

Hart House Creative Capabilities Statement

Company Overview:

Hart House Creative is a design studio fueled by passion and led by empathy. Founded by Jenn Hart, our studio works seamlessly with in-house brand marketing teams of all sizes. We are a crucial partner for launching and relaunching brands. We specialize in affecting visual identity for hospitality and art-related industries.

Our team is made up of a chorus of designers, copywriters, strategists, developers, and organizers. We have titles only to help you understand how we spend our day. But what we do is not who we are. We are artists, problem-solvers, makers, and doers. We are empathizers and go-getters! We care about you and each other. This matters because it means we do what's right to help the team (that includes you) get the job done and done well.

In Jenn's 15+ years in the industry, she has had the opportunity to work in a diverse area of services, which makes our offering as a studio extensive and eclectic. Here is a list of some of the services we can provide you with to help you understand the many ways our team can create for your marketing. Our incredible cast of professionals, both in-house and through our network of collaborators, enables us to offer a range of tailored solutions for companies looking for flexible and outstanding design work.

You've heard of right-brained. Well, Hart believes you have to be right-hearted. It takes more than creativity. In this house, it's about having heart.

HEART IS PASSION. PASSION DRIVES CREATIVITY AND CREATIVITY FUELS CONCEPT-DRIVEN SOLUTIONS.

Core Competencies:

1. Branding & Visual Identity

- Brand Strategy Development
- Logo Design and Typography
- Color Palettes and Visual Identity Systems
- Brand Guidelines and Style Manuals
- Brand Audits and Positioning
- Packaging and Print Collateral Design

2. Content Creation

- Copywriting and Messaging
- Social Media Content
- Photography and Videography
- Infographics and Illustrations
- Content Strategy and Planning

- Event Branding Systems and Supporting Collateral
- Campaign Concepts
- Direct Mail and Sales Materials
- Magazine and Book Layout
- Illustrated Graphics
- Proposals
- Menus

3. Web Design & Development

- Custom and Semi-Custom Website Design (UI/UX)
- Web Platform Planning
- Website Audits
- Responsive Web Development
- E-commerce Solutions
- Content Management Systems (WordPress, Shopify, etc.)
- SEO Optimization and Web Analytics
- Mobile App Design and Development
- Email Design and Development

Approach & Methodology:

At Hart House Creative, we adopt a user-centered design approach to ensure that every project we undertake is rooted in understanding our client’s unique needs and business objectives. Our clients experience a frictionless design studio solution built to save time, be efficient with investment dollars, and relieve stress within overwhelmed marketing departments. With a background anchored in brand development, every project is created through a brand-minded lens, making our work foundational for new brands and essential for the growth of existing companies. Our process includes:

- **Discovery & Research:** Understanding client goals, market trends, and target audience behavior.
- **Concept Development:** Creating innovative concepts, designs, and prototypes that align with brand values or establish brand values.
- **Design & Implementation:** Refining and executing high-quality designs across all touchpoints.
- **Launch & Optimization:** Testing, launching, and optimizing for performance, engagement, and scalability.

Differentiators:

- **Excellence Meets Operations:** Our team of expert designers and developers leverage the latest design tools, web technologies, and industry best practices to deliver innovative solutions that solve marketing problems and support the operations team.

We believe design should be functionally sound and work hard for teams on the ground while representing the brand with authenticity and cleverness.

- **User-Centered Approach:** We understand the needs of a small business are different than those of a large corporation. Hart House is built with flexibility and is fully virtual, making it easy for us to pivot as needed to support our clients the way they need to be supported.
- **Proven Track Record:** We've worked with a diverse range of clients, from startups to established enterprises, delivering results and long-lasting brand impact.
- **Ease Of Relationship:** People genuinely like working with us because we are genuine with our intentions. We are empathetic and care deeply about the projects and people we work with, which is why we feel communication is key. It is not just what we say but how we say it.

Past and Current Performance

Industries Served:

- Corporate & Professional Services
- Hospitality & Lifestyle
- Food and Beverage
- Female-Retail and Products
- Nonprofits & Advocacy
- Arts and Education

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Certifications & Affiliations:

- WBENC Woman-Owned Business (in progress)
- WOSB (in progress)