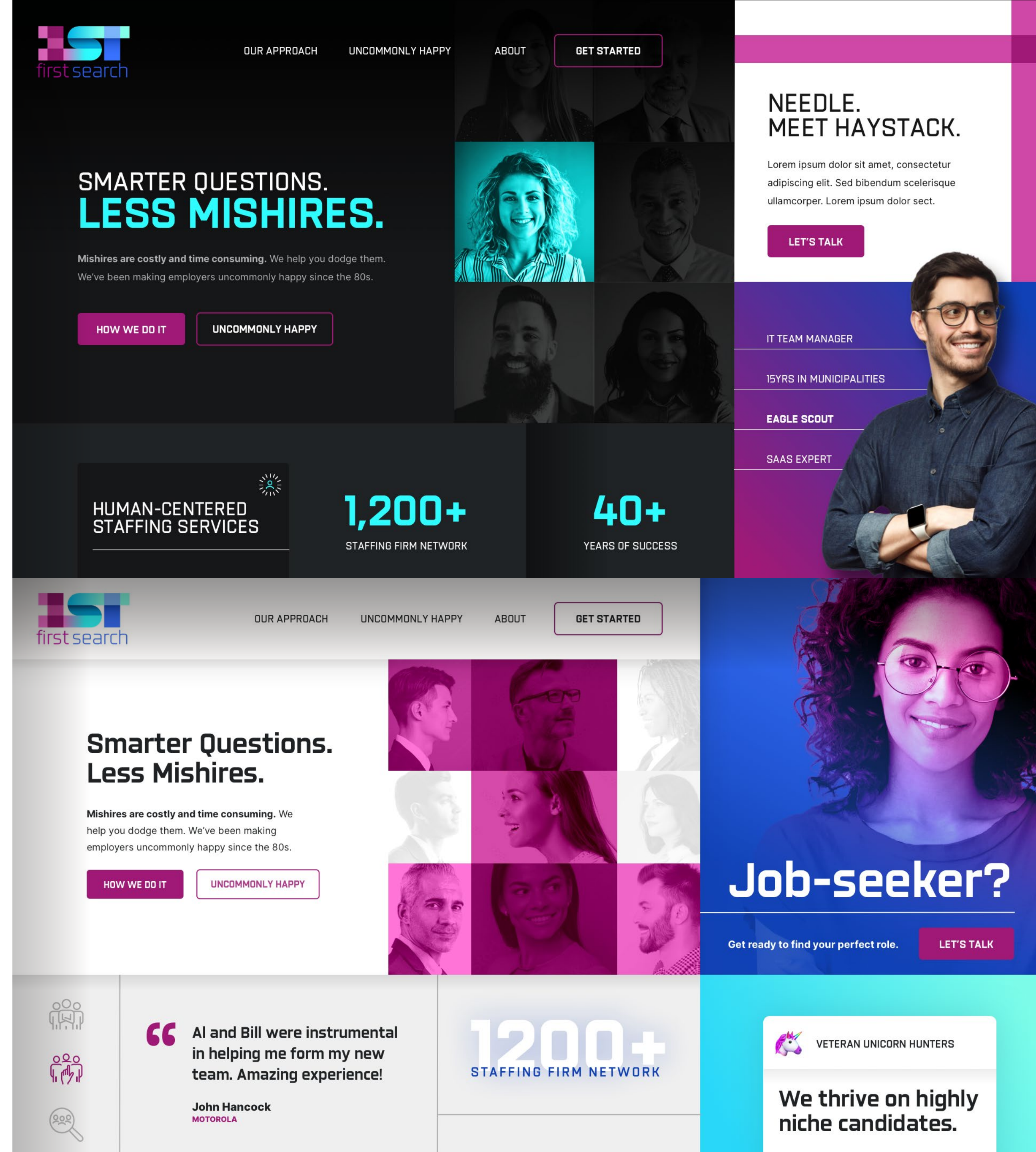
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DIGITAL PRESENCE

EXPLORING A STYLE

Once the blueprint of the house is complete, we explore visual style. To continue the house analogy, this is much like picking paint swatches, furniture, decor, etc. **Style tiles** allow us to explore various on-brand visual approaches. Then we simply apply the selected style and “skin” to the “bones” of the sitemap and wireframe.

WEEKS 5

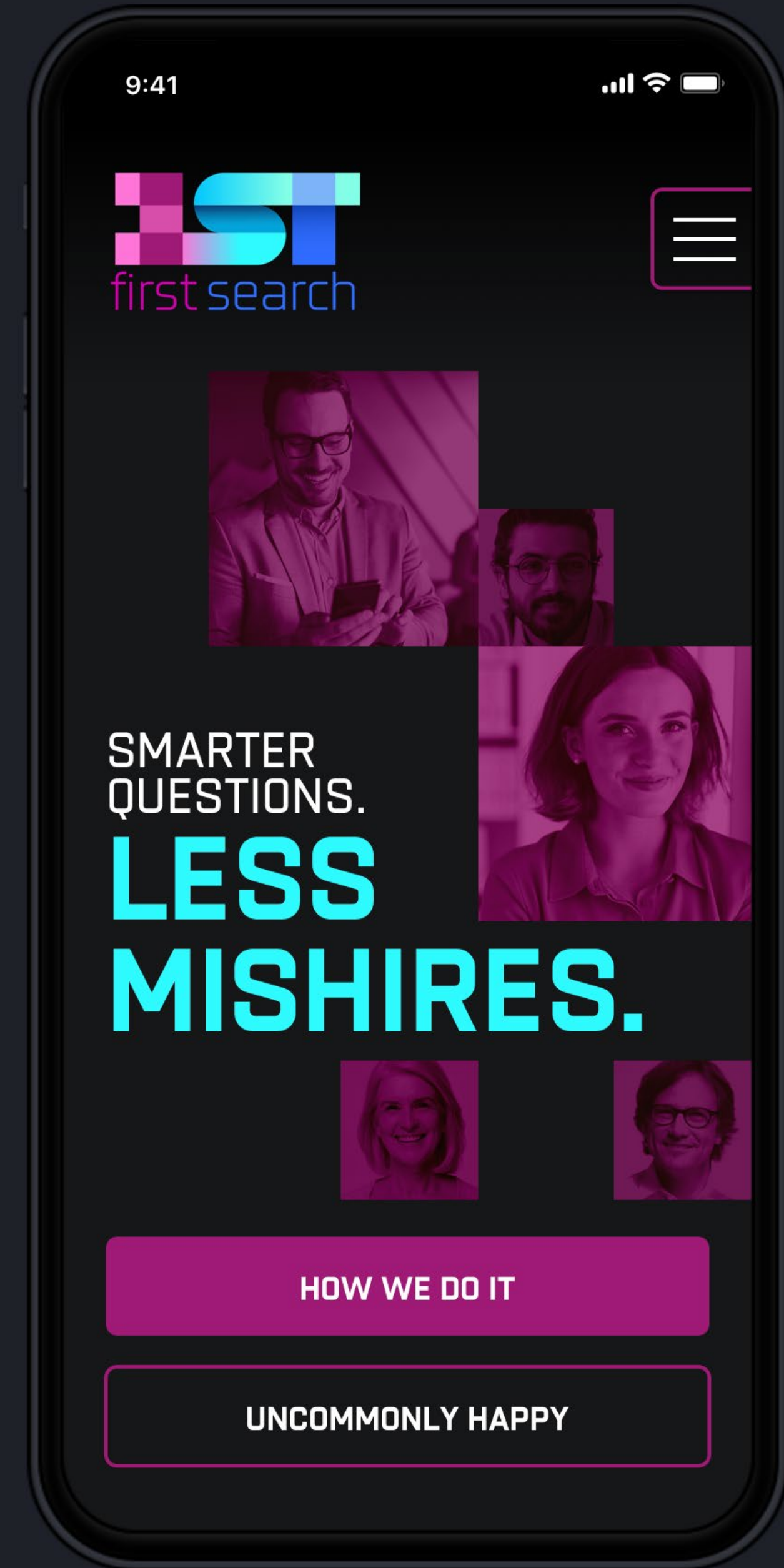


5

DIGITAL PRESENCE

IN-BROWSER PROTOTYPE

We design all primary page templates on desktop and mobile and create a static in-browser prototype. The prototype allows for real-time collaboration and feedback and paints a clear picture of what the final website will be.

[Desktop Prototype →](#)[Mobile Prototype →](#)

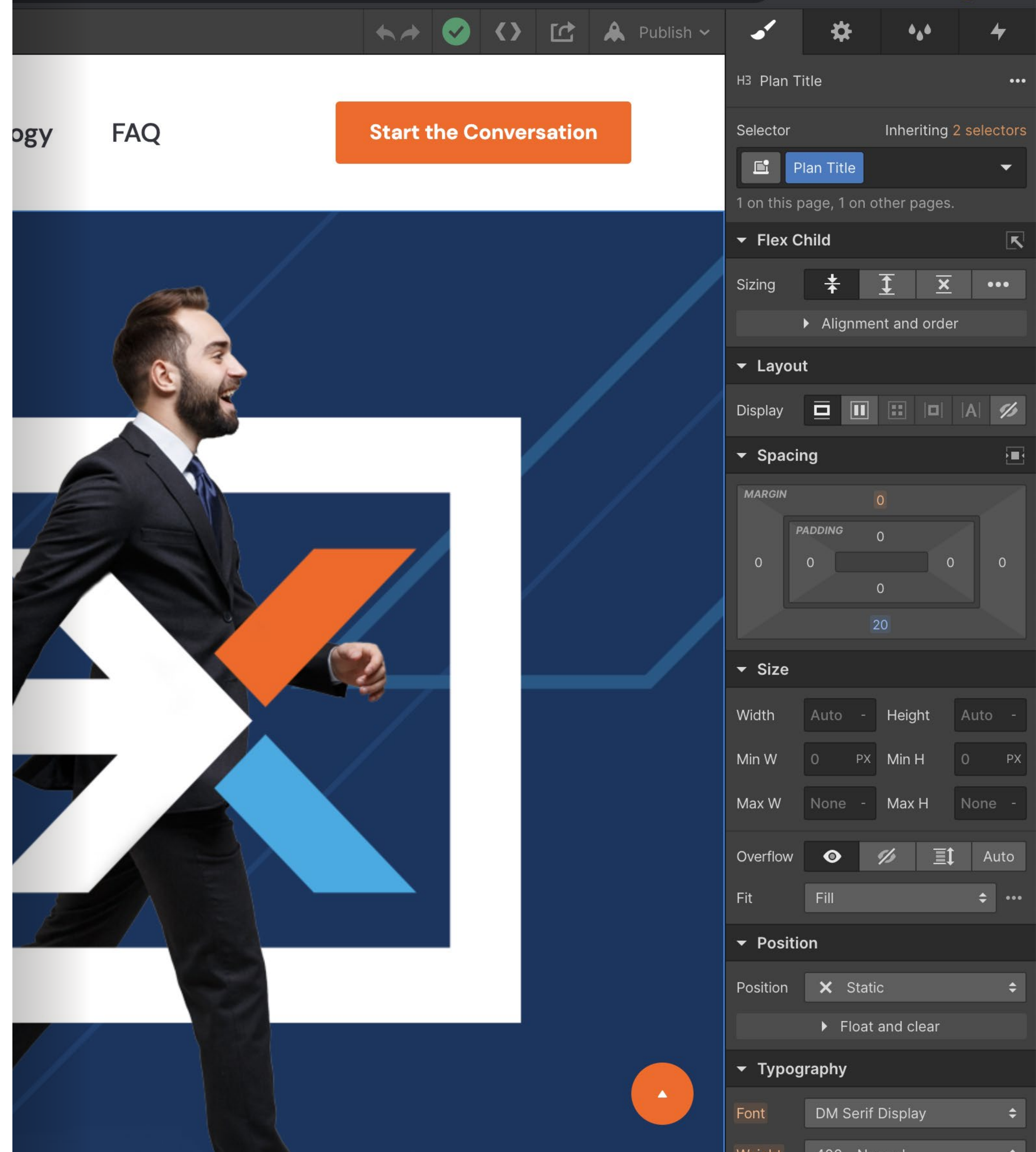
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DIGITAL PRESENCE

BUILD & LAUNCH

Once the prototypes are approved and finalized, we plan development based on agreed upon functionality, complexity and selected CMS (Content Management System) the site will launch on.

Sites can morph and change through a collaborative process. The more complexity and features requested, the more expensive. We quote development based on approved design prototypes, but can provide an estimated range from the beginning contingent on final designs.



WEBSITE PACKAGES

STARTER SITE

- Discovery Session
- User Experience Process - sitemap, wireframes, prototypes
- Typically around a max of 10 pages
- Wireframe and Design prototypes
- Responsive (mobile, tablet and desktop)
- Built on Webflow or WordPress CMS
- Domain, hosting, and add-ons TBD

\$3,000-8,000+

STARTER SITE

Everything from “Starter Site” plus...

- Two style tile directions to choose
- Media or e-commerce functionality
- 20-30 total pages - Approximately 8-10 total page templates
- Built on selected CMS
- Domain, hosting and add-ons TBD

\$10,000-15,000+

CORPORATE SITE

Everything from “Marketing Site” plus...

- Three style tile directions to choose
- 30+ total pages - Approximately 10-15 total page templates
- Complex functionality/integrations
- Built on selected CMS
- Domain, hosting and add-ons TBD

\$20,000+



ONGOING SUPPORT

KEEP YOUR BRAND'S IMPACT ROLLING



ONGOING SUPPORT

BUILDING ON A BRAND

Even after it is developed or refreshed, your brand is never “done.” It needs to be consistent, evolve, grow and have continual impact and presence. Not grow stale or fall apart.

We offer ongoing creative support for brands we develop. Six months to a year of creative support after a brand refresh can really accelerate your momentum.

SUPPORT SERVICES

We work with you to define potential ongoing needs, and agree on a scope tailored to your business. No retainers or commitments. Just a way to plan and budget for ongoing support for the success and health of your.

- Graphic Design and Illustration
- Content Creation
- Campaign Development
- Digital Ads and Social Media
- Print collateral
- Tradeshow booths
- Environmental graphics and signage
- Merchandise, Apparel and Packaging

SHARPE CREATIVE

CLIENTS SAY



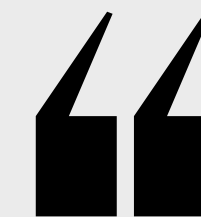


Andy has really brought a tremendous amount of value to the brand. He has a great ability to understand who we are as a company, but also makes us look past where we currently are toward the future. He is flexible and proactive in his communication with us, which we often need to stay on track. He has become a real part of our team.



ERIC SOLLER

OLD SCRATCH PIZZA



I highly recommend Andy Sharpe! Sharpe Creative did an amazing job refreshing our company's branding. Not only did he refresh our current brand he developed an identity for our new brand we were in the midst of launching. Andy listened to our thoughts and ideas and ran with it – he took exactly what we know our brand is about and brought it to fruition. Thank you Andy, for being incredibly easy through every part of what could have been a very difficult process! We look forward to working with Andy again.



MOLLY MEISTER

RIPPLE JUNCTION

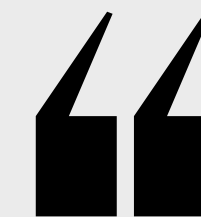


Sharpe Creative has been an invaluable partner as Fifth Street Brewpub has worked to update our brand to better reflect our current business and customers. Sharpe Creative guided all facets of the process. Without his expertise and market awareness we likely would not have moved forward, or would have done so with a lesser product.

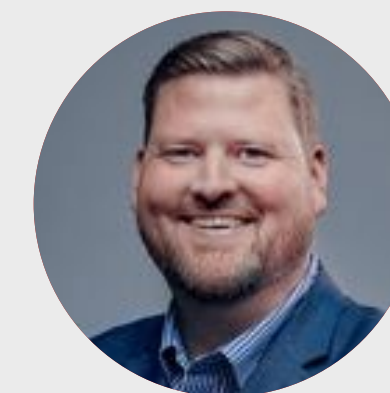


KRIS KROPFF

FIFTH STREET BREWPUB



We hired Sharpe Creative to design our NavX Realty recruiting website, NavXCareers.com. We were absolutely blown away by Andy's creativity. The final product far exceeded our expectations, and at a tremendous value! Thank You, Andy and the Sharpe Creative Team!



MARK PEEBLES

NAVX REALTY



Applied Sciences was ready to break into new markets. But, our brand was not in a place to attract or relate to the top consumer brands we wanted to help with our patented nanomaterials. Sharpe Creative worked with us to develop a brand position and identity that allows us to attract, confidently meet with, and secure deals in the new markets we are targeting. Sharpe Creative has been our creative partner in the process and has been able to deliver agency-level creative work at a cost that makes more sense for a smaller, more agile business like ours.



PATRICK LAKE

APPLIED SCIENCES



Axcess contracted Sharpe Creative to develop our website. Sharpe Creative exceeded my expectations in every way possible. The site itself looks fantastic, but even more importantly they were able to help write a lot of the content and figure out ways to present that complicated technical content on the site. The attention to detail was amazing and they were able to complete this in less than 8 weeks! Could not be happier.

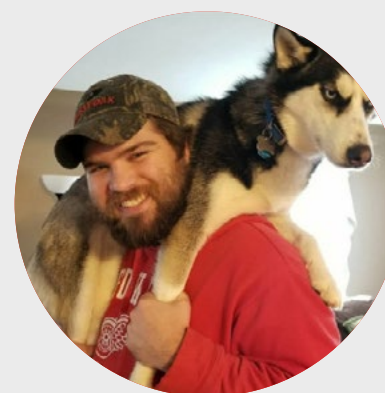


ANDY LOFF

AXCESS



Mulder Fleet Services had the pleasure of working with Andy at Sharpe Creative on a brand guidelines project for our growing company. He is excellent to work with, prompt and thorough in his communication, listens to the vision and makes it come alive, and he's a true master of his craft. The outside the box thinking that Andy does is exactly what we needed to make our company stand out, and he presents in a way that allows you to see the intricacies of the thought process to create the finished product. Additionally, Andy is very flexible and more than willing to take customer input back to the drawing board to ensure he gets it right, and delivers the product the customer is looking for. We will absolutely continue working with Andy in the future.



ALEX FLEMING

MULDER FLEET SERVICES

A man with short brown hair, wearing a dark t-shirt and dark pants, stands on a wooden floor. He is looking off to the side with a serious expression. The background is a solid orange color.

ANDY SHARPE

OWNER / CREATIVE DIRECTOR

WHY SHARPE CREATIVE EXISTS... IT'S PERSONAL.

I spent nearly a decade in creative agencies gaining a wide range of experiences (and awards) along the way. Then, I spent a few years teaching at The Modern College of Design and won some awards teaching too. I loved mentoring and teaching future designers. No matter where I worked, I saw a pattern... I was putting way more into my job than I was getting back. In fact, my jobs were actively taking a lot of life from me. I am passionate about my craft. I jump in head first and really try to regularly go above and beyond, but as an employee, that was only going to leave me taken advantage of and neglecting things that were really important. Becoming a father was a driving force to wake me up and change my priorities and vision for the future.

So, I took a risk and became a business owner and I am not looking back. I can now use my unique blend of experience points to help smaller businesses in big ways. Keeping things small and simple, I can collaborate with other pros and avoid bloated services and costs for small business clients. I can be proud of the business I am building and who I work with. I watch it all evolve with me. I'm using my work to build a life, not an empire.

[The Tag Team →](#)

LET'S TAG TEAM

THANK YOU!



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