

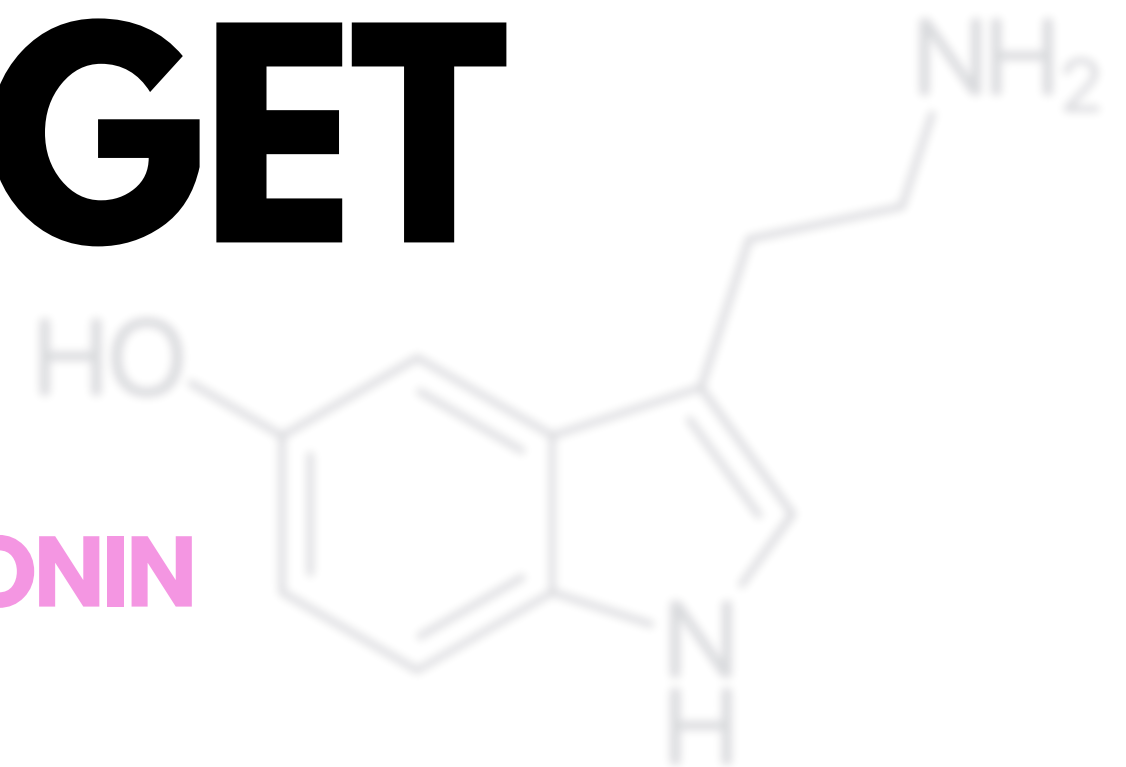


KEDA FALL FORUM 2024 →

BRANDING BASICS

ON A BUDGET

WITH SEROTONIN





GOOD
WORK
FEELS
GOOD

WHAT WE DO

Community + Communication

We help people, brands and organizations tell positive stories, express their core values and activate the goodness in their fans, friends and customers.

We believe feeling good is a worthwhile goal as feeling good goes hand-in-hand with doing good.

SEROTONIN EXISTS TO AMPLIFY AND REALIZE
THE POTENTIAL OF OUR COMMUNITY.

CONNECT COMMUNITY

We build and support brands that help people and organizations connect to our community and communicate their values. Some of our recent clients and collaborators include:



HOW IT STARTED



HOW ITS GOING





**UNDERSTAND AND COMMUNICATE WHAT'S
GOOD ABOUT YOUR ORGANIZATION TO THE
PEOPLE WHO MATTER MOST, YOUR CUSTOMERS.**

BRAND BUILDING

Every business, no matter how gianormous or how teensy weensy, has a BRAND.

Your brand is how you represent your service, values, mission, employees and products to the world. It's your style, your vibe, your aesthetic. It's everything from your mission statement, font, logo, design to your social media tone and philosophy. It's that intangible something that your fans really connect to. When developed to its potential, branding is one of your business's best assets. A cohesive brand speaks the same NARRATIVE strategy across all the touch points you have with your customers.



What **effective** branding can do for you:

- **Customers / Leads**
- **Differentiates you**
- **Takes up mental real estate**
- **Increases brand loyalty**
- **Builds community**
- **Deepens relationships**
- **Increases brand awareness**
- **Makes communicating simpler**

BRAND KITSAP

We are all a part of and beneficiaries of the strength of BRAND KITSAP.

- Nature: Olympic Mountains, Salish Sea
- Mega fauna: orca, salmon, eagles
- Authentic PNW Communities
- Cultural Heritage
- Legacy
- 371 miles of shoreline
- Maritime Heritage



NAME

TAG

COLORS

LOGO

FONT

VALUES

**BRAND
HEROES**



STORY

ARCHETYPE







BRANDING BELOW THE SURFACE



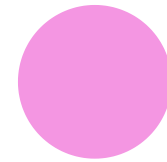
BRAND VALUES

Connecting on a deep meaningful level with shared values. Where to the values of the brand and the values of the customer overlap.



ARCHETYPE

What is the archetypal personality of your brand? Archetypes are deeply ingrained concepts in our psyche.



BRAND STORY / LORE

The backstory, the origin story, the brand mythology is made up of the story of the 'why' and the 'how'.



BRAND HERO

Who is your target audience? What do you know about her? Where in their unique story, their 'heroes journey' do you find them?



VALUES

That which we hold most dear. Which 3 represent your brand best?

beauty
freedom
connection
generosity
peace
simplicity
justice
community
exploration

service
honor
loyalty
compassion
efficiency
creativity
openness
truth
expression

ARCHETYPE

That which we represent. What character best describes the personality of your enterprise or organization?

muse

captain

rebel

adventurer

magician

engineer

sage

warrior

jester

comforter

communicator

alchemist

architect

defender

the innocent

detective

the everyman

ruler



BRAND LORE

origin story

founders story

brand slang / lingo

customer hero stories

milestones

awards

employees

product stories

BRAND HERO & THEIR JOURNEY

We are all the Hero of our own stories. Understand how your Brand Story and the Story of your Brand Hero intersect.

Create a customer profile:

name, age, occupation, residence, interests, dreams, challenges, relationships, goals, quirks

Be a part of thier Hero's Journey:

1. World is lacking something - you understand the need.
2. Call the Hero to an Adventure!
3. What special gift, tool, ability do you offer them?
4. What challenges is your Hero facing?
5. What success are they aiming for?
6. What other Allies can you bring to thier side?
7. What new paradigm or way of life can be achieved?





BRANDING ABOVE THE SURFACE



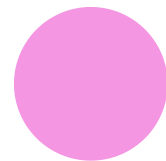
LOGO

Make your mark. Your logo should be unique, memorable, clear and reflect the tone and personality of your organization.



NAME & TAG

Speak in a language that resonates with your intended audience. What we call ourselves is powerful, and signals what we represent and stand for.



TYPEFACE / FONT

The shape and qualities of your font choice can say a lot about your brand. Are you flowing, stately, classic, funky, modern...



AESTHETIC & LANGUAGE

Colors, icons, photography, tone of voice, turn of phrase, product design, packaging design, swag, apparel

EXAMPLE

SEROTONIN

LOGOS



TAG



BRAND TYPEFACE

**LEAGUE
SPARTAN**

BRAND VALUES

goodness
community
service

BRAND AESTHETIC

unapologetically joyful
and optimistic.

BRAND ARCHETYPE

the magician
communicator

BRAND HERO

brands and organizations
that seek to uplift,
celebrate and serve pnw
communities.

BRAND COLORS





GOAL: LAUNCH A DIGITAL MAGAZINE + LIFESTYLE BRAND THAT CELEBRATES THE KITSAP PENINSULA AND GUIDES VISITORS AND LOCALS TO EXPERIENCES THEY WILL LOVE.

- **WEBSITE**
- **ORIGINAL ARTICLES, GUIDES, BRAND PROFILES**
- **EVENT COVERAGE**
- **PRODUCTION HOUSE + MEDIA LIBRARY**
- **FOCUS ON KP BRANDS AND BUSINESSES**
- **SOCIAL MEDIA CURATION + ENGAGEMENT**
- **GIVEAWAYS**



EXAMPLE

LOVE KITSAP

LOGO

TAG

BRAND VALUES

Exploration

Community

Connection

BRAND ARCHETYPE

Adventurer

Captain

BRAND AESTHETIC

Experiential, hands on,
highly visual. Curious,
adventurous, beautiful.

BRAND HERO

Looking to have authentic
experiences & appreciates
the unique charm of small
communities. Adventurous,
inquisitive, open.
Loves food.

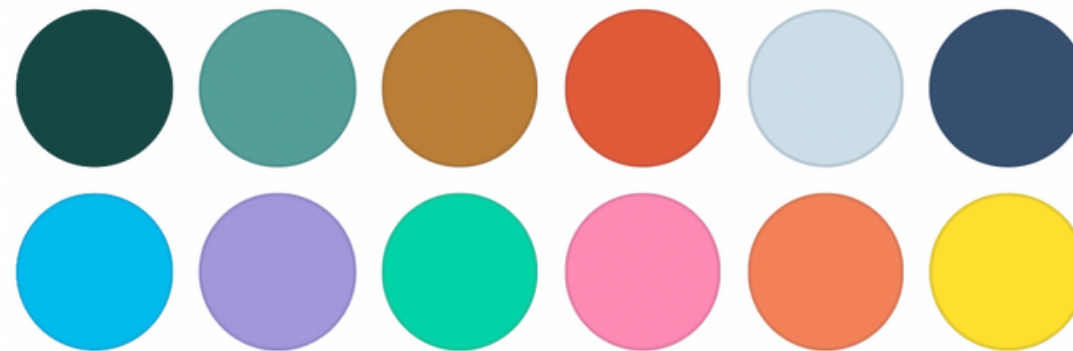


*to explore kitsap
is to love kitsap*

BRAND TYPEFACE

GLACIAL
INDIFFERENCE
fabrica

BRAND COLORS



autumn

ON THE KITSAP PENINSULA



5 KITSAP SOUPS WE LOVE

Here's a curated list of the top soups you must have in your life.



EXPLORE DOWNTOWN PORT ORCHARD

Port Orchard's unassuming waterfront is lined with local favorites.



20 pet friendly adventures 2024 GUIDE

A GUIDE TO PET FRIENDLY ADVENTURES

Kitsap is especially pet friendly, you're certain to find some adventures you love.

SECRET summer

EXPLORE KITSAP LIKE A LOCAL



mike barnet
MUSCIAN/CREATOR



SECRET summer

EXPLORE KITSAP LIKE A LOCAL



anna carson
DANA'S ON BAINBRIDGE



SECRET summer

EXPLORE KITSAP LIKE A LOCAL



kylie danskin
NORTHMADE MARKETING
+ THE CEDAR BAR



SECRET summer

EXPLORE KITSAP LIKE A LOCAL



alex marshall
HARBOR HAUTE DOGS



Poulsbrew Fest
EVENT GUIDE 2024

nursery & garden
SPRING 2024 GUIDE

explore
PUMPKIN PATCHES

kingston
RAIN or SHINE

explore
kitsap

brand
identity



EXPLORE KITSAP BRAND

logo
full

The 'Love Kitsap' waymarker rests next to a lowercase K in the font *Fabrica*. 'Kitsap' is all lowercase. 'EXPLORE' is uppercase in the font *Glacial Indifference*. The tag, when included, is in the italicized font *Lora*.



Love Kitsap
EXPLORE



Love Kitsap
EXPLORE
to explore kitsap is to love kitsap

EXPLORE KITSAP BRAND

logo stamp

The 'Love Kitsap' waymarker rests next to a lowercase K in the font Fabrica. Stamp can be displayed in simply black or white with color box background.



EXPLORE KITSAP BRAND

Fabrica is the primary font, always displayed in lowercase. Flowing, beautiful and highly seriffed, Fabrica has a classic but modern appeal and is visually distinct. Glacial Indifference by contrast is angular, clean and always displayed in uppercase when paired as a sub header for Fabrica. Lora is a readable and distinguished, perfect for copy and the brand tag.

font
family

PRIMARY

fabrica

(always lowercase)

SECONDARY

GLACIAL INDIFFERENCE

(ALWAYS UPPERCASE)

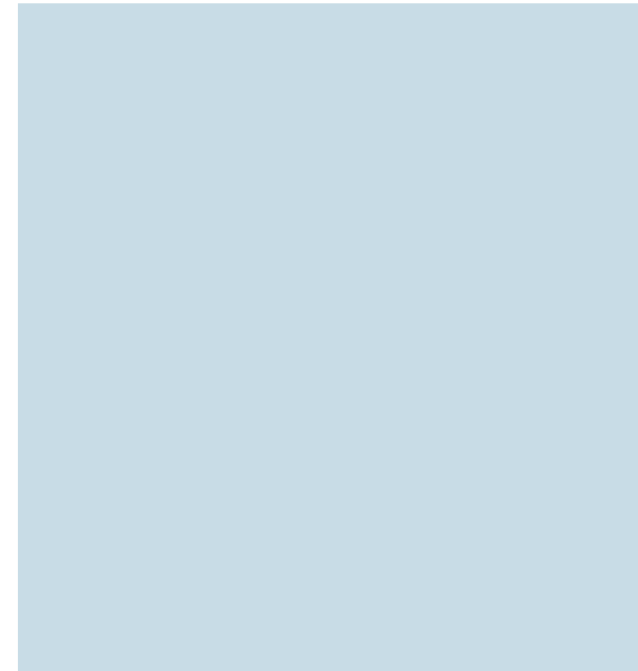
TAG + COPY

Lora

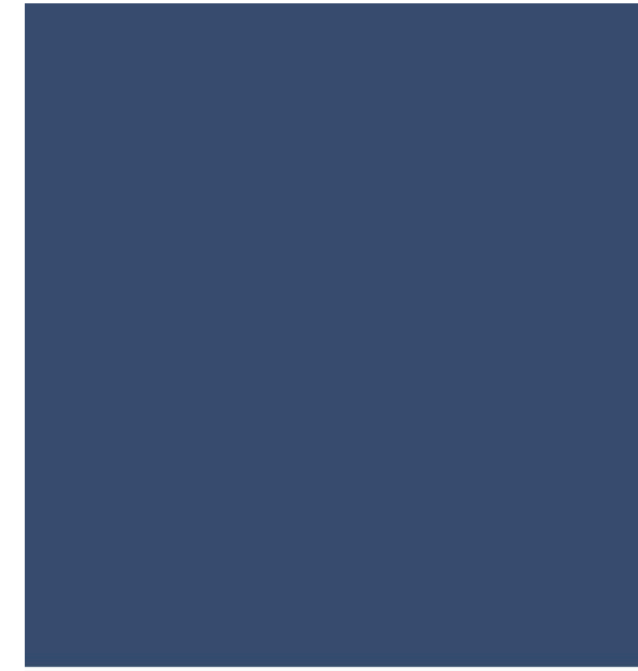
EXPLORE KITSAP BRAND

brand colors

Mirroring the colors that paint the Peninsula, the Explore Kitsap color scheme draws inspiration from natural world. Rich colors compliment each other in warm and dark tones.



#CCDEE9
CLOUDY SKY



#374F6F
SKYLINE



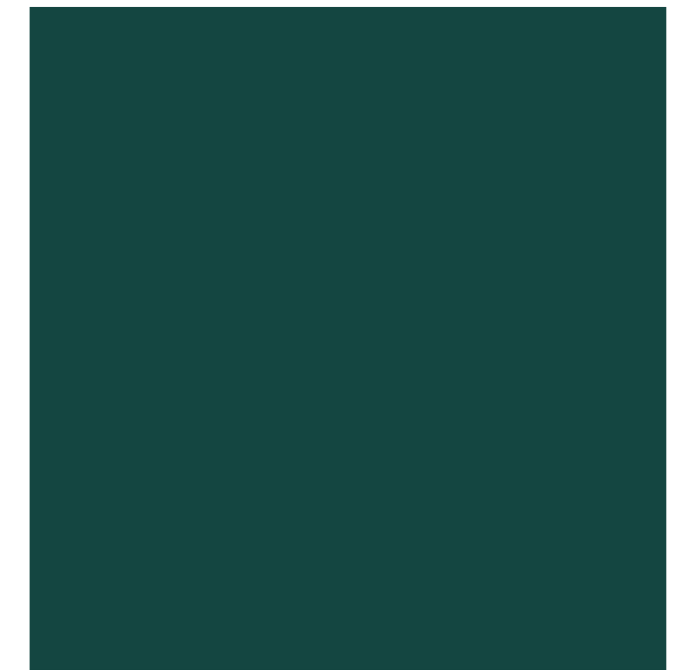
#BC7F37
SANDY WOODS



#E15B39
GOLDEN HOUR



#549F98
FERRY FOAM



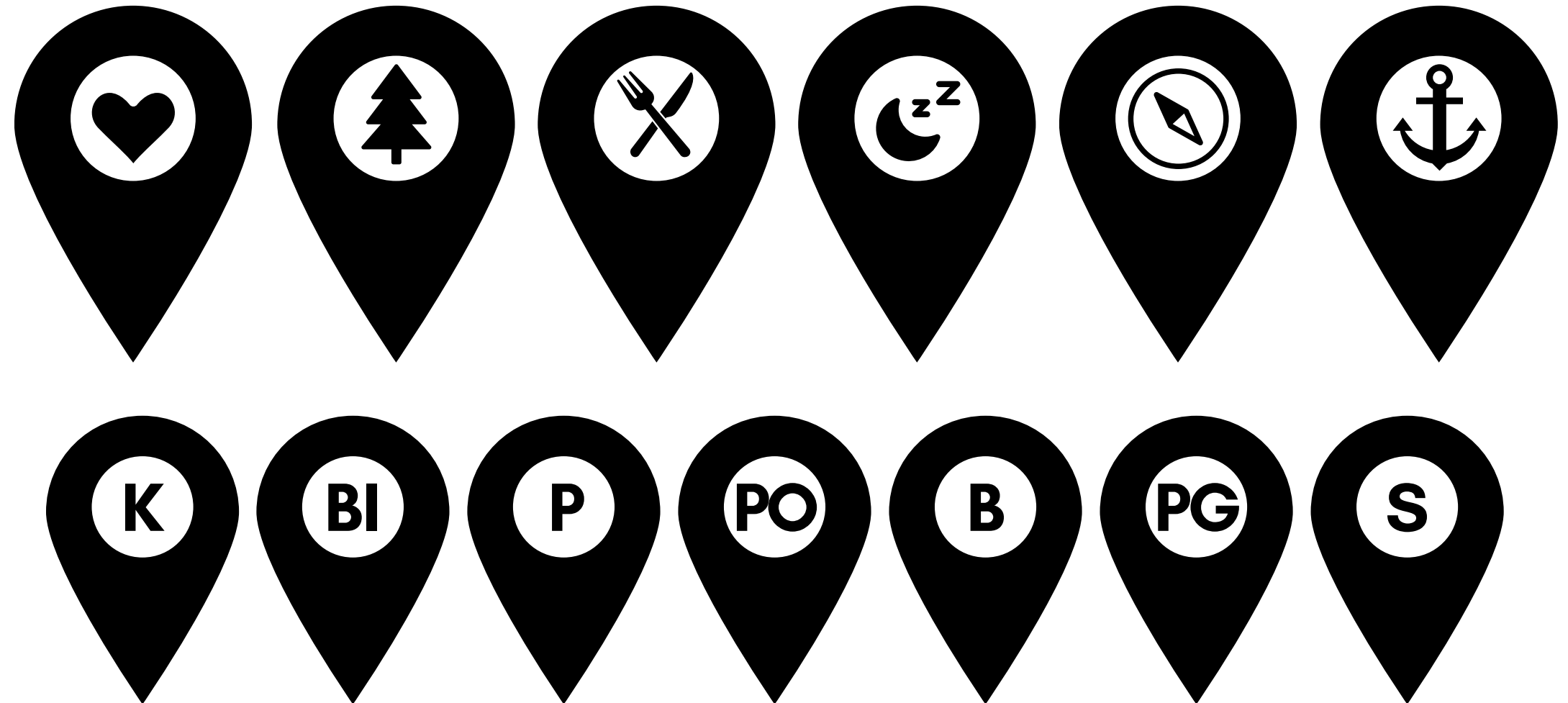
#154843
FOREST BIOME

EXPLORE KITSAP BRAND

icons

The Explore Kitsap waymarkers will visually guide the reader to inspiration and information - creating an easy to understand brand icon family that aids in trip planning and research.

- ♥ **love: default - local businesses, people, favorites**
- 🌲 **tree: nature, parks, hikes, outdoor experiences**
- 🍴 **utensils: food & restaurants**
- 🌙zz **moonzz: stays**
- 🧭 **compass: travel, getting around**
- ⚓ **anchor: marinas, water trails, sailing, kayaking**





KITSAP

exploration guide

From the locals behind Love Kitsap, a new visitors guide to the Kitsap Peninsula.
Everything we love about Kitsap, all in one place.



PORT ORCHARD foodie favorite

Damn Fine Pizza
1307 Bay St | [Website](#)

Damn Fine Pizza - the name says it all! Relatively new on the Port Orchard waterfront scene, this pizzeria has it all: amazing food, a hearty tap list, huge views of Sinclair Inlet (the sunsets at DFP are stunning!), a funky and fun vibe and, of course, a damn fine pinball room! Family friendly and perfect for a date night or get together, DFP has quickly become a Port Orchard favorite. Stop by on your next visit to South Kitsap to grab a slice and see what the fuss all is about.

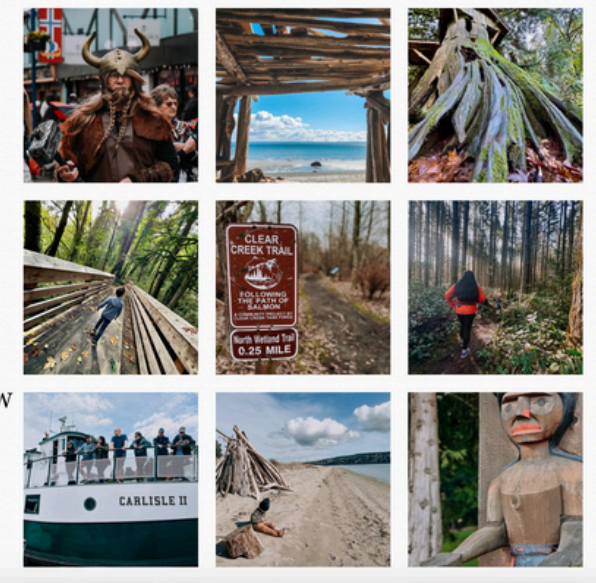
Experiences you will not forget



If Kitsap was a book it would be a *Choose Your Own Adventure...*

Festivals, ferry rides, farmers markets...oh my! Although the Kitsap Peninsula is made up of a collection of quaint small towns, we're BIG on adventurous experiences!

Those looking to connect to our welcoming PNW communities will find a robust year-round festival, event, and farmers market schedule. Kitsap is probably best explored by car with plenty of room for pulling over and exploring what catches your eye as you navigate forested backroads and beachfront boulevards.



BAINBRIDGE ISLAND
Saturday @ 10am-2pm

The BI market has a unique array of vendors and crafters, just a short walk from the Bainbridge ferry terminal at Town Square @ City Hall.



BREMERTON
Thursday @ 4-7pm

Located at Evergreen Park this Thursday evening market has great vendors, live music, free yoga classes, and a free kid's program!



KINGSTON
Sunday @ 10am-3pm

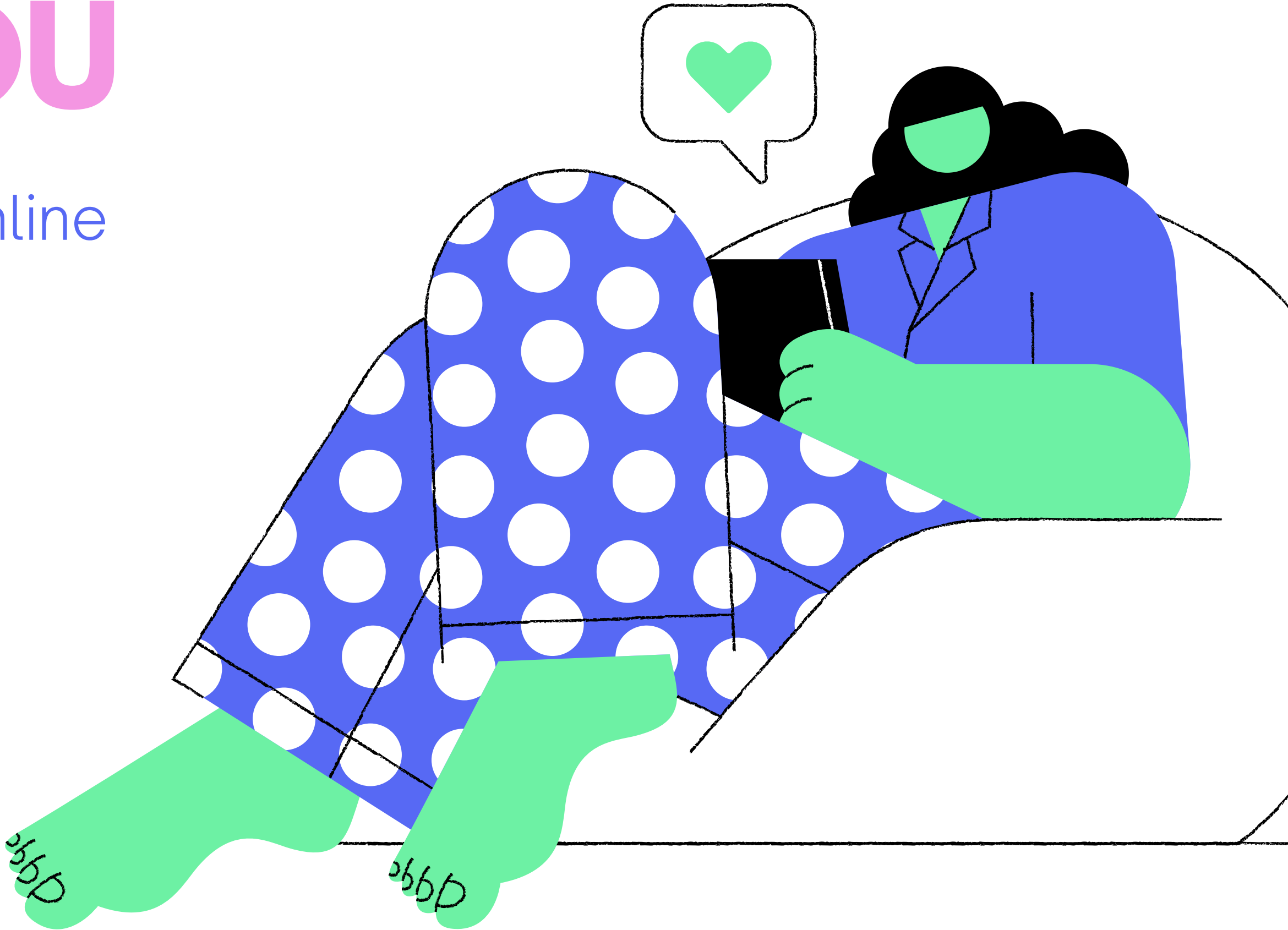
The Kingston Farmers Market is a lively, friendly market located on a beautiful, grassy lawn at Mike Wallace Park at the Port of Kingston Marina.

THANK YOU

goodvibes@serotonin.online



**SEROTONIN
CREATIVE**
GOOD WORK FEELS GOOD



KITSAP PENINSULA BRANDS I LOVE (AND WHY)

EXAMPLE

HARBOR HAUTE DOGS

EXAMPLE

PURPOSE BOUTIQUE

EXAMPLE

CAFE COCINA

EXAMPLE

NEWLIFE