



Creating Brands That Can Be Trusted

Who We Are

GUILD CONTENT

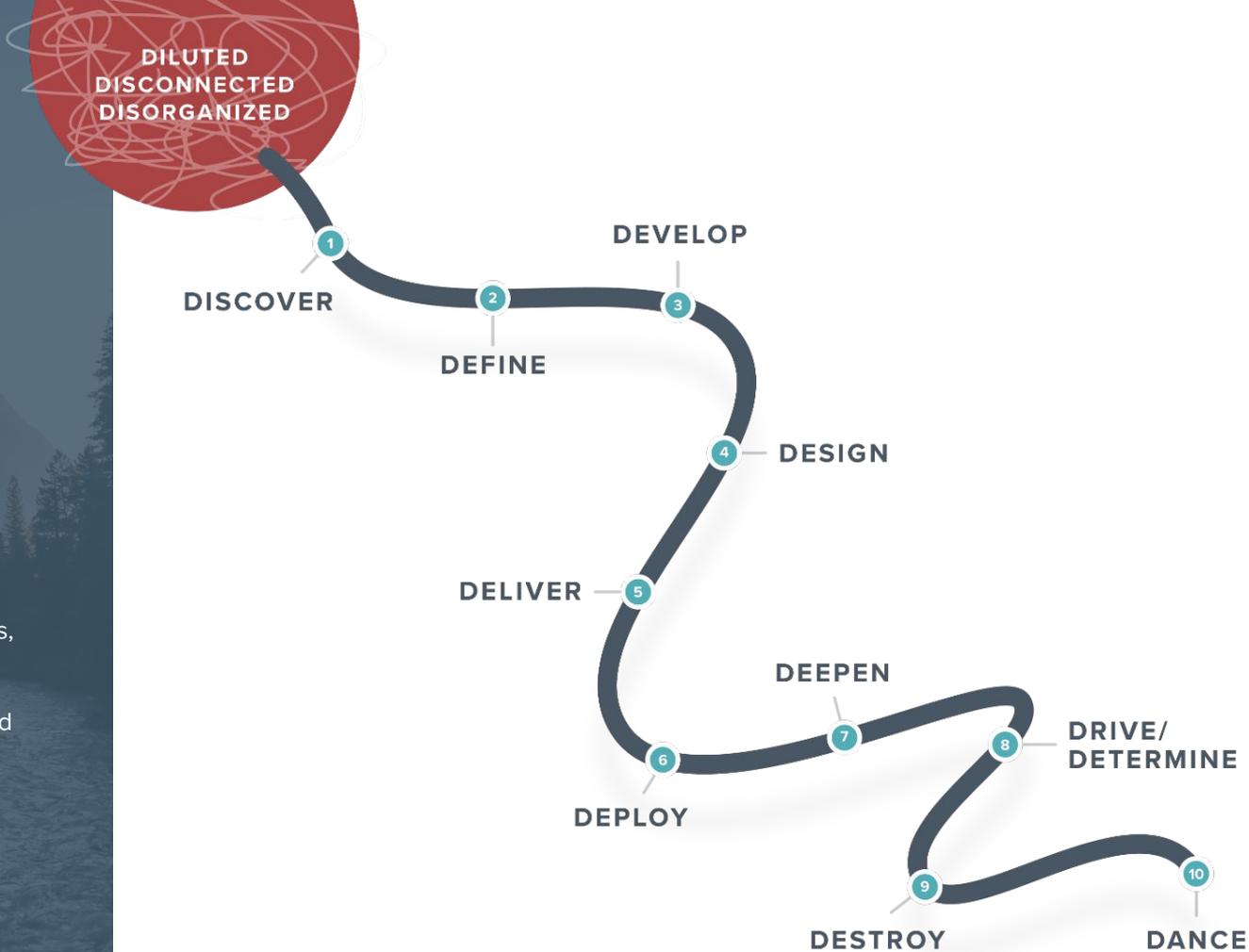


How We Work

HEADWATERS

Before the fingers hit the keyboard, before the video turns on, and before the window in Photoshop opens, our favorite part happens. It's time to dig in and clarify, and to uncover the story and impact of your brand.

GUILD CONTENT



Ask Our Clients

Amber Cox

Chief Operating Officer,
KC NWSL



Incredible team of people. Creative, enthusiastic, and fun! They always overdeliver. Highly recommend.

André Davis

Corporate and Community
Engagement Executive,
Built Interior Construction



Justin and his team at Guild Content have been amazing to work with. Our firm needed ideas on how to leverage content marketing strategies to help drive our engagement and revenue, Guild Content had great answers. Plus they're amazing humans so it's a joy to work with them.

Marcy Johnson

Director of Corporate Communication,
National Beef



Justin and his talented team at Guild has helped us put the story of this wonderful company on paper and record it for many generations to come! LOVE to work with Justin and his ever-growing group of talent. There is a reason they have been voted one of KC's BEST social content writers.

Toska Tiemann

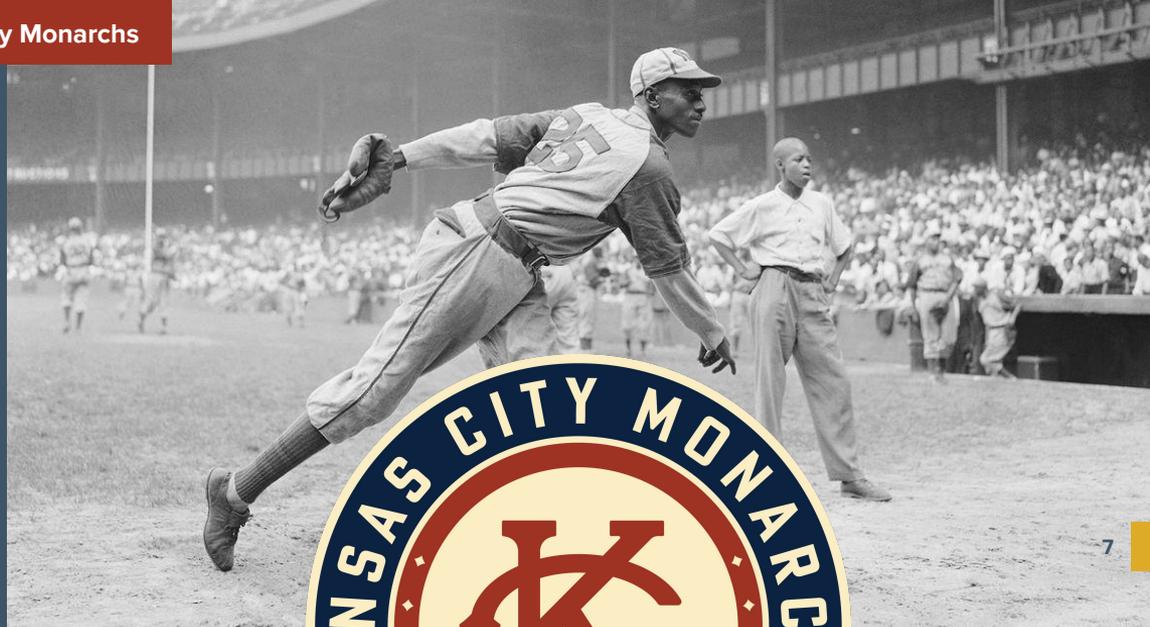
Interior Designer,
Unique Painting



The brightest spot in this shiny company has to be the way they tell our story. It's like they crawled in our back pockets for a month and got to know us on an extremely personal level. They turned our passion into their own and put it into words.

Trusted by





Brand Identity

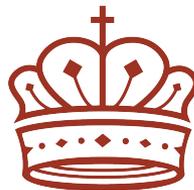
- Logo Development
- Color Palette
- Typography
- Design Systems
- Visual Tone
- Iconography



Brand Identity

Logo Development

The logo is your anthem. It's not about being bigger, brighter, or louder. It's about how you'll tell the world who you are, and the impact you'll make.



KANSAS CITY
MONARCHS

KANSAS CITY
Monarchs

*Kansas
City*

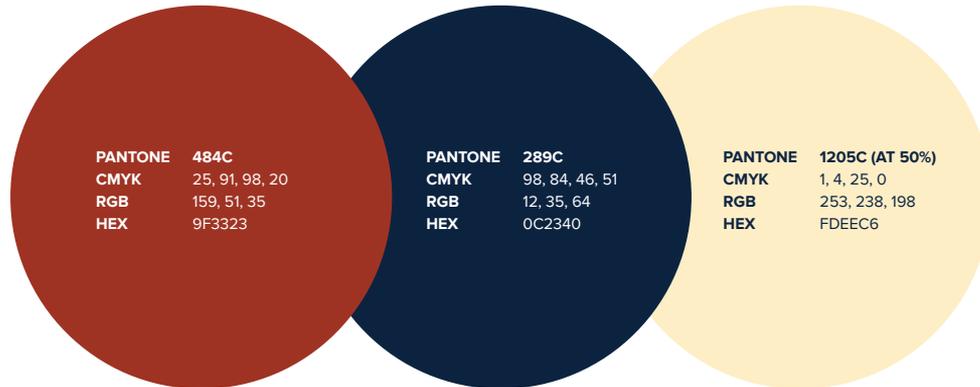


Brand Identity

Color Palette + Typography

Red is powerful. Blue is calm. Yellow is happy. As you build out your story and the way you want to approach the world, digging into the nuances of color and type create consistency and strong connections to your audience.

GUILD CONTENT



PANTONE 484C
CMYK 25, 91, 98, 20
RGB 159, 51, 35
HEX 9F3323

PANTONE 289C
CMYK 98, 84, 46, 51
RGB 12, 35, 64
HEX 0C2340

PANTONE 1205C (AT 50%)
CMYK 1, 4, 25, 0
RGB 253, 238, 198
HEX FDEEC6

Headings

POSTER GOTHIC COND ATF MEDIUM
POSTER GOTHIC COND ATF BOLD

Body

Proxima Nova Thin *Proxima Nova Thin Italic*
 Proxima Nova Light *Proxima Nova Light Italic*
 Proxima Nova Regular *Proxima Nova Regular Italic*
 Proxima Nova Medium *Proxima Nova Medium Italic*
 Proxima Nova Semibold *Proxima Nova Semibold Italic*
 Proxima Nova Bold *Proxima Nova Bold Italic*
 Proxima Nova Extrabold *Proxima Nova Extrabold Italic*
 Proxima Nova Black *Proxima Nova Black Italic*

Brand Identity

Brand Guidelines

GUILD CONTENT

These are the foundational documents—the core—of who you are and what your brand stands for. It’s for everyone in the company to have on hand so they stay in touch with the brand’s message. It ensures that everyone who touches these pages is on the same page.

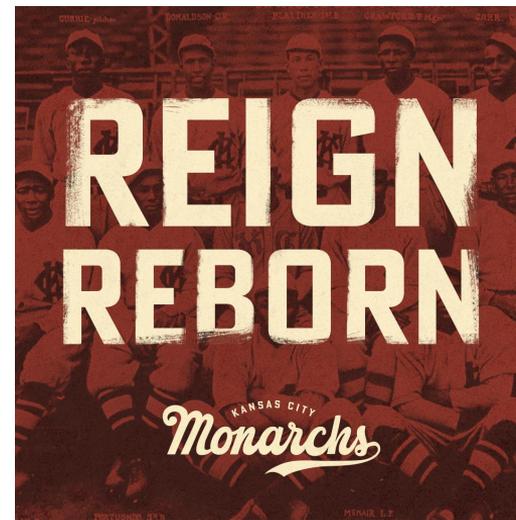
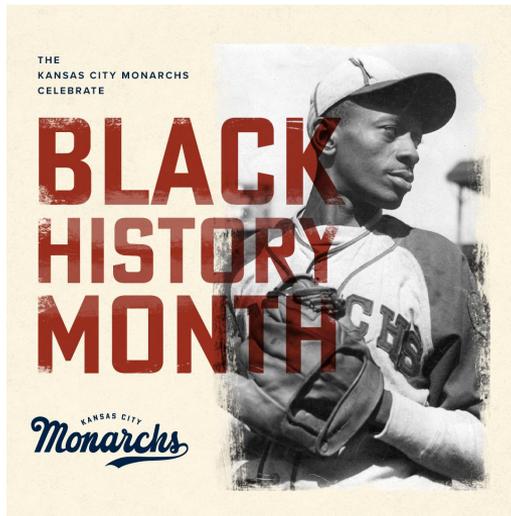


Brand Identity

Visual Tone

There's a lot of content out there. The path towards becoming a signal in the noise is paved with consistent, authentic branding that weaves its way through all the vessels you use to connect with your audience.

GUILD CONTENT



Brand Identity

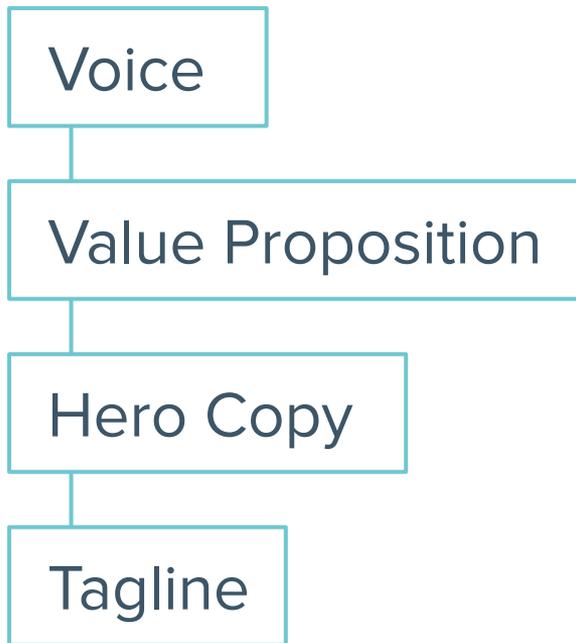
Iconography

Iconography is another way for your brand to move towards your audience. They can be used on your website, in PDF's, as buttons, etc. They're a way to help visually depict something that could be complicated. After all, the clearer, the kinder.



Brand Messaging

You solve problems. And the problems you solve are deeper than the solutions that come from the product or service itself. This is where we dig into your essence. Your purpose. The impact your brand hopes to leave in this world. Clear messaging that speaks to more than the features your product or service provides, but the true benefits that make someone better having interacted with you.



Brand Messaging

Value Proposition

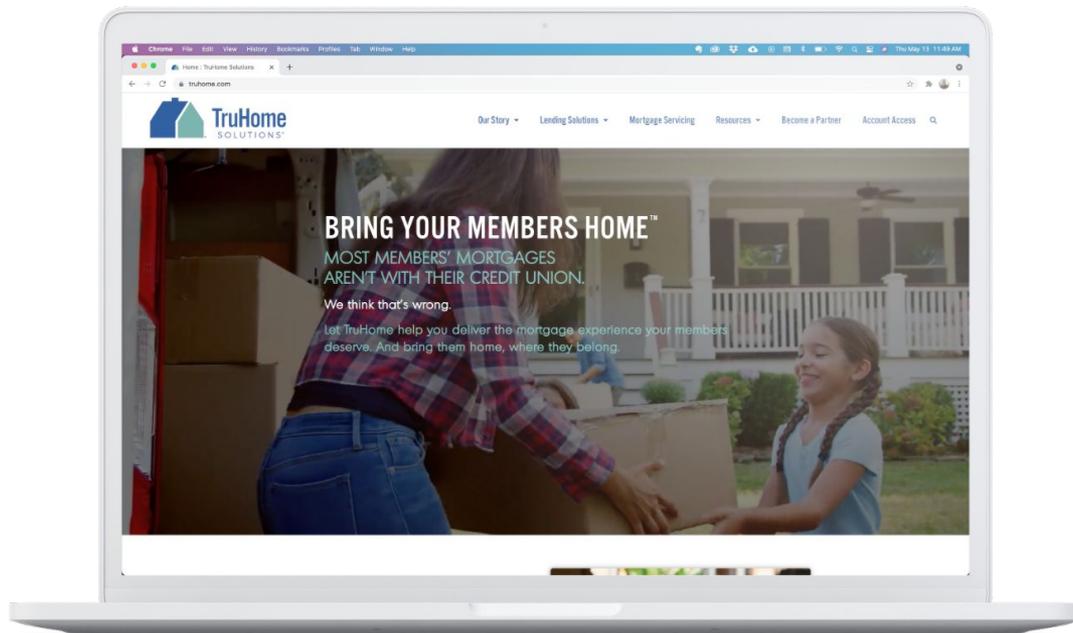
This is where we'll figure out your company's unique value and what it communicates. We'll figure out what you offer **BEHIND** the thing you're selling.



Brand Messaging

Hero Copy

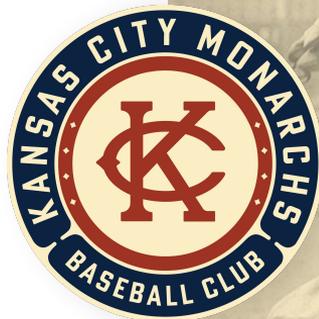
What do you do and why?
Will visitors be able to tell
the what and why from
your homepage?



Brand Messaging

Tagline

How are the consumers going to remember who you are when they see hundreds of other advertisements a day? That's what we'll help you figure out when we come up with your tagline. Short, quick, memorable.

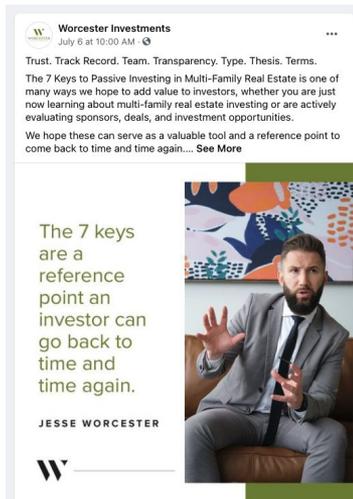


Brand Messaging

Voice

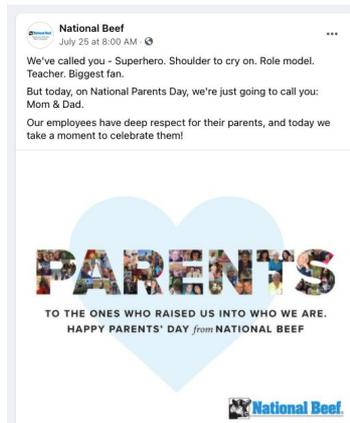
It's how you want to express yourself and how you want to sound. It's how others describe you. It's how everyone knows that social post or blog or video was yours. It's something that stays consistent no matter the medium.

Worcester Investments



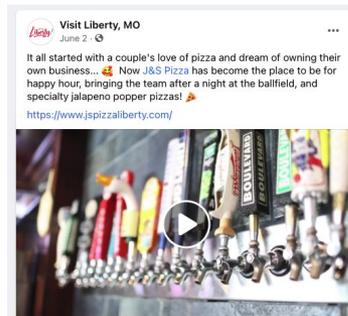
TRUSTED
PROFESSIONAL
APPROACHABLE

National Beef



CARING
PERSONAL
POSITIVE

Visit Liberty



FUN
ENERGETIC
FRIENDLY

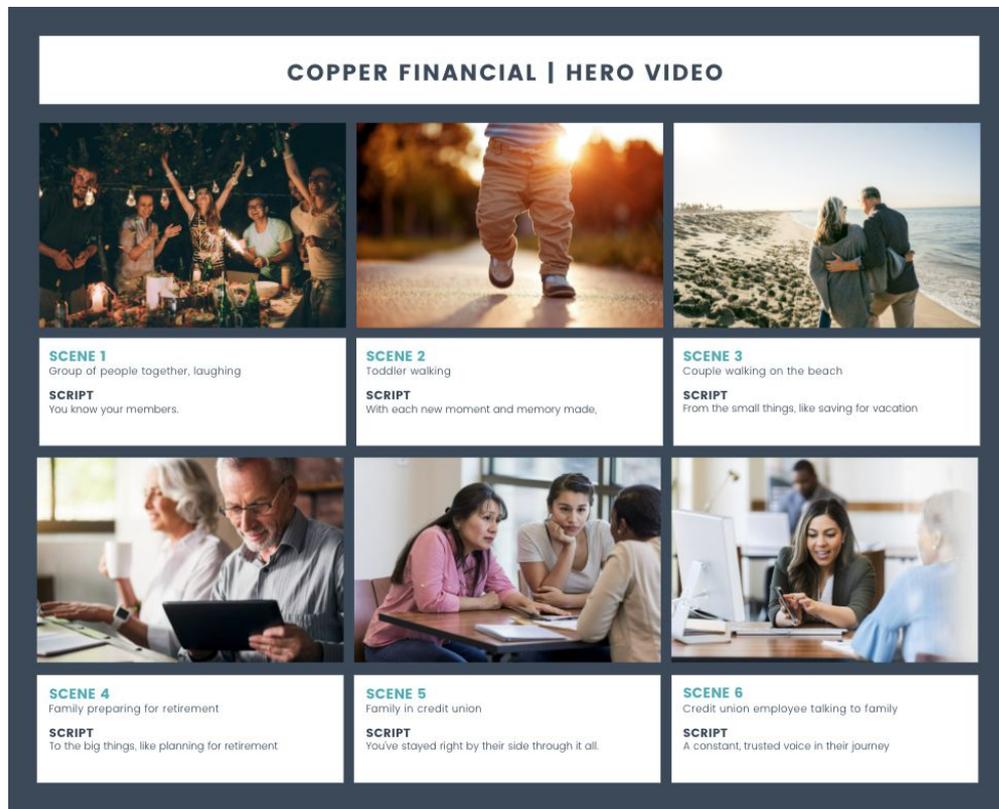
Photography

Sure, we can find good stock photos to use. But we prefer your company's actual people and consumers. Why? People buy from people.



Video Production

The entire video process is important. But, secretly, we probably love all things pre-production the most. Combing through each frame, word, and graphic before anyone ever turns on a camera ensures we're all on the same page.



Video Production

Unique Painting paints houses. But the value they add to their clients transcends a fresh coat. Videos that dig in and tell the story of the true value you offer, with real people and real connection build trust with your audience.

UNIQUE PAINTING



Video Production

KC NWSL plays soccer. But they play for more than winning the game. They play for Kansas City. For us, it's about articulating the deeper story and connecting with the viewer.



Video Production

Motion Graphics

GUILD CONTENT

Maybe it's fancy lower-thirds or the bells and whistles that set the story apart, the finishing touches are the bow that ties all the work together.

Flashcube



Built Interior Construction



Content Strategy

The Headwaters work leads us here. Now that we know what your anthem sounds like, it's time to tell it to the world. We hone in on how we'll approach social media strategy, blogs, and beyond in a way that lands in front of the right eyes.

INSANE impact

Meet Your Hero

An event, program or environment decision-maker who is looking to enhance experiences with a turnkey technology solution.

Brand Strategy

- A helpful, optimistic voice with clear design that provides transparency and communicates Insane Impact's authority and position in the market.

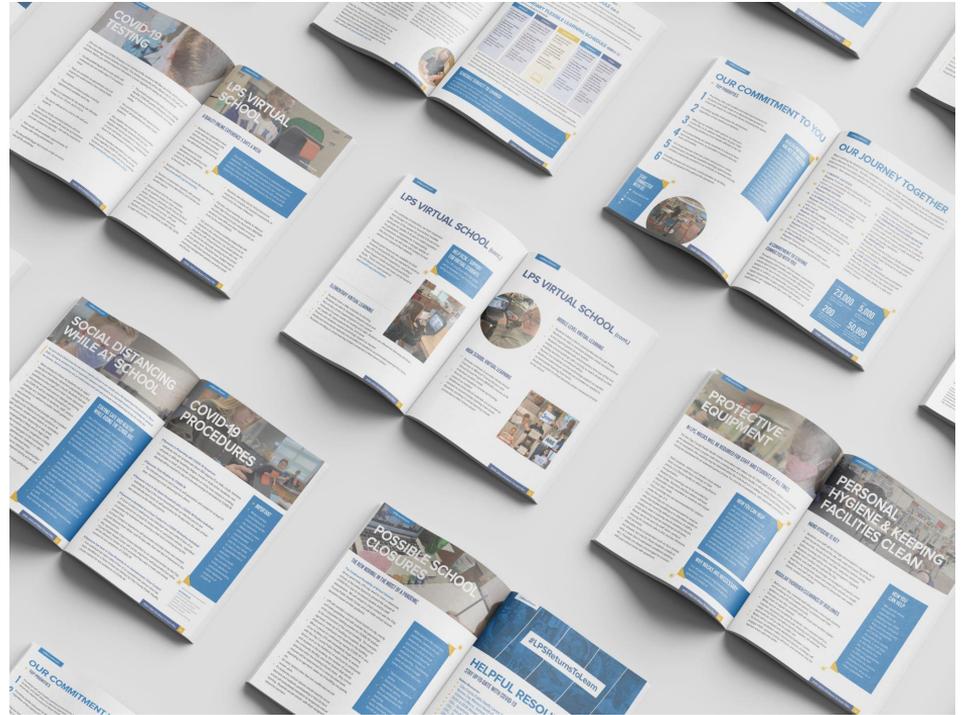
Pillars

- **Differentiators**
 - Turnkey solutions, partners all over the country, professional technicians, and straightforward pricing (to name a few)
- **Educational**
 - Provide value and build trust through tips and how-to pieces.
- **Enhanced Experience**
 - Videos, images, and blogs that tell the story of how you have enhanced experiences for your customers.

Print Collateral

Analog is still a thing, and it's true that sometimes a physical piece of collateral - whether that's a brochure, flyer, or door hanger, can be just the right vessel for your story.

LPS Return To Learn Plans



Website Development

Web Design

From the wireframe stage where we build out the structure, to design, and finally, copy - it's about ensuring your website tells a clear story and is enjoyable for the user. After all, it is the cornerstone of all the ways you're telling your brand's story.

GUILD CONTENT

1

2

3

BULLET ROGAN
JOSÉ MENDEZ
COOL PAPA BELL
SACHEL PAIGE
JACKIE ROBINSON
BUCK O'NEIL

AND COURAGE, HEART, AND GRIT STILL GOES A LONG WAY.

THE KANSAS CITY T-BONES ARE NOW THE KANSAS CITY MONARCHS!

BUY TICKETS BUY A T-SHIRT JOIN THE STORY

REIGN REBORN

Ongoing Content Creation

Showing up is half the battle. And building trust means showing up, consistently. Whether that's twice a week or everyday, we'll create and deliver content that resonates.

Built Interior Construction

Redefining Healthcare Design

WHAT IS AN NIC (NOISE ISOLATION CLASS) RATING?

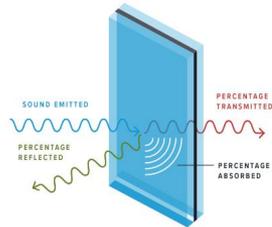
Noise Isolation Class is a field rating of noise reduction between areas. It is commonly used to substantiate sound performance of a building assembly. It can be loosely compared to STC, but NIC includes all flanking paths and is a truer representation of real-world acoustic performance.

WHAT IS AN STC (SOUND TRANSMISSION CLASS) RATING?

Sound Transition Class is a lab test measurement of the amount of sound that passes through an assembly. The higher the STC rating, the better sound isolation.



We tested the Patient Room walls at the KC Orthopaedic Institute



RESULTS The Patient Room

50 — ACCEPTABLE?
DESIGN STC

45 — ACCEPTABLE?
MEASURED NIC



Visit Liberty



I was enjoying lunch with a group of investors at a real estate investment conference when I had my first light bulb moment that then became the catalyst for The 7 Keys to Passive Investing in Multi-Family Real Estate.

JESSE WORCESTER

Worcester Investments

Audio Production

We're all self-proclaimed podcast junkies. Hearing real people talk to each other, adding value, and, we're not going to lie, we love the idea of having 30 minutes to an hour of content to repurpose for social media and blogs!

CommunityAmerica

The first thing we want to remind everybody is just, be okay to start wherever you are.

- Heath Burch, Director of Wealth Management by CommunityAmerica

WEALTH MANAGEMENT BY COMMUNITYAMERICA

The Community Conversation

Taking the Complications Out of Compliance

TALKING MORTGAGE PODCAST

TruHome SOLUTIONS

TruHome Solutions

Worcester Investments

7 KEYS TO PASSIVE INVESTING IN MULTI-FAMILY REAL ESTATE

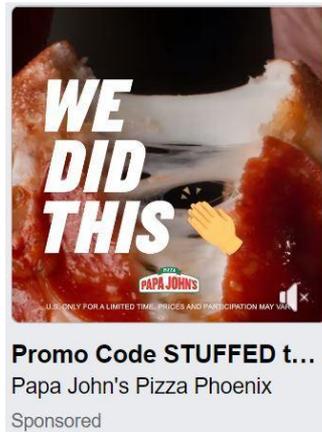
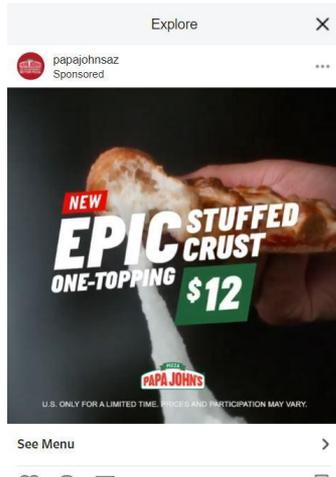
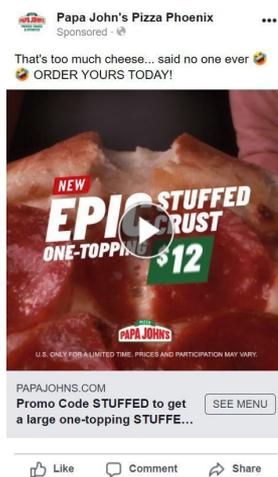
EPISODE 2

ALEX UPPERMAN

Paid Social Strategy + Execution

We approach ads through a creative-first mindset, simple, scalable strategies, and a constant focus on improvements.

GUILD CONTENT



SPEND

\$30,918

ONLINE CONVERSION VALUES

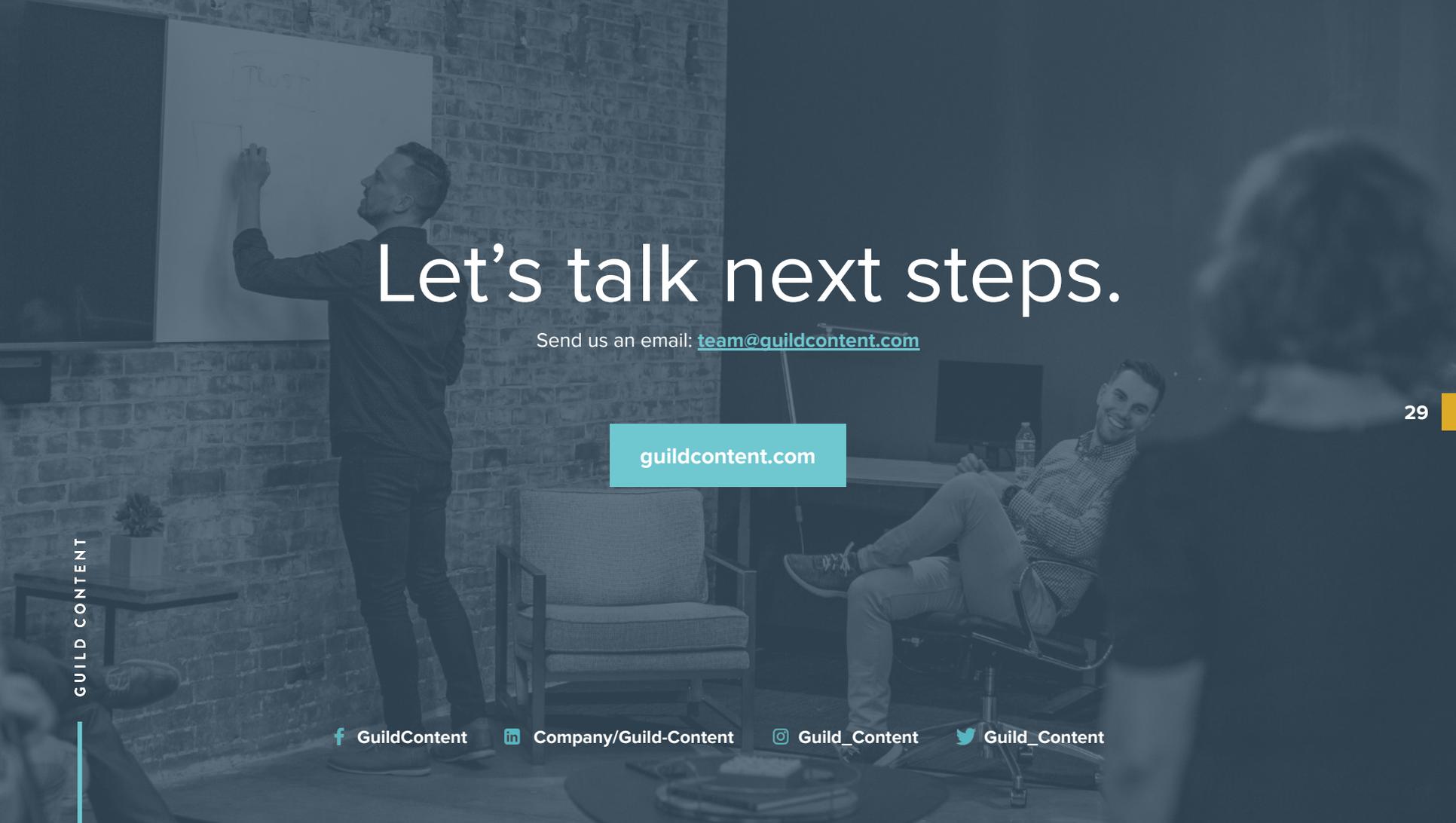
\$523,539.04

AVG. COST PER CLICK

\$3.54

IMPRESSIONS

2,628,783

A man in a dark shirt and pants is standing and writing on a whiteboard. The whiteboard has the word "TRUST" written on it. In the background, another man is sitting in a chair, smiling. The scene is set in a modern office with a stone wall and a desk with a computer monitor.

Let's talk next steps.

Send us an email: team@guildcontent.com

guildcontent.com