

DDSN 361

Mason Her Co.

Mason H.

masonherco.com

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

3

Pushing Limits to secure relations

BEST PICK: “Faith-led. Story-driven.
Visually bold.”

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 → 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