

BLVR®

20



24

# CREDENTIALS DECK

# We're BLVR®

**WE IGNITE BRANDS WITH CONVICTION, INFUSING THEIR CORE BELIEF INTO TRANSFORMATIVE BRANDING TO CLOSE THE SAY-DO GAP®, FORGING DEEPER CONNECTIONS AND DRIVING GROWTH.**

We're not just a branding agency; we're a belief company. At the core of every fearless brand lies a powerful conviction, and our role is to ignite that force. Aligning and actualizing belief transforms the mundane into the meaningful. We elevate your brand's presence, ensuring it resonates deeply, and is not just seen, but felt and remembered.

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## INDY

Independently owned and operated.

## SD/CA

Located in San Diego, California.

## NO.1

Recognized as the #1 agency by Clutch.

## BIS

Best in Show at the One Show Awards.

## B-CORP

Certified B Corporation® using business as a force for good.



# CHAMPIONING Brands With Heart SINCE 2003

BLVR® transcends traditional branding—we're the epicenter of belief-driven transformation, so you can cut through the noise and resonate with authenticity. We don't peddle superficial makeovers; we architect seismic shifts that elevate your market presence and fortify brand loyalty. With BLVR®, it's not about merely standing out—it's about standing up and planting your flag in the ground.





# WE BRING The Right Kind of Experience

We partner with visionaries and world-changers—those ready to transcend the ordinary and dramatically live out their core belief. Here are just a few of the transformative partnerships we've proudly crafted.



# WE DRIVE The Industry Forward



We believe in the power of award-winning work and insightful thought-leadership. It's the stuff that breaks through the noise. The ideas that rally internal teams. The executions that build community and create change for the greater good.

FASTCOMPANY

AdAge

Forbes

awwwards.



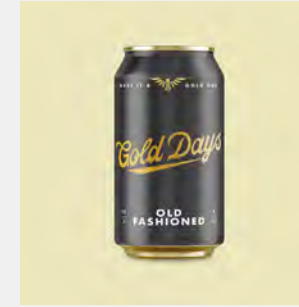
BrandNew



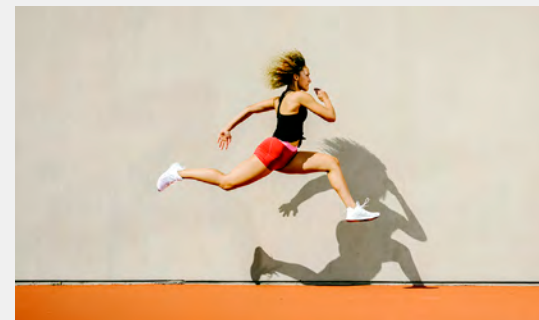
AMERICAN  
ADVERTISING  
AWARDS

# WE LOVE These Categories

At BLVR®, we collaborate with brands that embody boldness and innovation across a spectrum of industries. Our partners are visionary organizations that seek to stand out, drive change, and authentically live out their convictions.



- FOOD & BEVERAGE
- FASHION & APPAREL
- TRAVEL & HOSPITALITY
- CONSUMER GOODS
- HEALTH & WELLNESS
- NONPROFIT & IMPACT
- CHRISTIAN SCHOOLS & CHURCHES





OUR UNIQUE APPROACH:

# Belief Method®

At BLVR®, we don't just build brands; we unlock their heart and soul. Our unique Belief Method® goes beyond traditional strategies by harmonizing your core belief with every facet of your brand's behavior. This holistic approach closes the critical Say-Do Gap™, transforming your brand into a beacon of authenticity and trust.



# HOW TO IDENTIFY THE Say-Do Gap®

No brand is immune to the perilous **Say-Do Gap®** poses significant challenges for brands, manifesting in several detrimental ways when there's a misalignment between what a brand promises and the actions it takes. Identifying this gap is crucial for maintaining the integrity and success of your brand. Here are the common impacts of the **Say-Do Gap®**:

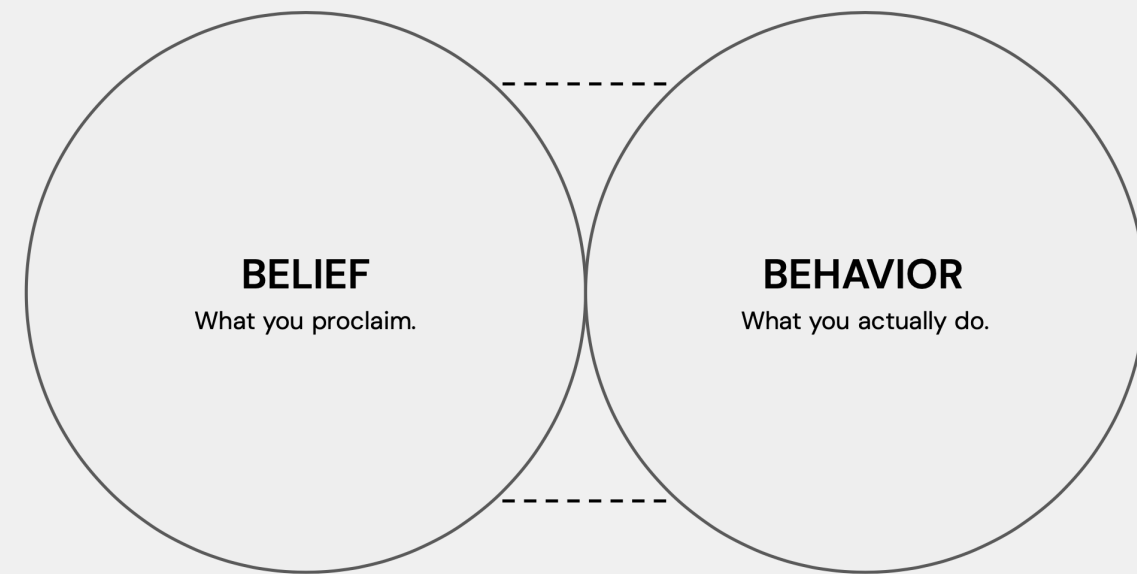
- Value Dilution
- Inconsistent Identity
- Eroded Competitive Edge
- Stagnant Customer Engagement
- Diminished Trust
- Impeded Organizational Growth





# CLOSING THE Say-Do Gap®

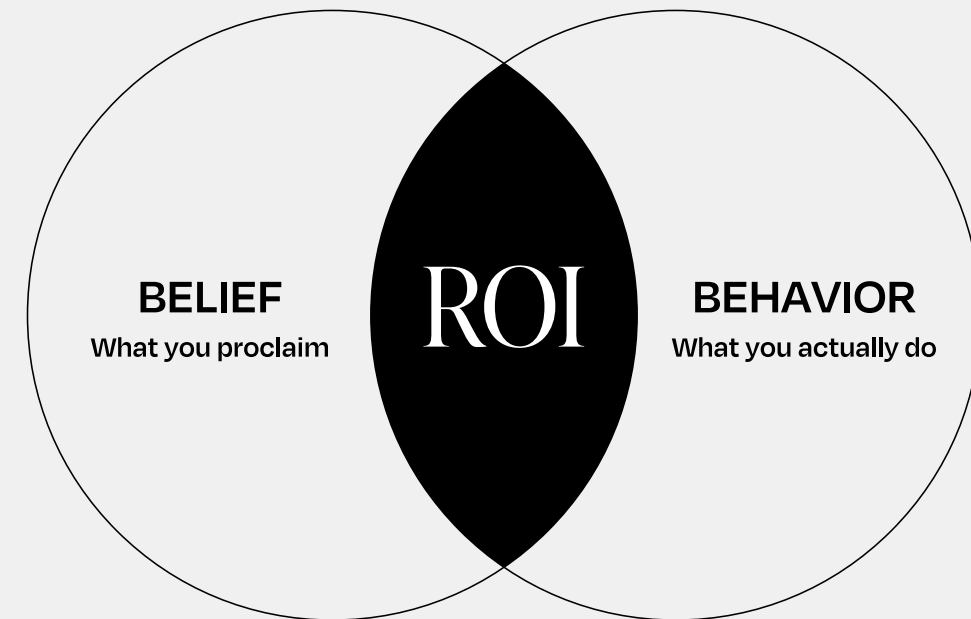
Closing this gap isn't merely about adjustment; it's about revolutionizing how your brand operates from the inside out. Our Belief Method® dives deep, amplifying your core belief and aligning it across all brand activities, ensuring every action reinforces your brand's true identity. This isn't just change—it's a new way of being that echoes across every interaction.



# THE UNMISTAKABLE BENEFITS OF BELIEF + BEHAVIOR ALIGNMENT

Achieving true belief alignment within your brand transcends conventional benefits—it revolutionizes how your brand connects with every stakeholder. By ensuring every facet of your brand accurately reflects its core beliefs, you unlock a profound level of authenticity that resonates deeply with customers, employees, and the market at large. Here are the unparalleled benefits you can expect:

- Genuine Customer Acquisition and Engagement
- Deep, Real Emotional Connections
- A Distinct, Cohesive Brand Identity
- Sustained Competitive Advantage
- Earned Trust and Lasting Loyalty
- Meaningful Impact and Growth



# THE ROI OF: Belief Method®

33%

INCREASE IN REVENUE WHEN  
BRAND PROMISE AND ACTIONS  
ARE CONSISTENT.

25%

INCREASE IN BRAND LOYALTY  
WHEN PROMISES AND ACTIONS  
ARE LIVED OUT.

200%

HIGHER NET PROMOTER SCORE  
WHEN PROMISE AND ACTIONS  
ARE ALIGNED.



OUR UNIQUE SERVICES:

# How We Help



# OUR BRANDING ENGAGE- MENTS

We ignite brands with conviction, infusing their core belief into transformative branding, forging deeper connections with existing customers and attracting new audiences. The results equate to meaningful growth.

Explore BLVR®'s branding services – where belief shapes everything. We blend strategic innovation with creative expertise to transform your organizations core belief into a brand that stands out and stands for something bigger. Discover how our focused services can drive your brand towards impactful growth and authentic market presence.

01

## Brand Strategy

(BELIEF UNLOCKED)

02

## Brand Identity

(BELIEF EXPRESSED)

03

## Brand Activation

(BELIEF BEHAVED)

01

# Brand Strategy

## BELIEF UNLOCKED

Ground your organization's strategy in authentic belief, purpose, vision, and values to seamlessly align your promise with what you deliver, closing the **Say-Do Gap®** and solidifying your market presence.

### FOUNDATIONAL ELEMENTS:

- RESEARCH & INSIGHTS
- BELIEF SYSTEM (BELIEF, PURPOSE, VISION, & VALUES)
- AUDIENCE
- ARCHETYPE
- POSITIONING
- DIFFERENTIATOR





01

# Brand Strategy

# ENGAGEMENT

At BLVR®, brand strategy is more than just planning—it involves discovering and leveraging your brand's core belief to influence its future. We work closely with your leadership, delving deep to uncover the foundational belief that validates your purpose, vision, and values. This transformative process not only brings clarity, but aligns every aspect of your brand, imbuing each strategy, decision, and interaction with the strength of your authentic belief. The outcome? Strong conviction, clear direction, and a brand positioned not only for success, but for lasting significance.

## PROBLEM

Lack of Brand Clarity & Alignment

## SOLUTION

Clarify & align to the Belief-Led Brand Strategy; outline the roadmap for activating the strategy through every business/brand marketing behavior.

## OUTCOMES

- Unleash Unparalleled Competitive Advantage
- Carve Distinctive Brand Positioning
- Forge Deep Emotional Connections

## DELIVERABLES

- **Brand Strategy** - Research & Insights, Belief System (Belief, Purpose, Vision, and Values), Audience, Positioning, Differentiator, Archetype, and Competitive Analysis.
- **Brand Identity Audit** - A thorough review of the brand's visual and verbal elements to ensure alignment with the overall Brand Strategy. This audit determines the accuracy of the brand identity reflection of strategic goals and identifies any needed updates or comprehensive revisions.
- **Brand Activation Plan** - A plan to implement the Belief-Led Brand Strategy and Brand Identity across all business and marketing activities, enhancing both customer and employee experiences. This plan follows any necessary Brand Identity updates.

## TIMELINE & BUDGET

60-Day Sprint and budget TBD

02

# Brand Identity

## **BELIEF EXPRESSED**

Branding isn't just about logos—it's a promise. Harness a coherent visual and verbal brand voice that doesn't merely stand out but deeply resonates, making every interaction a testament to your core belief.

### **FOUNDATIONAL ELEMENTS:**

- NAMING & NOMENCLATURE
- CREATIVE TERRITORIES
- VISUAL IDENTITY
- VERBAL IDENTITY
- BRAND GUIDELINES



02

# Brand Identity ENGAGEMENT

At BLVR®, we elevate your brand beyond strategy, vividly bringing its core belief to life through visual and verbal expression. In the Brand Identity phase, we transform insights into artful self-expression, making your brand not just understood, but felt and experienced. This is where your brand becomes a resonant and influential force in the market.

## PROBLEM

Lack of Unified Brand Cohesion

## SOLUTION

Visualize & verbalize the belief-led Brand Strategy; amplify authentic recognition; ensure unified brand experience.

## OUTCOMES

- Differentiate and Inspire With a More meaningful Identity
- Amplify Authentic Recognition
- Consistent Brand Experience

## DELIVERABLES

- **Brand Identity System** - A comprehensive visual and verbal identity package, including Naming & Nomenclature, Creative Territories, Visual Identity (Logo, Icon, Color Palette, Typography, Photography Style) and Verbal Identity (Voice & Tone, Messaging Framework, Brand Storytelling).
- **Brand Guidelines** - A Brand Book that shares the brand story and set of guidelines to ensure consistent application of the Brand Strategy and Brand Identity.

## TIMELINE & BUDGET

60-Day Sprint and budget TBD



03

# Brand Activation

## BELIEF BEHAVIORS

The market remembers brands that act. Implement behaviors that reflect your promise, fostering trust, loyalty, and meaningful growth, all grounded in your core belief.

### FOUNDATIONAL ELEMENTS:

- GO-TO-MARKET PLAN & EXECUTION
- WEBSITE DESIGN & DEVELOPMENT
- KEY ASSET DESIGN + PRODUCTION
- CAMPAIGNS
- PACKAGING
- INTERNAL BRAND (EMPLOYEE EXPERIENCE)
- CUSTOMER JOURNEY
- SOCIAL IMPACT & SUSTAINABILITY



03

# Brand Activation ENGAGEMENT

With BLVR®, the activation engagement is more than just execution tactics. It's a bold demonstration of your core belief in every brand action. It propels your brand's strategy and identity into tangible behaviors, turning foundational values into daily marketing practices. This transformation not only amplifies your brand's impact, but also establishes a genuine connection with your audience, fostering lasting engagement and loyalty.

## PROBLEM

A **Say-Do Gap™** – A discrepancy or misalignment between what the brand says and what it does.

## SOLUTION

Embrace and authentically manifest business/brand marketing behaviors that fully align with the organization's Belief-Led Brand Strategy and Brand Identity.

## OUTCOMES

- Accelerate Engagement and Acquisition: Leverage belief-aligned behaviors to enhance customer acquisition and retention.
- Drive Purposeful Growth: Propel forward momentum by aligning business objectives with belief-driven initiatives.
- Cultivate Enduring Trust: Build deeper relationships with consistent and genuine embodiment of the Belief-Led Brand Strategy.

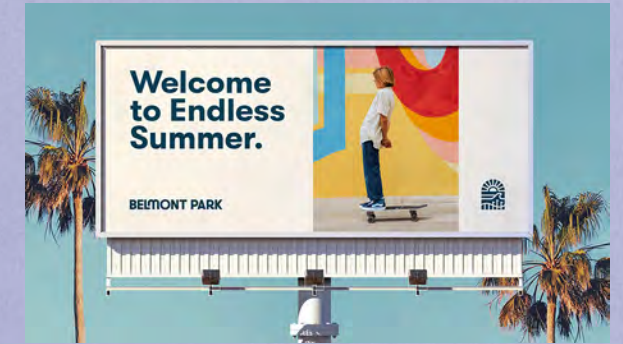
## DELIVERABLES

In the Brand Activation phase, we bring your Belief-Led Brand Strategy and Brand Identity to life through essential deliverables. These include internal branding, change management, customer experience design, key asset creation such as photography and videography, and comprehensive website development. We also focus on packaging design, digital marketing, manifesto creation, go-to-market strategies, campaign development, social media assets, press kits, and the production of both physical and digital collateral, including signage, wayfinding, brochures, and email designs.

## TIMELINE & BUDGET

TBD





# Conversation COLLABORATION Creation

Belief-led transformation doesn't happen in a bubble. The best thinking comes from conversation and collaboration. To build the brand from the inside out, we work in lock-step with our clients to shape the foundation and every execution. No big reveals. No working in a silo. Just a lot of solid teamwork. *That's how we get to the gold.*









# MEET OUR OWNERSHIP TEAM

Scott, Adam, Todd, and Damin came together bound by a shared vision to harness the transformative power of branding for good. Armed with a fiery passion for creativity and a steadfast belief in positive change, they created BLVR®. Leveraging their unique Belief Method™, they have turned BLVR® into a beacon for impactful brands, Christian churches, and nonprofit organizations, helping them amplify their missions and magnify their impacts. Today, BLVR® remains a powerhouse of innovation and purpose, driven by the same commitment to inspire and transform the world.



**SCOTT HANCOCK**  
Partner, CEO



**TODD MCWETHY**  
Partner, Senior Designer



**ADAM MCWETHY**  
Partner, COO



**DAMIN STERLING**  
Design Director



# Business AS A FORCE For Good

As a **Certified B Corporation**, BLVR® leads in belief-led branding and ethical business. Our B Corp certification underscores our commitment to social and environmental standards. While we serve a diverse clientele, we specifically give back to faith-based ministries and nonprofits with our time, talent, and treasure, amplifying their global impact. BLVR® is dedicated to setting new standards in ethical business and fostering lasting positive change.



# HEAR IT FROM THOSE WHO BELIEVE



**"The quality of their art was above and beyond."**

– Abby Liu, Director of Marketing & Communications, Mustard Seed School

**"BLVR took my idea for a new brand and transformed it beyond my wildest imagination. I couldn't be more pleased with what they've helped Vessel accomplish."**

– Ronnie Shaw, CEO & Founder, Vessel

**"What I found most impressive was BLVR®'s ability to focus on a comprehensive brand strategy and positioning, not just design work. They aligned closely with the workflows of our team and adapted well to resource constraints."**

– Angie Vlasaty Peterson, VP of Marketing, Andis

**"Retail changes quickly, so any time we brought a challenge forward they jumped on it."**

– Carrie Haler, Director of Packaging, At Home Stores, Ltd

**"It felt like they truly cared about our mission and vision and had a vested interest in our success."**

– Jenifer Bright, Dev & Brand Communications Director, Nature Collective

EXPLORERS  
WALKERS

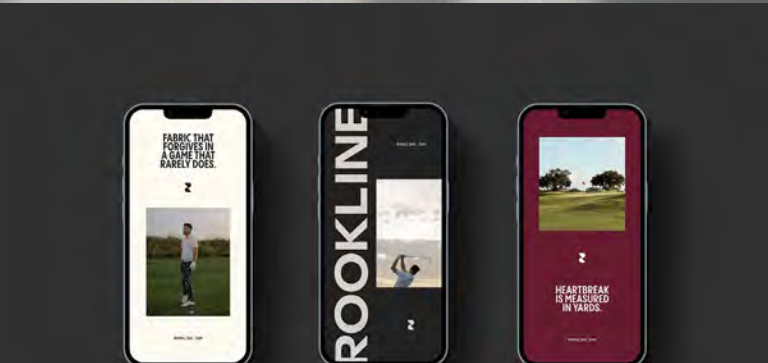
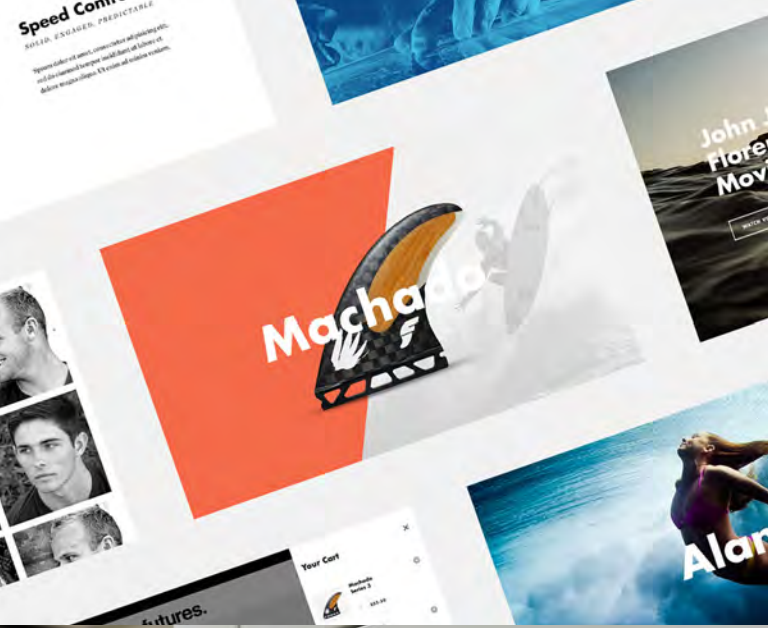
A COLLECTION



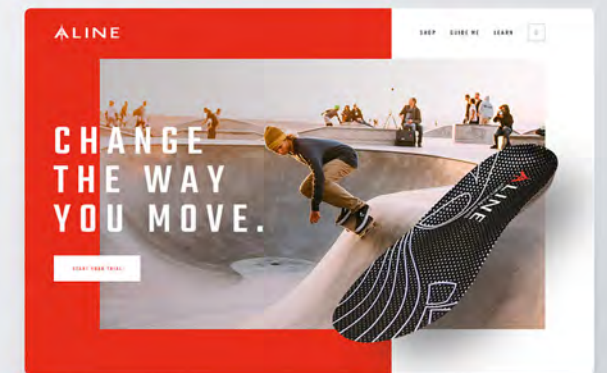
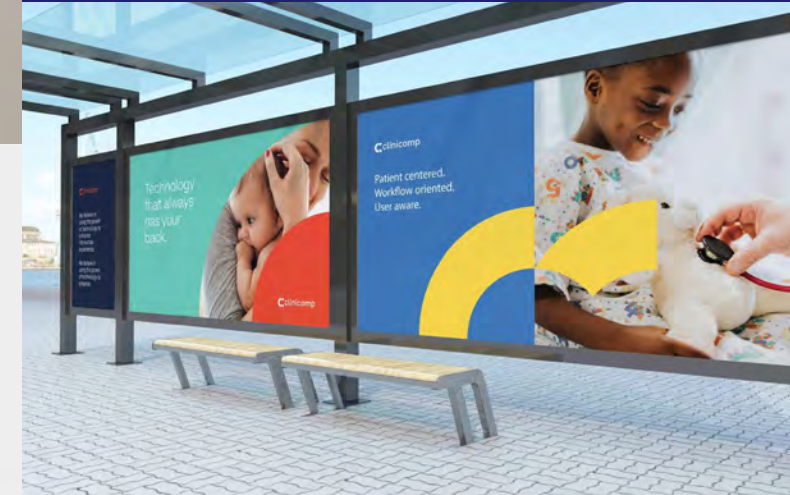
OF WORK

DREAMERS  
THINKERS











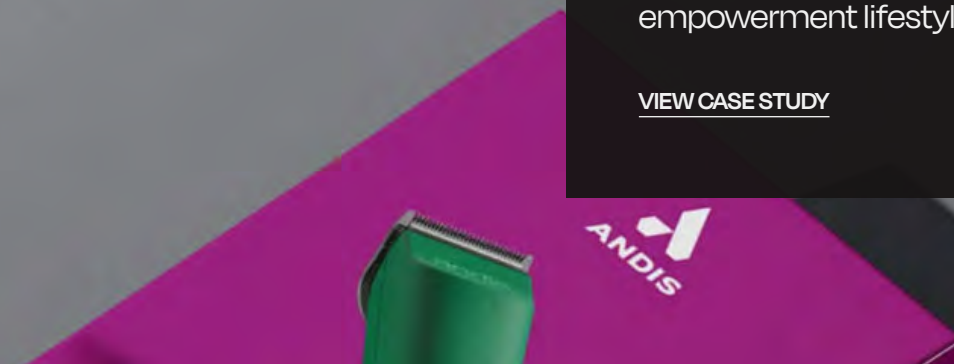


## VESSEL

The B2B golf bag market had become a commodity staple. We elevated Vessel into a B2C purpose-driven lifestyle brand that redefined luxury with social responsibility at its core.

[VIEW CASE STUDY](#)





## ANDIS

The 100-year-old consumer goods brand Andis was losing relevance. We repositioned the company from a product engineering brand to a creative empowerment lifestyle brand.

[VIEW CASE STUDY](#)





With a human approach to design, we are redefining how engineering impacts the future. Our high caliber mechanical, electrical and plumbing expertise intersects with our heart for people and the planet.



# RUSHING



## REINTRODUCING HUMAN COMPASSION INTO THE ART OF DESIGN.

With a human approach to design, we are redefining how engineering impacts the future. Our high caliber mechanical, electrical and plumbing expertise intersects with our heart for people and the planet.

RUSHING



## RUSHING



## REIMAGINING WORLD FOR P

# RUSHING

## TRANSFORMATIVE. COLLABORATIVE. TOP TIER.



### RUSHING

BLVR® collaborated with sustainable engineering firm Rushing to rebuild its brand and set a vision for a net-zero future. Our goal? Bringing human compassion into the art of design.

[VIEW CASE STUDY](#)





## ROCK CHURCH

As a fast growing technologically advanced megachurch, the Rock brand and outreach needed to stay sharp and fresh. We aligned the visual identity with the verbal identity to form a solid new art direction.

[VIEW CASE STUDY](#)





**MUSTARD SEED SCHOOL**  
An urban school in Hoboken, New Jersey was experiencing an enrollment gap. We helped to fill that gap through the creation and activation of a vibrant and progressive new brand identity system.

[VIEW CASE STUDY](#)





NOW IN SEASON

# Yuzu Poké Bowl



## LITTLE BEET

New York-based QSR chain Little Beet was looking for a competitive advantage in a crowded market. We repositioned the brand, one ingredient at a time, to enhance our communities' well-being through thoughtful food.

CASE STUDY AVAILABLE UPON REQUEST

LITTLE  
BEET

NOW IN SEASON

# Brussel Hustle Bowl



LITTLE  
BEET



LOVE LIGHT + MELODY



Be the light  
in a dark

### LOVE LIGHT + MELODY

We positioned this NPO brand around a simple belief about the world - the idea that every child deserves a chance to learn, grow, and write their own story.

CASE STUDY AVAILABLE UPON REQUEST



I want to be  
when I

I want to be a biologist  
when I grow up.



Every child deserves  
a chance to thrive.

08



I want to be a biologist  
when I grow up.

I want to be president  
when I grow up.





A woman with blonde hair, wearing a blue bikini, is surfing in the ocean. She is looking to the right, and a large splash of white water is visible in front of her. The background is a bright, clear sky.

BETHANY

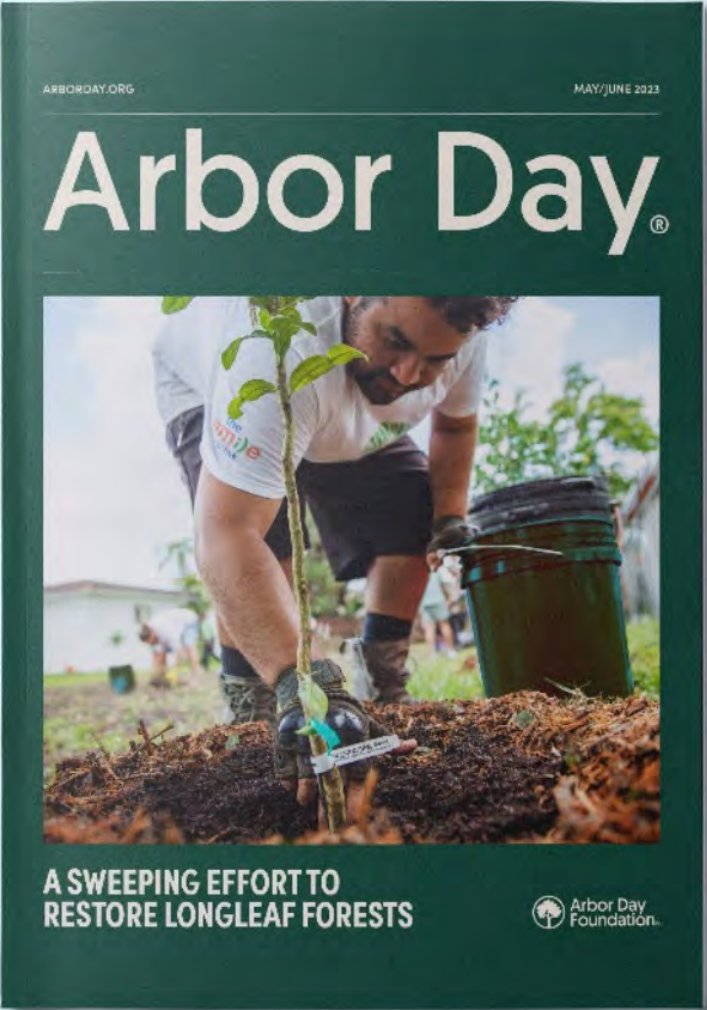
**BETHANY HAMILTON**

A surfing icon came to BLVR® with a decade old brand that needed to mature. We repositioned the brand identity and marketing communications to better speak to her existing audience, while attracting new members to her community.

[VIEW CASE STUDY](#)

Be Unstoppable





# RESTORING A TREASURED LANDSCAPE

Longleaf pine forests are rebounding, thanks to member support.




Four hundred years ago, the American Southeast's longleaf pine trees are tall and resilient, with sturdy wood that can stand up against severe weather better than other varieties. They also live an average of 250 years. That means they're capable of storing more carbon for longer periods of time, bettering the environment for us all contained a dazzling array of life. Prehistoric gopher tortoises, tiny flatwoods salamanders, red-cockaded woodpeckers, and countless other rare species all lived in harmony in the region's longleaf pine forests.

But as new settlers took root, these thriving forests were harvested for the building of homes, ships, and railroad tracks. Fire suppression further limited their growth. As a result, just 5 million acres remain intact today. Though much of this landscape has been lost, an equally massive effort is now underway to save it. The Arbor Day Foundation is partnering with organizations across the Southeast — including The Longleaf Alliance — to plant millions of new seedlings where they're needed most.

### Joining forces

Longleaf forests have a unique appearance. Their trees grow far apart, with grasses and wildflowers sprouting up in the large, open spaces between them.

These grassy forests are filled with thousands of species found nowhere else on the planet. Roughly 1,000 different plants grow within them, including orchids. And there are plenty of everyday species that call the forest home, too — like fox squirrels, quail, and deer.

Controlled fires are a critical part of the ecosystem. "You burn a fire through one of these forests, and within just a few days, you see green sprouts coming up from the grasses. It's like rebirth, in a way," she said.

"It's just endlessly fascinating to study. I've been able to see longleaf forests from Texas,

to Florida, to Virginia, and they're all different in their own little way."

Funding from the Arbor Day Foundation has allowed The Longleaf Alliance to distribute 15 million seedlings to

The Longleaf Alliance was founded in 1988 as a conduit between landowners, government agencies, conservation groups, and researchers in the Southeast to manage and restore longleaf pine forests.

Because 55% of longleaf pine forests are on private property, landowners will receive assistance and support to plant a new forest.

A new longleaf pine forest grows in Florida.

**ARBOR DAY FOUNDATION**

A global nonprofit who inspires millions of people to plant, nurture, and celebrate trees required a modernization of their visual and verbal brand identity. What was created will help all life flourish for generations to come.

CASE STUDY AVAILABLE UPON REQUEST



## GOLD DAYS

A start-up Southern California beverage company needed a powerful brand story and visual identity that would make it stand out from the crowd.

CASE STUDY AVAILABLE UPON REQUEST





## POLARIS

The premier pool cleaning products brand required a campaign to drive sales. We blended innovative with lifestyle to craft a distinctive brand image that connects with contemporary families.

[VIEW CASE STUDY](#)







## LEGENDS

BLVR® partnered with LA-based clothing brand Legends to define its core vision, and build a cohesive design system that could live across all aspects of its business. We're bringing the idea that everyone has a calling to the streets and beyond.

[VIEW CASE STUDY](#)



# Ready TO EXPERIENCE Return On Belief®

BLVR®'s expertise in Brand Strategy, Brand Identity, and Brand Activation is designed to transform your brand; driving unparalleled customer acquisition, enduring loyalty, and significant growth.

[BOOK A DISCOVERY CALL](#)

# BELIEVE FEARLESSLY®

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