



**Mower Rebrand**


# Mower Rebrand

You know when someone's actions make you feel special inside? Like butterflies? Or a tugging on the heartstrings? Those feelings are created by authentic connections. And they're the only kind our agency wants to create for a brand, our employees and our communities.

So, this year, we rebranded our agency around authentic connections and the idea of turning brands into friends. But to be an agency that turns brands into friends, we needed to make sure all 150+ were on board. You can't really have a guide for being a friend, but sometimes you need a reminder – like the golden rule. So, we rolled out a new strategic Brand as Friend<sup>®</sup> philosophy to follow and a robust style guide, including a bright new color palette, friendly font, line-art design treatment, and a lowkey tone that everyone can understand and feel. We sent out new resources to our existing and potential clients to announce who Mower is these days – simply a friend. A friend who happens to be really good at listening, advising and creating connections.

And these days, what could be better than that?

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While every agency can claim to deliver the right message to the right person at the right time, we believe that brands, like people, can have a higher purpose in people's lives. This drives everything we do, and it's called Brand as Friend®.

**We intentionally and rigorously  
work with nine drivers of brand friendship to build**

# Authentic Connections.

Brand as Friend® sets Mower apart. It creates authentic connections beyond the surface level.

**MOWER**

**Brand.  
New.**

**Hey**

In the pursuit of unity and cons

Remember, this guide is not m  
and hopefully be an inspiration

# Hey Fierce Friend.

In the pursuit of unity and consistency, please use this simple guide to make mower things look like, well, mower things. Remember, this guide is not meant to be prescriptive or restrictive. It's meant to be a guide to how our newly-overhauled brand should look - feel and hopefully be an inspiration for creating great things.

## Our Logo



The idea here is to have our materials feel a bit more timeless. So in that spirit, we'll be looking to simplify our logo applications whenever possible.

But hey, we also understand that on occasion you may need a little pop of color (and a little understandability). If that's the case, feel free to use any of the secondary color versions of the logo. Pro tip: of the "color" versions of the logo, we really like our magnets so make play favorites here.

## Our Colors



We're still embracing the bright, energetic color called we adopted last time around. It's just been tweaked to be a little more refined.

Our intention is to have our identity feel more subtle + stylish so try to use color in a restrained manner.

## Our Typography

**Blacker Pro Display Extra Bold**  
*Blacker Pro Display Extra Bold Italic*

[View Blacker Pro Display on Dropbox.](#)

**Neue Haas Grotesk Pro Light**  
**Neue Haas Grotesk Pro Bold**

[Sync Neue Haas Grotesk on Adobe Fonts.](#)

### Human Connections.

Whether you're selling a complex solution or a cup of coffee, we create stronger bonds between your customers and your brand.

Brand as friend is built around the three qualities of friendship: Affection, Relevance and Trust. But this isn't just some back-of-the-napkin idea. This approach is grounded in sound behavioral science, tested in the halls of academia and proven in the marketplace.

**34,000+**  
Page Views  
**47%**  
More Traffic



## Our Iconography



Precise and stylish with a dash of quirkiness thrown in for good measure.

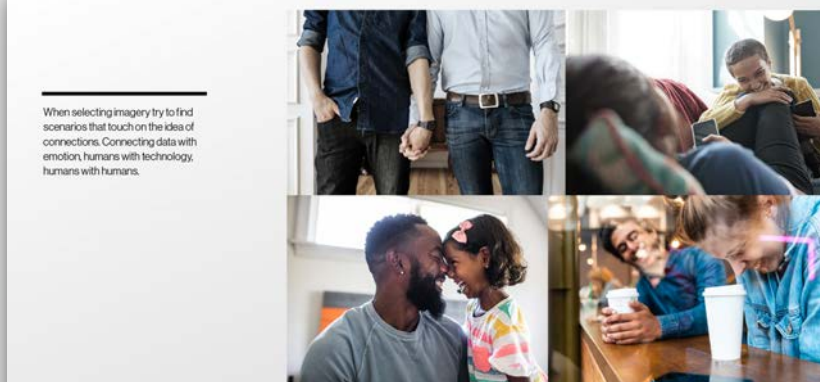
With consistent line weights and gaps, everything feels precise.

## Our Photography



Our photo style is built on the following aspects:

- Authentic human connections
- Diversity/inclusion
- Candid & real
- Never staged or posed

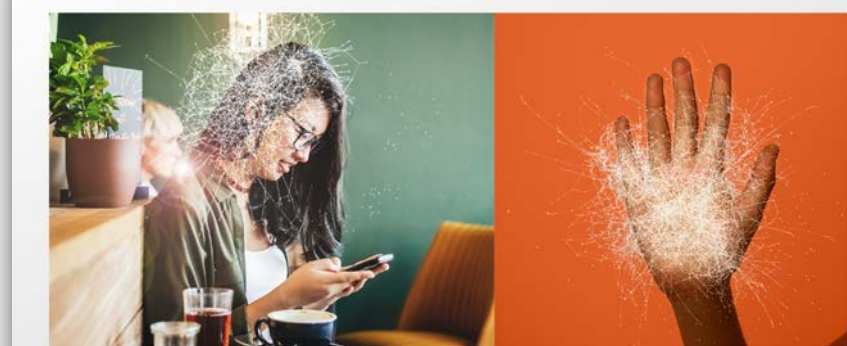


When selecting imagery try to find someone that touch on the idea of connections. Connecting data with emotion, humans with technology, humans with humans.



The combination of data + emotion. We like the idea of leveraging data to influence our audience's perception. To that end, finding unique ways to represent that data visually is something we try to do when it makes sense.

Combine data visuals with human imagery.



## Our Illustrations



**Emotion decides.**

**Logic validates.**



Color can be added for more interest or the illustrations may be used as simple line art.



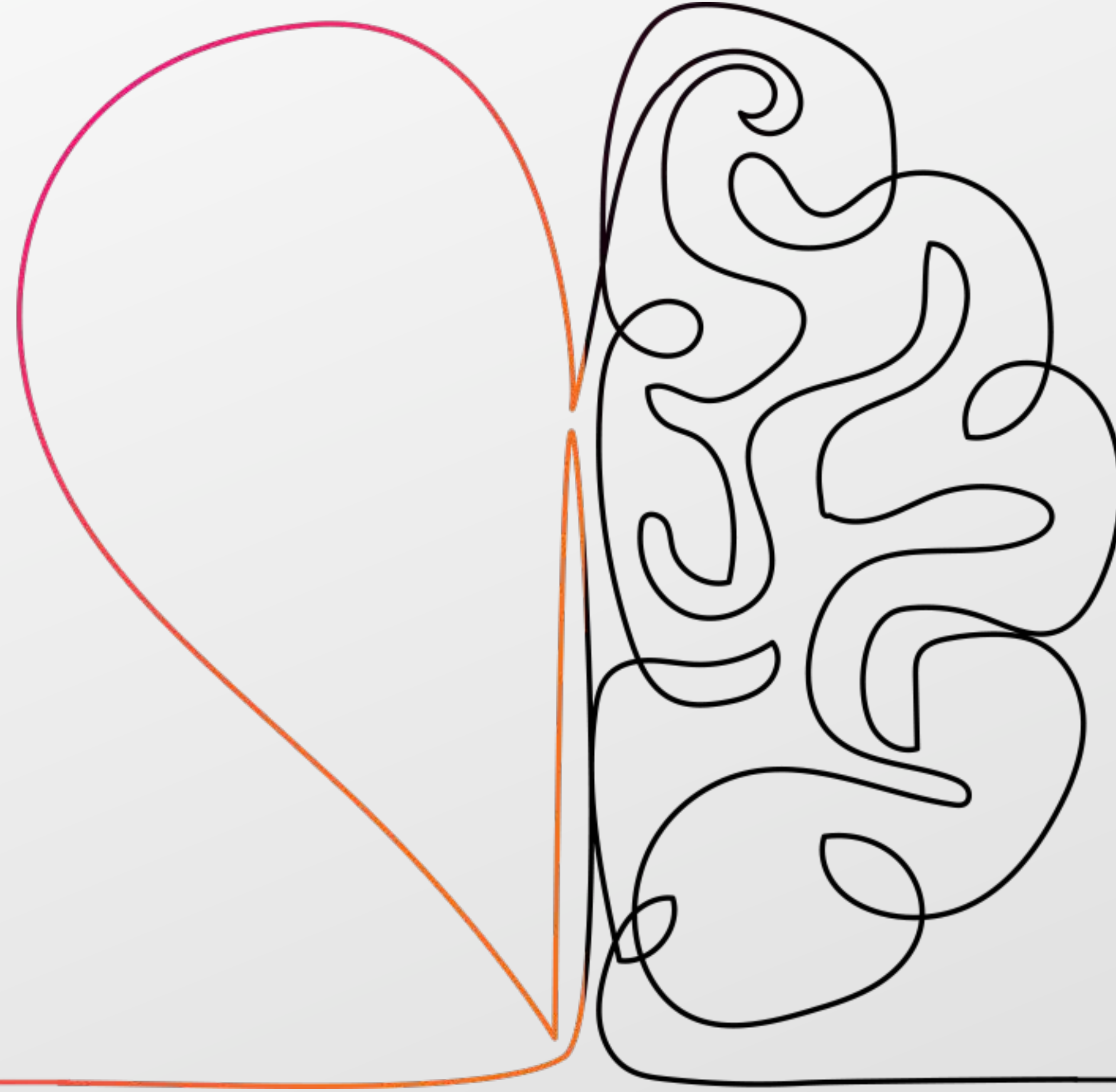
We've had good luck sourcing single-line "connected" illustrations from Shutterstock and Getty Images but there may be times when something specific needs to be created from scratch.

**Reinforcing  
the idea of  
connections  
with typography...**

**and visuals.**



**Emotion  
decides.**



**Logic  
validates.**





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The combination of emotion and logic

**MOWER**

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FEATURED

**Creating deep emotional connections  
between people and brands.**



MacBook

New Website



**Mower**

**Scott Schuman**  
*Production Director*

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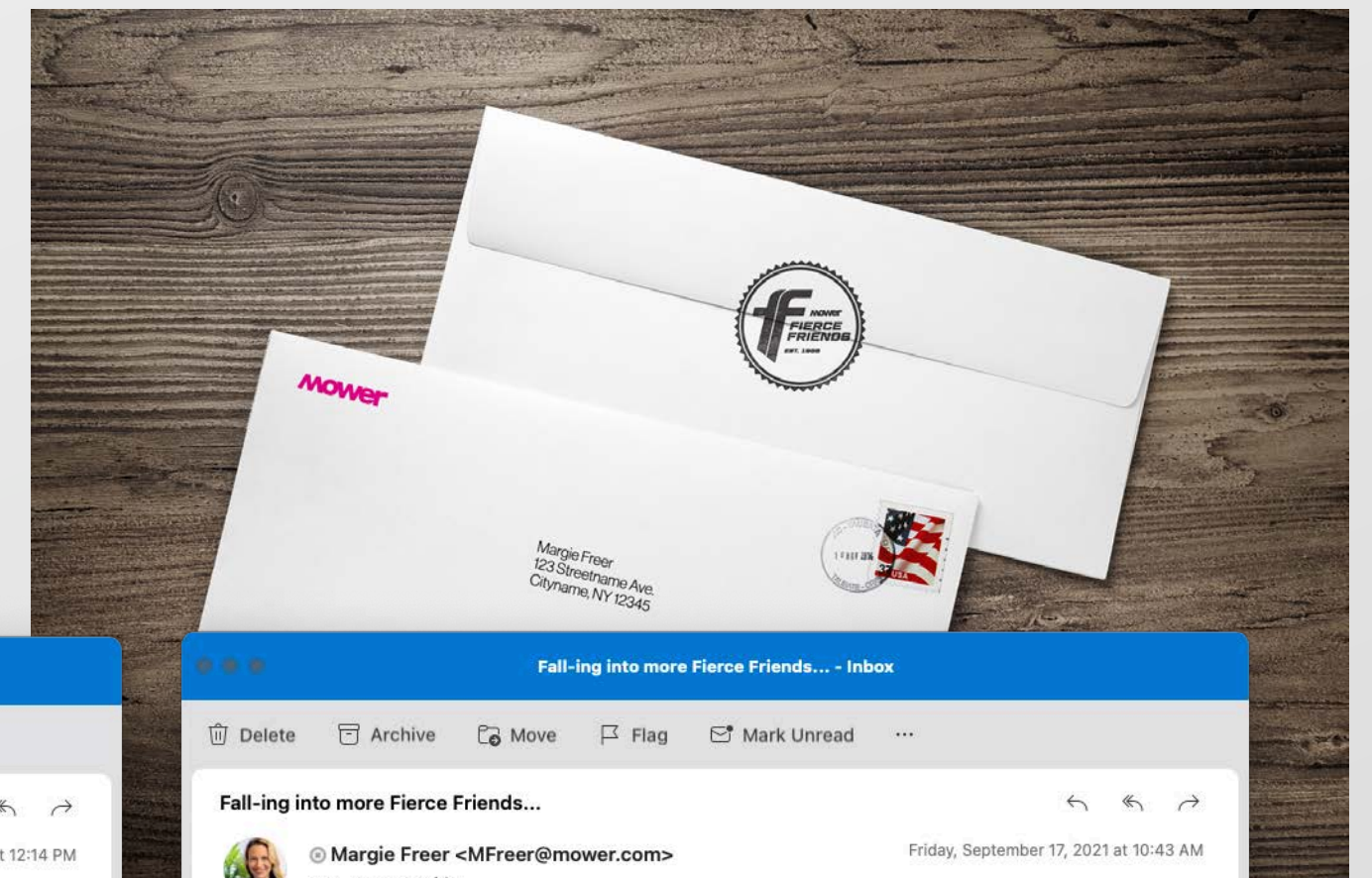
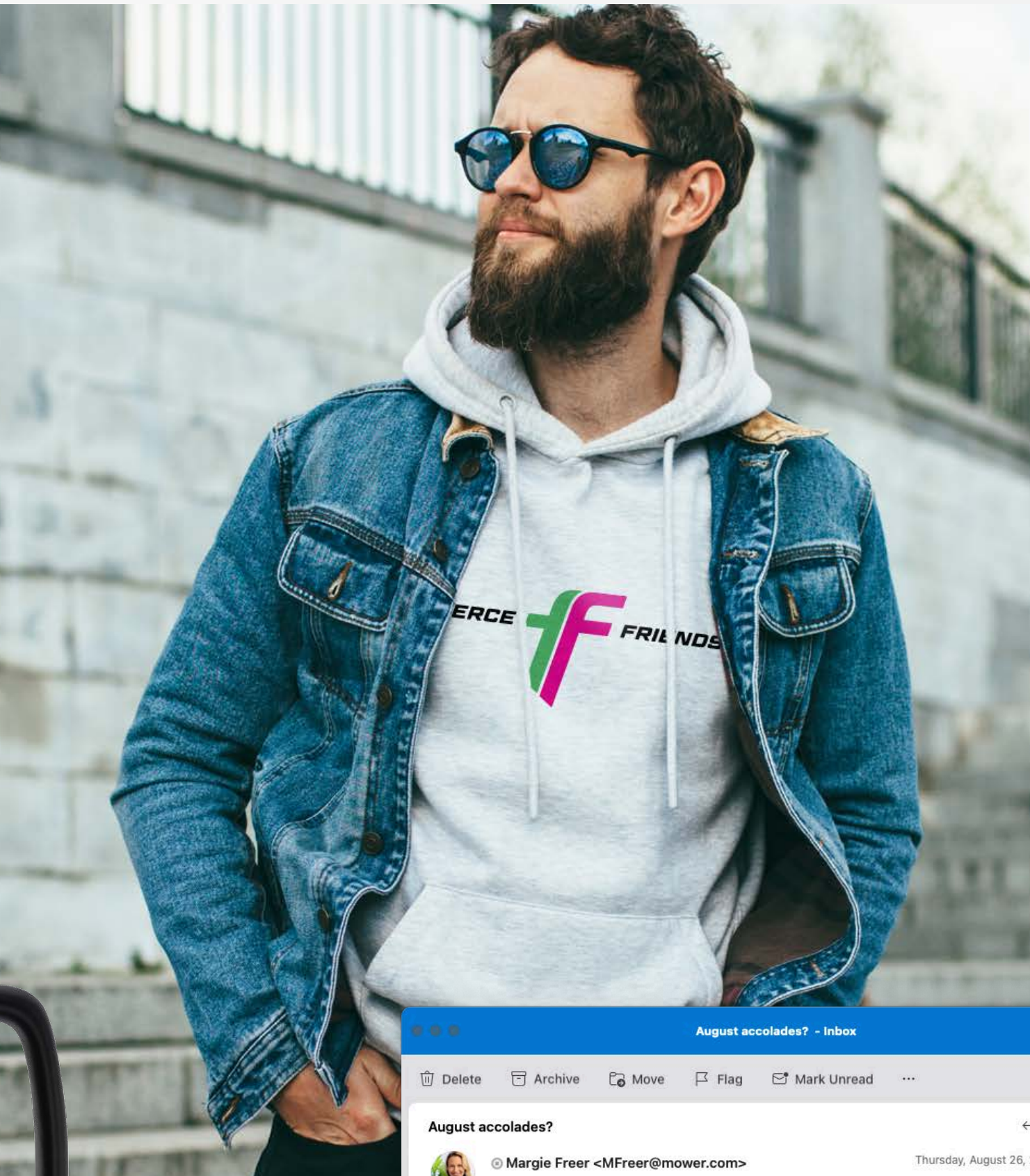
PRIMARY MARK



SECONDARY MARK



FIERCE FRIENDS WINNER'S SWAG



REQUEST FOR NOMINEES + WINNER ANNOUNCEMENT

Internal Recognition Program

August accolades? - Inbox

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August accolades?


Margie Freer <MFreer@mower.com> Thursday, August 26, 2021 at 12:14 PM  
To: Agency Wide

Good afternoon, Friends,

As the month of August is coming to an end, please take a moment to reflect on the recent experiences you have had with your Mower colleagues. Is there any particular positive interaction that comes to mind? Please share with us who you feel exemplifies one or more of these *Fierce Friend* characteristics:

- Powerfully kind
- Intensely honest
- Tenacious pursuit of excellence
- Relentlessly collaborative
- Courageously creative
- Having each other's backs
- Fighting for what's right

Make your nomination here: <https://www.surveymonkey.com/r/FierceFriends>



Thank you,  
Margie

Marjorie Freer  
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**MOWER**  
Marketing—Advertising—Public Relations  
NEW YORK • BOSTON • ATLANTA • CHARLOTTE • CINCINNATI • BUFFALO • ROCHESTER • ALBANY • SYRACUSE  
Nationally Ranked by Chief Marketer, AdAge, and PR Week

Fall-ing into more Fierce Friends... - Inbox

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Fall-ing into more Fierce Friends...

Margie Freer <MFreer@mower.com> Friday, September 17, 2021 at 10:43 AM  
To: Agency Wide

**THIS MONTH'S FIERCE FRIEND**

Happy Friday, Fierce Friends!

Our August Fierce Friend has impressively logged the hundreds of craft brews she's tried just like she's logged the hundreds of Mower projects that have come her way. She has the cuddliest cats and when she's not planning for our fresh new site, she's planning her beautiful summer wedding day.

That's right folks, this month's Fierce Friend is no other than...

**<Senior Project Manager, Miranda John>**

Here's why critics are giving Miranda John five stars:

**Lindsay Thomas:**  
"Not only did she handle everything with Mower.com with some [serious] grace and fortitude, she's always cheerful, available to help her teammates, and has an eye for details that keep so many projects moving at once. And hey, she's fun to drink some wine with, too :)"

**Christine Dougherty:**  
"Pursuit of excellence for Mower.com"

**Congratulations to Miranda.** Thank you for your ongoing work with our site and great spirits. Miranda will receive a \$50 gift card which can be used anywhere.

But wait...there are more awards to give out. It's our last month as judges. Did you really think we were going to pass the torch quietly? Nope. We've invented a **NEW AWARD**. An award that goes to a Fierce Friend who selflessly wrote a nomination. That



