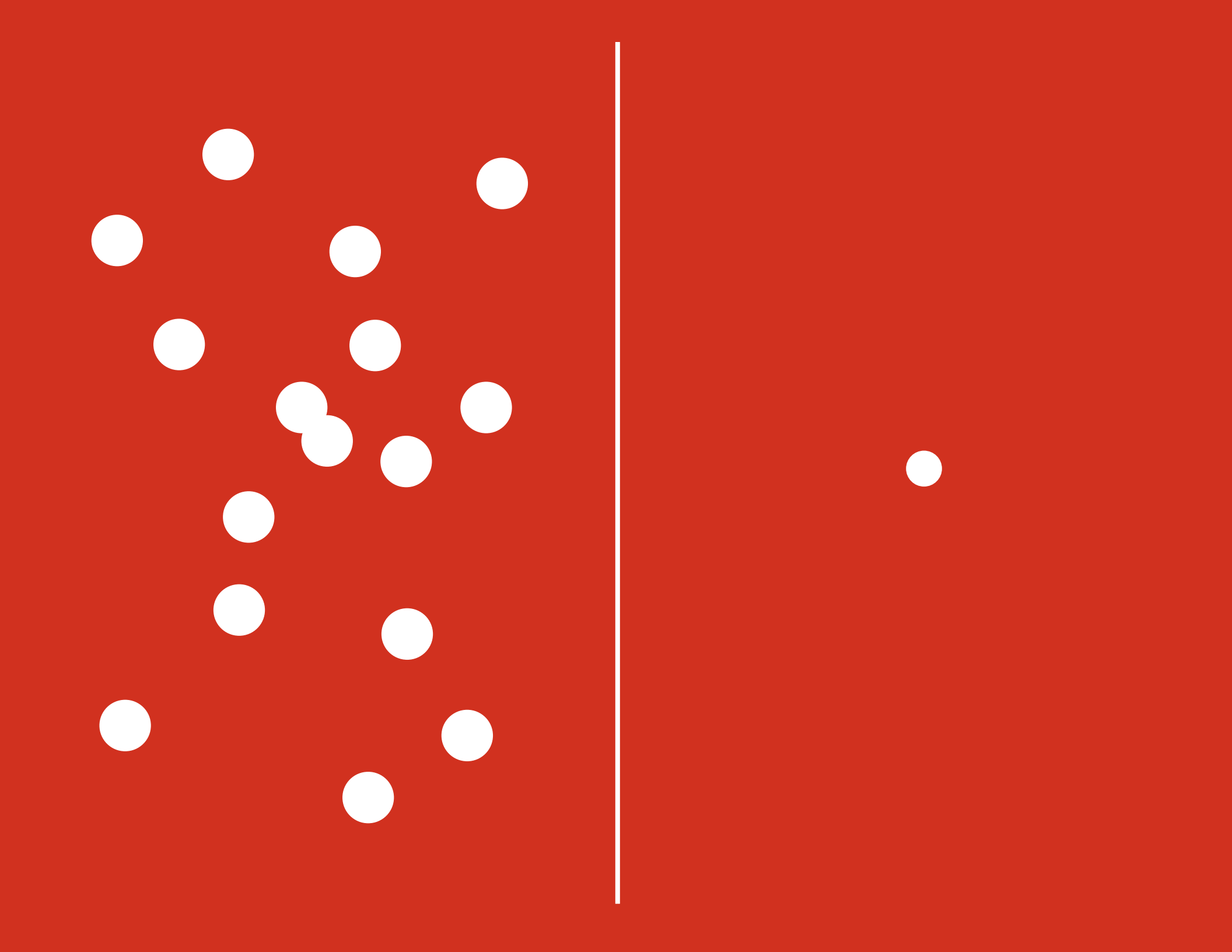


MATCHSTIC

FIELD GUIDE

TO DESIGNING BRAND IDENTITY





WE LIVE IN A WORLD OF PROBLEMS.

Big or small, our everyday is filled with challenges, tasks, assignments and goals. Design tackles the problem of visual communication. As the great designer Paul Rand put it: a product which blends form and function – the realization of a visual idea. The question is how to do it, and more importantly, how to do it successfully.



Fine Tuned

AS WITH ANY FINE-TUNED SYSTEM, OUR CREATIVE PROCESS HAS EVOLVED OVER TIME. IT HAS BEEN IMPROVED THROUGH YEARS OF EXPERIENCE, COLLABORATIVE THINKING, TRIED AND TRUE EFFORTS AND TANGIBLE RESULTS.

APPROACH

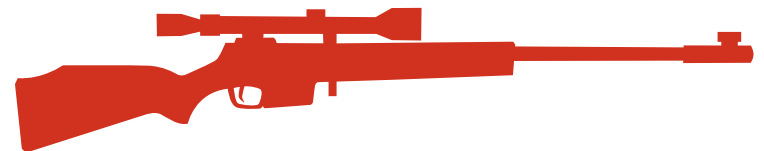
LOOKING AT IT SIMPLY, THERE ARE TWO BASIC METHODS:

FIG. 1



VS

FIG. 2



APPROACH
NO. 1

THE SHOTGUN

DETAILS AND CAPABILITIES

- SHOT QUICKLY WITHOUT MUCH PLANNING
- RELEASES WIDE SPREAD OF PELLETS, HOPING FOR A HIT
- THE LEARNING CURVE IS LOW, EASY TO START SHOOTING
- THERE CAN BE COLLATERAL DAMAGE
- PRODUCES SOME SUCCESS, SOME OF THE TIME



FIELD RESULTS



APPROACH
NO. 2

THE SNIPER

DETAILS AND CAPABILITIES

- MUCH TIME SPENT PLANNING AND SETTING UP THE SHOT
- TAKES ONE SHOT TO HIT THE TARGET
- THE LEARNING CURVE IS HIGH, REQUIRES PRACTICE
- THERE IS A LOW RANGE OF ERROR
- VERY FEW PEOPLE BECOME SNIPERS



FIELD RESULTS



MATCHSTIC RECOMMENDED

*More Bang
for
Your Buck*

“ SNIPERS DO A LOT MORE THAN JUST SHOOT. THEY’RE OUR FORWARD OBSERVERS. WE’LL SEND SNIPERS IN TO OBSERVE THE TARGET, TO DO RECONNAISSANCE. THAT WAY WE CAN ENSURE A SUCCESSFUL MISSION.

 **SERGEANT MAJOR WILLIAM SKILES, UNITED STATES MARINE CORPS**



AT MATCHSTIC, WE'VE BEEN THROUGH BOTH SCENARIOS. WE'VE SEEN MANY DIFFERENT CASES OF SUCCESS AS WELL AS FAILURE. AND WE'VE LEARNED THAT THE BETTER APPROACH TO DESIGN IS THAT WHICH CLOSELY RESEMBLES A SNIPER.

OUR PROCESS

DEVELOPING AND REFINING SKILLS

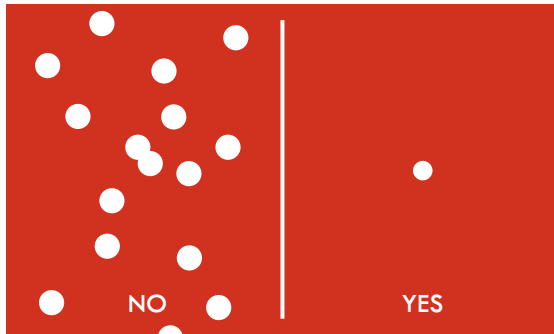


FIG. 4

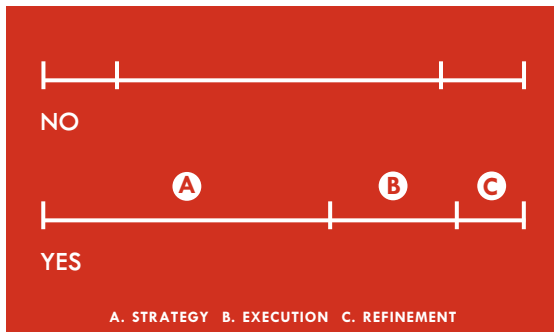


FIG. 5

🔥 YOU WON'T GET AN ENDLESS SEA OF "COMPS". (FIG. 4)

🔥 A LOT OF TIME IS SPENT ON PLANNING, RESEARCH, AND STRATEGY SO YOU WON'T SEE VISUALS INSTANTLY. (FIG. 5)

🔥 IT HASN'T HAPPENED OVERNIGHT, BUT RATHER CAME ABOUT THROUGH YEARS OF DEVELOPING SKILLS AND REFINEMENT.

LET'S FOCUS

HOW TO REACH OUR GOAL



- 1 WHO ARE YOU?
- 2 LET'S VISUALLY DEFINE WHO YOU ARE.
- 3 LET'S DO IT IN A COMPELLING AND UNIQUE WAY.

ONCE THE FIRST QUESTION IS TRUTHFULLY AND APPROPRIATELY ANSWERED, THE SHOTGUN METHOD IS AUTOMATICALLY ELIMINATED. WHEN THE CLIENT'S IDENTITY IS WELL-UNDERSTOOD, THE TARGET IS DETERMINED. THUS, SHOOTING AT ANYTHING BUT THE TARGET WOULD BE WASTEFUL AND TIME CONSUMING.

THE
SURE-FIRE
RECIPE

SUCCESS

*Lock &
Load*

FOUR KEY INGREDIENTS

A PATIENCE

TAKING THE RIGHT STEPS TO COVER ALL CRITERIA

B OBSERVATION

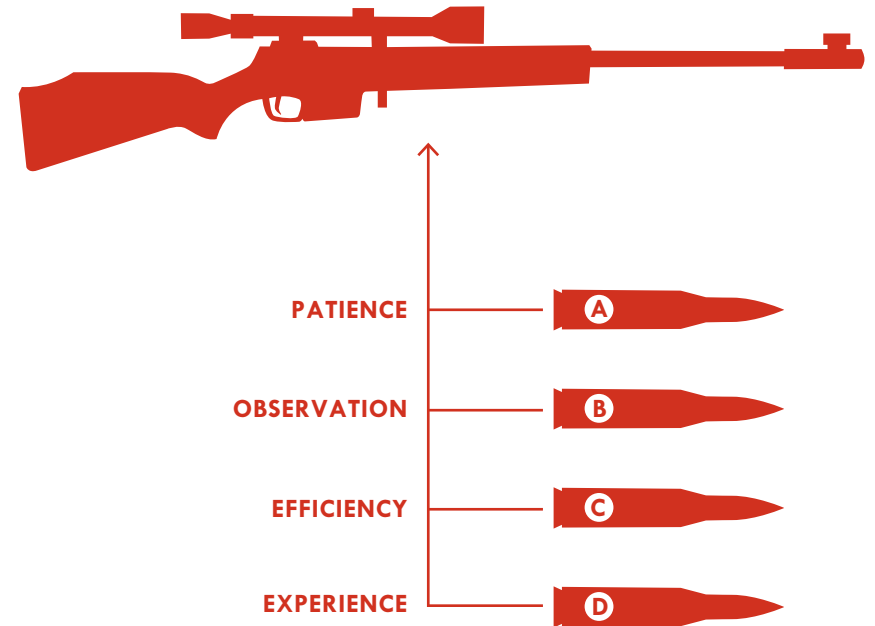
A SOLID UNDERSTANDING OF THE CLIENT AND BRAND

C EFFICIENCY

A REFINED PROCESS TO REDUCE UNNECESSARY WASTE

D EXPERIENCE

KNOWLEDGE AND ABILITY TO PRODUCE GREAT WORK





Ours is an approach which favors timeless, beautiful design built on sound strategy and smart thinking rather than arbitrary trial-and-error, showy trends and gimmicks. It's utilizing design to solve problems, to make things better. Amidst today's cluttered market, a focused process is as much a competitive advantage as a good product to help your brand make a difference and standout.

**“ON A GOOD DAY, WE’D BE ABLE TO PUT ALL
OUR ROUNDS ON A SPOT THE SIZE OF A
PENNY. ON A BAD DAY, A QUARTER.**

 **SERGEANT MAJOR WILLIAM SKILES, UNITED STATES MARINE CORPS**