

## WEBSITE/MARKETING COPY, NAMING, TAGLINE

### Team Pasta

A creative, culinary experience

Remember losing yourself in mud pies and Play-Doh?

The tactile wonder of it all?

Team Pasta makes cooking a joy. And few things bring more satisfaction than a sense of accomplishment and a full belly.

From the humble ingredients of flour and water and the tools you were born with, you can create one of the most profound and gratifying meals: a steaming bowl of pasta.

A take-home skill, you can share this gift with friends and family for many meals to come.

...

flour + water + hands = love

...

Because tomatoes get lonely, and so do people.

Because tomatoes like company, and so do people.



ALLEGRO DESIGN

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## COMPANY MESSAGING/SAMPLE WEBSITE COPY

### Fine woodworker

Unexpected, harmonious and playful, this heirloom quality furniture, made in the Pacific Northwest, will be enjoyed throughout your lifetime.

I make animated, intriguing, functional sculpture for people who enjoy both utility and artistry in the objects they live with. Furniture is interactive. We develop a bond with tables we gather around. When a chair or cabinet leaves my studio, I know it will take on a new story by its owner through a lifetime of use.

*Collection naming and descriptions:*

Elemental: inspired by the simplicity, beauty and motion of natural forms

Flare: dramatic, split and bent, single-piece wood work with minimal joinery and glue

Stone: natural stone and wood, merged to balance one another, often in dramatic asymmetry

.....

### Jane Pellicciotto Design Jewelry

Tagline: small wonders

Short description: Handcrafted industrial elegance

Audience statement: wearable sculpture for wise, adventurous creative souls who love good design

Artist statement: My inspiration comes from nuances of pattern, texture and form that are all around us but mostly overlooked. Those that are obscured by age and use, yet reveal a broken kind of beauty. My work revels in contrasts: playful but sophisticated, rough and smooth, somber and colorful, simple and complex. We are all filled with flaws and contrasts, and I highlight that in my jewelry. I delight in the idea that when a piece of my work leaves my hands and studio, it will be transformed by not only the wearer, but also the observer, inviting discovery and introspection.



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## KEY MESSAGING, TAGLINE, BRAND GUIDE TEXT

### **Textexpander** Productivity app

TextExpander is the indispensable tool for smart busy people. It is created by a passionate team that puts a little magic at peoples' fingertips, helping them be more productive and effective, while having a little fun in the process.

#### *Unique value proposition*

TextExpander helps people and teams minimize work and maximize communication and productivity by storing and sharing their knowledgebase in a few keystrokes. In essence, we help people work smarter.

#### *Tagline*

Simply indispensable

#### *Additional messaging*

A little magic in your keyboard.

Minimize typing. Maximize everything else.

A professional, dynamic, feature-rich tool for streamlining communications, coding and data entry.

hashtag: #worksmarter



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## HEADLINE IDEAS

### Portland Metro's VanPool program

*Collaboration with Geoff Rogers of Sunshine State*

10 heads are better than one.

Eat, Sleep, Play Air Guitar, Do the Crossword, Knit a Scarf, Finish the Bills.

Saving money is just a side benefit.

Way to go!

What would you do with 8 more leisure hours per week?  
VanPool and find out.

Some people dream about more free time and saving money.  
Make it a reality.

Throw away the key.  
At least Monday through Friday.

Save Time, Money and Your Sanity.  
Saving the planet is just a side benefit.



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**TAGLINE + MARKETING COPY**

**Divina Sangria**

*Divina Sangria is a premium bottled sangria whose owner is Spanish and whose family has been using a recipe for generations. Authenticity, high quality and celebration are key attributes that were expressed in the following tagline and label copy development.*

**A sampling of proposed taglines for label and/or promotional materials**

- One Spain. One sangria.
- Spain in a glass
- Delight in every glass
- Captivate your senses. Divina Sangria.
- Transport yourself
- Discover Spain without leaving your patio
- Make our sangria part of your tradition
- Authentic sangria from our home to yours

**A sampling of proposed marketing copy for label on back of bottle.**

The sultry strum of a guitar, a warm evening breeze, the scent of citrus in the air. Take a sip and be transported. Our authentic Spanish sangria recipe has been handed down generation after generation using only the best ingredients—premium wine and juice from the freshest fruit. Serve our crisp and captivating sangria at your next festive occasion—from a simple gathering of friends and family to a special affair—just as we do in Spain. Our sangria is ready to drink. Enjoy it chilled, with or without ice, including your own fruit.

.....

Ever since I was a child in Spain I helped my grandparents collect fruit from the grove to make sangria for life’s special moments. For 150 years, our family recipe has used only the best ingredients—premium wines, fresh fruit and a few secret touches. One sip and Divina Sangria transports your senses—a warm breeze, the strum of a distant guitar, the scent of citrus in the air. Refreshing and natural, Divina is delightful on its own or with any meal. Our sangria is ready to serve—simply chill, shake and enjoy. Enchant your palate with Divina Sangria. Salud!

.....

A warm summer evening surrounded by good friends and family is the perfect time to enjoy a refreshing sangria, just as we do in Spain. Our authentic sangria recipe, handed down through the generations, is lovingly crafted with premium wines and only the freshest fruit juice. But you may find any season will do. Include this delightful concoction in your next special occasion. Ready to drink, it pairs well with most any dish and can be enjoyed on its own. Add your own seasonal fruit to make it even more special. Simply chill, shake and enjoy, with or without ice.



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## EVENT COPY

### **AIGA | The professional association for graphic design Portland Chapter**

#### **Green Salon Lunch Meetup**

Who says conversation is dead? Our quarterly Green Salon Lunch Meetups are a place to exchange sustainable design ideas in an informal setting. Designers at all levels and backgrounds can share thoughts and questions about how to incorporate sustainable practices into their work.

Each meetup will have a general topic. Green Team members will jumpstart the discussion. From there, it's up to you! We all want to be better designers and better citizens. By keeping the conversation going, we can sort through the often confusing array sustainable design practices, and also enhance how we talk about these ideas with clients.

We anticipate learning a lot from each other, and the outcomes of these salons will help add more resources to the website about sustainable design.

Will you join us at the table?

#### **ReSource: A Green Design Expo**

Designers are eager to infuse their work with green design thinking. And we're here to help. As part of AIGA Portland's sustainability initiative, this year's vendor expo will focus on green design.

This event offers designers a unique opportunity to learn more about sustainable design strategies and how to make them real. A combination of speakers, breakouts and a local product and service expo provide an interesting mix of insights and inspiration.

Designers can create measurable change by rethinking how they do their work. We hope you'll choose to be part of what will be an exciting, ongoing exchange.



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## BRAND STORY/MESSAGING

### Design/build firm

We make it easy and painless to fall in love with your house all over again — or make someone else fall in love with it.

At Noel Design Build Group, we approach every home renovation or structural engineering project with a blend of integrity, expertise, courtesy and flexibility that is rare in this industry.

We keep our company lean, offering you big-firm, award-winning quality at a value that puts your dream home within reach. All the while supported by our family of trusted tradesmen.

We treat your house as if it's our own. But don't take our word for it. See what our customers have to say.

...

We live next door.

We have a conviction that doing work we love and doing it well is useless without a strong foundation of trust. In an industry full of lofty promises, we work hard to earn the kind of trust that you deserve.

A home isn't just a building; it's a place where hopes and dreams and values and beliefs live. It's a place to feel secure. It's an asset to be protected. We take these ideas to heart on every renovation and structural engineering project we do.

We show up and we follow through. We face challenges with an open mind in imaginative ways. (We've even saved a marriage or two.) We never give in on structural integrity because your life investment deserves better.

We wouldn't have your home any other way.

Come on in.



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## MESSAGING/WEB COPY

### Custom furniture designer

Austin Heitzman Furniture  
meticulously matches material to purpose,  
creating hand-crafted, timeless furniture for the modern home.

And it begins with a deep respect for the source.

...

It starts with a tree. Not just any tree, but the tree—discovered, salvaged, milled and air-dried with care. And used only when it's ready to be transformed into an exceptional piece of furniture that will last a lifetime and grow more beautiful with age.

...

Timeless, exquisitely crafted furniture whose wood  
is alive with story, color and movement.

Bonsai display stands that enhance the artistry and care you put into your tree.  
Play off a dynamic element or let your art take center stage.

Read more » [austinheitzmanfurniture.com/about](http://austinheitzmanfurniture.com/about)



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## TAGLINES

### **GoodBookery**

Socially conscious collaborative book publishing platform

Many hands make stories matter.

Spread the word. (simple but has double meaning)

To write is human. To give is divine.

Write like it matters.

Write like you give a damn.

Uncommon books for the common good.

Better books together.

Words, better together.

Making words matter.

Tribal wisdom.

Where people and stories meet for good.

Stories with reach.



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