

A black and white photograph showing a close-up of a person's hands working on a printed circuit board (PCB). The hands are positioned over the PCB, which is mounted on a breadboard or similar prototyping board. In the background, there are blurred lights, suggesting a workshop or laboratory environment.

# [RE]BRAND + BUSINESS CARDS

*Spreenkler Creative*





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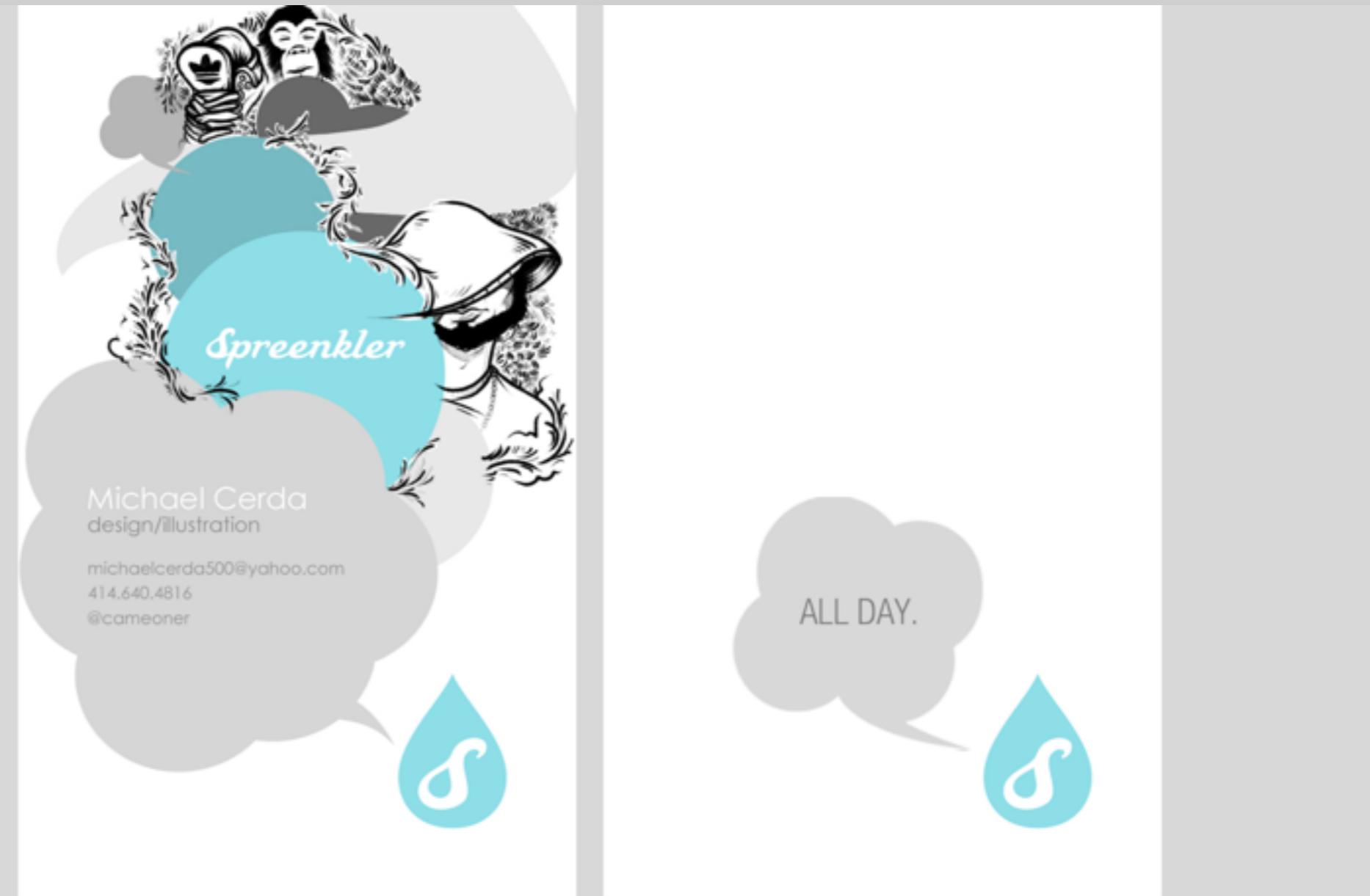


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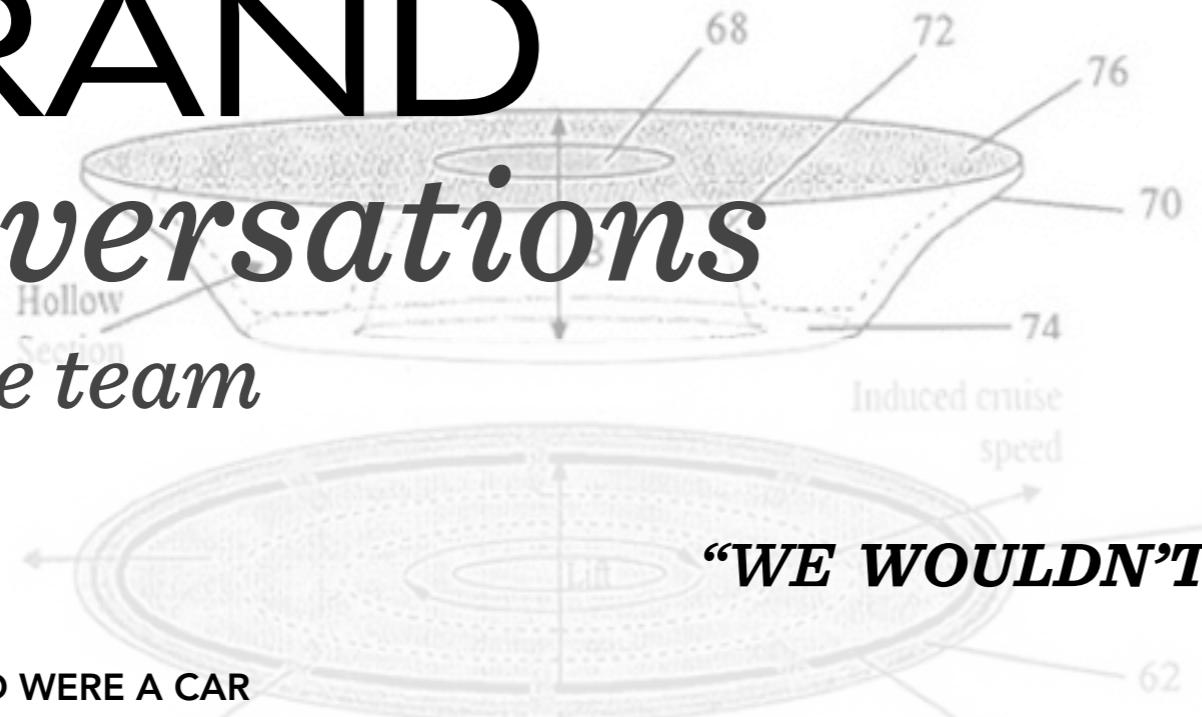


• PAUSE •  
*for Self-Reflection*

OUR BRAND NOW IS: cute • fresh-faced • vintage • feminine • etsy • community • humble • breezy  
IT DOES NOT SAY: trust us with your software needs. we build things. tech savvy.

# THE BRAND

## *Conversations with the team*



**"WE WOULDN'T SIT AT THE TABLE..."**

### IF YOUR BRAND WERE A CAR

"...fuck CARS, we're a hovercraft."

### IF YOUR BRAND WERE AN ANIMAL

"...grasshopper - quick on our feet, long legs allow us to jump from one thing to another,"

### IF YOUR BRAND WERE A CELEBRITY

"...Sean Combs - started in music, stayed on top of fashion, being organized and professional, helping other talent, connection to music network. Slow struggle to rise."

### IF YOUR BRAND WERE A PERSON

Close your eyes and imagine your organization's brand is a real person — a member of your leadership team who is sitting right beside you. Are they a man or a woman? Are they young or old? How are they dressed? Where would they sit at your next management meeting — the head of the table or the back of the room? Did they go to college and get a master's degree, or are they street smart?

*We'd sit on the countertop on the side of the room. We would be know exactly what we're talking about. We may or may not have gone to college, but we know our stuff. We would be young but experienced and opinionated. We are gender neutral. We would be dressed in a button-up shirt with a jaunty pattern, sleeves rolled up. Sartorial smarts, but not kooky. We would definitely not be wearing socks. We hate socks."*

# THE BRAND

## *Conversations with branding professionals*

### WHAT DO YOU WANT PEOPLE TO THINK, FEEL AND DO?

"You work in a very cutting edge, somewhat confusing industry. Technology and Innovation both. You take guesswork and ideas into the actual, tangible. You make products. What do you want people to know about that? For example,

### OUR BRAND, THEN & NOW

THEN growth and revitalization.

NOW savvy in design and technology. we are a thought leader in the city and beyond



***"ARE YOU THE WIZARD OF OZ,  
PULLING BACK THE CURTAIN?"***

*"WOW, NO!" Our brand doesn't seek to humble itself. We invite people into our office, but we do it to gain esteem. People should think, "I wonder what those guys are up to? They're always doing such interesting things." They should want to be in our circle, to be involved in some way. Our brand should preserve its allure.*

# THE *evocative* BRAND

***What do you want people to think?***

*we are movers and shakers, innovators and disruptors, that our work is complex and ever evolving, we put careful thought into what we do, that we are passionate about the work we do*

***feel?***

*curious, awestruck, inspired, excited, swept away by momentum, impressed, like they got a backstage pass*

***and do?***

*believe in their wildest ideas, forge their own path as entrepreneurs, hire us to build their amazing stuff and transform the community with us*

# THE BRAND

## *core values*

*VALUES ABOUT*

*how we see ourselves*

EXPERTISE  
CHALLENGING PROBLEMS  
SELF-MOTIVATION  
INTELLIGENCE  
KNOWLEDGE  
WISDOM  
MULTITALENTEDNESS  
CREATIVITY

MASTERY  
AND ARTISTRY

*how we think and work*

CHANGE AND VARIETY  
INNOVATION  
NEW IDEAS  
EXCITEMENT  
PROGRESS  
SELF-DEVELOPMENT  
GROWTH  
PASSION AND FUN

INNOVATION  
AND AGILITY

*how we want to be seen*

INFLUENCING OTHERS  
STATUS  
THOUGHT LEADER  
COMMUNITY  
INSPIRING  
MOVING, SHAKING (thank you, MAM)  
ESTEEM  
MOGUL

LEADING  
THE WAY

## ABOUT ARCHETYPES

# THE BRAND *archetypes*

SIMPLY, an archetype is a tool used by branding professionals to help understand a brand's essence, personality, or strengths and weaknesses. It can also be helpful in leading discussions about brand identity.

1

## MAVERICK

FREEDOM FROM THE ESTABLISHMENT

*technology agnostic*

*corporate innovation consultant*

*seek to emulate disruptors*

*innovative solutions to problems*

*our presence in the Grand Ave*

*we draw on tables and walls*

*filthy mouths and inappropriate jokes*

*common pitch event*

*small startup*

*agile/lean approach*

*dubbed 'movers and shakers'*

*unexpectedly multitalented people*

2

## ARTIST

CREATE THINGS  
OF ENDURING  
BEAUTY & VALUE

## CREATOR

NOTICES AND ACTS UPON THE  
NEED FOR REINVENTION

3

## CONNECTOR

TO MAKE THINGS  
HAPPEN BY KNOWING  
THE RIGHT PEOPLE

## RULER

LEAD PEOPLE TO  
A COMMON  
DESTINATION  
BY INFLUENCE

# THE ULTIMATE GOAL

*of a business card*

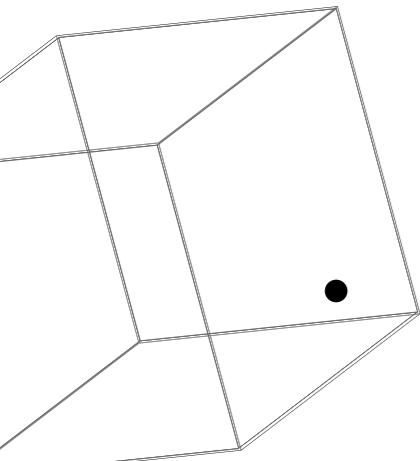
- communicates contact information clearly
- is pleasant to look at and hold
- memorable *makes card owner memorable by extension*
- evokes curiosity *makes people want to contact you*

# WHAT THE GOOD ONES

*had in common*

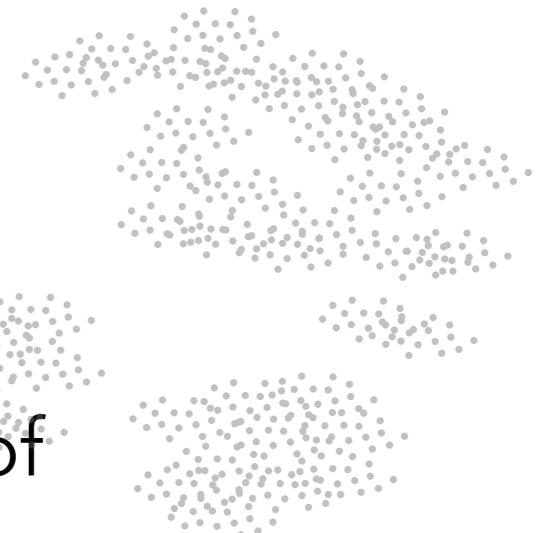
## *The tangible*

- memorable, confident typography
- front + back relationship
- thick substrate
- photo/texture



## *The intangible*

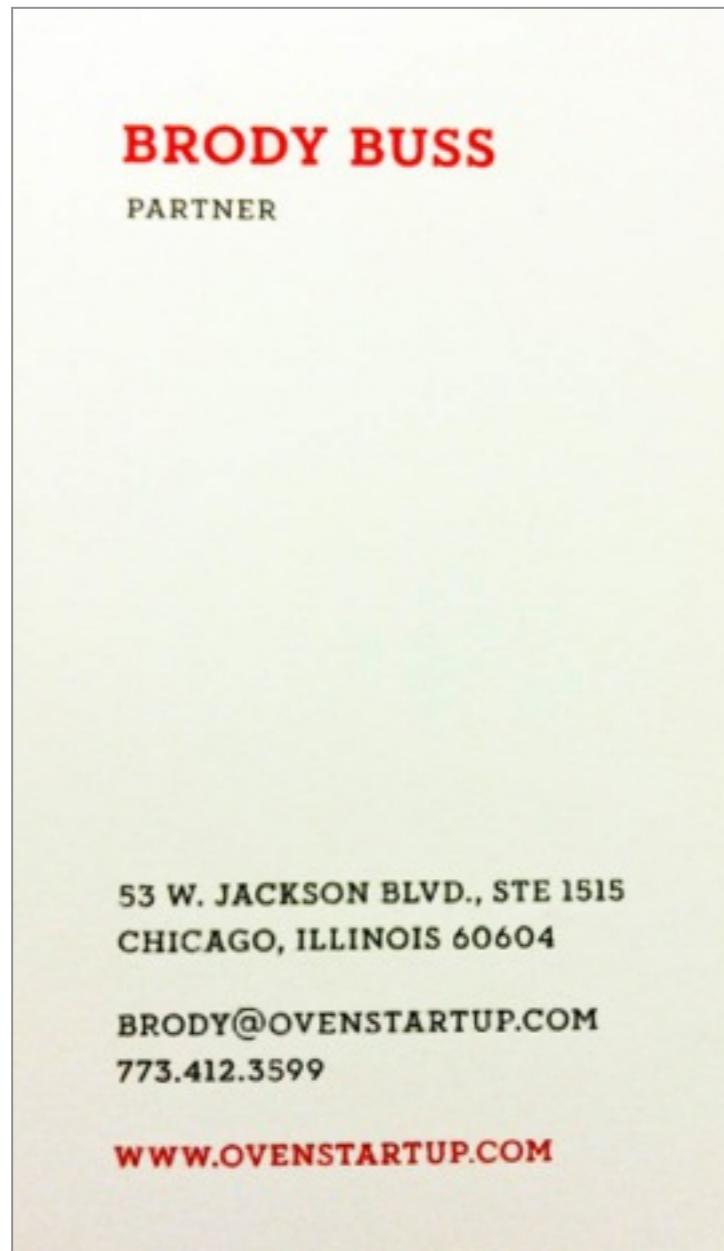
- luxurious
- intrigue
- sleek/elite
- small dose of personality



# THE FRONT

communicating clearly

*Who does typography and grids well?*



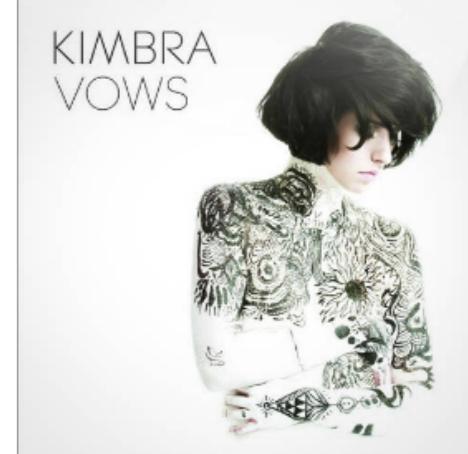
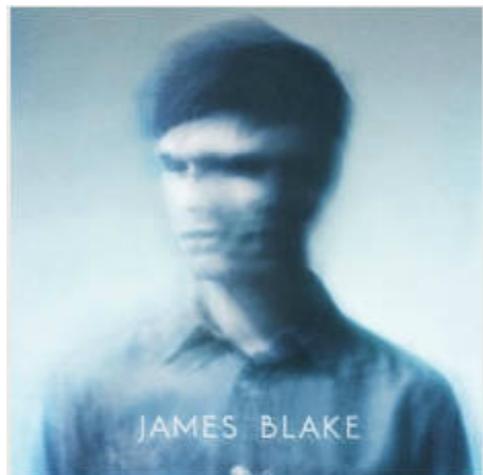
*coincidental  
sketching*



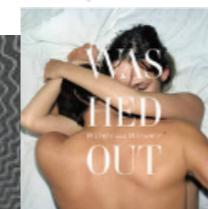
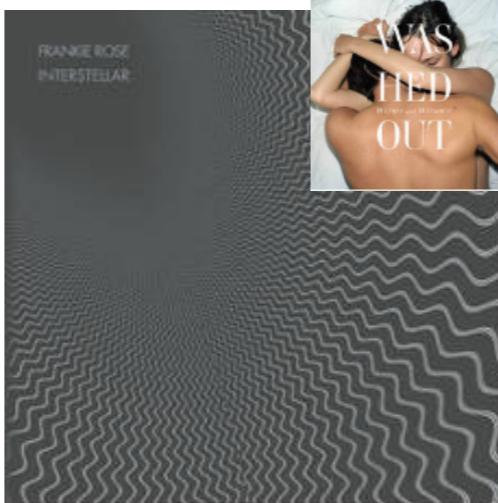
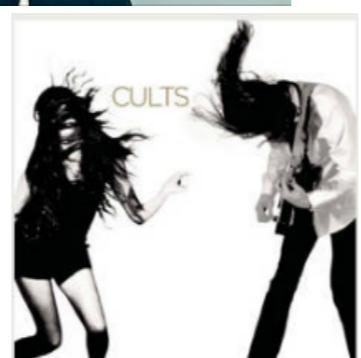
# THE INTRIGUE

evoking curiosity

*Who does mystery and indelibility well?*



bold type combos and executions  
front/back integration  
sleek  
personality  
confidence  
thick substrate  
photo/texture  
intrigue  
luxurious/arrogant?  
dramatic/sparkling  
glam/rockstar  
material curiosity



# THE FRONT

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SOCIAL   billbensman



# THE FRONT

explained

*extended font*

confidence  
unconventionality

*italics*

artful  
truthful  
letting you in  
on a secret

*reversed social icons*

precise, fashionable  
digital native shorthand - knowing  
subversive blackout treatment

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SOCIAL t IN billbensman

*all caps*

confidence  
mastery

*white space*

luxurious and confident  
design savvy  
considerate to user

*restricted palette*

in control  
clear message  
helps establish hierarchy

*icon*

playful placement  
curious element  
blue is freshness and hope  
unites the front and back

# THE BACK

three mockups for a back. employees choose their own photos



# THE BACK

explained



## *creation*

Makers take wispy ideas and turn them into tangible products



## *playful determination*

We are dedicated to our craft. It's fun for us, and we take our fun seriously.



## *fierce*

We project confidence but are not refined. What we do makes us unique.