# Lakeshore & Pine

Brand identity, websites and campaigns for growth-stage companies. Six people, one studio, Milwaukee.

Lakeshore & Pine is a demonstration agency. All clients and work shown are fictional.

We brand growth-stage companies from Milwaukee: **close enough to be in the room, sharp enough that you stop looking at the coasts.**

# Sharper, & closer.

# Close means the person who draws your brand is the person across the table.

**6**

people in the studio. Every one of them makes the work; nobody only manages it.

**0**

account layers between you and the hand on your mark.

**1**

day's drive to your floor, from Minneapolis to Detroit. We come to you, and we keep coming.

03 · WHAT WE BELIEVE

# A brand is one idea, said so plainly a stranger can repeat it.

Everything after this page is that sentence, tested on three companies.

# We find the one idea before we draw anything. Then every object has to carry it.

If an idea cannot survive a beer can, a rate page and a bus shelter, it was a mood, not an idea. We test it on your three hardest objects inside four weeks.

01 · SLIPWAY BREWING CO.

## The can carries the strength.

02 · MUTUA CREDIT UNION

## The rate carries a sentence.

03 · NORTHPOINT FOUNDATION

## The building carries the count.

# Three companies. Three ideas. Shown object first.


01 **Slipway Brewing Co.**
Craft brewery rebrand
Sturgeon Bay, Wisconsin
P. 07

02 **Mutua Credit Union**
Website
Milwaukee and Waukesha counties
P. 08

03 **Northpoint Hospital Foundation**
Capital campaign, Lights On
Milwaukee's north lakefront
P. 09




# Strength reads across the store before a word does.

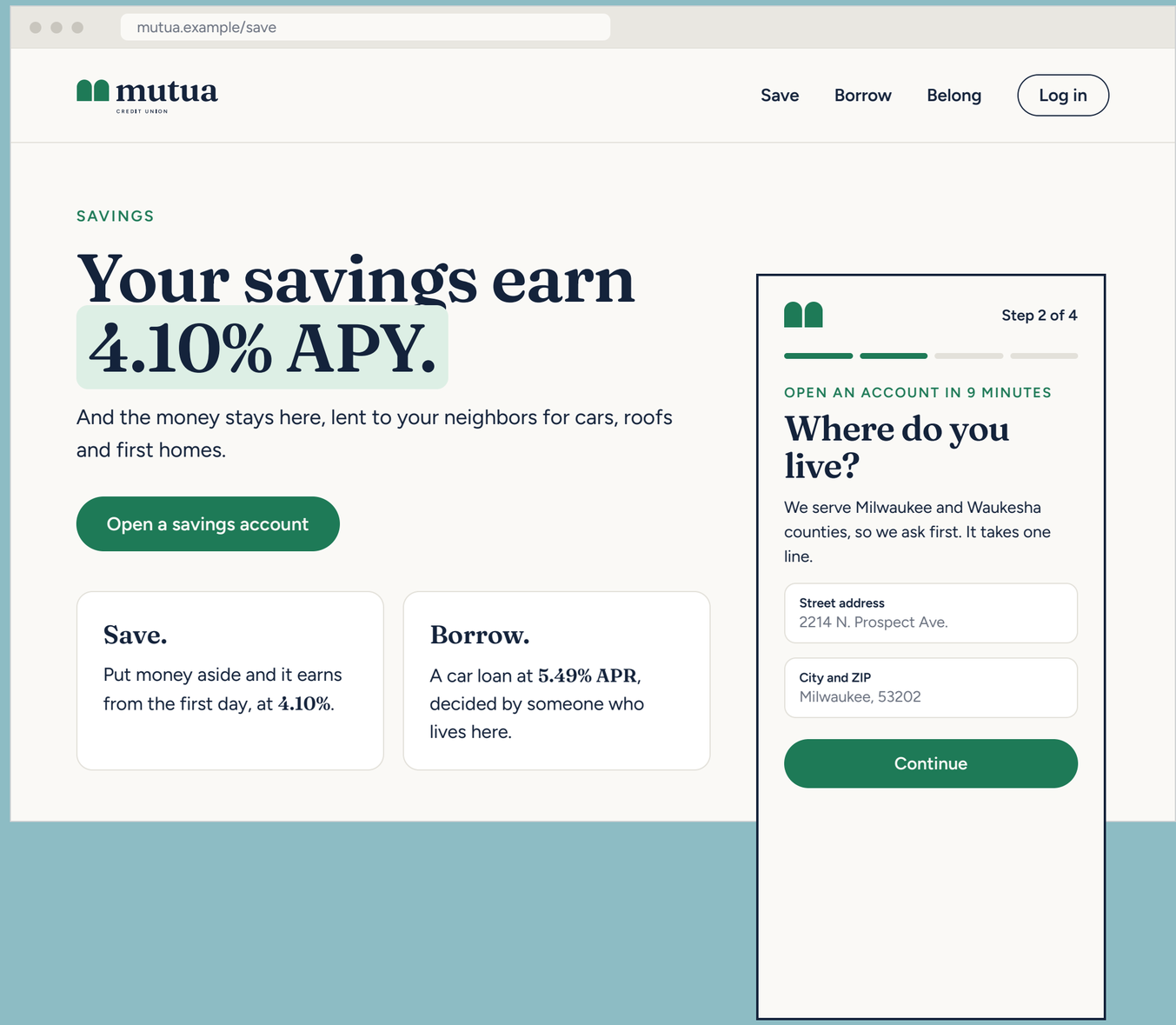
THE WATERLINE

Each can fills with colour to its ABV × 10 percent. A 4.8% pilsner rides high; an 8.4% porter is nearly under.

# Every rate, written as a sentence.

Mutua's old site was a rate table with a login box. Now each product is explained in one sentence before a number appears, and every number lives inside a sentence. 41,000 members read it like a person talking.

RATES SHOWN ARE SAMPLE FIGURES





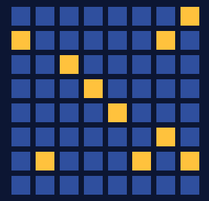
03 · NORTHPOINT HOSPITAL FOUNDATION · CAMPAIGN

# Lights On

*Somebody is awake here at 3 a.m. Keep the lights on.*

## The building is the fundraising thermometer.

Sixty-four windows, $64 million, a 24-hour children's wing. Every $1 million raised lights one window, on the posters, the donor report and the façade itself.



10 OF 64 LIT · $10M RAISED

THE CORNER SPRINT · FIXED FEE

# $38,000

## Four weeks. One idea, proven on three of your real objects.

Most clients carry on into the full system, ten to sixteen weeks. The sprint's work is yours either way. Sample pricing, shown for illustration.

| | |
|---|---|
| WEEK 1 | **In your building.** Founders, floor, customers, the shelf you compete on. |
| WEEK 2 | **Three routes,** each argued on a single page. No mood boards. |
| WEEK 3 | **One idea, chosen together** and made on your three hardest objects. |
| WEEK 4 | **The spine:** mark, type, colour and a one-sentence rule your team can keep. |

# Bring us the hard one.

**First step: ninety minutes at your table.** We arrive with one idea about your brand, and you keep it whether you hire us or not.

CALL
414 555 0142

WRITE
studio@lakeshorepine.example

VISIT
Historic Third Ward, Milwaukee

START
Two sprint places open in Q1

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