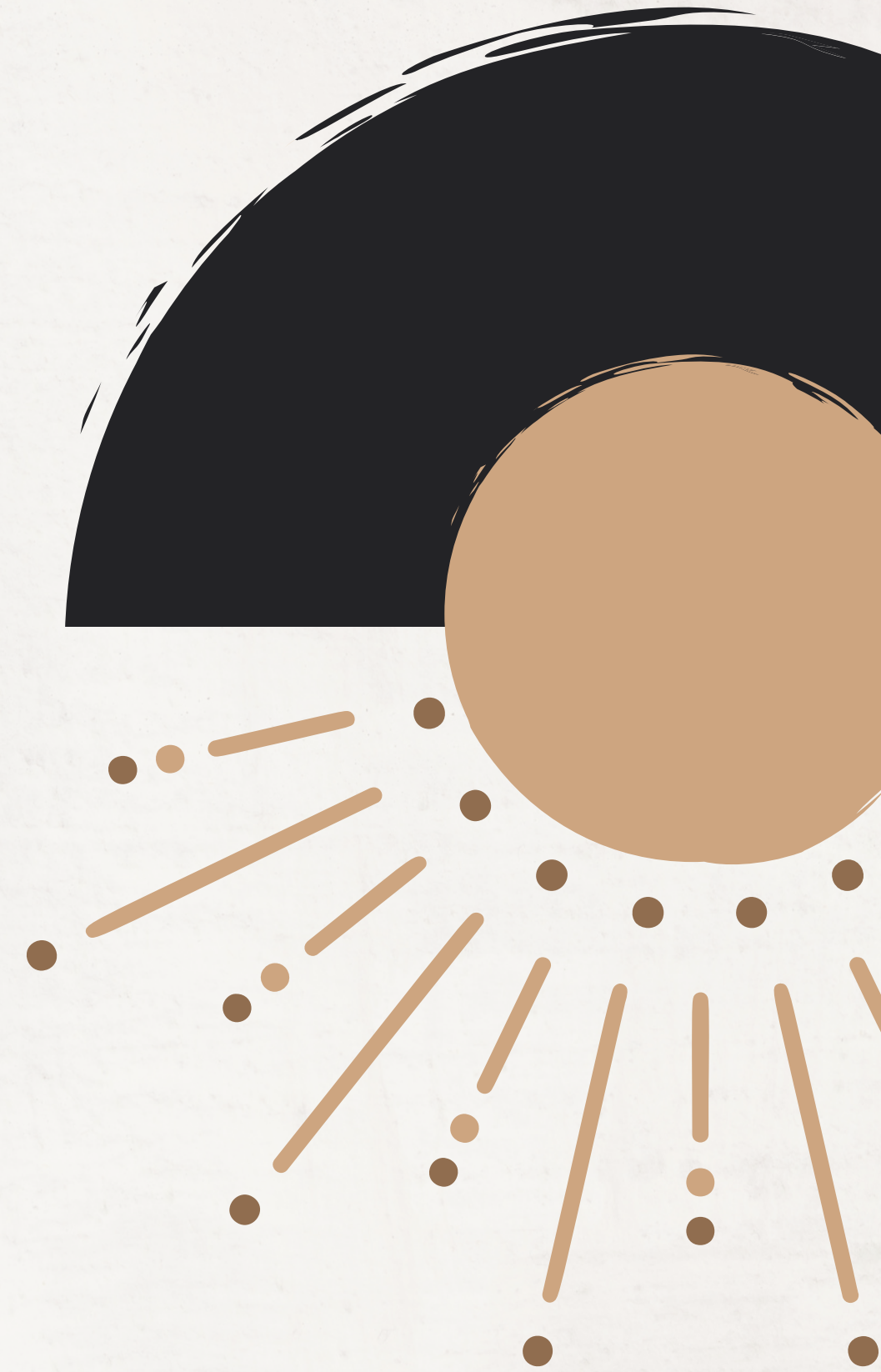


2022

# brand guidelines



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welcome



# about us

We are a collective group of creative, digital, and marketing specialists working as a whole across the country. We come from different background and have broad expertise and experiences from corporate to agency work, SEO and website building, to copywriting and campaign strategy (& everything in between). We are a full scale creative agency working to optimize and beautify your brand.



# meet the founder



margot mandel

My lifeblood is creative problem-solving and developing effective and innovative solutions for clients. My vast and eclectic professional skill-set spans buying/merchandising and product development to general eCommerce and digital marketing.

Graduating from Florida State University with a Bachelor's Degree in Retail Merchandising and Product Development, I have since expedited my career in those fields. My rich retail background has allowed me to fully understand the merchandising and marketing processes on a multi-dimensional level - from a corporate to a startup business setting.

I specialize in working with companies in the initial and startup business stages to develop strategies and solutions that enable them to connect more effectively with their target audience and grow their businesses in a cohesive and thoughtful way. Clients trust my ability to develop systems that not only maximize efficiency but increase profitability.

# expertise



branding + business  
development



web design +  
development



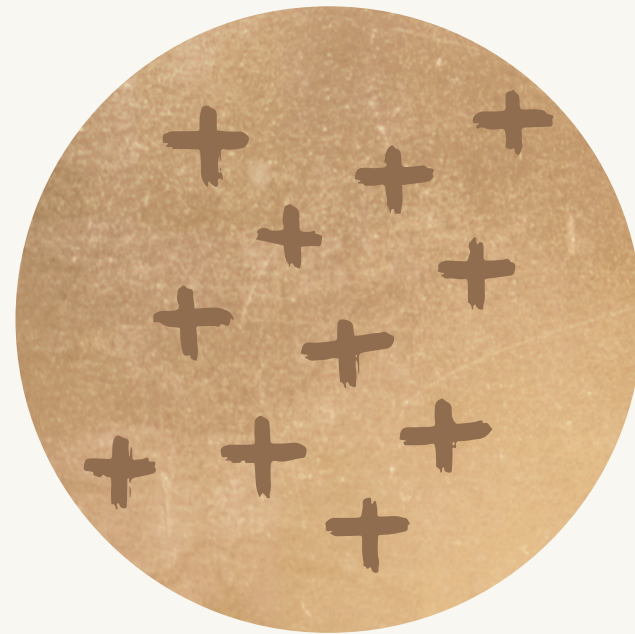
seo  
optimization



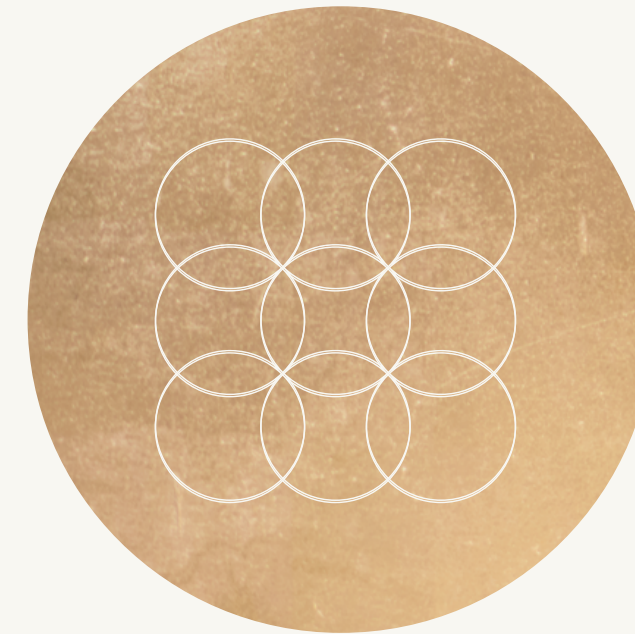
content strategy +  
implementation



paid  
ads



web merchandising +  
shopify management



integrations +  
migrations



dev  
support

# our values



## our expertise

We examine the entirety of the business, from the products, to the website, to the customer experience all the way to the brand voice. This ensures that our method is completely personalized to your brand's needs and that your website is fully optimized before putting any initial (or additional) money into the marketing funnel. Built from the ground up, without a single cold call or ad dollar spent, our level of service speaks for itself.



## our clients

Our clients are as unique as our team. We regularly focus on clients in the holistic and wellness spaces, who are committed to sustainability. We have a particular niche for women in business and are dedicated to empowering women by helping them learn, develop, and sustainably grow their businesses.



## our team

Our versatile team comes from a myriad of different backgrounds and expertise. Our commitment to diversity and sustainability sets the foundation to empower small businesses and create meaningful change.



# pricing

Please reach out directly for pricing.

If our pricing module is not in alignment with your current budget, we encourage you to reach out. There are unique cases where we are able to customize brand packages and develop retainers via a sliding scale, prioritizing ethical and sustainable or charitable businesses for these special offerings.. We pride ourselves on our conscientious business practices and our strong desire to support brands in every phase of their business journey.

Please reach out now to inquire.

## consulting services

Organic Marketing offers transparent pricing for all clients. Our consulting services are billed on an hourly basis at a \$100 flat rate per hour.

## retainers

We offer tailored advertising services via retainer (three-month minimum) which are individually defined by your marketing budget and the # of channels. Please contact us now for an initial consultation.

## packages

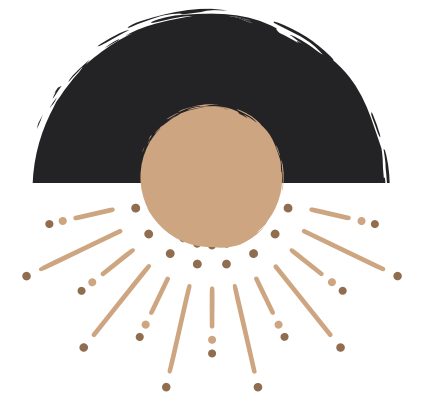
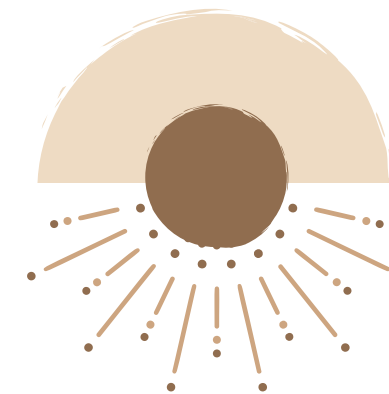
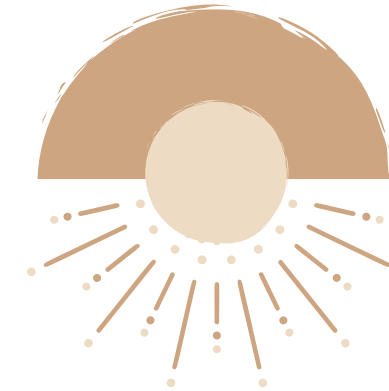
We offer content packages that are custom-made based on your unique business needs for the following:

- Branding
- Web design
- SEO
- Content

# logo & favicons

The Organic Marketing logo is inspired by natural, clean artistry and organic elements. It's handmade and simple design give it a friendly tone intended to represent the relationships we build with our clientele.

Here, we present the only ways the logo and favicon should be used in all branded items such as letterheads, signage, social media, watermarks, and business cards.



# color palette

The official Organic Marketing colors are Dark Caramel, Soft Camel, Warm Taupe, Neutral Black, and Soft Ivory.

This color palette is inspired by the neutral elements of nature and organic materials to create a cohesive, minimal experience. The RGB HEX color codes for web use can be seen below.





# typeface

The universal typefaces for the Organic Marketing brand are the fonts Earth Tone, Tenor Sans and RoxboroughCF.

Earth Tone is an organic-style font that was handmade by an artist. We chose this as our main font as it represents the artistry found within our team, designs, and the Organic Marketing brand.

Tenor Sans is a rounded, clean font that has a variety of weights that can be used for sub header and body copy purposes. The clean lines on this font represent the natural and simplistic values of our brand.

RoxboroughCF is a bold serif font intended for strong headlines and accent text. It was inspired by the modern and bold strategies of the Organic Marketing brand.

## Earth Tone

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

## Tenor Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

## RoxboroughCF

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

# mood board

The Organic Marketing brand is clean and simple, just like our business model. We stand behind our straight-forward approach to marketing and have built an all-encompassing team full of experts in each discipline. What you see is what you get. We are here to serve you, your brand, and your business.

