

NOHYPE MEDIA

LOGO REQUEST

Our Mission Statement:

To jumpstart effortless business growth so you can keep doing what makes you great.

EVERY BRAND HAS **A STORY.** HERE'S OURS

You're great! But...

Does everyone know?

You've got great ideas, great service, great products.

So why aren't customers flocking to you?

Too often, a perfectly good business fails for one simple reason: nobody knows about it.

"If you build it, they will come" is a beautiful fantasy that sadly does not describe the reality. The fact is, you also have to build the path clients take to find you. This is far more than a website and facebook account. You need a complete digital business strategy that engages and surprises clients at each step of the customer journey. Are you building awareness with well crafted targeted advertising? Engaging with useful and addictive freebies? Making it easy for clients to understand and buy your products and services? Are you doing everything you can to turn customers into die-hard fans who will recommend you loudly and enthusiastically?

Don't worry. We got this.

When you run your own business, you become a brand. So how do you ensure that your website always stays on message, and how can you even be sure what the right message is for you and your clients? These are questions company founder Steve Martel has long considered, having experienced the ups and downs of running a billion-dollar real estate business driven by the personal touch. With his business experience and know how, NoHype gives you back the ability to keep on doing what makes you great.

Keep being great. NoHype does the rest.

Here's our promise: "If we build it, they will come". We have the resources and staff to build you a beautiful website that leads visitors seamlessly through all the stages of the customer journey. We do it all: blogs, calls to action, programming, conversion funnels, email, social media. In fact, we handle over 30 key components of a successful digital marketing and customer satisfaction campaign.

With NoHype in your pocket, earning more becomes effortless.

HERE'S WHAT WE'RE **LOOKING FOR.**

We're looking for an eye catching and modern logo that truly communicates what our brand is all about. We are NoHype Media, an agency that uses a large array of marketing tools in order to help our clients automate their business so that they can have more free time to focus on what makes them great while customers come knocking on their door. We want our clients to know that once they have our team working behind the scenes, their life will be so much easier.

It is for this reason that we liked the idea of using a checkmark somewhere in our logo. During our early brainstorming, we also considered the idea of featuring a power button so, this is also a possibility for our logo. We would like most of the options you provide us to feature a checkmark, however; you can certainly play around with a few more ideas of your own. In the following pages, please find our brand colours, a font style that we like and some logo tests in order to give you a better idea of what we are looking for.

NOHYPE MEDIA **BRAND COLOURS.**

HEX: #dd322d



RGB:

R: 221

G: 50

B: 45

CMYK:

C: 1.18%

M: 93.73%

Y: 89.41%

K: 6%

HEX: #ffffff



RGB:

R: 255

G: 255

B: 255

CMYK:

C: 0%

M: 0%

Y: 0%

K: 0%

HEX: #000000



RGB:

R: 0

G: 0

B: 0

CMYK:

C: 74.97%

M: 67.92%

Y: 67.05%

K: 90.15%

HERE'S A **FONT OPTION.** THAT WE LIKED.

FREESANS BOLD

FREESANS MEDIUM

HERE'S ARE SOME **LOGO TESTS.**

NO  HYPE

NO  HYPE

NO  HYPE

NO  HYPE

NO  HYPE

NO H  YPE

NO H  YPE

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