



FINDSOME & WINMORE
BRAND BOOK

IDENTITY



PRIMARY LOGO

FINDSOME & WINMORE

FINDSOME & WINMORE

SECONDARY LOGO

FW
&

TYPOGRAPHY

Aa

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789!@#\$%^&

Champion HTF Bantamweight
Champion HTF Featherweight

Aa

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
0123456789!@#\$%^&

ITC Caslon No. 224 Book / *ITC Caslon No. 224 Book Italic*
ITC Caslon No. 224 Medium / *ITC Caslon No. 224 Medium Italic*
ITC Caslon No. 224 Bold / *ITC Caslon No. 224 Bold Italic*
ITC Caslon No. 224 Black / *ITC Caslon No. 224 Black Italic*

COLORS



PANTONE BRIGHT RED C
CMYK 0 | 90 | 95 | 0
RGB 239 | 65 | 41
#EF4129



SOLID BLACK
CMYK 0 | 0 | 0 | 100
RGB 35 | 31 | 32
#231F20



PANTONE 520 C
CMYK 0 | 0 | 0 | 25
RGB 199 | 200 | 202
#C6C8CA



PANTONE 550 C
CMYK 45 | 15 | 10 | 0
RGB 139 | 185 | 210
#8BB9D2

EXTENSIONS

20TH ANNIVERSARY MARK



FINDSOME & WINMORE
{the classic digital marketing agency}



FINDSOME & WINMORE
{the classic digital marketing agency}

25TH ANNIVERSARY MARK



FINDSOME
& WINMORE

BRAND EVENT

{a classic website by **FINDSOME & WINMORE**}

WEBSITE BADGE



BRAND COLLATERAL

An Arm's Length Production of
FINDSOME & WINMORE

WEBSITE BADGE FOR the32789

CULTURE

BRAND MOTTO

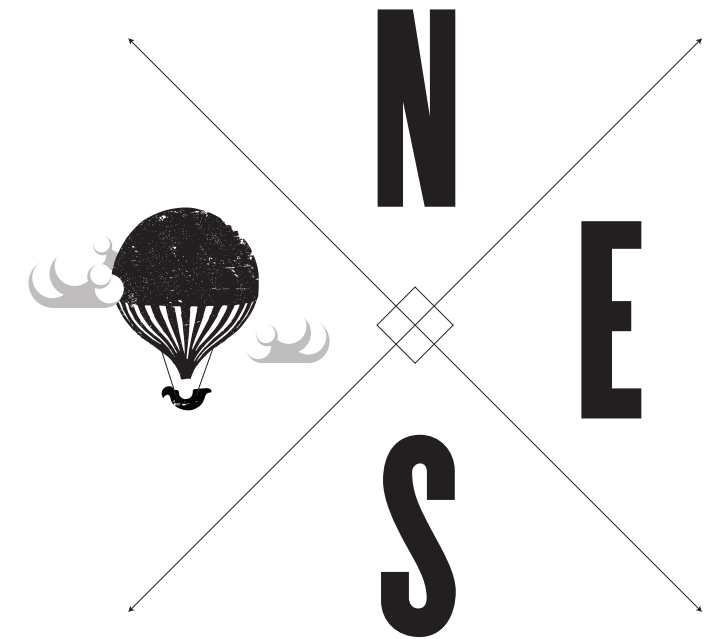
NEVER
STOP
EXPLORING.

NO BORDERS.
NO BOUNDARIES.
NO LIMITS.

MOTTO MONOGRAM

NSE

MOTTO SYMBOL



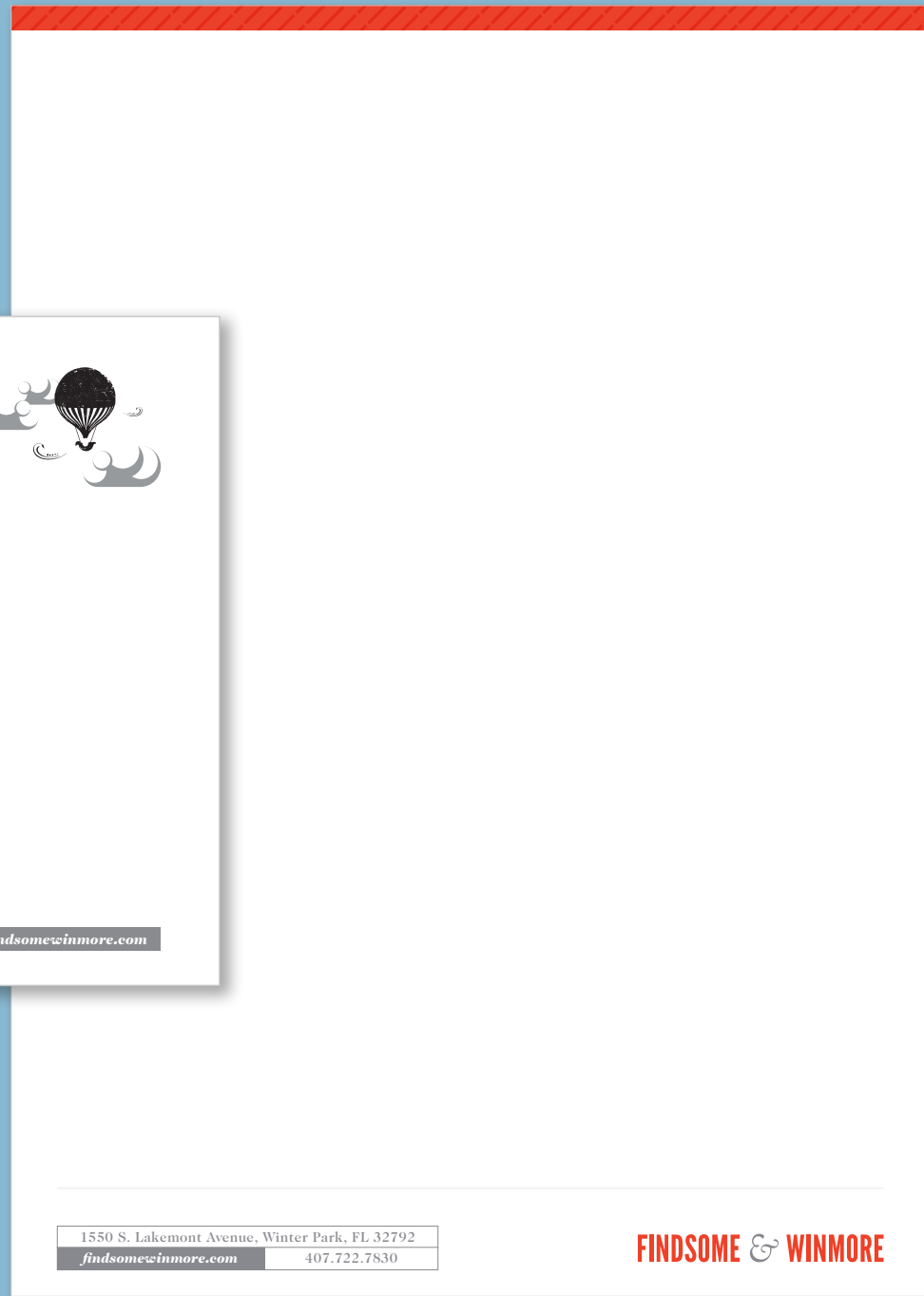
STATIONERY



THANK YOU CARD

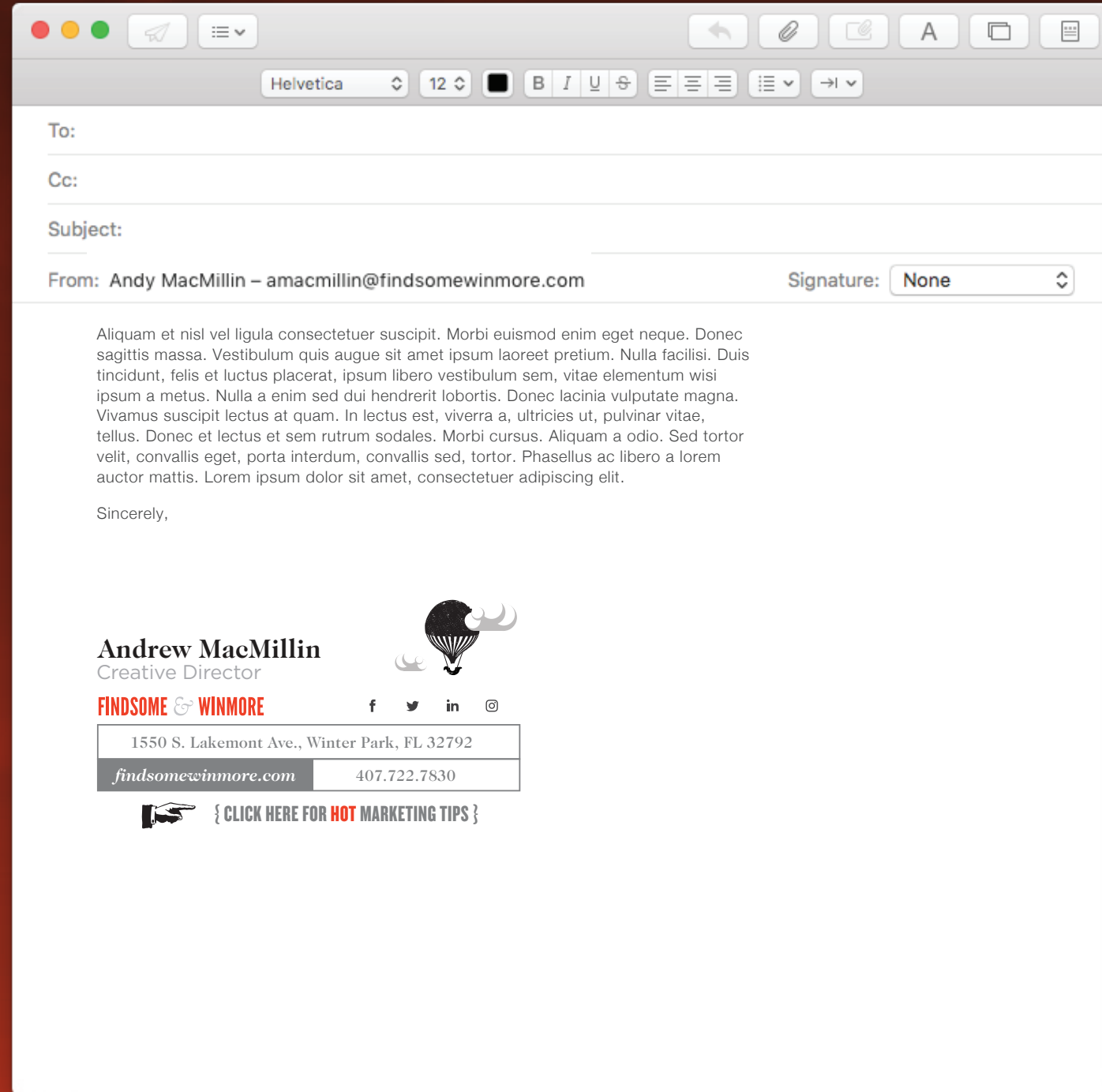


RETURN LABEL



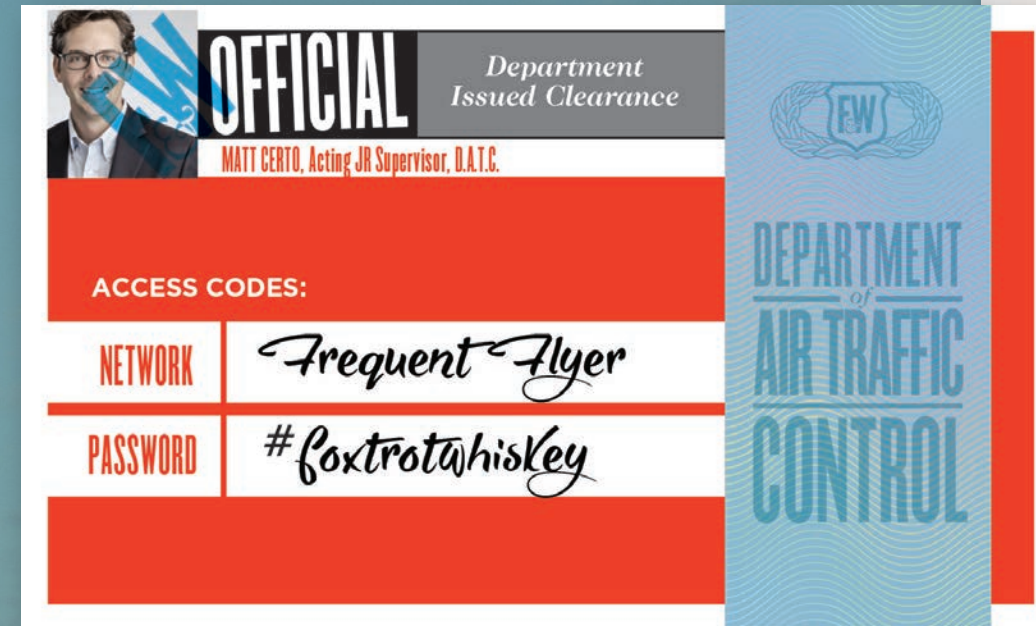
LETTERHEAD





E-MAIL SIGNATURE

WIFI CARD



OFFICE DOOR SIGN



SOCIAL

WE'RE IN THIS TOGETHER

We've called Central Florida "home" for 25 years, so we know how much it means to have the support of the community. Here are some cool ways to support other local businesses and continue spreading hope.

Findsome & Winmore

10:43

findsomewinmore

FW 422 Posts 1,164 Followers 320 Following

Findsome & Winmore
Advertising/Marketing
Helping you #FindWin new customers
For the locals: @the32789
Let's explore together ↓
linkin.bio/findsomewinmore
1550 S Lakemont Ave, Winter Park, Florida
Followed by alexismactavish, lyadominguez and 15 others

Following Message Contact

Work Takeovers #PickUpOrl... Fun

4 REASONS YOUR BUSINESS NEEDS original photography SUBSCRIBE TO HOT AIR HA

WITH A NEW
DAY COMES
NEW STRENGTHS
AND NEW
THOUGHTS

Eleanor Roosevelt

5:14

findsomewinmore

FW 475 Posts 1,258 Followers 487 Following

Findsome & Winmore
Marketing Agency
Helping you #FindWin new customers
For the locals: @the32789
Let's explore together ↓
sprout.link/findsomewinmore/

Followed by larasofiaa, crewhealthinc and 29 others

Following Message Contact

DOGS

WORLD KINDNESS DAY KEEP UP WITH CHECKUPS BRAND Narrative ELIZABETH DVORAK

oh snap!

1/6

5 WAYS TO SAFEGUARD YOUR WEBSITE

TWO DAYS WITH CAYNUS

JUNE 2ND & 3RD

WHEEL & ROSE 2ND & 3RD STONE WHEELER

CASE STUDIES

Case Study
FINDSOME & WINMORE
Continued creating key marketing pieces to represent the healthcare leader's evolving brand, legendary partnerships and life-changing patient stories.

CHOOSE

Orlando Health.

A Healthy New Brand Campaign

Case Study — Orlando Health

ISSUE

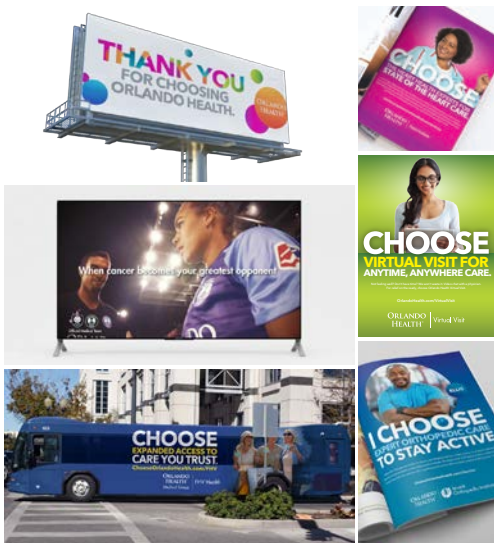
To further establish themselves as a household name in and around Central Florida, Orlando Health looked to us as their brand agency partner to execute some of their grandest presentations to date.

APPROACH

From all across Central Florida and St. Petersburg, our team created several brand campaign elements including but not limited to updated style for patient testimonials, broadcast commercials and 3D design for the largest billboard on I-4. We approached each project with a fresh perspective while staying grounded in their brand standards.

SOLUTION

Each execution strengthened Orlando Health's connection with consumers. Our 3D takeover of Central Florida's largest billboard made waves online. Revealed piece by piece over several days, onlookers recognized the Orlando Health brand right away. In the big game, we introduced a new partnership through precise match cuts and a signature closing line. And by reimagining patient stories to better incorporate key brand elements, we emphasized trust in care in the face of COVID-19.



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Case Study
FINDSOME & WINMORE
Reimagined creative for Central Florida's signature sporting event to elevate brand, increase awareness and encourage safety for all during the COVID era.

ARNOLD PALMER INVITATIONAL

Play Boldly. Create Strategically.

Case Study — Arnold Palmer Invitational

ISSUE

After featuring Findsome & Winmore's "Get Closer" creative for two years running, our previous concept proved to be evergreen—unless, of course, a pandemic rears its head. Just the fifth PGA Tour event to allow spectators following COVID-19 shutdowns, the API team was looking for a sophisticated campaign to reintroduce the game of golf with an emphasis on safety.

APPROACH

Well-versed in the history surrounding the event as their creative partner since 2018, we looked to the iconic legacy of Arnold Palmer himself to inspire campaign direction. Mr. Palmer's famous quote "you must play boldly to win" guided us to a set of strategically compelling taglines and art that featured familiar scenes of previous tournaments.

SOLUTION

By leaning into the Arnold Palmer legacy with a focus on brand awareness, we crafted a memorable, recognizable campaign concept that easily flowed between digital ads, billboards, on-site signage and a website reskin. Even amidst the tournament's limited capacity, we leveraged the power of social to earn over 42,000 engagements, the fifth highest engagement of all time for any PGA Tournament week.

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THE SWAG



FOLDER



COFFEE CUP



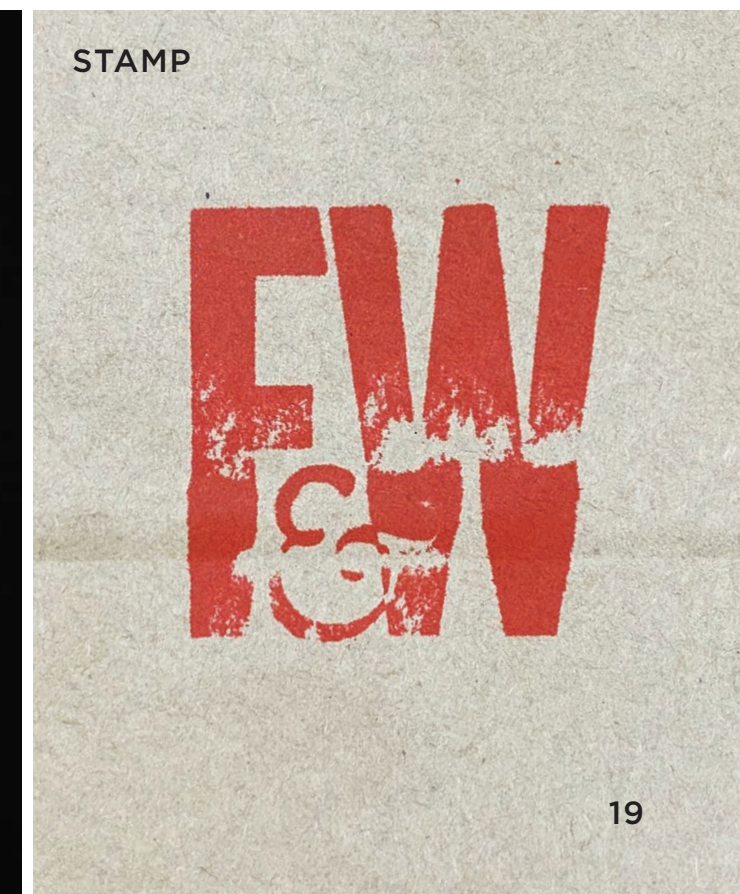
25TH CORKCICLE



T-SHIRT



STAMP





THE FLIGHT PLAN

CULTURE STATEMENT

- 1. Wake up and be a champion for your clients every day.**
- 2. Be dependable. Always do what you say you're going to do.**
- 3. Listening is key. Ask a ton of questions and take a ton of notes.**
- 4. Be a pro. All the time.**
- 5. We, us, and our instead of I, me, and mine.**
- 6. There's only one way to do things: the right way.**
- 7. Be nice. Build good relationships.**
- 8. Say what you mean. Mean what you say. Don't say it mean.**
- 9. Do work that makes you proud.**
- 10. Never stop learning and share what inspires you.**
- 11. Don't take yourself too seriously.**
- 12. Be flexible if things don't go as planned.**



IMAGERY



This Winter National Doubles Its Luxury Fleet With New DC 6B'S!

There'll be more Stars in the sky so Florida this winter! Yes, the nation's newest fleet of DC-6B's joins National's luxurious DC-6's. Every day 1000 more Florida vacationers will enjoy world-famous Star service at standard fare...

Make Your Reservations Now!

MIAMI
A Non-Stop
JACKSONVILLE TAMPA
3 hrs. 35 Min. 2 hrs. 30 Min.

HAVANA
3 hrs. 35 Min. One-Stop
PALM BEACH
2 hrs. 45 Min.

Star

Get The NATIONAL Habit - FLY!
NATIONAL Airlines
Airline of the Stars

See the latest agent displaying this ad.
N. 100 7-7100



Fly the Tube

Let's go.



Take the Piccadilly Line to Heathrow Airport.
It's the only way to fly.

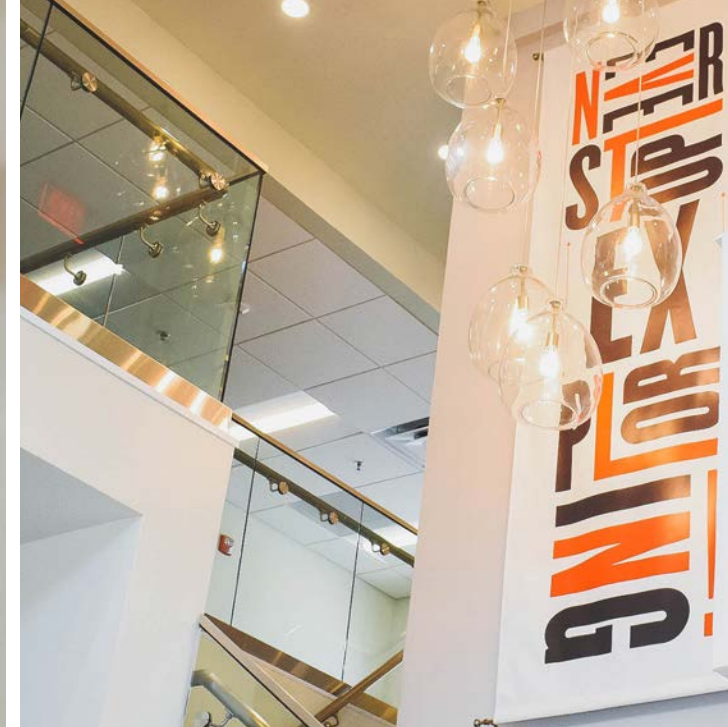
Picturem

NATIONAL AIRLINES

MORE LUXURY FLIGHTS TO FLORIDA!

This Winter National Doubles Its Luxury Fleet With New DC 6B'S!

LET'S BE RESTLESS. LET US FLY.
TO CATCH CLOUDS AND CATCH FIRE.
FOR WHAT MOVES, MOVES FORWARD.
ONWARD. UPWARD. INTO THE DISTANCE...



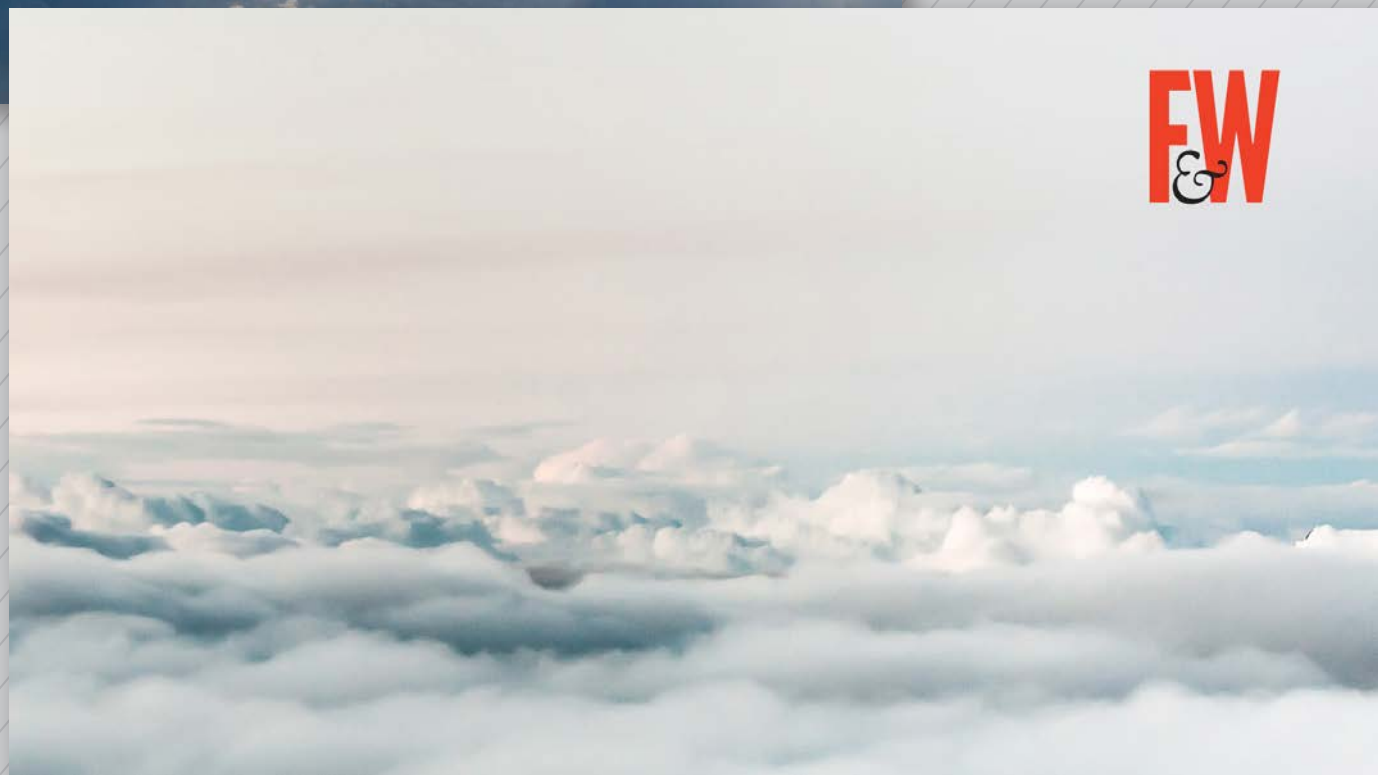
OFFICE SIGNAGE



BRANDING TOOLS



ZOOM / TEAMS
BACKGROUNDS



GENERAL PROPOSAL SAMPLE

Presented To XXXX



ABOUT US

Findsome & Winmore is a full-service agency founded in 1995. Our award-winning firm is driven by a passion for helping clients find and win new customers through smart and effective marketing strategies and tactics. We are a collection of bright minds and willing spirits, with an ever-present commitment to client service and satisfaction.

Our team focuses on forward-thinking, growth-driven solutions. Every team member has an unyielding desire to positively impact the marketing efforts of our clients.

Over more than 25 years, we have built a remarkable track record and lasting relationships by integrating marketing and public relations solutions for a singular purpose:

Find and Win Customers for our Clients.

Our agency principals, along with the entire Findsome & Winmore team, have a remarkable portfolio of experience with local, national and international clients. We have worked with brands at every stage of their life cycle. Having worked both client-side and as agency partners, our leadership has strategically combined these brand and marketing backgrounds to serve clients at the highest level. Here is just a small sample of our experience.



SAMPLE PRESENTATION TEMPLATE



{Thank You}



LET'S SOAR.

FINDSOME & WINMORE