

***b.human***  
*marketing for humans [ no bots allowed ]*  
making marketing human

[www.behuman.marketing](http://www.behuman.marketing)



about

## *why this.*

---

- I've worked Digital Marketing for 11 years
- Started in 2011 with a “borrowed” version of Photoshop from a friend
- Between 2019 and 2022, I cycled through 4 corporate marketing agencies
- They were setting businesses up for failure being focused on only pleasing algorithms and analytics, rather than humans.

*humans are magic.*

*humans are creative.*

*humans are daring.*

*humans are bold.*

*humans are human.*

our stance

## *we are human.*

---

B.Human is not a corporate agency.  
We're a creative agency - designing and  
developing human brands and  
connecting humans with humans.

We put the social back in social media.  
We curate brands that evoke emotion.  
We meet people where they are at.  
Human interactions are our key metric.

# *your brand is not your own.*

Your brand is how others feel when they think of you. It's defined by every aspect of **you**.

- It's not a logo
- It's not a website
- It's not the workflow
- It's not the experience

# *it's an emotion.*

Let's take Disney for example. Words that come to mind when I think of Disney include: Magical, Happiest place on earth, progress, and nostalgic.

What makes me say that about them? It's not the castle, or the blue color they use, or how they call themselves cast members, or how they point with two fingers because that's how Walt did it...but it's part of it.

There is not one specific thing to make us say they're magical - it's in everything they do.

Disney doesn't own what people think of them - but they curate the message.

Everything they do is intentional to draw a line for those who believe it is magical, and repel those who do not. Because for everyone who says they're magical, there is likely another person who says they're too corporate or "too progressive."

the goal

## *curate - don't create.*

---

When developing your brand, you aren't looking to create a brand. You are looking to curate the brand. A successful curation of your brand will make people talk about you the way you want them to.

**What others say about you is in your hands.**

who do you help?

## *curating your brand.*

Curating your brand begins with understanding who you help and how you help them. It's important to understand the problems they have internally (how they feel) and externally (what is happening to them) and what success looks like when they're problem is solved. This is called **developing your persona**. We can do this by looking at demographics and psychographics.

A few quick examples::

Small business owners who are so involved in the business, they have trouble sitting down and doing their books · a couple who is growing their family and are ready to buy a home but don't have a down payment saved and make \$75K a year · A restaurant owner who is located near the exit of the interstate and needs visibility and Sundays are his busiest days.

*understanding empowers empathy.*



developing your personas

## *demographics.*

---

Demographics are statistical data such as income, age, gender, where they live, race, and relationship status, to name a few.

These are the easiest to observe and by themselves can lead to only telling part of the story.

## *psychographics.*

---

Psychographics refers a person's attitudes, aspirations, and other psychological traits.

Examples of this would include a desire to travel the world, religious belief, scared of flying in an airplane, and favorite colors.

developing your personas

## *some questions to ask.*

---

- What is their income?
- Where do they live?
- What are their aspirations?
- What is the relationship status?
- What books do they read?
- Where do they like to vacation?
- What are they excited about?
- How do they feel before me?
- What does their life look like before my solution?
- How will they feel after working with me?
- What words will they use to describe my business?

It's important not to get too into the weeds here. You can have multiple personas, but it's important to have your guiding principles of who you serve.

after the work:

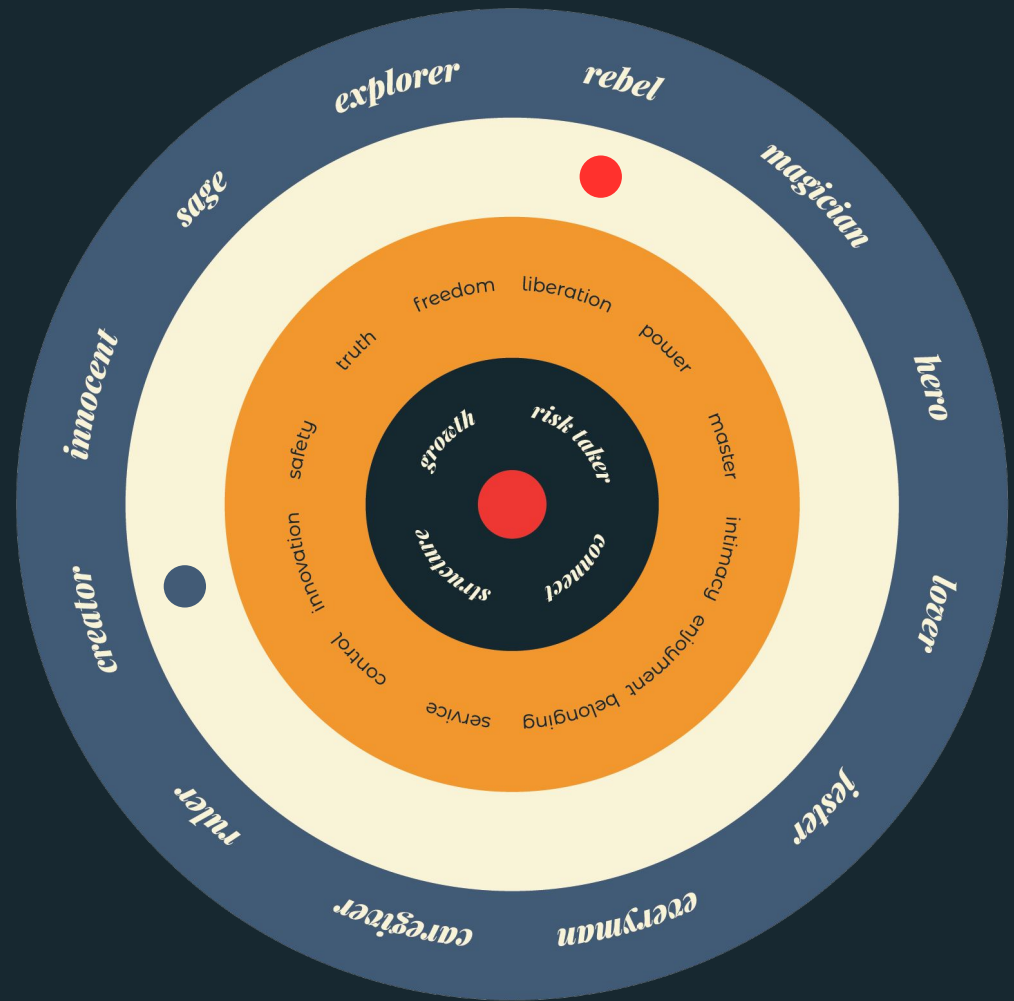
After you have determined WHO you serve, it's important to define your voice.

voice

## how we hear you.

What you say matters. How you say it matters more. You will have the best results communicating your message by speaking the same language. We do this by understanding your **archetype**.

Your archetype guides the words you say and the tone of your voice and the message you speak.



● primary    ● secondary

developing your archetype

## *what matters to you.*

---

Your archetype is defined by your values and what you believe, and how you believe you will best serve your people. We can break archetypes into 12 categories.

- **The Rebel:** Against the grain
- **The Magician:** Believe anything is possible
- **The Hero:** They're the one to fix the problem
- **The Lover:** Emphasises love and feeling
- **The Jester:** There to have fun
- **The Everyman:** Flexible and work with anyone
- **The Caregiver:** There to care for others - empath
- **The Ruler:** Takes control and in charge
- **The Creator:** Always creating new things
- **The Innocent:** Optimistic and Hopeful
- **The Sage:** Understanding and with wisdom
- **The Explorer:** Craves freedom and new things

### Example

I remember the first time I went to school and another student told me I was too fat to ever find a boyfriend. Those words cut deep, and it took a long time to build my own strength and say, "My body does not define me." Society tells us we have to be slim and skinny to be beautiful for photographs - instead, I'm going to help highlight their curves and help them overcome societal norms with encouragement. **I am a rebellious caregiver.**

Understanding your archetype then gives you power to define your voice, words you use, character, and your superpower.

how we talk

## *voice.*

---

Your voice is the way you say the things you do. A caregiver may use empathetic language whereas a rebel would use statements that are against the grain and confident.

## *character.*

---

Your character is how you hold yourself. Similar to your archetype, this also guides how you do things. For instance, a jester may do flips for kids during family photos.

## *words you use (and don't).*

---

Words you use establishes rules for you to consistently use and even train others to use when speaking of you. A luxury brand would use words like "investment" and would never use words like, "cheap" or even "discount."

## *superpower.*

---

Your superpower is the thing you do best. The Innocent may always see the best sides of anyone, regardless of how cold they may be to others. It's how you connect with your people.

how do you serve?

***solutions  
you  
provide.***

When you have defined who you serve and your voice, you can define your solution. Your solution is more than what you do - whether that's finding qualified candidates and employees for your client, or photographing elopements. It begins with understanding the problem your persona has, why you want to serve them, and what it is you do to solve this for them..

Example

Most of the brides that I work with have some type of body dysmorphia. As someone who has struggled with my own body, I have come to understand that all bodies are beautiful and love goes beyond how we look, but into our spirit. Through photography, I want to show brides they are beautiful regardless of their body type, and highlight the love their partner has for them regardless of their body.

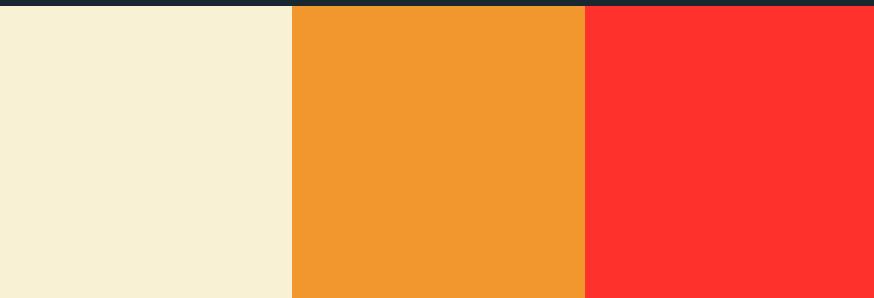
***your solution is more than a product.***

# *putting your words into design.*

Communication is made of of verbal and non-verbal cues. If how you say something or how you present your idea doesn't match the way you intend to communicate, then there will be a serious disconnect.

# *color.*

Whether we realize it or not, color has a major impact on how we perceive messages. Vibrant colors, such as red or yellow, can be perceived as bold and forthright, whereas creams and neutral tones tend to represent relaxation or luxury. A brand may have 3-5 colors that are used consistently throughout the design.





color

## *emotion and familiarity.*

---

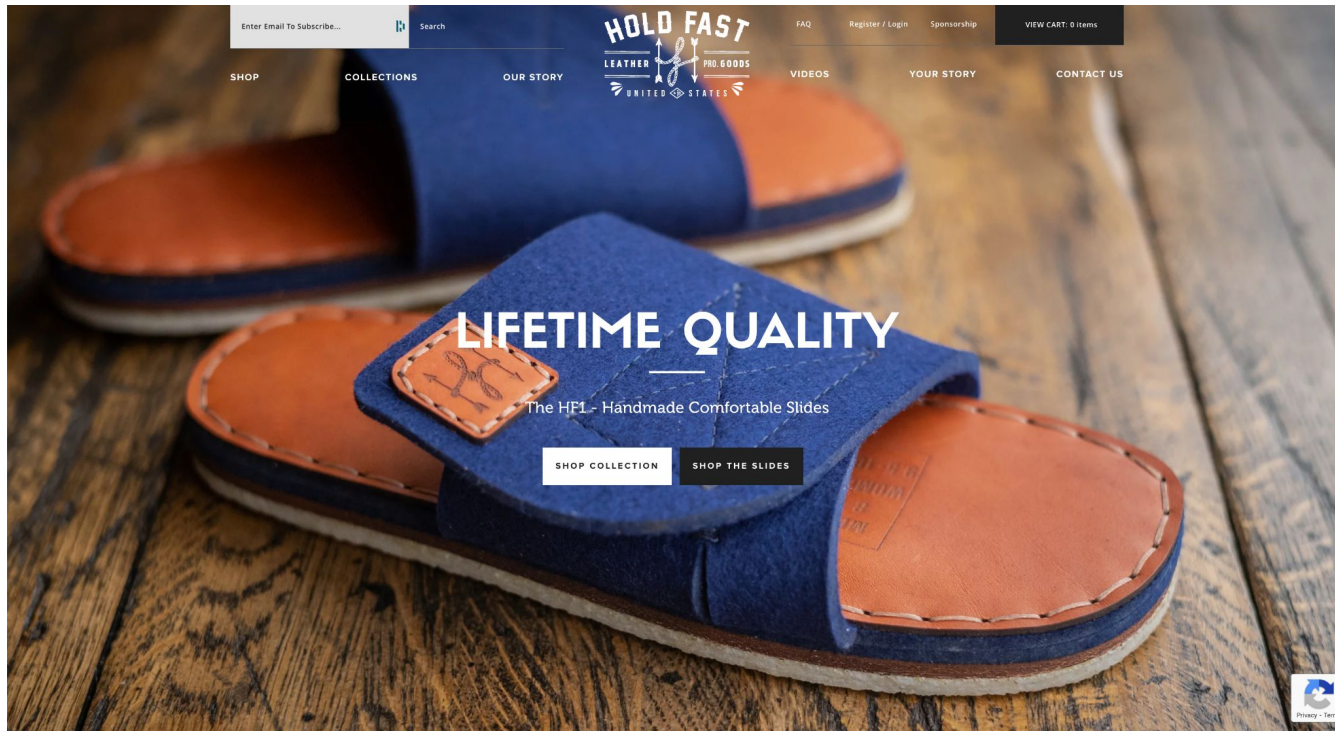
Just like humans, color can be complex. For instance, Yellow could be an indicator of happiness and hope, or it can be an indicator of anxiety. It's very dependent on the context it is given, such as thickness of lines, typefaces used, and imagery it is combined with.

Not only does color tie us to emotion, but certain colors are associated with familiarity. Green, emotionally, may be associated with life. However, you might also think of money. Depending on the vibrancy of pink, you may think of a baby girl or you may associate it with 90s sitcoms. As you curate a brand, you can use both familiarity and emotion to create a color palette that matches the brand.

### Example

Holdfast Gear uses stark white, gray, charcoal, and brown in their branding. They sell handcrafted leather works. The lighter colors contrast each other for a semi-luxury aesthetic, whereas the brown brings both familiarity (leather) and emotion (rugged) into its curated brand.

However, it's not just color that brings us here, it's texture and imagery.



The image features a stylized, high-contrast illustration of two faces in profile, facing each other. The face on the left is rendered in shades of blue and black, while the face on the right is in shades of brown and black. The style is reminiscent of mid-century modern graphic design. The background is a dark, muted purple or brown color. At the bottom center, the text "find the bad guy." is written in a white, elegant, italicized serif font. The period at the end of the text is a small red dot.

*find the bad guy.*

design

## *texture.*

---

Using texture can create a visual or tactile connection how a brand is perceived. It can help to emphasize qualities such as luxury, craftsmanship, or sustainability. Texture can also evoke an emotion or feeling associated with the brand. By using textures that are associated with the brand values, it helps to create a stronger connection and more memorable experience for customers.

### Example

Apple's logo is minimalistic and unadorned, yet the subtle texture of their product packaging and website helps to create an experience of luxury and sophistication.

The use of texture, such as their signature brushed aluminum, conveys their commitment to quality and craftsmanship. This helps to create an overall impression of a modern, sleek brand that is timeless and reliable. Texture helps to create an identity for a brand that is consistent across all platforms, making it easier for customers to recognize and remember a brand.

design

## *imagery.*

---

Laughing people means a happy brand, right? Maybe. However, what if in the center of the group of people laughing, there was a photo of a woman who was crying and it was paired with blue colors, this might be a brand to represent how one feels with depression.

## *using imagery in branding.*

---

Subtle ways to align images with your brand include:

- Highlighting brand colors
- Using copy that speaks to who you help
- Pairing look aesthetic with key phrases you want your brand to be perceived as



## *nathan and zoey photography.*

---

Nathan and Zoey are wedding photographers in Dallas, TX. Most photographers in their market would immediately say their photos are “light and airy.” However, this is just an edit. Their brand statement is “images that show life.”

In doing so, the photos they show have “life” to them. Not every photo is perfect, but that’s symbolic of life. No life is perfect, and life is full of feeling, movement, and sharing moments with other humans.

Source: [Nathan and Zoey Photography](#)

# *typography.*

Typography is an important part of creating an identity for a brand. The font choices you make can have a big impact on how your brand is perceived. For example, a modern sans serif font can give off a sleek, modern feel, while a classic serif font can create an impression of tradition and timelessness. A playful script font can help to evoke a sense of fun and excitement, and a bold, all-caps font can be a great way to convey strength and confidence. By carefully selecting the right font, you can create an identity that resonates with your customer base and conveys your core values.

other design choices

## *spacing.*

---

Tight spacing in design can be cramped or energetic. Designs with a large amount of spacing can be used to highlight luxurious tones, or even the feeling of loneliness.

## *iconography.*

---

Icons can be as simple or as complex as you want them to be - but they must quickly convey a message without needing to be spoken.

## *width.*

---

In general, the thicker the design, the more approachable a brand may feel. Luxurious brands tend to use thin lines, whereas more friendly brands use thicker choices.

## *patterns.*

---

Patterns are another design choice that a brand may or may not use throughout the design process. Patterns can be used as a texture, to add variety to design, and increase interest.



# *working together.*

Any of these elements by themselves will not be able to paint the picture of the brand that is being curated. However, when used together with intention and in alignment with how you want your brand to be perceived, your brand can use the chosen design elements to create a coherent brand identity. Using these elements together, you can use it across all areas where your brand might be listed and seen.

*brand guides.*



**THIS IS GOING TO BE EASY.**

Alex Medvix Brand Guide



# WHO I SERVE

Traditional, cookie cutter weddings are not my cup of tea.

Odds are, if they're getting married at a golf course or country club... they're not my people.

My people are rule breakers - there's no set way to get married. The only right way to get married, is their way. Because they know, at the end of the day, they're doing this for each other.

Whether we breathe harder in higher altitudes, or sweat profusely through three-piece suits, we're in it for the memories.

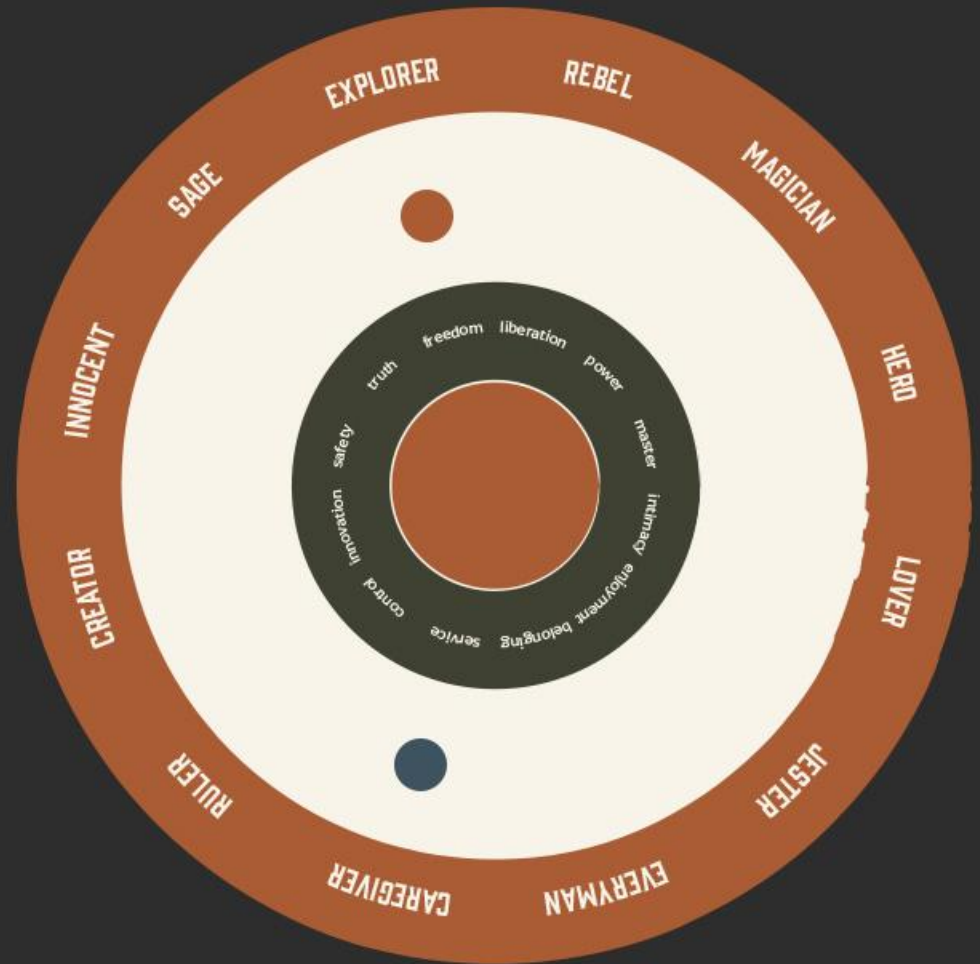
The people I serve, are the people who do things different. And their difference will have ripples into their life and the next.



# THE CARING EXPLORER

At my core, I only want to serve others in a way that is both authentic and wholesome to them, yet challenge them to explore pieces of themselves they may not have explored.

From daring excapades through the forest to emotional bonds so neatly hidden, yet incredibly present, I am there to guide the people I serve with my natural instince to care and explore.







## VOICE

Uplifting • Charming • Indearing • Daring • Curious  
Optimistic • Hopeful • Innocent • Affirming  
Never-Say-Die • Willing • Adventurous

## WORDS I USE

Rad • Awesome • Amazing • Get Curious • Investment  
Adventure • Fully Engaged • Easy • Passion • Companion  
“It’s not about style, it’s about connection!” • Gel  
More, better, deeper

## CHARACTER

Hopeful and understanding • Ready to take on the  
next adventure • Always curious, and never secluded

## SUPER POWER

I am always curious - I may not understand the desire for  
something, but I will remain curious and come to understand  
why it is you are drawn to something. Then, I will make you  
feel that every time you see this captured.



**#3D5360**

**#F8F4EA**

**#3F4031**

**#AB5C34**

**#2C2D2D**



## **SIMPLE. EASY.**

The focus is simple. Alex Medvick. Not Alex Medvick Photography. Not Alex Medvick Photographer. Simply Alex Medvick.

The font that is used is bold, yet has a forest ranger feel.

By limiting the name, we are allowing luxury to come through, and make Alex the thing to be desired.



*web design.*

Every \$100 Provides a Meal

# HOPE IGNITES LIFE

Welcome to Women's Initiative International, where impoverished women around the world are given the opportunity to train in trade, build confidence, and earn a fair wage selling beautiful Artisan products. Browse our collection and shop with purpose to help empower women worldwide. We are a registered 501(c)(3) in the United States, and all donations are tax deductible.

**SHOP**

**GIVE**



## LATEST ARTISAN CRAFTS



WHL 12 1/2"



COLEUS MAKEUP MINI  
\$45.00



TULIP WOOD BOWL 12 1/2"  
\$85.00



CHERRY STRIPE SERVING UTENSILS  
\$40.00



PATCHWORK TOT  
\$30.00

**SEE MORE**



## "BRINGING HOPE TO THE HOPELESS."

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

**DONATE**



broccoli lavender cilantro



# SUPPORTING SELF-SUSTAINABILITY

Red worms are a valuable asset for self-sustainability, helping to reduce waste and increase soil fertility. By composting with red worms, we can reduce landfill waste and create nutrient-rich soil for our gardens.

[SHOP](#) [ABOUT](#)

## OUR WORMS



**1 LB LIVE RED WRANGLERS**  
\$54.00



**2 LBS LIVE RED WRANGLERS**  
\$84.99



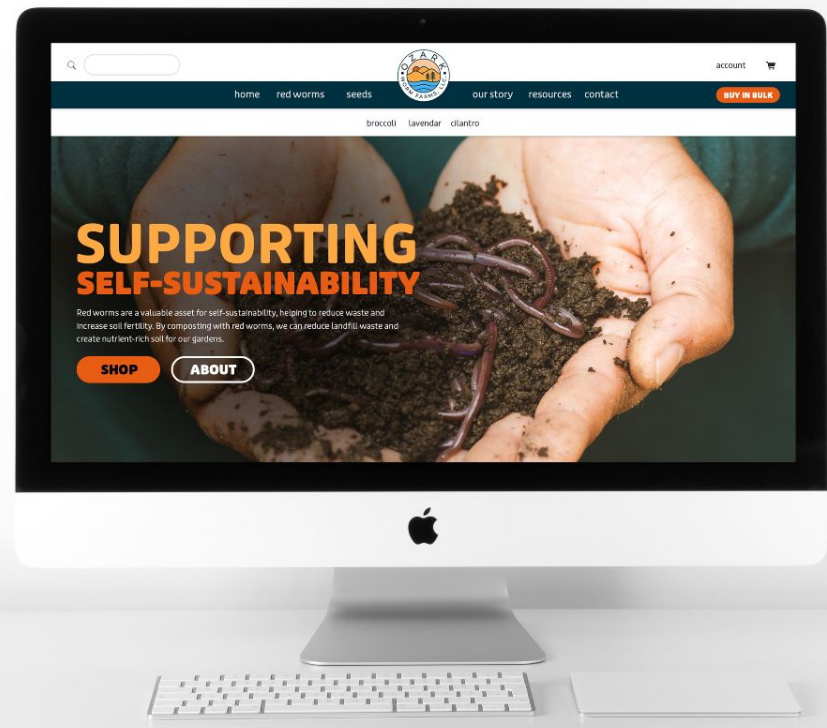
**5 LBS LIVE RED WRANGLERS**  
\$211.99



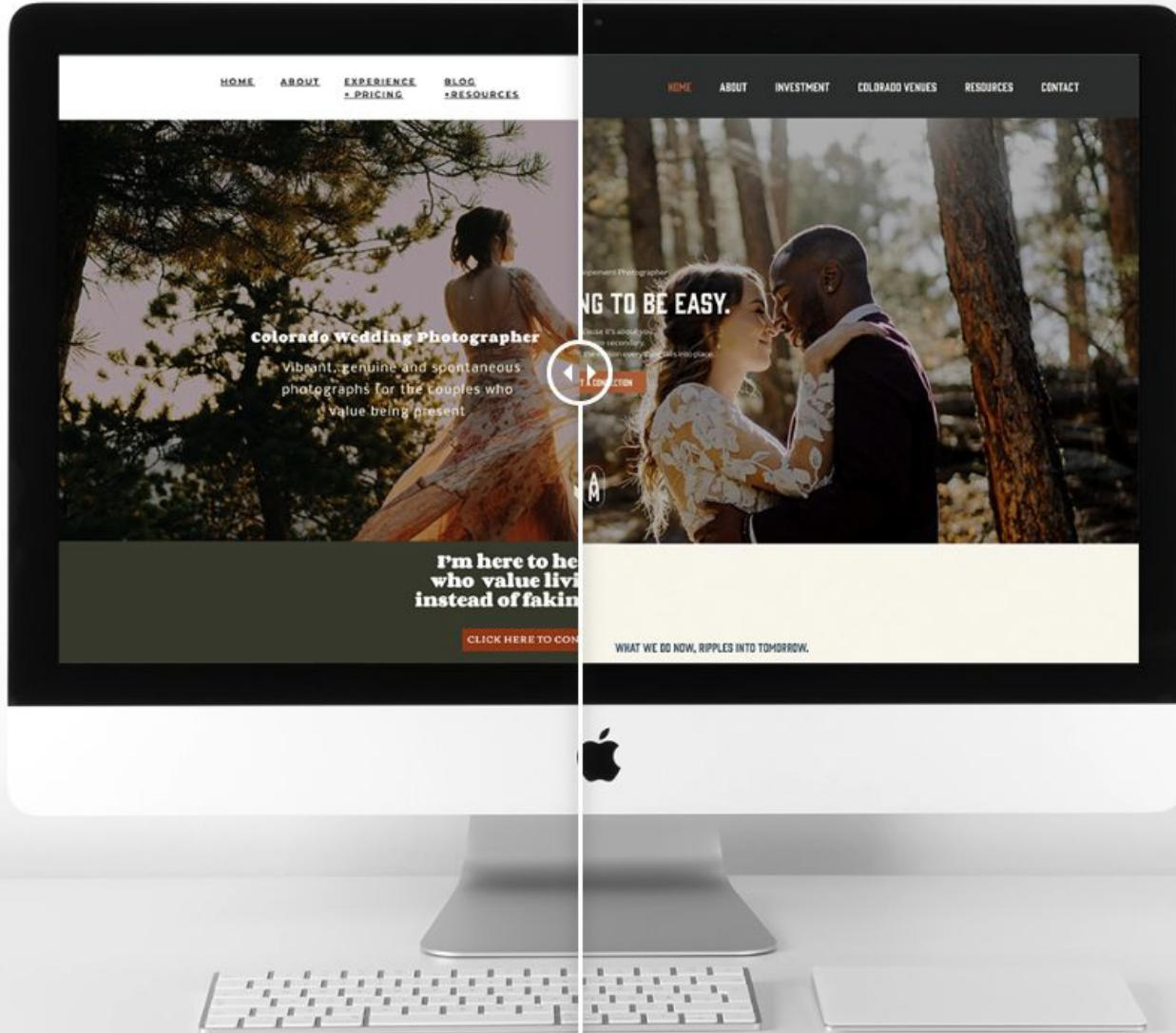
### I'M HEATH, THE OZARK WORM GUY. WELCOME TO THE FARM.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.







HOME ABOUT EXPERIENCE + PRICING BLOG + RESOURCES



### Colorado Wedding Photographer

Vibrant, genuine and spontaneous photographs for the couples who value being present

I'm here to help you who value living instead of faking

[CLICK HERE TO CONTACT](#)

HOME ABOUT INVESTMENT COLORADO VENUES RESOURCES CONTACT



Colorado Wedding Photographer

### WHY IT'S SO EASY TO BE EASY.

Because it's about you, not me. It's secondary, not primary. It's about your life, not mine. It's about your love, not mine.

[CONTACT US](#)



WHAT WE DO NOW, RIPPLES INTO TOMORROW.

*content writing +  
seo.*

Approved Topic	Approved Content	Publish Date	Due Date	Topic / Title	Content Outline	Keywords	Target Audience
Approved	Approved	3/30/23	3/23	<a href="#">How to Plan a Flawed and Imperfect Wedding</a>	h1: How to Have a Flawed and Imperfect Wedding h2: You Can't Plan a Perfect Wedding h3: How to Plan Your Wedding	how to plan a wedding	brides planning a wedding
Approved	Approved	4/6	3/30	<a href="#">Wedding at Hidden Waters Events [Formerly The Springs Waxahachie]: Brailey + Juan</a>	h1: Elegant Wedding at The Springs in Waxa h2: About The Springs in Waxahachie h2: Recapping Brailey & Juan's Wedding at T h3: How They Met h2: Brailey & Juan's Wedding at The Springs h3: Pre-Wedding the Planning h3: Memorable Moments h2: Why Nathan and I Love Being Wedding	wedding at hidden waters events	
Approved	Approved	4/13	4/6	<a href="#">Wedding Venues in Dallas: The 16+ Best DSW Wedding Venues</a>	H1: Wedding Venues in Dallas h2: The Springs Waxahachie [Formerly Hidden Waters Events] h2: The White Sparrow Barn h2: The Mason h2: Firefly Gardens h2: Hillside Estate	dallas wedding venues, dallas wedding venue, dallas venues, wedding venues dallas	
--	--	4/20	4/13	<a href="#">Victoria + Tu's Wedding at The French Farmhouse</a>		hidden waters events,	
				Where Wedding Traditions REALLY came from	h1: Where Do Wedding Traditions Come From h2: Wedding Traditions h3: The First-Look h3: Something Old, Something New, Someth h3: Carrying a Bouquet h3: Wearing a White Dress h3: The Wedding Ceremony h3: Giving of the Bride h3: Bridesmaids and Maid of Honor h3: Exchanging of the Rings h3: Wedding Invitations and RSVPs h3: Tossing Rice / Bubbles In the Preessional h3: The First Dance h2: Wedding Cake	white sparrow barn	

Sessions ▼ by Session default c... ▼ 👍 ▼

SESSION DEFAULT ...	SESSIONS
<a href="#">Organic Social</a>	191 ↑ 461.8%
<a href="#">Direct</a>	179 ↑ 359.0%
<a href="#">Organic Search</a>	67 ↑ 378.6%
<a href="#">Referral</a>	3 -
<a href="#">Email</a>	1 -

Last 28 days ▼ [View traffic acqu... →](#)

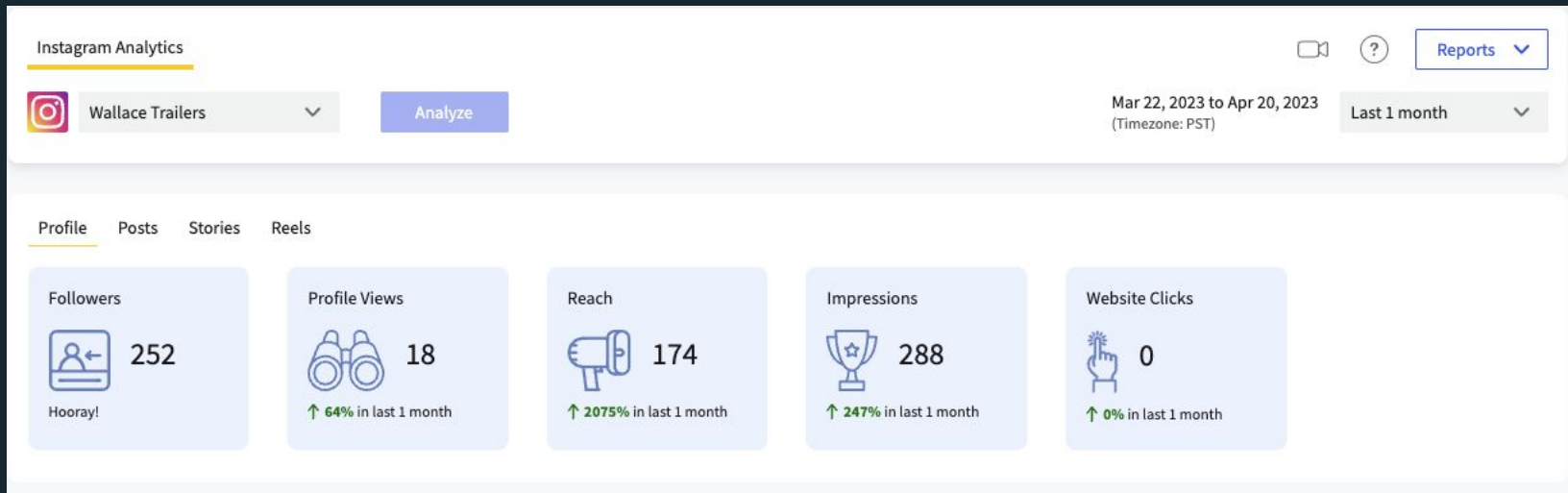
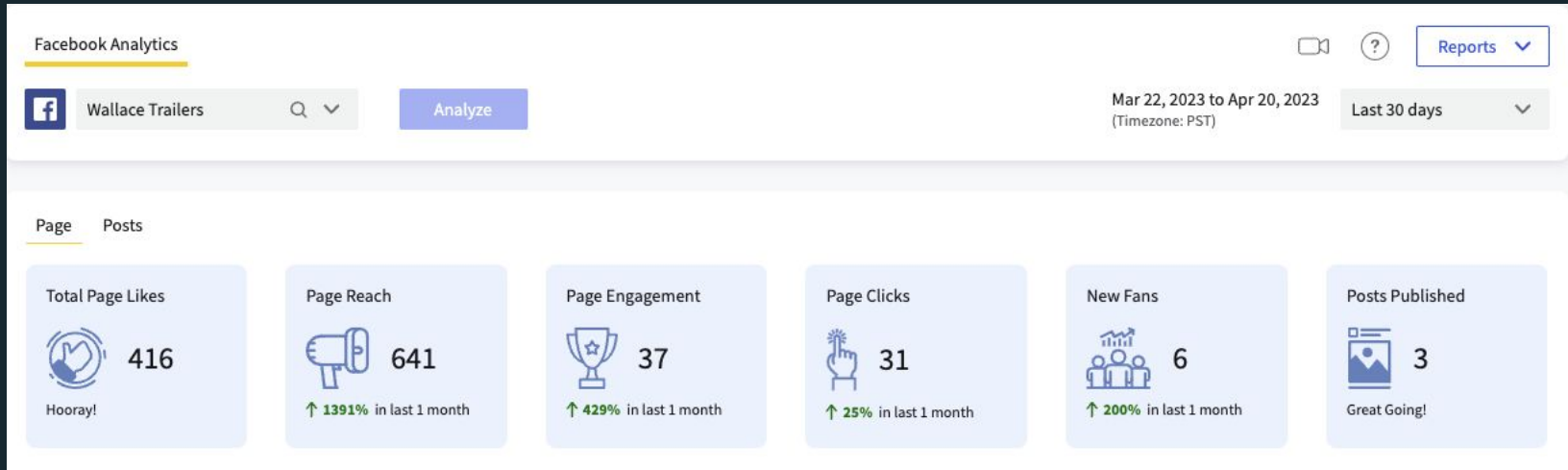
## *nathan and zoey photography.*

Because of the personal nature of their industry, Nathan and Zoey have a voice that is incredibly personal - allowing for the use of emojis in their copy. Because they want their couples to view them as the only resource they need to plan their wedding, we designed an editorial calendar that will:

- Strengthen their brand
- Guide their Couples
- Ranks well on search engines

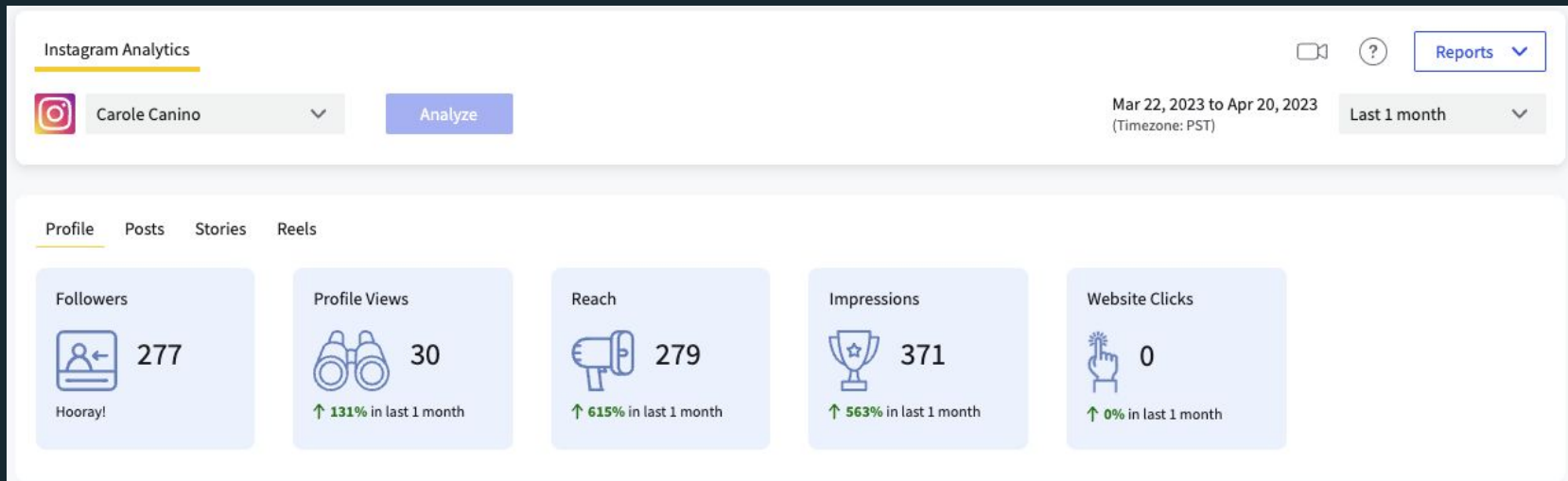
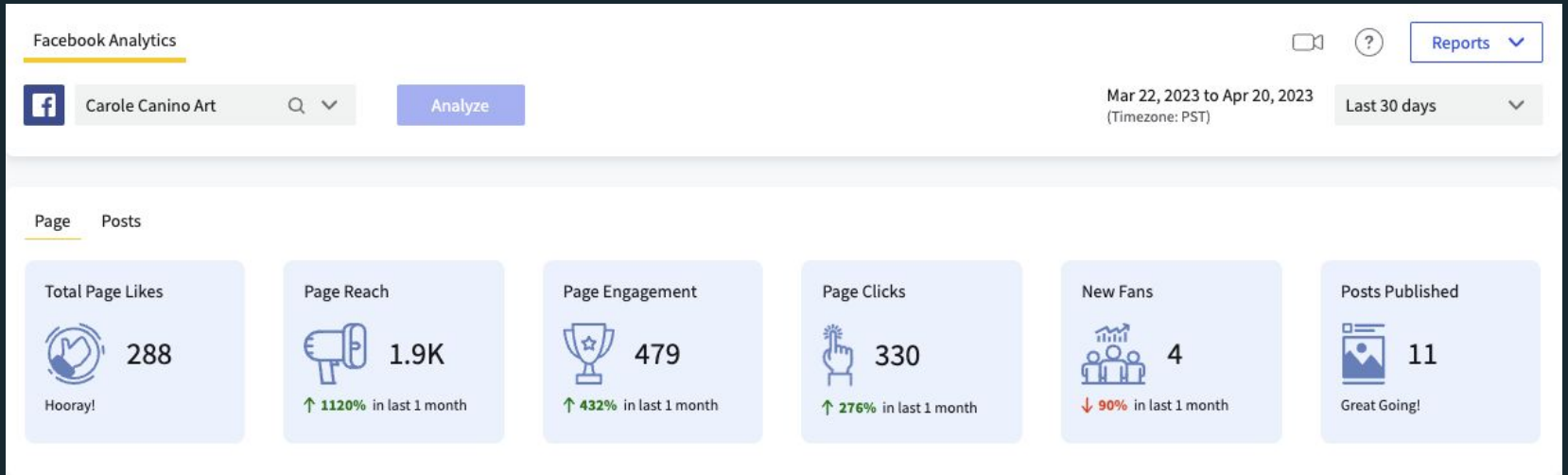
*social media.*

# Wallace Trailers.





# Carole Canino Art



*the brand you  
curate matters.*

*now look into*  
***b.**human*

***b.human***

*marketing for humans [ no bots allowed ]*

brand strategy

*humans are magic.*

*humans are creative.*

*humans are daring.*

*humans are bold.*

*humans are human.*

who we help

*artisans.*  
*innovators.*  
*humans.*

We don't serve corporate robots. Organizations are not made of numbers - they're made of people. People have pain. They have desire. They have purpose. They're problem solvers. Our people don't want to work with someone who will treat them like a number - they want someone who will collaborate with them and invite them to the table. They're not looking for a partnership. They're looking for a relationship.

Specific Industries and Niches:

Coffee • Construction • Fitness • Leather Craftsmanship • Woodworking /  
Lumber • Repair • Photography • Videography •



our stance

## *we are human.*

---

B.Human is not a corporate agency.  
We're a creative agency - designing and  
developing human brands and  
connecting humans with humans.

We put the social back in social media.  
We design brands that evoke emotion.  
We meet people where they are at.  
Human interactions is our only metric.

ways we connect humans

## *brand strategy.*

Brands need a strategy to remain human. Otherwise, no brand will be developed or it will become another corporate face. We guide brands to be human with strategies like this one.

## *web design.*

Every brand needs a home on the internet. But the wrong design will not feel like home. By aligning brand strategy with web design, we make sure your brand is consistent online.

## *content writing.*

In a world of a million photos a second, a thousand words is worth a thousand words. But the words you say matter - we write content for our brands in their intended voice for brand clarity and SEO.

## *creative content.*

Graphic design, videography, photography. These are the elements that live on your website, in the streets, on social media, and wherever you are seen. This is your visual identity.

## *social media.*

No, we're not just posting and reporting the vanity metrics. We're engaging in conversation, developing relationships, and showing up in ways that put "social" back in social media.

## *build relationships.*

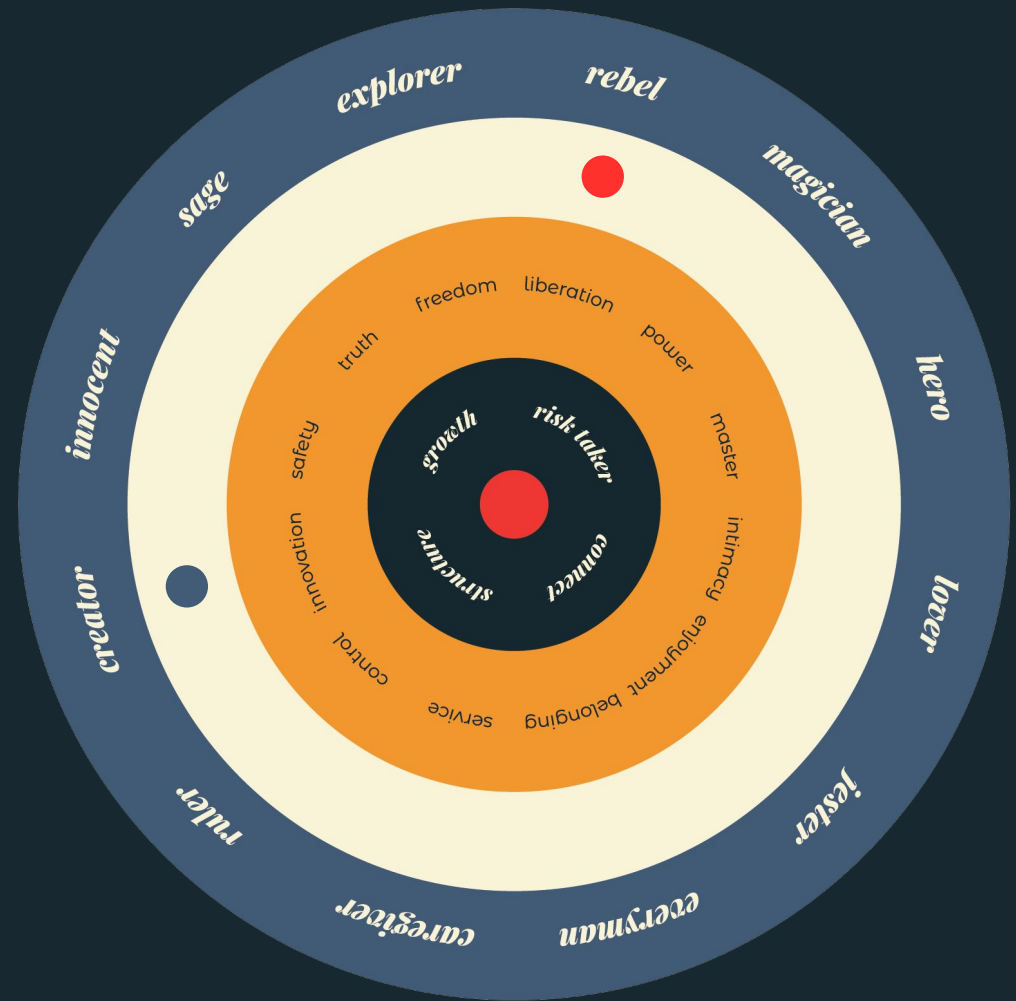
Email can be human - what is not human is emailing everyone you know. Contact forms are important to connect humans together, but only in authentic ways. Think of B.Human as a wingman.



character

## *the creative rebel.*

B.Human takes its stand against corporate marketing - it is leading the way to a human approach to marketing. It does this through creativity. There is no such thing as a stupid idea. It's time to go against the grain. It's time to be human.



● primary    ● secondary

voice.

## *words we use.*

---

B.Human is always human. We're flawed, magical, daring, unsure, and always in the pursuit of happiness. We're not worried about our voice so much as we are our character.

## *super power.*

---

Empathetic, understanding, problem solvers, givers by Grace, resolute, never driven by the bottom-line. Making money is the bi-product of being really awesome humans who want to help.

## *character.*

---

Anything goes except for the big bad words. No F💣s, and no GD. We're not cheap, amateur, sprouting, starting out, or just going for it. If you feel like saying shenanigans, go for it. But never try to sound smarter than you are.

## *how we talk*

---

The super power of b.human is the people who are inside. No one is cut the same. Every flaw within b.human is paired with another human who is strong in that area.

**Hex:** #F5F0D0  
**RGB:** 245, 240, 208  
**CMYK:** 2, 3, 18, 0  
**PMS:** 7-9 C

**Hex:** #EA4730  
**RGB:** 234, 71, 48  
**CMYK:** 0, 92, 87, 0  
**PMS:** 45-8 C

color

## *color that invites.*

---

B.Human colors are bold, but inviting. The strongest color is red, which is only used as an accent color and only ever used on the dot.

Because B.Human has a focus on human connections, our colors are meant to draw others in, rather than

**Hex:** #E09537  
**RGB:** 224, 149, 55  
**CMYK:** 3, 47, 94, 0  
**PMS:** 24-7 C

**Hex:** #3F4E69  
**RGB:** 63, 78, 105  
**CMYK:** 80, 61, 36, 16  
**PMS:** 174-13 C

**Hex:** #19232A  
**RGB:** 25, 35, 42  
**CMYK:** 86, 68, 58, 63  
**PMS:** 276 C

logo

*simple and clean.*

---

B.Human is thick and bold as these are indicators of a brand that is inviting and confident.

*b.human*

*b.human*

*b.human*

*b.human*

*b.human*

imagery



our type

## *fonts and sh\*t.*

---

*h1: playfair display black italic*

*h2: playfair display bold*

Body: Montserrat Alternates - Normal

## *putting it all together.*

### *the example and some rules*

Once you put it all together, this is pretty much what it all comes together like. Here are a few rules too.

1. The dot has to be red at the end of major headings. Brand > SEO
2. H2 - H4 are all Playfair Display Bold. They just get smaller
3. No capitalization in headers - for SEO, they're set to "lowercase" but written normalcase

Pretty simple, right?

# ***b.human***

*marketing for humans [ no bots allowed ]*

## ***services.***

- Website Auditing
- Brand Strategy
- Logo Design
- Web Design
- Web Development
- CRM Setup
- Search Engine Optimization
- SEO Content Writing
- Contact Generation
- Email Marketing (Automation Setup)
- Social Media Management
- Branded Photography

[www.behuman.marketing](http://www.behuman.marketing)