



MATTHEWS CREATIVE

GET REMEMBERED

**MAKE PEOPLE FEEL
SOMETHING. THEN
REMEMBER YOU.**

Branding, identity, awareness and motion that make people feel something.

01

MEAN IT

BRANDING

What you stand for, how you sound and why people should care.

- Purpose
- Positioning
- Personality
- Naming

[More on branding](#)



02

LOOK

BRAND IDENTITY

Logos, colour, type and imagery that make you unmistakable.

- Logo and marque
- Colour and type
- Imagery
- Motion

[More on brand identity](#)



03

LOUD

BRAND AWARENESS

Campaigns that get you noticed, remembered and talked about.

- The big idea
- Launch plans
- Social campaigns
- Out in the world

[More on brand awareness](#)



04

MOVE

MOTION AND CONTENT

Art direction, motion, illustration and content with character.

- Art direction
- Motion design
- Illustration
- Photo and film direction

[More on motion and content](#)



NEXT STEP

READY TO BE REMEMBERED?

Book a free call. We'll listen, then show you exactly how we'd do it.

Start a project: www.matthewsjay.com/contact

hello@matthewsjay.com

07518 813881