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BRINGING YOUR BRAND TO LIFE

Humans have used images to make sense of their world since they first stood upright. From Lascaux to Leonardo, visual art connects us to our ancestors across thousands of years, and there's still no more immediate way to communicate than the image. Catchword will bring your brand to life through rich visuals that map beautifully to your strategy and resonate with your audiences. By integrating design considerations into every step of our branding process, we create fully realized brands that get noticed and make an impact.

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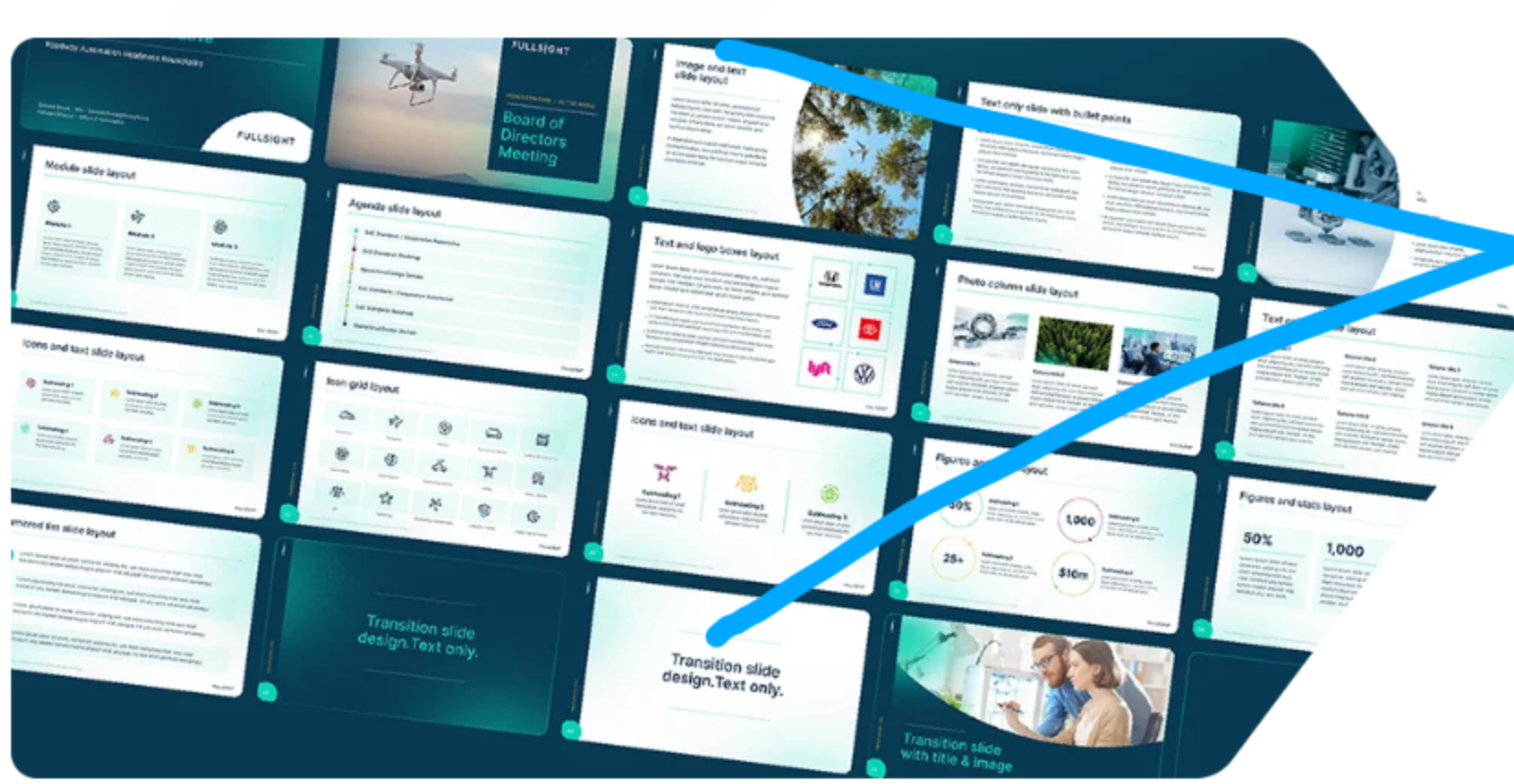
LOGOS & WORDMARKS

Nothing excites our team more than bringing names to life through design, whether it be logo, wordmark, or another visual representation of the brand. After examining the competitive landscape and discussing the fine points of wordmarks, combination marks, badges, emblems, and other logo styles, we'll develop scores of concepts representing a range of iconography, geometric shapes, visual flow and rhythm, and negative space applications. It's a wonderfully inspired, exhaustive exercise to ensure we've imagined as many shapes, forms, and thematic concepts as possible. We'll then pick up our (digital) paintbrushes and dive into our color exploratory, hitting every hue on the spectrum until we've landed on the perfect color scheme and expression of your brand.

IDENTITY SYSTEMS

The visual identity system is an easy-to-understand guide to using your logo or wordmark consistently across business contexts. Beyond color palettes and typography, the guide may include instructions for secondary graphics, often used as background or textural elements on websites, sales materials, presentation templates, and other applications.

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TEMPLATES

To help get you ready for brand rollout and what comes next, we can create icon libraries, templates for presentations and reports, marketing collateral, signage, and just about any other communication you might require.

STYLE GUIDES

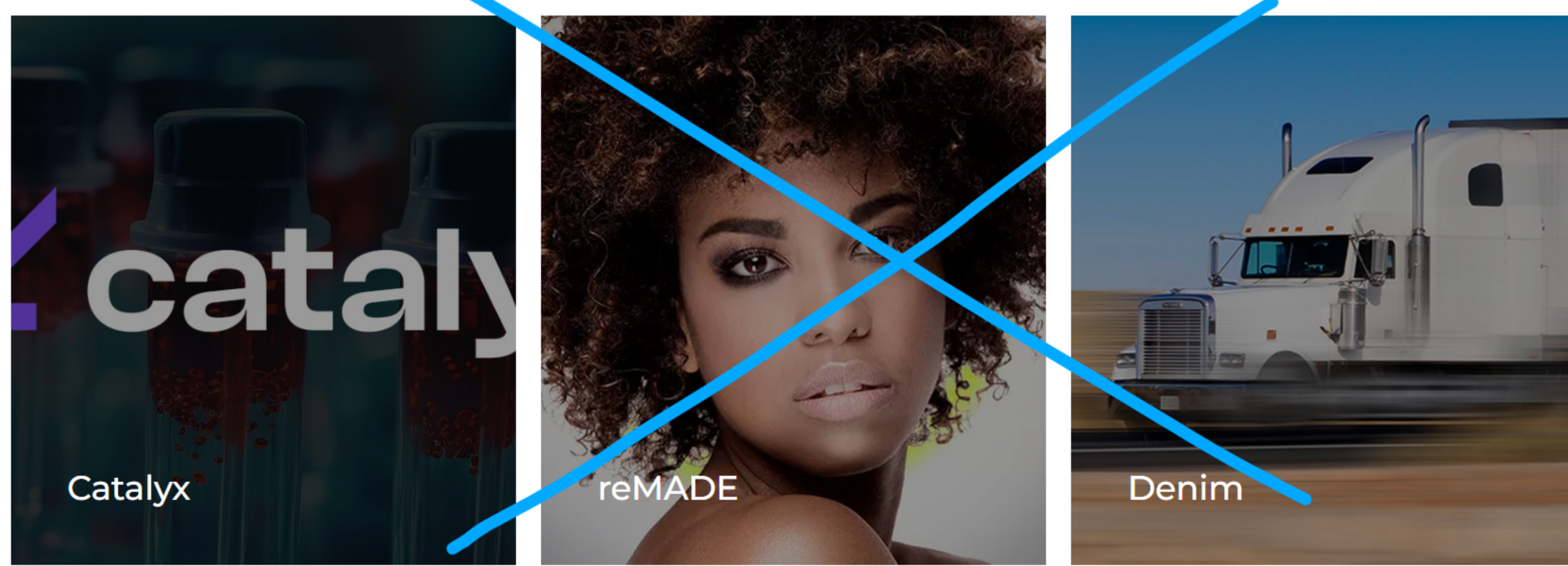
Consistent brand visuals are key in everything you put out to the world that has a design component: logo, letterhead, website, packaging, and more. And key to ensuring brand consistency—and consistent recognition by customers—are clear and detailed guidelines for everything from color palette to photography to logo use.

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here instead add a section for Our Artist: and put 2 images in large place holders. with a little writing section also as a place holder i'll edit it

SELECTED WORK



WHEN YOU LOVE WHAT YOU DO, IT SHOWS IN THE WORK. AND PEOPLE NOTICE.

VIEW ALL CATCHWORD KUDOS

MUSE Creative Awards | 2019-2022
CORPORATE IDENTITY X6

Clutch | 2019-2021
#1 BRANDING AGENCY WORLDWIDE X3

Transform Awards | 2018-2022
NAMING STRATEGY X5

Influencer Marketing Hub | 2020-2022
TOP BRANDING AGENCY X3

FAQ here and this section as the last one

HOW CAN WE HELP YOU?

LET'S TALK

FAQ

Creating visuals that communicate your brand beautifully while mapping to strategy isn't easy, and isn't something even seasoned marketers do every day. Our two decades working and thinking about brand and visual expression have yielded some wisdom, which we share, relove, and in our [Insights & Resources](#). If you don't find what you're looking for, [reach out](#). We're happy to chat.

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What is the process for visual identity and how long does it take? ↓

Do you offer visual identity services on their own? ↓

How much do visual identity services cost? ↓

Do you offer other design services? ↓

Do I need to trademark my logo? ↓