



## CASE STUDY & SUMMARY OF WORK



# BENTO OAK CAPITAL

*A Garrett Wealth Company*

## Logo and Branding, Voice & Tone

### PURPOSE

This north Texas wealth management firm is growing fast, especially toward the westplex. The father and son led team of Wayne and Brandon Garrett bring experience and innovation as one of the leading wealth management firms in the area. As well, the Garretts are a sixth generation family of Parker County. This heritage is central to the Garrett family. It should be reflected in their brand fluidly. The brand should speak effortlessly, it should seem modern, while at the same time familiar. The Garrett family, staff, partners, and client communities should be able to adapt to this rebrand comfortably.

## GOAL

This is an awakening. It's important to find a way to make BentOak Capital stand apart from its traditional flat-lined brand competitors. Speak to a fresh and intelligent personality, one that appreciates independence. The brand should be elevated, yet accessible. It should reach a conservative demographic, it must remain timeless while at the same time be forward thinking.

## FOCUS

Maintaining a very tight brand is key. Deviating from the new brand visuals and language could be detrimental to the trustworthiness of the brand which is most important to all community communities. Repetitiveness is good, steadiness is good, consistency is good. Keep composition memorable, in a manner of speaking, unexpectedly expected. This brand is flexible, and can be retro-fitted for any application or season.

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## VOICE & TONE

The voice of BentOak Capital is confident and knowledgeable with an edge of coolness. BentOak identifies with its conservative clientele, while at the same time remaining innovative as an industry leader. The tone is steady and there is a feeling of renewal. Like the oak tree that sheds its leaves in spring, there is a sense of rebirth with this brand. Consider the characteristics of an aged oak tree. BentOak Capital is independent and strong, as well as efficient and progressive. The brand lends itself well to stand out and remain memorable amongst national competitors. The tree icon is easily recognizable, allowing for nearly instant trustworthiness in recollection.

## LOGO DESIGN



## TYPOGRAPHY

Cochin #367ec8 60 pt | 0 Tracking

Cochin - ALL CAPS #364452 16 pt | 75 Tracking

Cochin #364452 13 pt | 16pt Leading

Cochin #8ca6ac 14 pt | 75 Tracking

Montserrat #5b5c62 8 pt | 17pt Leading

### Header 1

### HEADER 2

This is a specific example of a Subhead copy for BentOak Capital.

### Header 3

Xernatet inus dolupta tibusda perum quis ea nos duscia voles is dolorerum dolut lam que cum sitatis as dolor aut dollabo. Olupta con et aut et volente sit, ea alis sit volest et verum am, quam, sus dolupta con premolo rporit vendior alit exerum quos et que ideribus, que quosapelit recatiur? Beat. Us restrup tatur? Genturia por aditiatet ut praes ut qui tes et, odipsant, quiam, qui officiatore pos milit ut que aniatut sam fugit aut re

## COLOR PALETTE

#231f20	R:35 G:31 Y:32 C:70 M:67 Y:64 K:74
#364452	R:54 G:68 Y:82 C:80 M:65 Y:49 K:37
#8ca6ac	R:140 G:166 Y:172 C:48 M:26 Y:28 K:0
#bababa	R:186 G:186 Y:186 C:27 M:22 Y:22 K:0
#367ec8	R:54 G:126 Y:200 C:78 M:45 Y:0 K:0
#131e39	R:19 G:30 Y:57 C:94 M:84 Y:47 K:57
#e5e4e6	R:229 G:228 Y:230 C:9 M:7 Y:6 K:0



## BRAND GUIDE

## DIGITAL STYLE GUIDE

## COMMUNITY GUIDE

# Marketing, Design & Rebrand Services

As part of the logo and branding service, we also coordinated with the client to plan out and assist in strategically launching their rebrand to the public and their existing clients, and even internally to their own team.

## DESIGNED AND COORDINATED COLLATERAL:

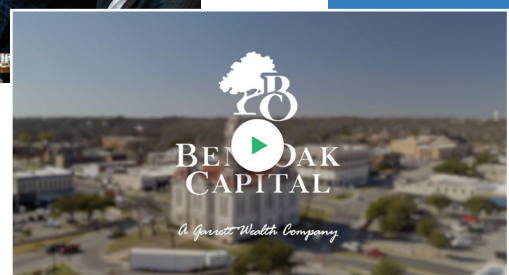
- VIP Box, including the video postcard asset
- Coffee mugs
- Yeti mugs
- Folders
- Coasters (leather)
- Other print and promotional materials

## DESIGNED OFFICE MATERIALS TO ENSURE CONSISTENCY:

- Stationary (letterhead, business cards, thank you cards, etc.)
- Email signatures

## MEDIA DEVELOPMENT:

- Created 5+ videos (+ for “b-roll”)
- Wrote script
- Wrote shot list
- Creative Brief
- Video + editing, production, implementation
- Conducted 4 photoshoots (2 team shoots and 2 brand shoots,  
2 on each day we were there)
- Wrote creative brief
- Photos and editing
- Use/implementation



## DESIGNED DIGITAL GRAPHICS:

- Social media cover images
- Social media profile images and cover images for key staff members
- Social media graphics
- Social media formula
- First 2 weeks social media content
- Email graphics
- Oversaw the development and launch of their website, including providing assets (design, photography, verbiage, etc.) and coordinating edits
- Rebrand assistance:
- Timeline assistance
- Strategizing
- Press release assistance, including sharing our contacts with them for distribution
- Joined an in-person team meeting to show the rebrand to the team

## Advertising & Media Buying/Coordination

DESIGN ADVERTISING, NEGOTIATED AND/OR ESTABLISHED CONTRACT WITH LOCAL ADVERTISERS (DESIGNED ALL, ACTED AS MEDIA BUYER FOR SOME):

- 360 West insert (including zip code selection assistance, narrowing to qualified target audience only)
- I-20 Lamar billboard
- Luxury Lifestyle Report (Country club publication)
- Local publications

## DIGITAL MEDIA (TBD):

- Overall digital strategy
- Facebook
- LinkedIn
- Google text ads
- Google my business
- Other (TBD)

