



# BRAND GUIDELINES

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*All men dream: but not equally. Those who dream by night in the dusty recesses of their minds wake up in the day to find it was vanity, but the dreamers of the day are dangerous men, for they may act their dreams with open eyes, to make it possible.*

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*T.E. Lawrence*

# HOW IT ALL STARTED



## joshua miller

Joshua started his film career out when he was 13 years old, fiddling and breaking TVs and cameras. Justin and Joshua actually had another media production company called Lief Captures before C&I that failed miserably. Joshua came to Fort Lauderdale in 2008 to grow Fort Lauderdale. C&I moved from an apartment to a 500 square foot office, to a 1200 square foot office 10 months later, and later into the 4000 square foot office in Fat Village. Joshua is bi-coastal between Fort Lauderdale, Florida and Los Angeles, California. He has a 7 year old daughter, Freedom and his wife Amy is C&I's main Producer for all company projects.

Joshua sleeps on the floor, does not have own a bed and loves anything that is gummy. He doesn't say "Coke" he says "Coca Cola. If you haven't seen Jerry Maguire he doesn't want to talk to you.

## sarah dreyer

Is an original founding member of C&I who has helped shaped the vision and brand development for the company and its clients internationalluy. Her insight to the direction in which C&I navigates has been invaluable to our growth over the years. She exemplifies the focus and consistency needed to keep the ship in order at all times through her digital organization of the entire C&I Staff. As a creative force that speaks wisdom into the hearts of everyone she communicates with her passion extends to her family and friends inviting light to all those that know her. Sarah pursues with precision as processes and problems arise in everyday life. Her approach to design is one that allows thinking to be made visible and tangible to the world around us. Always up-to-date with technological advances that forever change our landscape she is the Oracle that C&I leans on for answers to the far and beyond.

## joseph miller

He has been with the company since its inception. His highly involved understanding of company practices qualify him as the ideal candidate for overseeing all functions related to C&I Studios and our various brand extensions. As first intern and first employee, Joseph Miller started off as an integral member of the team. During these initial stages he redesigned our logo into what it currently is today, and proved to be a positive influence on our brand. He worked alongside our first clients, was directly involved in finding solutions to our first problems, and helped to create our first major successes. Even more importantly, he is the only employee to work in every single department: video, photo, graphics, web, accounting, rentals, events, marketing, and administrative. Joseph Miller's long-standing history with the company was one of the earliest building blocks in creating such an involved company culture.

*"if you wanna go fast go alone, if you wanna go far, go together"*



# MANIFESTO

We create media to do our part in changing the world. While we do not have millions of dollars in the bank, trust funds or, wealthy parents, we have cameras, pencil and pens and ideas. We believe that we have a responsibility to use media to change the way people view themselves and the world.

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## OUR VISION

Our vision is to create inspiring art with exceptional quality to reach Humanity 2.0. We believe that media can be used to educate, empower, and inspire individuals to greatness.

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## OUR MISSION

From every service that we provide, C&I Studios supports three international children's organizations every month: Flutemaker Ministries, Watchmen on the Walls Ministries, and Jedidiah Learning Steps through its Reach (501c3) program.

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## WHAT IS C&I?

C&I started out as a side project in 2006. Joshua had a full time job at the moment, but with a new family in tow, he was looking for a creative outlet that could also contribute to the household income.

But where there's talent, there's also a way and things started to pick up quickly. A professional opportunity brought Joshua and his family in Fort Lauderdale in 2008. This seaside town, still reeling under its spring-break reputation, quickly transformed into the perfect setting for Joshua to expand C&I. Opportunity was aplenty and supply for arts, crafts and ideas was sparse.

But Joshua didn't want to confine into strict industry definitions. C&I may have started as an abstemious and rather supplementary photography and videography enterprise, but the vision was and still is bigger.

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# WHO WE ARE

What sets us apart is our unique approach to our clients' problems and our "come as you are" attitude towards our employees or, fellow craftsmen if you like.

This all may sound a bit too hippie, but the truth is that although we operate within structure, we strive to preserve an independent spirit. This is out of respect for our team. Each member is characterized by singular talents, that need room to grow and flourish.

Bottom line, this is our distinctive trait. We're all different when it comes to skills and interests, but similar in terms of seeking perfection and growth. Therefore, we are able to come up with exceptional and a bit peculiar ideas for our clients, always trying to pursue innovative paths from concept to execution.

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# WHAT WE DO

[ an idea agency ] that solves marketing challenges with innovative concepts, multimedia, and distribution to organizations around the world. We create ideas with a higher purpose and deliver them to a targeted audience for maximum growth.

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# CORE VALUES

**do the impossible**

**unyielding courage**

**take flight**

**give everything**

**nothing is beneath you**

**be our guest**

**deliver. every single time**

**dream bigger**







## THE PEOPLE

Creators, professionals, rebels, kids in the basement, aren't afraid to take sides and talk about the things no one else wants to do, they would rather die than quit. Perfectionists, love for their craft.

## BRAND PILLARS

**PURPOSE:** We create ideas with a higher purpose and deliver them to a targeted audience for maximum growth.

**POSITIONING:** Create inspiring art with exceptional quality to reach Humanity 2.0.

**VOICE TONE:** Sarcastic, snarky, sharp, edgy, challenging, reflecting, and pushing.

**LOOK AND FEEL:** Modern, timeless, earth-toned, moody, and epic.





# SERVICES

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ADVERTISING

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MEDIA BUYING

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MARKETING

---

BRANDING & DESIGN

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STORYBOARD

---

COPYWRITING

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SOCIAL MEDIA MARKETING

---

WEB DESIGN & DEVELOPMENT

---

VIDEO

---

PHOTOGRAPHY

---

AUDIO

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MOTION GRAPHICS & ANIMATION

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## VISUAL IDENTITY

### LOGO

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Our brand logo has the iconic typographical element that represents “C&I”.

C&I is an idea agency that solves marketing challenges with innovative concepts, multimedia, and distribution to organizations around the world. We create ideas with a higher purpose and deliver them to a targeted audience for maximum growth.

The logo for C&I is used in all communications: marketing through print and digital collateral.



AN IDEA AGENCY

BRAND LOGO

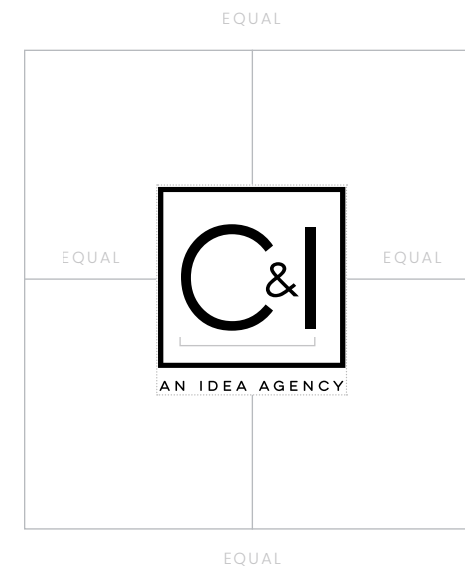


## LOGO CLEAR SPACE

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The logo should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. Make sure that you provide generous amount of space around the logo, to let it stand out clearly.

Clear space is developed from the width of “an idea agency” in the logo.



## LOGO PRIMARY USAGE

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Our logo is primarily used in black. It can also be used in white over black and other dark colored backgrounds.



BLACK



WHITE

## LOGO INFRINGEMENTS

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**DO NOT** add a stroke or outline. The logo should only have a single color fill.



**DO NOT** use a black logo over an image. Only use white.



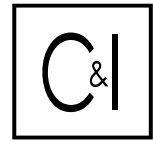
**DO NOT** use another typeface in the logo element.



**DO NOT** make any part of the logo a different color. It should all be the same color.



**DO NOT** fill the logo with an image, gradient or color other than black or white.



**DO NOT** move or resize any of the logo elements. Always hold down the shift key when resizing the logo.



**DO NOT** redraw the logo or create your own variation.



**DO NOT** use a web logo for a print publication or vice versa.



**DO NOT** enclose the logo within another graphic or add a graphic to the logo because it creates a new mark.

## LOGO PLACEMENT

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The logo should always go on the top left or bottom left of any kind of branding document or print collateral.



Letterhead Portrait



Letterhead Landscape



## BRAND LOGO EXTENSIONS

C&I is not only an agency.

C&I also represents a radio/blog, space, airstream  
boutique, photographers, non-profit, and community.



# TYPOGRAPHY

## TYPEFACE VARIATIONS

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C&I's brand aesthetic is modern and professional.

Poppins family brings a variety of typefaces, used for print materials, web, and social media platforms. Its clean confidence makes it ideal for C&I's brand.

Barlow is a slightly rounded, low-contrast, grotesk type family. It creates a contrast for headlines and hierchy.

Poppins and Barlow can be interchangeable, depending on the brand materials and design aesthetic for communications.

### POPPINS

PRIMARY TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*()-+?/

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### BARLOW CONDENSED

SECONDARY TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*()-+?/

---

### POPPINS LIGHT

PRIMARY BODY COPY TYPEFACE

PRINT / WEB

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#%&\*()-+?/

---

### LATO

DEFAULT / WEB

Lato is only used in limited instances when brand typefaces are not available (e.g., on digital applications such as a default font when sending e-mails.)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#%&\*()-+?/



# HEADLINE AND BODY COPY STYLE

## OUR SERVICES GO BEYOND

We create inspiring art through graphics, photography, and video. All with exceptional quality to reach Humanity 2.0

Headline: Poppins Medium +60 Tracking

Copy: Poppins Regular +60 Tracking

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The main style that can be used for branding purposes, especially internal brand documents. Laying out type is essential for a successful design. Look out for details, widows, orphans, and have fun combining different variations of the typeface families.

## WHAT IS C&I?

C&I is a combination of fresh, incredible ideas, the perfect team—who fears no project or deadline, and a little bit of magic.

Headline: Barlow Condensed Regular +50 Tracking

Copy: Poppins Regular +60 Tracking

---

Feel free to use both typeface families, Poppins and Barlow Condensed as headline and body copy.

## WE ARE UNCREATIVE

THIS IS THE MOVEMENT THAT ECHOES THROUGHOUT OUR INDUSTRY. WE ARE THE NEW SCHOOL, THE TROUBLE-MAKERS, THE REJECTS. THIS IS OUR BLOG, OUR ART, OUR AIR. CALL US UNCREATIVE IF YOU WANT. WE WILL PROVE YOU WRONG. WELCOME TO THE INSIDE.

Headline: Poppins Extra Bold +150 Tracking

Copy: Poppins Regular +60 Tracking All Caps

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This combination is perfect for digital assets. Any type of graphics that can be used for marketing campaigns, social content or promoting events.

## REACH JUST DOES THAT

*People all over the globe are doing amazing things, fighting for change. Some people look at this world and think about all the negative things that happen. We don't. We look at it the opposite. We know there are amazing people and organizations all around doing selfless, amazing, life-changing work. The problem is, no one knows about them. No one sees it. People actually don't know.*

Headline: Barlow Condensed ExtraBold Italic +150 Tracking

Copy: Poppins Italic +60 Tracking

---

The italicized version of both typeface families, Poppins and Barlow Condensed. It can be used for quotes, newsletter copy, video copy, subtitles, or e-mail templates.

# COLOR PALETTE

## CORPORATE COLOR PALETTE

These are the main colors for the overall C&I Agency branding. The main colors apply for deliverables such as the stationery, website, app, and more.



**WHITE**  
R255 G255 B255  
C0 M0 Y0 K0  
HEX #FFFFFF



**CHARCOAL**  
PANTONE BLACK C  
R45 G42 B38  
C67 M64 Y67 K67  
HEX #2D2A26



**STUDIO WALL**  
PANTONE 308 U  
R40 G102 B130  
C87 M53 Y34 K11  
HEX #286682

## ADDITIONAL COLOR PALETTE

The following colors enhance all the brands that belong to C&I. Depending on the mood or style for the specific deliverable, these colors can be used to support what is being communicated.



**GRAY**  
R139 G138 B141  
C48 M40 Y38 K4  
HEX #8BBA8D



**MIDNIGHT BLUE**  
PANTONE 539 C  
R1 G38 B56  
C97 M76 Y51 K57  
HEX #012638



**STUDIO WALL**  
PANTONE 308 U  
R40 G102 B130  
C87 M53 Y34 K11  
HEX #286682



**OCEAN WAVES**  
PANTONE 7718 U  
R50 G128 B130  
C80 M34 Y46 K8  
HEX #328082



**DRAGONFLY BLUE**  
PANTONE 122-4 C  
R144 G197 B197  
C54 M9 Y21 K0  
HEX #72BBC5



**BLEU CELESTE**  
PANTONE 551 U  
R148 G191 B207  
C41 M13 Y14 K0  
HEX #94BFCF



**FERN**  
PANTONE 158-15 C  
R155 G151 B63  
C60 M23 Y99 K5  
HEX #73973F



**PEA GREEN**  
PANTONE 163-15 C  
R191 G201 B74  
C29 M8 Y88 K0  
HEX #BFC94A



**MOCHA**  
PANTONE 43-15 C  
R90 G59 B52  
C48 M68 Y68 K48  
HEX #5A3B34



**WINE**  
PANTONE 188 C  
R121 G36 B47  
C33 M92 Y73 K38  
HEX #79242F



**CRANBERRY**  
PANTONE 201 C  
R163 G32 B53  
C24 M99 Y78 K18  
HEX #A32035



**TERRA COTTA**  
PANTONE 486 C  
R199 G108 B97  
C19 M67 Y60 K3  
HEX #C76C61



**PEACH**  
PANTONE 486 C  
R238 G144 B123  
C3 M53 Y47 K0  
HEX #EE907B



**HIP MUSTARD**  
PANTONE 7752 C  
R208 G175 B33  
C21 M27 Y100 K0  
HEX #D0AF21



**BREW LATTE**  
PANTONE P 12-10 C  
R207 G185 B143  
C20 M24 Y48 K0  
HEX #CFB98F



**LIGHT BREEZE**  
PANTONE 7534 C  
R209 G204 B189  
C18 M16 Y24 K0  
HEX #D1CCBD



# HOW WE USE COLOR

The color palette is designed specifically to highlight the mood, feeling or style of the deliverable. Color is an essential part of branding, for it conveys meaning and the message without words.

The following examples show how color can be used throughout the brand of C&I and its brand extensions.











## IMAGERY | THE C&I FEEL

As you scroll through your Instagram feed, a familiar image appears, and you already know it was taken by C&I. The feel can be described as “energetic, powerful, moody, detailed-oriented, unique”. We have designated C&I Photographers who edit to create this feel for every image.





## BRAND APPLICATION



Business cards need to have a modern and clean look.

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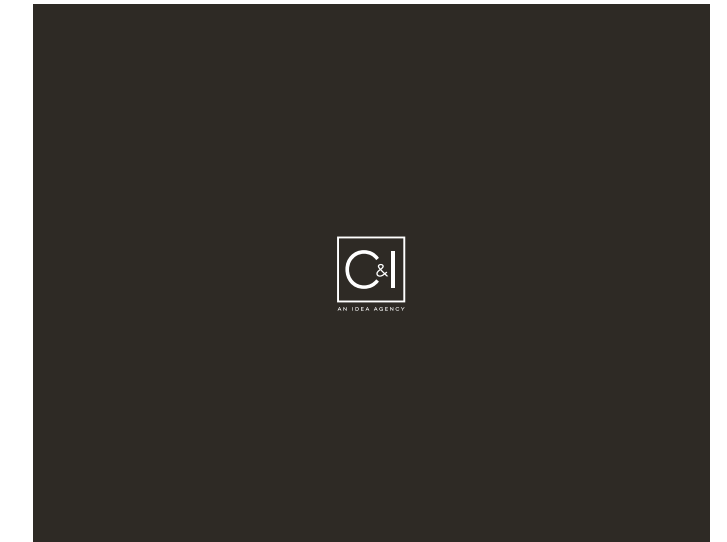
A consistent look for internal brand documents is important for client meetings, pitch presentations and internal team meetings. Templates for brand documents can be found on the C&I server.



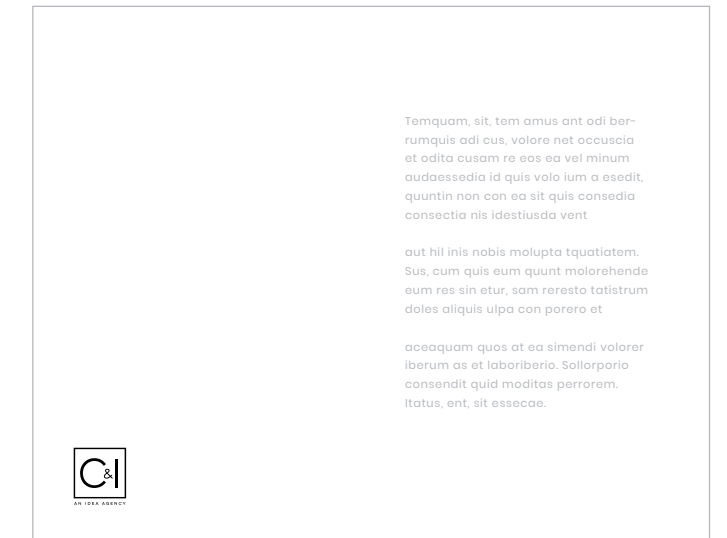
## LAYOUT EXAMPLES



Lettersize Document



Cover Page



Intro Page

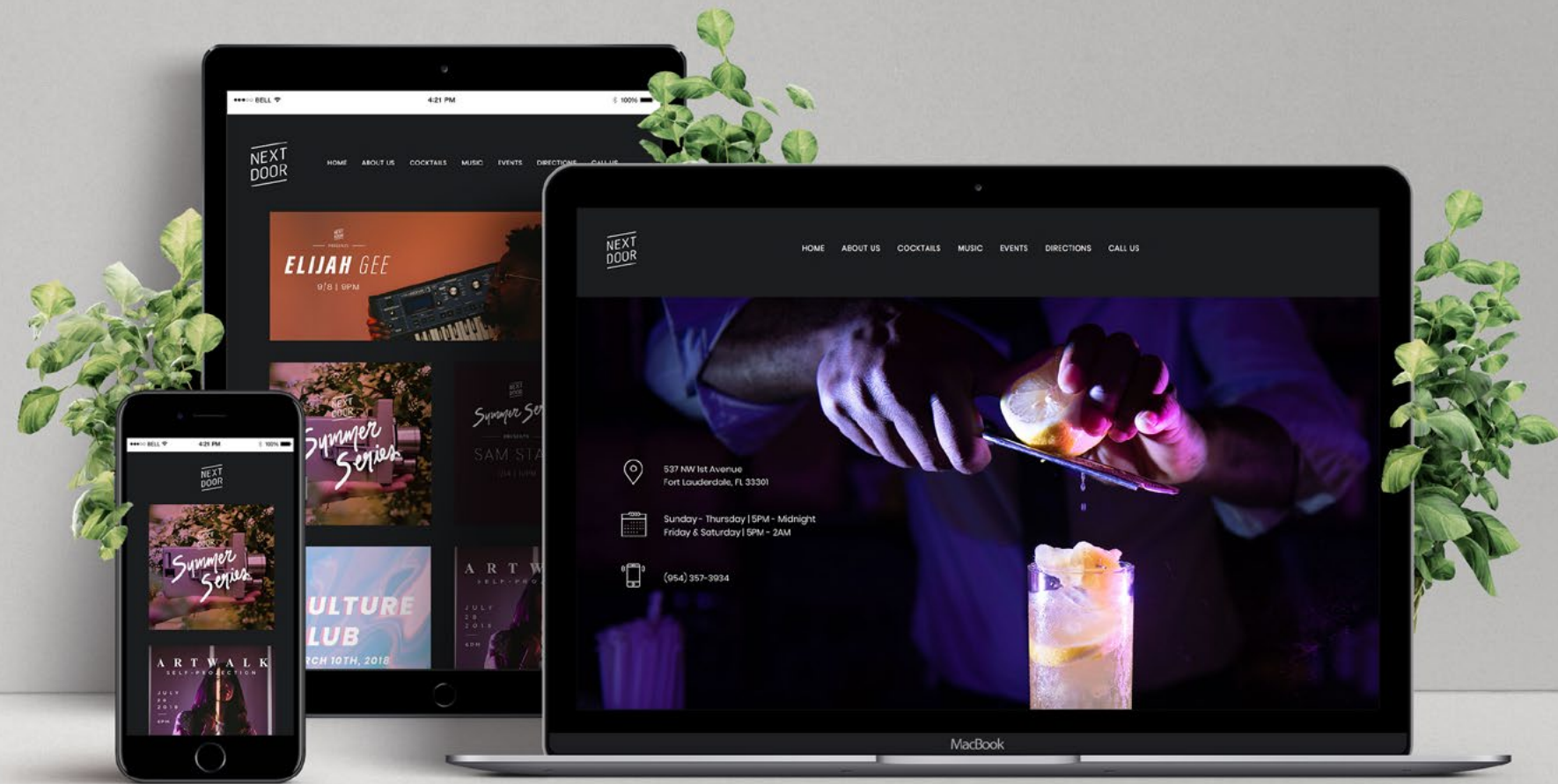


Event posters, flyers, postcards are useful to let the community know we always have something going on! The headline should be clear, typography needs to be clean and tight. Imagery should usually be taken by our very own C&I Photographers.

## PRINT ADS



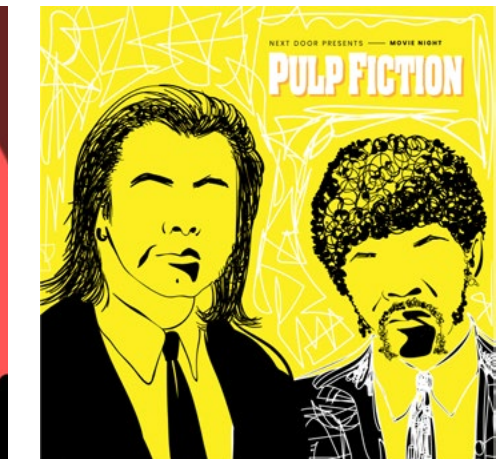




Creating exclusive creative content is incredibly important for us! Look for ways to keep the color palette and the C&I feel. People will instantly recognize C&I's style.

## DIGITAL ADS

Feel free to explore with typography, handlettering, motion graphics, animated gifs, anything you can think of! Remember to pay attention to who the audience is, be incredibly creative and make people say "wow" at your work! Titles can be personalized, but only use Poppins or Barlow Condensed for the copy.



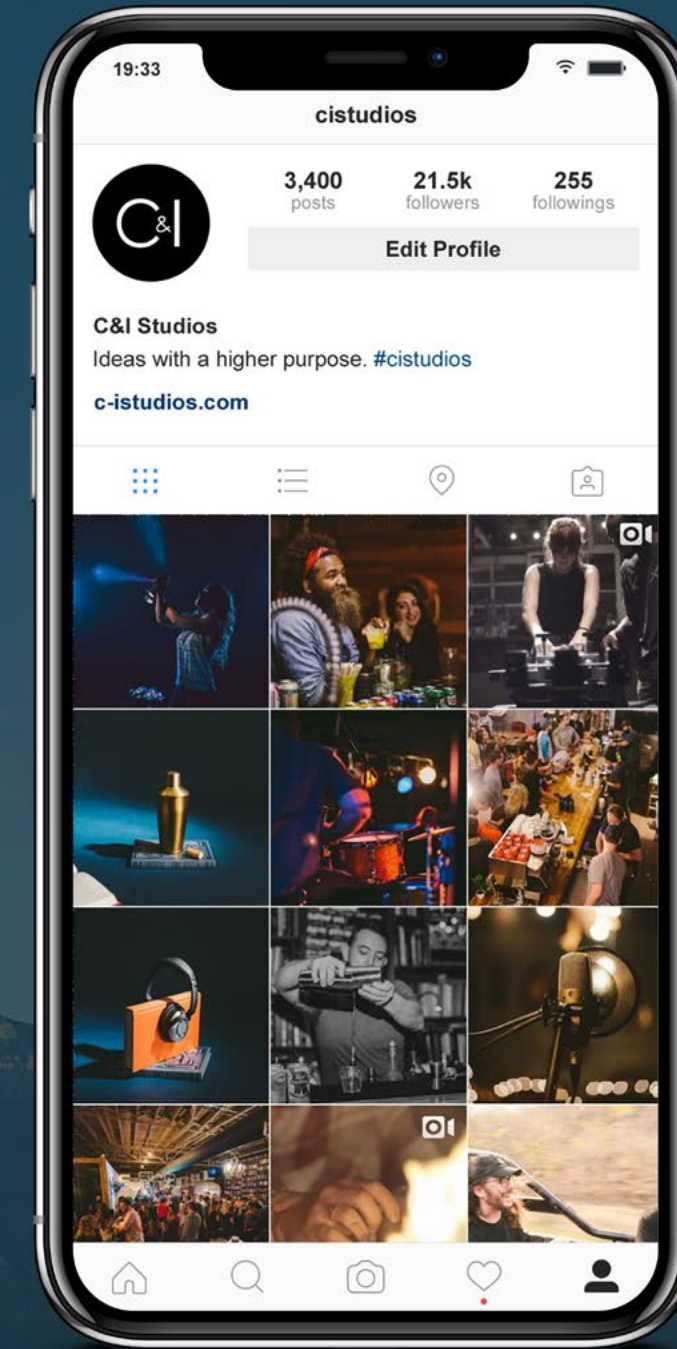
Designed by the C&I Graphics Team





The website for C&I is heavy on imagery, captivating the visitors to engage with the content shown. Easy to navigate, click, and communicate.

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The social media feed creates an environment where creatives come together, showcasing our work, promoting Next Door events, and engaging with our audience.

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## tone of voice

### THIS IS HOW WE SOUND:

Snarky, sarcastic, sharp, edgy

*Example: "We don't care if you don't come, we are cool"*

### CHALLENGING, REFLECTING, PUSHING

*Example: "We know we are the cool kids, we know you can sit with us"*





## OUR CLIENTS

There are a few big names, and few small ones. To us it doesn't matter, we want to make something incredible every single time. It's not just about money for us, it's about relationships.



## GROWTH

**AS THE BRAND GROWS, WE WILL CONTINUE TO GROW.**

“There are a lot of milestones, all carrying their fair share of recognition and significance. To me, a moment that is emotionally charged is coming to our own space in FAT Village. C&I started in a bedroom in Maryland and moving to South Florida was not what one would describe a life dream and aspiration. Believing in this little dot on the map and working relentlessly towards making it happen, was a constant challenge.”

- Josh





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- Josh



## BRAND PILLARS

### **ART WITH PURPOSE:**

“Above all else, it will be real, honest, thought-provoking art, media, and visuals that will breakdown cultural barriers and transcend subconscious, singular perspectives.”

This is not a belief, but a fact that we live by. It is our mission to change the way people think and see the world through the art we create and the ways in which we share it. We do not create art solely for the sake of creating. Rather, we create art to educate and enlighten our peers. Every video production, feature film, photography gallery, graphic design and so on build upon one another into an epic narrative that both reflects and guides our unique ways of living. To this end, we are the storytellers of our time. Our art is grounded in truth and authenticity. We do not embellish the truth nor use art to create a false reality. We tell factual stories and use that to teach the world that their reality is not the only one that exists. There are thousands of different ways that people live and interact. Life is not a closed-loop and neither is art. This philosophy inspires our creativity and empowers us to think outside the box and act with unyielding courage in everything we pursue.

Up until this point, we have created media content for clients to fuel and fund our creative pursuits. Although this will remain an underlying service offered by C&I Studios, it is not our primary focus. We are dedicating more of the company's resources to the creation and distribution of original film and television content. This is the next lifecycle for C&I Studios.

Through the Uncreative Blog and the TV+FILM section of our website, we are spoon-feeding this transition to our audience. In time, the world will see us as a creative film and television studio first, and a creative marketing agency second. This is the next, and perhaps the most pivotal step, in creating positive change through art.



To this end, we are 100% invested in shifting the waves of influence that wash over the world. We are not a background voice; **we are artists with purpose.**



## BRAND PILLARS

### **COMMUNITY INVOLVEMENT:**


“Art should be experienced and — even better — lived with by others, not just stay in the studio.”

We create art to reach humanity 2.0; to change perspectives and enlighten our peers; to open their eyes to a world that is much bigger than we know. Community is at the very center of this mission.

Practically every new brand today claims that community is at the very core of their value construct. But more often than not, it's just fluff they use for additional talking points on social media. We do truly believe in the value of community, though. Moreso, we show it in everything we do. Just as we are inspired to create art with purpose, we, too, are committed to sharing our work with the people who drive our mission forward: our community.

Part of what makes our brand so unique is our desire to involve the community in everything we produce, and the actions we take to actually do this! Our attention to community goes back to the early days of C&I, when we decided to move to Fort Lauderdale and plant our headquarters in FATVillage. We were new to downtown and eager to make it one of the most vibrant creative hubs in South Florida. So, that's exactly what we did. We helped create the FATVillage Artwalk, a monthly gathering showcasing local art, music, street food and more. We brought the community together and they became a part of C&I Studios henceforth.

Since our humble beginnings, we have always looked for new ways to involve our community. We created one of the most prized cafes in the city, Brew Next Door, reached out locally through our nonprofit arm, C&I Reach, and invested our resources to bring people together through artistically enlightened events, like Respec the Mic, Crew Call, Comedy Night, Live at C&I, and more.



It's true that with the advent of social media any brand can address their community. But we believe that a true community bond is created through in-person connections and real conversations. As a member of C&I Studios, you have to show that you are prepared to listen and to learn from our community. To this end, community is not merely our passion, it's our culture.

## BRAND PILLARS

### **C&I CRAFTSMEN:**

“All men dream, but not equally. Those who dream by night in the dusty recesses of their minds, wake in the day to find that it was vanity; but the dreamers of the day are dangerous men, for they may act on their dreams with open eyes to make them possible.”

It is the dreamers of the day that make up the C&I team. Our company culture is derived from people of action. There is no in between. You're either all-in, or not in at all.

Regardless of your role, every team member fulfills a very specific and necessary function in a grander scheme. In that, we are cogs in an indestructible mechanism that is An Idea Agency. No one is exempt, no one is more unique than the other, no one is privileged. Together, we create an immovable force that is equal parts creativity, unyielding courage, passion, determination, and dedication. Therefore, the craftsmen of C&I are one of our most valued brand pillars.

Understand that art — no matter how simple or how grand — comes from the soul. It cannot be created without passion. As artists, we are emotionally and spiritually connected to everything we produce. We are not some absent company where the leaders and the brand name receive all of the credit and the people who made the work possible get overlooked. Rather, we make a point to show exactly who is behind the art we produce. This appreciation and respect also extends to the models, actors, and musicians that we hire. Never forget that.

We are proud of the craftsmen who make our mission possible, which is why we encourage them to share their perspectives; to share their story, to show what inspired their art, and to explain how they acted on it. This is most obvious in the original television series *The Dailies*, which goes behind on the scenes on the set of our original production, but it is also clear in the way we communicate on social media and the way we interact with our community in person.



At the end of the day, C&I is nothing if not for the people who work hard as hell to make our dreams a reality. We are all awake, and we are all ready to take action no matter the cost.



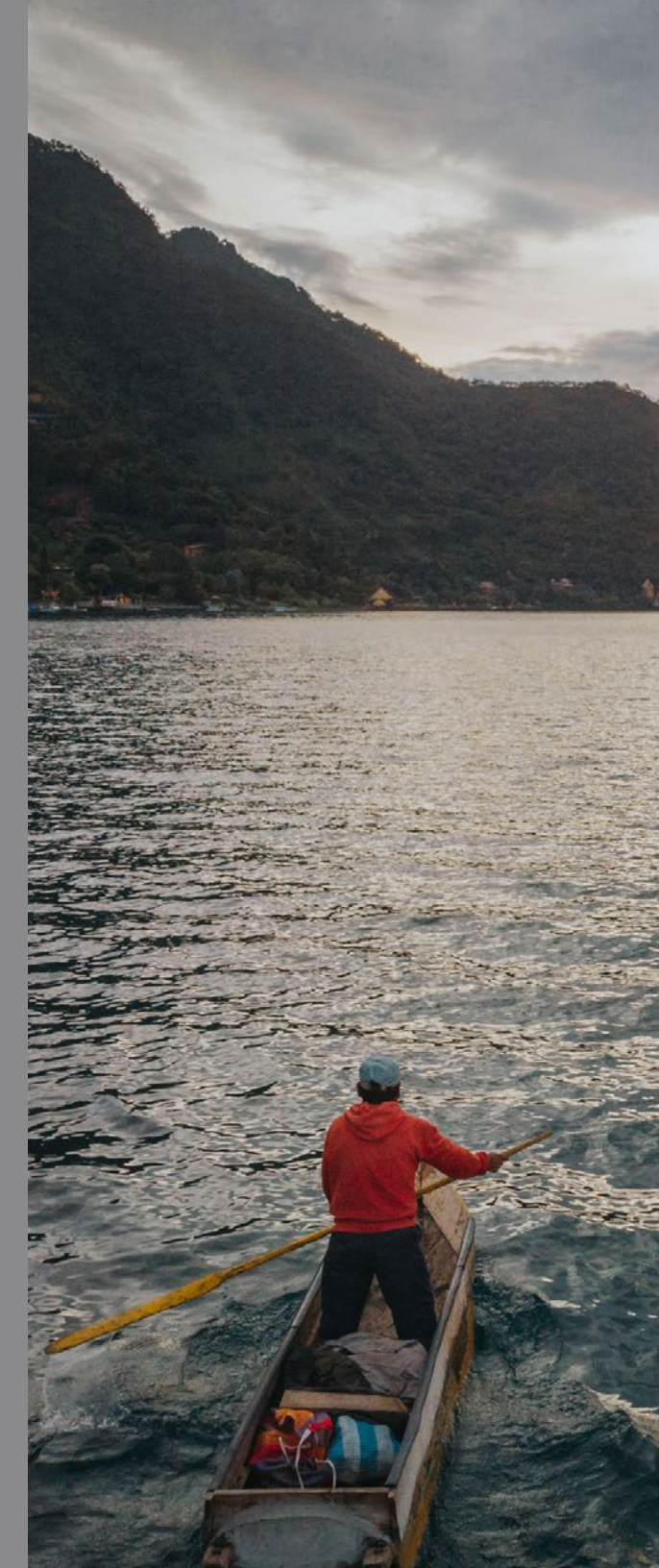
## STONE OF VOICE

### **MAVERICK:**

“Above all else, it will be real, honest, thought-provoking art, media, and visuals that will breakdown cultural barriers and transcend subconscious, singular perspectives.”

We are independent, free-thinkers who aren't afraid of sharing our unconventional lifestyles. Being unique, original, and disruptive is attached to our identity as “an idea agency.” Professionally — as marketers, camera operators, producers, copywriters, graphic designers, web developers, musicians — we create provoking media for the success of our clients (and for ourselves). Artistically — C&I as a collection of craftsmen — we create art to disrupt the status quo. Acting on independent ideals with unconventional methods is one of the ways we challenge the limits of our industry. In this respect, we are radical. This segment of messaging will primarily serve as a source of social commentary. This framework will largely live on the #Uncreative blog. This does not mean we are overly-opinionated, or close-minded. We are not unconventional purely for the sake of being mavericks, nor are we so attached to our way of doing things that we would ignore valuable suggestions, new techniques, contrary ideals, or even traditional concepts (should they prove more suitable for the project at hand). We are artists taking a different stance than the rest, and if that leads to failure, we will learn something valuable from it. In a way, this archetype anchors the C&I brand to a belief system that is flexible and accepting of new ideals. This segment of messaging serves to show local artists, entrepreneurs, professionals and colleagues that there is no template for success.

This bold, direct filter distances the C&I brand from our competitors. This is why fun, new-age companies, unconventional professionals, progressive groups and so on are so eager to work with us. This segment of messaging will be used to highlight our portfolio, promote events, spotlight artists on the #Uncreative blog, recap community happenings, shoutout to clients in our newsletters, and so on. In this respect, whatever language we employ — whatever dialogue we instigate — will be actionable and authentic.



## STONE OF VOICE

### **EMPOWERED:**

We are stewards to high ideals, creating art that carries weight. In everything we do, regardless of client or magnitude, we strive to incite action and inspire positive change. Our guiding inspiration is to develop “ideas with a higher purpose.” This segment of messaging informs clients, colleagues, and community members of our ongoing mission. Empowered language requires conviction. Confidence will carry this voice even further. It is through confidence and conviction that we can fully express our love for what we are doing. We pour our hearts and souls into our work — every piece of it. This is the passion we must show our readers.

We aspire to inspire others. We refrain from using the phrase “we want to,” because that implies an absence of action. We are never stagnant. If we talk about a project or a goal it is because “we are” already making moves. Empowered language will will motivate our audience to make the most their day. The same applies to our clients. This is our opportunity to inspire our clients, colleagues, local artists, small business owners, and anyone who strives to make effective change in the world to act.

We are not boastful. We do not brag about our work. We share our art with our audience because we are proud of it. We believe that through compelling art, we can make a greater impact in the world. We must never compromise nor diminish our goals by introducing or representing our brand with arrogance. It is through empowered language that we prove our integrity as artists with purpose and agents of change. Everything C&I produces is all done with a greater goal in mind. Whether that is to empower underrepresented people around the world and those in our own backyard through C&I Reach; to change perspectives and encourage others to question society and their place in the world; to inspire others creatives to make a stand and share their work; or even to encourage a client to create something unconventional. With all of this and more in mind, we remain dutiful and devoted to inspiring thoughtful action via artistic expression.





## TONE OF VOICE

### **CONVERSATIONAL:**

Our message is strong and empowered. Our delivery is conversational. Yes, we are sharing our work to inspire others to take action, but we are not forthright or regal. We are approachable, friendly and encouraging. In this respect, we strive to be a part of something bigger than ourselves. Conversational language will be positioned as a sharing mechanism — an olive branch from C&I craftsmen to local artists, business owners, entrepreneurs, colleagues and so on. As thought leaders it is important that we rally behind a more provocative and actionable tone of voice. This is not to be confused with outspokenness. For instance, in a recently published article on the [#Uncreative](#) blog we dissected tightening government sanctioned censorship on social media both nationally and abroad. By representing the facts and taking a stance unique to our brand, we started a dialogue with our readers. Using conversational language means being accepting of other perspectives. We don't instruct our users to side with us, nor do we explicitly encourage it. We create space for readers to discover their own meaning. Our main goal is to encourage our audience to not only think for themselves and question, but to contribute in ways that grow the dialogue.

### **HUMBLE:**

Humble language is attached to our identity as craftsmen. We are not professionals in the typical sense. We are not active in our industry to secure prestige, bigger paychecks, or acclaim from colleagues. We do so because our work is our passion; and our passions are our identities as artists belonging to an idea agency. The mythology of the craftsman is that of someone bound to their art. In that, humble language will act as an extension of our discipline. We are intentional in what we do, how we create, and why we share, but we are never pretentious. We do not brag about our work. Nor do we employ lofty, attention-grabbing rhetoric to forcefully elevate our work. The extent of our pride lies in humility. This must never be confused with being shy or bashful — we act with purpose. We are proud of what we are creating, and because of that we don't need to be loud and obnoxious to guarantee our audience appreciates our work as we do. At times, we must simply allow our artwork to speak for itself. Whether we are spotlighting our monthly installation at FATVillage Artwalk or a video for a client, we share because we are insanely excited with the results. This is yet another advantage of the craftsman over the professional. The connotation of a professional is someone who shares to gain an advantage in their industry — who uses their online presence as a means of leveraging their abilities rather than sharing to engage the community. We, the craftsmen, share our work because we are proud of what was created. Staying true to this identity will produce the successes we need to continue making an impact in the world.



## TONE OF VOICE

### **CHALLENGING:**

There are many ways to learn and many ways to better oneself. Failure creates valuable learning experiences. Failure is positive. Being challenged is another way to better one's self. Being challenged is good for growth. If one does not surround themselves with people who strive to mature and develop their knowledge, their craft, and their expertise, then one will remain complacent. We seek to challenge our peers, colleagues, clients, audiences, friends, just as we strive to push each other to be better. Challenging language is not antagonistic. It is encouraging, and will be used to guide our readers towards enlightenment. We challenge social norms, marketing practices and artistic limitations. We challenge everyone to think more broadly and act more profoundly. Challenging language serves to provoke conversations. It means having an opinion. Challenging is not the same as instigating. It is a friendly, thought-provoking joust. Challenging language is just another form of creative expression. We associate challenges with excitement — if we challenge a client or a coworker to go big and do something extraordinary (something out of their norm), that excites everyone involved. Challenging language will prove that we don't back down from hard tasks. We take flight, conquer the challenge, and above all else, we always deliver. Hopefully this motivates other to do the same: to mature as we are.

### **PERSISTENT:**

C&I Studios is persistent. We never give up. Should we fail, we take what we learned from the experience and we try again. Persistence is a team sport. We don't use the first person point of view, nor would we highlight a single member of the team. Everything C&I does is as a collective. Our actions are shared, as are our triumphs and failures. We have a "no excuses" type of attitude. Life is too short for apologies. In that, we hold each other accountable for our work and our determination. We do the same to our readers. Change won't happen over night. Every single day we wake up, we must be ready to continue building towards something greater.





## TONE OF VOICE

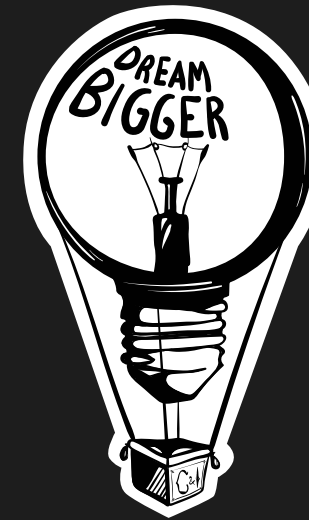
### **WITTY:**

Witty language is a playful segment of messaging. This serves to provide breaks between empowered language and instigations of the maverick. Sarcasm is fun and approachable as long as it is not critical. We must never be jaded. Crossing that line will blur our identity with a snarky personality. Sarcastic, witty language has absolutely no connection to a sharp, instigative tongue. A sharp edge would only distance our audience and deter new readers from engaging with our content. Whereas, witty messaging piques curiosities, acting as a segue into thoughtful conversations. This will ultimately encourage loyal readers to engage with our content and passive readers to explore our brand more intently. Witty language will perform best in the beginning stages of our content funnel. Furthermore, playful dialogue performs best when describing internal relationships between coworkers, leadership, and clients. For instance, sarcasm and wit are the primary forms of the syntax used in the C&I Dailies, and also provides the backbone for event messaging Next Door.

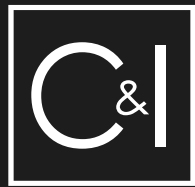


## CORE VALUES

C&I an idea agency that solves marketing challenges with innovative concepts, multimedia, and distribution to organizations around the world. We create ideas with a higher purpose and deliver them to a targeted audience for maximum growth.







AN IDEA AGENCY