Mason Her Co.

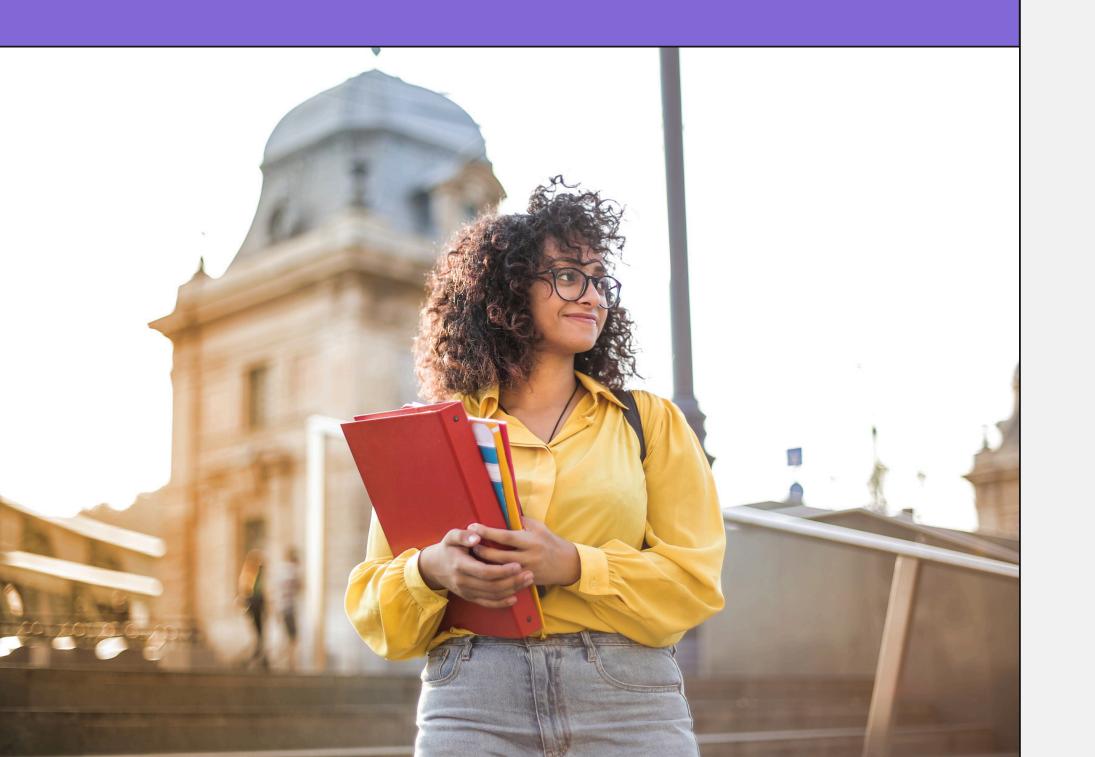
Mason H.

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Brand Values

Values: Faith, Creativity, Innovation, Excellence

Brand Mission

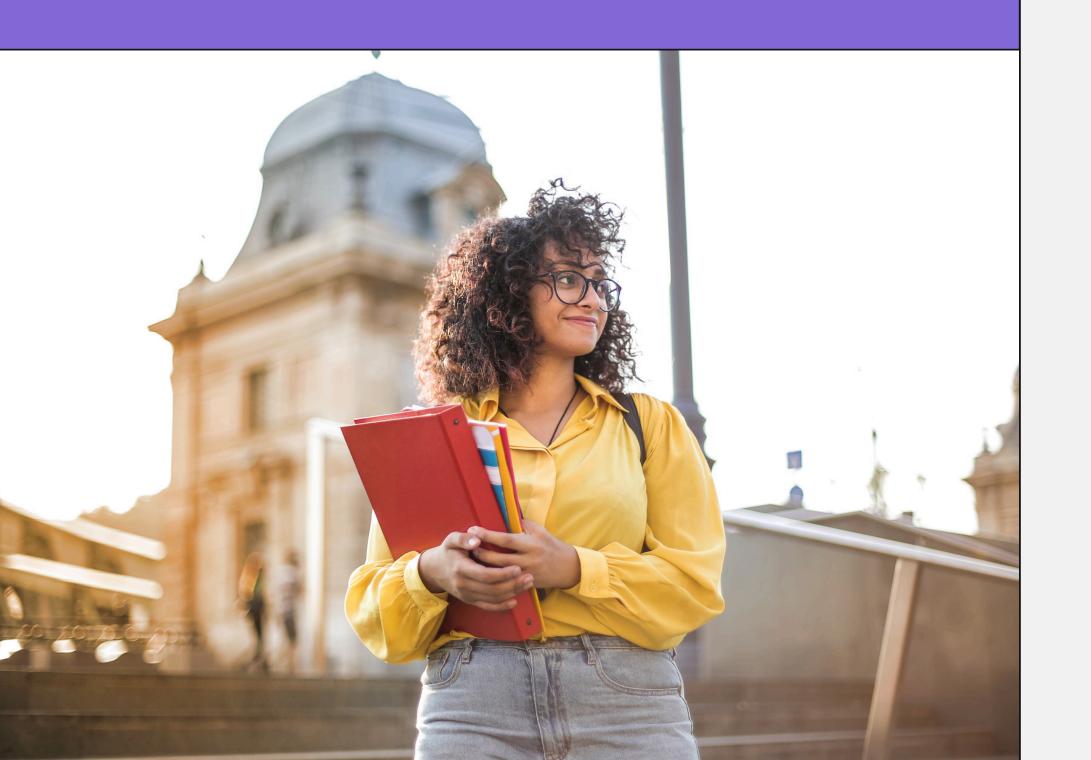


Empower brands and people to tell their story with creativity and purpose.

Vision Statement

A world where creativity and integrity drive connection.

Elevator Pitch



"I help small businesses and creatives stand out through authentic marketing and clean design."

Tagline

1

"Growth is together"

2

Helping alltogether

BEST PICK: "Faith-led. Story-driven. Visually bold."

3

Pushing Limits to secure relations

Voice and Persona

Archetype:

The Creator meets The Sage — passionate about building beauty that has meaning, and wise enough to guide others through the process.

Core Traits:

- Faith-Guided → grounded in values, humble, purposeful.
- Strategic → everything has intent and structure.
- Modern & Refined → minimal, elevated, and professional.
- Empathetic \rightarrow genuinely listens, meets clients where they are.
- Confident but Calm → no arrogance, just quiet certainty in craft.

Celebrity Brand Mashup

- Ryan Holiday (clarity, discipline)
- × Donald Glover / Childish Gambino (creative range)
- × Steven Bartlett (business modernity and authenticity)

Example Scripts in Your Voice

Authentic

Speaks with transparency and humility — no buzzwords for the sake of it.

"Every story deserves to be told with honesty and intention."

Inspirational

Uplifts and encourages others to dream bigger.

"You don't need a massive brand to make massive impact."

Grounded in Faith

Subtle, never preachy — values-driven, not religious marketing. "Excellence is stewardship. Creativity is a gift meant to serve."

Strategic & Insightful

Balances creativity with clear reasoning.

"Design without purpose is decoration. Design with vision drives action."

Minimalist & Direct

Avoids filler. Gets to the point with clarity and calm confidence. "Less clutter. More clarity. That's where connection starts."

Brand Workbook

Thank you!

By Mason Her masonherco.com