Website Changes

Home Page:

* I’ll send images for home page slider.

About:

* Copy/Paste the text below and insert into website.
  + Lead by founder Marcus Johnson-Smith, Clearwater Branding Company works with clients to help clarify their brand identity across marketing channels and present innovative opportunities to increase value to your brand.

Our team works with brands to enhance their identity and create new opportunities to expand brand awareness through strategic media and product development partnerships. Working with a client pool of small and medium size businesses, Clearwater Branding Company specializes in the following industries: consumer lifestyle products, nonprofit marketing & fundraising and media publishing.

* Buttons:
  + Contact Us: link to email direct
  + Remove second button

Services:

* Website Development: We offer a full range of web development services for portfolio, e-commerce and landing page websites. Our websites are developed on WordPress and PHP platforms and are styled for full customization. Additional services include web site hosting, domain pointing & registration and 24 hour website maintenance.
* Logo & Brand Development: Our design team works closely with clients during the ideation & conception phase to assess client goals and understand the full scope of our client needs. Clients are given 3 – 5 samples of illustrated logos along with font and typography recommendations for the project before proof.
* Product Development: Have an idea for a product? Our product development team works with clients to create a realistic production plan for your product. We assess raw materials needs to determine production cost and time and make recommendations of production specialists within our network.
* Social Media Marketing: Using marketing research and industry specific social media analytics, let our team of designers and content managers craft a targeted content delivery strategy and manage your social media platforms so you can work on your bottom line.
* Media Production: Tell your story the right way by producing dynamic media that you control and best highlights your story, the way you want it told. We offer a range of traditional & digital publishing, video production, photography and illustration services that best suit your branding needs.
* Event Management: Let us plan and manage your next event or project and ensure that goals are met and deliverables are achieved. We’ll coordinate all event logistics including, but not limited to, food, entertainment, event promotion, ticketing & sales leaving you to focus on the fun. We specialize in private events management with budgets between $1,000 and $20,000.

\*Text in Black Box: Want to learn more about any of our services? Shoot us an email and we’ll get back to you within 48 hours. Guaranteed.

Testimonials: We can remove this section

Work: (Title, Text + 970 X 600 Picture) I’ll provide pictures after

* Project 1: **Kush Groove** (Branding & Identity)
  + Project Title: Kush Groove Branding & Identity
  + The Kush Groove brand was established in 2011 as an expressions brand celebrating stoner culture. City streets all over the world have seen the growth of the new age urban hippie—young, fresh, and dynamic. The Kush Groove brand is a blend of style and culture, expressed through an urban fashion savvy. At our core, we produce high-quality lifestyle products, events and accessories inspired by the four-twenty friendly movement.
  + As co-founder of the brand, Marcus Johnson-Smith has helped shaped the identity of the brand and organization through logo ideation, product development and implementing a strategic marketing plan.
* Project 2: **Sneaker Museum** (Project & Operations management; Program Development – SOLE)
  + Project Title: Sneaker Museum SOLE Boston
  + The mission of the Sneaker Museum is to provide exclusive access to rare kicks, facilitate experiences, prompt learning opportunities and connect people by producing unique online content and exhibitions presenting innovative, educational programming investigating and celebrating sneaker culture. The Sneaker Museums objective is to enrich the sneaker ecosystem and serve its diverse audiences as an independent, dynamic and innovative organization providing learning through the arts, sports and design.
  + The SOLE Boston project, a 2 year project running from 2012 – 2014, provided thought provoking, culturally relevant and exciting pop culture focused programming at several greater Boston cultural venues. This premier series of programs included multi-sensory exhibitions, panel discussions, ﬁlm screenings and educational workshops, commenced to a two day sneaker conference and festival. Key events included film festivals at Museum of Fine Arts and Strand Theater helping to revitalize urban culture in the Boston community through an exploration into sneaker culture and its pop cultural tendrils.
* Project 3: **Boys & Girls Clubs of Middlesex County** (Marketing materials)
  + Project Title: Boys & Girls Clubs Local Marketing Enhancement Project
  + The Boys & Girls Clubs of Middlesex County offers programs and services promote and enhance the development of children by instilling a sense of competence, usefulness, influence and belonging. The Club provides a safe haven after school, a time when youth are at most risk for negative behaviors or activities. In our dedicated facilities in Somerville, Medford, Cambridge, and Everett, over 1,500 youth participate in an inventory of carefully designed academic, prevention, technology, arts and recreation programs.
  + As a globally recognized brand in the hands of a community based workforce of youth professionals, we worked with the organization to enhance their local brand to stand out among the competition of other youth serving programs in the area.
* Project 4: **Coming Into Adulthood in Today’s America** (Website for Book)
  + Project Title: Coming Into Adulthood in Today’s America Website & Social Media
  + Published under the Clearwater Branding imprint, the books first print edition was originally produced in 2009. For the second edition, we designed the book’s marketing graphics for social media, developed the concept of the new book cover and developed an easy, simple, fully responsive website with e-commerce capabilities.
  + Coming Into Adulthood In Today’s America is framed around the final one hundred days before the authors intended commencement ceremony. The book presents a personal coming-of-age story of a boldly curious, anxious college undergraduate in Boston. His relationships with his family and peers, their struggles with life, and his eventual move from prestigious private university to poverty stricken West Africa all become parts of a memorable script. By connecting his personal experiences with larger political, cultural and core fundamental human questions, the author uses his life as a canvas on which to paint the nuances of race and identity, sex and love, violence and pain, triumph and forgiveness.
* Project 5: **Innercity Weightlifting** (Marketing Materials)
  + Project Title: Innercity Weightlifting Development Materials
  + Innercity Weightlifting is a nonprofit organization whose mission is to reduce violence and promote professional, personal and academic achievement among urban youth. Innercity Weightlifting works with young people at the highest risk for violence by getting them off the streets and into the gym, where they are empowered with the confidence and positive support needed to say no to violence and yes to opportunity.
  + We worked with the nonprofit organization to create branded fundraising marketing materials for their development activities. Our focus was to maintain an overall clean look of the materials playing off the existing clean look of the organizations black and white logo and website.
* Project 6: **The Wander’s Game** (Cover Design + Publishing)
  + Project Title: The Wander’s Game Publishing and Cover Design
  + The Wander’s Game is a novel about Reggie Watson, an aspiring actor from Asbury Park, a forgotten seaside city on the Jersey Shore. Reggie flees a home headed by a devoted mother who works tirelessly as a housekeeper to support her large family (which includes an abusive, live-in, deadbeat husband) for the unfamiliar, unforgiving streets of New York City. Reggie's relentless pursuit to follow his dreams takes him on a journey which finds him falling in to the world of male prostitution. Determined not to become a statistic of that dangerous underworld, Reggie and his sidekick Chris hold on to their dreams as they navigate through bars, web sites, and hotel rooms. The Wanderer's Game is based on a poem of the same name by Keri D. Singleton. The book pays homage to the author of one of Singleton's favorite books "City of Night" (John Rechy). The journey of Reggie Watson is one that you won't soon forget.
  + Written by first time author Keri Singleton, we worked with the client after the writing was complete creating cover design by placing an emphasis on the book’s characters through creative illustrations.
* Project 7: **Ron Pierre** (Book project)
  + Coming Soon (no open links)
* Project 8: **The Scarce Product** (Art Blog)
  + Coming Soon (no open links)
* Client Logos:
  + Kush Groove, The Scarce Product, Boys & Girls Clubs, Innercity Weightlifting
* Contact: phone:

Email: clearwaterbranding@gmail.com

Location: Cambridge, MA

FB: www.facebook.com/clearwaterbrandingco

Twitter: @clearwaterbranding

Google Plus: @clearwaterbranding