

W O T



An Annual
Magazine
by **Nominee**

P.42

El Jimador
Responsible CPG
branding provides
new frontier for
a historic brand.



Bolt



A collection of inspiring ideas and stories centered around **branding on purpose.**

Our 10th issue highlights those we've been honored to work with over this past year – compassionate, purpose-driven leaders making their impact through conscious business models, inspiring organizational missions, and thoughtful placemaking.



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From our Creative Director



From our
Creative
Director

Scott Hill —
Creative Director

The Creative Pursuit of Responsibility

I’m going to start this right off the bat with a cliché: “This year has been challenging, yet rewarding.” A classic, right? (Low-hanging fruit for annual reports, celebrity apologies, and post-game interviews alike.)

Cliches aside, when I look back at Nominee’s year, and my first as our Creative Director, it is that phrase that rings true. But when I say challenging, I mean that our clients’ brand challenges held higher stakes, significant cultural weight, and real positive change for communities. That’s where the “rewarding” part comes in for us.

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There are a myriad of reasons that tackling complex brand challenges should lead with responsibility—the biggest being that it often yields even more interesting, unique, and rewarding work.

Charting our path forward

Preparing for our holiday party a few months ago, I was trying to quantify what I felt like Nominee had accomplished in this pursuit during 2022. One of those rewarding projects, which will come to life later this year, found us working closely with a sovereign tribal nation. I'm very proud of the work that will eventually come out of that project, but I'm most proud of how we approached the work.

We took great care to not create anything new for the Nation's brand, but rather guide and consult on how to pull the most poignant things from their heritage, language, and art.

I had just left a meeting with their council and was sitting in a cafe down the road trying to decide what to even call what we were doing. We didn't design a new logo, push any certain style, or write any clever messaging, nor did we style any shoots. All things I know our team to be great at, and yet it was never called for throughout this project. Instead, we helped them thoughtfully curate and capture elements they already had – their beautiful imagery, colors, language, artwork, and voices – to communicate who they truly are. As I sat in that cafe, trying to find a name for this effort, I landed on the title of this article. I realized that, alongside our clients, we were simply in the creative pursuit of responsibility and we were willing to see where that took us.

Why does branding need to be responsible?

Nominee has a tradition of sorts to identify a word, phrase, or statement for that given year – something for the team to rally around and focus on. In 2021, I joined Nominee during a year themed around growth that saw our team double in size and change rapidly. This past year, I had the opportunity to help guide where we focus our efforts in 2023 and beyond.

Now, if you were in my shoes as the new Creative Director, with their first opportunity to cast the company's annual vision, you might think I'd come up with something snappy, with some *oomph* to really excite our crew... and yet, here I am proclaiming the creative industry's sleepest rally cry: Branding Responsibly! I know, it's boring, right? Well, we believe it's anything but.

Responsible branding is for all industries, organizations, and goals. There are a myriad of reasons that tackling complex brand challenges should lead with responsibility, the biggest being that it often yields even more interesting, unique, and rewarding work. You may see the word "responsible" and assume this is specific to sustainability or social issues. At Nominee, these issues are core to our efforts and our call to be responsible – and something we'd like to see all organizations prioritize. But I want to talk about what else responsible branding means to our studio.

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Responsible branding is built on learning

History, style, art, fashion, heritage, religion, psychology, culture – this is the makeup of our learning ground. When you brand responsibly, you are required to deep-dive into the client's context, inspirations, and often their fears to absorb as much understanding as you can. That means a willingness to learn about a vast number of subjects. It's safe to say, you'll rarely meet someone with such a random array of niche facts as those that work in branding. Such is the nature of our work and our desire to really understand the purpose driving our clients. We succeed by listening first, reacting second, and valuing the expertise of our clients. We know the best idea must win, whether it's ours or the client's.

Responsible branding doesn't mean safe, but it does mean smart. When approaching rebranding specifically, where the organization's history is paramount to their future, understanding what stays and what goes is often the most challenging hurdle for clients. Responsible branding knows which part of a brand's history should be left behind, what should be kept as-is, and what just needs to be shown in a new light. It understands that old doesn't always mean relevant and new doesn't always mean better.

Responsible branding reveals the truth

Honesty and transparency should be default for a brand in both messaging and visuals. Responsible branding doesn't look like anyone else, or a trend, or a style. It looks like the very best version of a brand's relevant story. It doesn't tell the client who they are. It just listens to who they are and guides the best way to tell those truths. It knows when a brand needs to button it up or get a little weird. When it needs to be a lot more confident, or just speak with greater clarity. Responsible branding solves pain points, makes life easier, and makes sure you can focus on your purpose. It helps you keep the main thing the main thing.

Responsible branding yields creative that stands out

Responsible doesn't have to mean boring, bland, or safe. Quite the opposite. Standing out and having something unique to say is most successful when it's completely built on your honest and relevant context. Complex human challenges require creative solutions to solve them. It's that combination of complexity and creativity that excites us. Problems like these can't just put on a new, trendy face. They need sound strategy, honest messaging, and truly unique design solutions built on that foundation of context. And of course, the brands will be nice to look at, but they're going to be smart as a whip, as well.

The people who can and will change our world for the better need design to help communicate their most important ideas.

Responsible branding serves the client well

Taking care of clients is table stakes for our studio, and honoring that process calls for responsible branding in various forms. Our responsibility to clients finds us weighing issues like race, identity, history, representation, and safety. Often, our guidance impacts other client needs as well.

Issues of consistency, clarity, and sustainability require a thoughtful approach. At times responsible branding means making the right font choice to save an organization a massive budgetary hit. Other times it means helping a brand evolve without losing what made them special. And sometimes it's simply making sure that the materials we create and produce are in alignment with the shared values of our clients.

Why does this matter?

At Nominee, through our collective experience, we've found that our passion for brands is driven by our passion for the people behind them. We feel a great responsibility to those people, their stories, and their purpose.

I once heard someone joke that a logo won't save the world. That's probably true, but I do believe the people who can and will change our world for the better need design to help communicate their most important ideas.

We believe brands can move us in the right direction when wielded properly. That's the responsibility of branding and a responsibility worth caring about. ●



State of the Studio





Our team has a wide range of beliefs, passions, insights, and life experiences that inform how we approach branding.

We pride ourselves on our curiosity and solve complex challenges with creativity and logic.



How We're Growing

This year Nominee added three incredible individuals to our team. Their intention and insight make us stronger and sharper. ●



Aubrey Jernigan
Production Coordinator



Noah Holcomb
Brand Designer



Risa Forrester
Vice President

Organizations often write down their principles, trot them out at company retreats, or hang them on the office wall. But over the past six months, I’ve watched every single Nominee team member consistently live out these values.



Risa Forrester —
Vice President

On August 16, 2022 – just one day after starting a new role with Nominee – I signed the company’s Culture Guide. It wasn’t the first time I’d seen the guide, of course, but my signature that day signaled I was making a commitment to these people and this place. I was fairly certain I’d made a good decision.

I had no idea I’d made a great one.

Nominee’s Culture Guide covers all the things you’d expect a typical guide to cover – company history, time off policies, benefits overview, etc. It also lays out Nominee’s values:



- 01 *Be a Team Player*
- 02 *Do Remarkable Work*
- 03 *Balance Creativity w/ Logic*
- 04 *Take Ownership*
- 05 *Embody a Growth Mindset*
- 06 *Do Good*

Organizations often write down their principles, trot them out at company retreats, or hang them on the office wall. But over the past six months, I’ve watched every single Nominee team member consistently live out these values. They fiercely care for the people around them, “relentlessly pay attention to every detail”, and “constantly hone” their craft – all while partnering with interesting clients to curate responsible brands.

Founder and CEO Matt Stansberry has created a values-driven studio. He and our Creative Director Scott Hill push this group to perform as a championship organization. We “always play all in.” And I believe an engaged Nominee team means our clients win.

Committing to this team was a great decision. I’m proud of the work we do together every single day. We’re thirteen years strong and we’re just getting started. ●

A Better Way of Doing Things

For the past few years, Nominee’s core values have centered social and sustainable causes.

While we’re honored to partner with many like-minded organizations and individuals promoting social justice, we felt the need to make a more concerted effort around our sustainability goals in 2022.

This past year, our team embarked on a mission to learn and cultivate a framework for environmental evaluation, performance, and improvement.

Over the course of 2022, we:

01

Familiarized ourselves with GHG protocol standards.

02

Partnered with sustainability software company, *Sustain.Life*, to evaluate our GHG emissions.



Sustain.Life's mission is to empower every business to fight climate change. The climate crisis is humanity's greatest challenge, but most companies don't have the resources to help future-proof the planet and their business by fighting climate change. Sustain.Life offers a solution that is uniquely designed to make taking climate action easier and more affordable.

03

With the help of Sustain.Life, we began to systematically record our operation emissions. Our team is continuously learning, and we expect to see our emissions increase over the next year as we account for a more robust data set. In 2022, we were able to record:



04

Fostered a sustainable-forward relationship with our facility’s landlords resulting in positive building policy changes.

05

Set our 2023 operations-based emission reduction targets for the studio.



06

Offset 6.27 Metric Tons of GHG emissions through team volunteer work.

During our Summer Retreat, we visited the Dallas Food Bank. We volunteered in the packing department, where efforts averted 2.59 MTCO2e.

For our Winter Retreat, we volunteered with Restore Farms, a local arm of RestoreOKC. While we cultivated local farm land and composted dry biomass, our team averted 3.68 MTCO2e

In 2023

Better understanding of our sustainability goals has invigorated a greater interest amongst our team. With a clear vision moving forward, our team continues to learn, evaluate, and lead proactively for efficient and sustainable solutions. ●

Our team believes it's important to immerse ourselves in work that inspires, comforts, and challenges us.

These are just a few of the things that've inspired us in the last year from our What We're Loving series on Instagram. These monthly inspiration roundups are a way for our team to share the pieces of art and culture that have recently interested them and informed their processes. ●

Artist we loved —
East of Honey



Book we loved —
Taste by Stanley Tucci



Place we loved —
Crystal Bridges
Museum of
American Art
(Arkansas)



Product we loved —
Homesick
Candles



Artist we loved —
Kenneth
Kudlis



Album we loved —
Sixteen Oceans
by Four Tet



Restaurant we loved —
Momocha OKC



Clothing Brand we loved —
Chet Lo



Photographer we loved —
Adelou Osibodu



What we
Loved in

2022



We're passionate about people and planet.

We want to do our part. Our give-back strategy is designed to align our talents, time, and finances with the causes we're passionate about.

We donate our work to a selected nonprofit through our annual pro-bono program, The Impact Grant.

We volunteer our time to group volunteer projects, plus two days per year dedicated to each team member to serve in the community.

We give 10% of our profits to non-profits in our community making an impact in social and sustainable causes.

As a studio, we're committed to supporting brands that champion social and sustainable causes. ●

Social

- Diversity, Equity & Inclusion
- Mental Health
- Poverty & Homelessness
- Criminal Justice Reform
- Quality Education & Healthcare

Sustainable

- Renewable Energy
- Clean Water
- Sustainable Agriculture
- Recycling & Waste Management
- Sustainable Packaging & Construction

The Impact Grant





The Impact Grant

Branding for Good

The Impact Grant provides purposeful branding to a deserving organization who is making a difference in social and sustainable causes.

Interested in learning more or applying for The Impact Grant?

nominee.co/impact

Applications
Open Until
May 31, 2023



Grant Highlights:

- The selected organization will go through our full brand process. This includes developing a brand strategy, crafting key brand messaging, and creating a complete visual identity.
- Additionally, Supergiant, our digital design partner, will transform the brand into an inspiring digital experience with a fresh, new website.
- Services will be delivered over a period of up to 6-12 months.
- The in-kind grant includes services valued at no less than \$50,000.
- The grant will be awarded once per calendar year with the application process taking place in May and the grantee notified in June. Kickoff to immediately follow. •

Previous Recipients



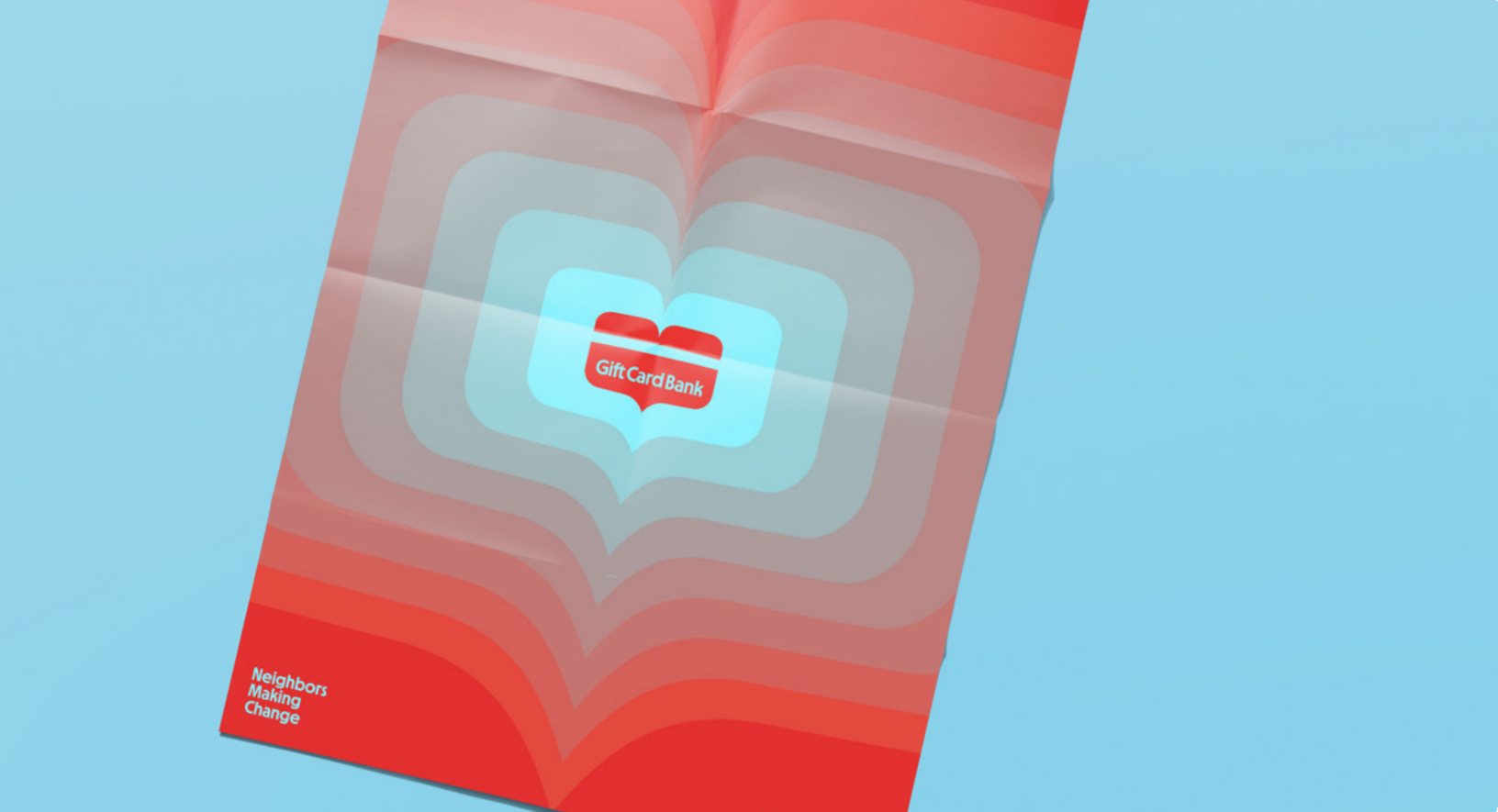


Our Work



Our Work — Brands Doing Good





and why it’s so special, emphasizing themes of honoring your neighbor and dignity of choice. The tagline “Neighbors Making Change” leverages wordplay to highlight the power of a community helping their own neighbors in need, one small donation at a time.

Amplify your impact

The new visual identity feels simultaneously competent and approachable. Typography leans institutional, with a fresh twist. Bold colors channel positivity and joy, while the custom logo mark suggests both a gift card and a heart. Hand-drawn illustrations root the brand in humanity, simultaneously granting anonymity to recipients. Reverberating shapes echo the ripple effect of small donations that amount to a big impact. ●

Learn more at giftcardbank.org

Brands Doing Good — Gift Card Bank

Helping communities give the gift of choice

Gift Card Bank is a nonprofit gift card distribution organization that gets help in the hands of those who need it most – people and families on the brink of financial duress, and the local organizations that actively support them. They partner with retail corporations to turn donations into gift cards, and distribute them to community members in need through their national network. Since their founding in 2020 during the COVID-19 pandemic, Gift Card Bank has raised over \$30M, donated over 600K gift cards, and provided 10M meals to families in need.

Gift card donations give recipients the freedom to choose what they need and shop for it themselves. They provide the flexibility of cash support and the assurance that their needs will be met. Gift Card Bank’s model empowers

people to help their neighbors in need purchase life necessities with autonomy and dignity – making it simple to give the gift of choice.

Neighbors helping neighbors

In a season of growth after shifting their business model to make the greatest possible impact, Gift Card Bank needed a more mature verbal and visual identity that would reflect their new model and resonate with the right audiences: local nonprofit and retail corporation partners.

We pursued a brand direction rooted in positivity and good outcomes—highlighting the solution and resulting joy, rather than the problem at hand.

New messaging educates audiences about what Gift Card Bank does, how they work,



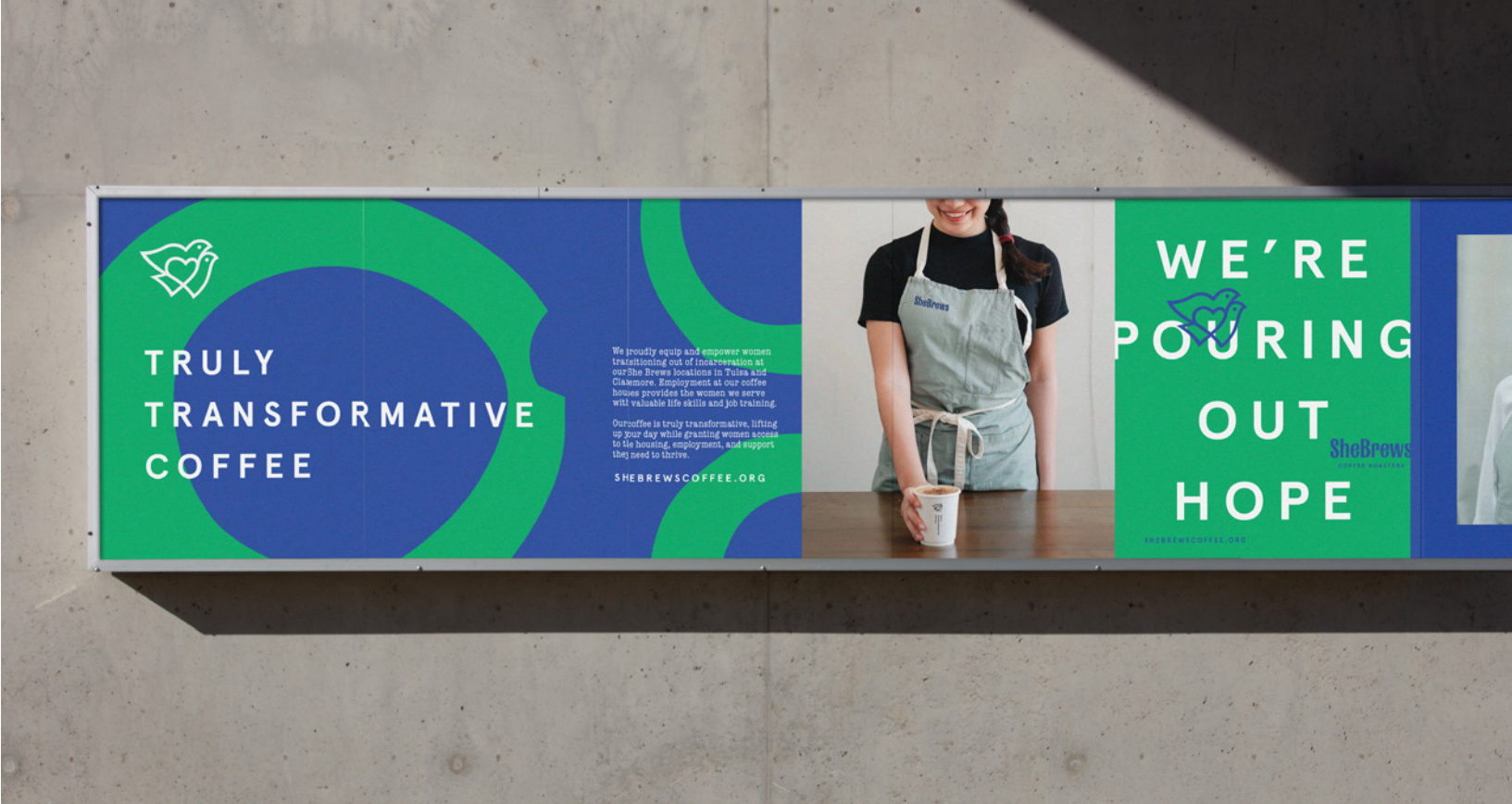
Brands Doing Good — She Brews Coffee

Brewing and branding truly transformative coffee

She Brews is an Oklahoma-based coffee house, roastery, and transition program dedicated to disrupting cycles of incarceration and restoring families. They proudly equip and empower women transitioning out of incarceration, and believe that through second chances, open arms, and quality coffee, they can change lives.

Equipping & empowering women since 2012

From an early age, founder Rhonda Bear struggled with drug addiction resulting in numerous arrests, losing custody of her children, and serving prison time. After regaining custody of her kids, Rhonda began working with other organizations in the area to uplift and encourage women like herself through the transition from incar-



ceration back into society. She later founded She Brews as a way to provide stable employment and housing, life skills, and mentors to walk alongside women.

The recipient of our 2022 Impact Grant, She Brews sought our help to tell their story and grow their impact. With existing locations in Tulsa and Claremore, they shared a vision to expand their reach across Northern Oklahoma through more awareness, donations, and eventually, locations.

Pouring out hope

We created a fresh brand identity and consistent system to modernize, unite, and distinguish between She Brews' functional sub-brands: She Brews Coffee Roasters and She Brews Transition Program.

A new tagline of "Truly Transformative Coffee" highlights both the quality of She Brews' coffee and the greater impact of each purchase on the lives of the women employed.

The visual identity, designed to work well within coffee houses and on grocery shelves, features hand-drawn rings that suggest the goal of disrupting cycles of incarceration. Bright colors and lively typography reflect the boldness of She Brews' mission, while a central icon of two doves and a heart speaks to the program's vision of uniting families by first taking women under their wing. ●

Learn more at shebrewscoffee.org



Brands Doing Good — Purity Day Spa

Helping a holistic day spa grow Every body deserves respect

Purity is a full-service day spa born out of a passion for health and wellness and a core desire to help people live their lives well.

Their team is dedicated to creating pure, holistic self-care experiences, with a homey atmosphere that welcomes every body into a space of true comfort. Their approach focuses on well-being of the body, mind, and soul, and they intentionally craft each experience to meet every person’s unique needs. They focus on the details that make a spa experience truly remarkable—from offering a warm welcome and a tasty beverage, to using only natural, organic products you can trust.

Well-being is more than skin deep

With a growing menu of services and visions of adding locations in the future, Purity came to us to help “grow up” their brand. Our process started with a brand audit, which revealed that Purity needed a system that was more consistent, scalable, and distinct in the market. While positioning was differentiated, the existing brand did not reinforce the aspects that truly make Purity different from the rest.

Workshops with the Purity team revealed not just a passion for organic products and a holistic, body-mind-soul approach to wellness, but also a desire to ensure every person could feel comfortable in their space. The new brand features warm, inclusive photography and body-positive messaging to reinforce this value.

A new tagline, “Restored by Nature,” holds a double meaning—speaking to the nature of a spa experience overall, as well as the naturally-derived products used at Purity.

Body, mind, and soul

Organic shapes and custom iconography make up the Purity visual identity, with an abstracted figure-like P as the core icon. Colors are bold yet soft, suggesting tones we see in nature. Assets work together to form a well-rounded brand system that feels distinct yet truthful to who and what Purity is. ●

Learn more at puritydayspaokc.com





Brands Doing Good — TEDxOklahoma City

Bringing TED to OKC

TEDxOklahomaCity is a local, independent event in the style of TED, a nonprofit organization devoted to Ideas Worth Spreading. At the TEDxOklahomaCity event, TED Talks, video, and live speakers combine to spark deep discussion and connection in a small group. The TED Conference provides general guidance for the TEDx program,

but the individual TEDx events, including TEDxOklahomaCity, are self-organized.

Nominee volunteered for the team of organizers, helping brainstorm the theme for the TEDxOklahomaCity event, Normall, and created supporting messaging and visuals for the event including the website and marketing materials, day-of assets, and digitally-uploaded Talk videos.

Experiences shaping perception

The pandemic taught us that “normal” life is something that can be lost. It’s something you can crave. The magic of the mundane was seemingly lost overnight in March of 2020. And society has been scrambling to define a “new normal” ever since.

But what is “normal?” How do you describe “typical?” If you’re like most people, it’s defined by culture. By what isn’t abnormal.

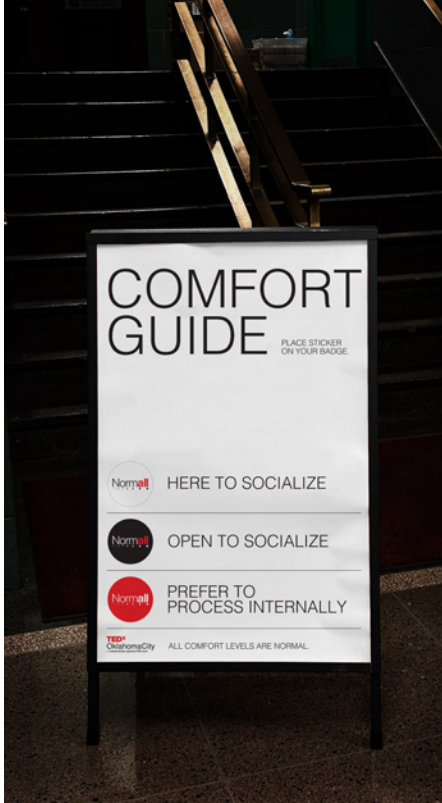
At the 2022 event, TEDxOklahomaCity explored these ideas. Our theme, Normall, dove into the diversity that creates our perception of what normal is and what it isn’t.

Eleven talented speakers brought the heat at this year’s event, with topics ranging from sustainability practices, to making hard decisions, to creating opportunities for others.

What’s your normal?

A visually rich set of minimal, geometric motifs drove the storytelling of the Normall event. While core brand assets had to follow TEDx guidelines, the visual buildout for the Normall event explored the idea of deviation within a system. Utilizing subtle movement, rhythm, and color, the brand offered various visual metaphors for “normal” and “abnormal.” ●

Learn more at tedxoklahomacity.com





Our Work — Consumer Packaged Goods



Consumer Packaged Goods — El Jimador Canned Cocktails

A new frontier for a historic brand

Every drop of El Jimador Tequila is carefully crafted in the Mexican state of Amatitán, Jalisco. Utilizing timeless methods and pure processes, they cut no corners in the creation of their world-renowned spirits. For El Jimador, their products are their craft, their life-blood, and their passion.

It was with this same passion that Nominee partnered with the El Jimador team to guide their brand into the canned cocktail space.

Traditionally, the El Jimador brand has carried itself with a distinguished yet modern and minimal visual identity. Stepping into the more loud and playful arena of canned spirits, they knew the traditional boundaries of their brand would be pushed.



As vibrant as the city that inspired it

The fine line between respecting history and trying something new can be treacherous territory for established brands. Finding balance between playing it too safe and undermining the expectations of your audience requires brave, but thoughtful, creativity. In response to a sea of textured, illustrative branding throughout the market,

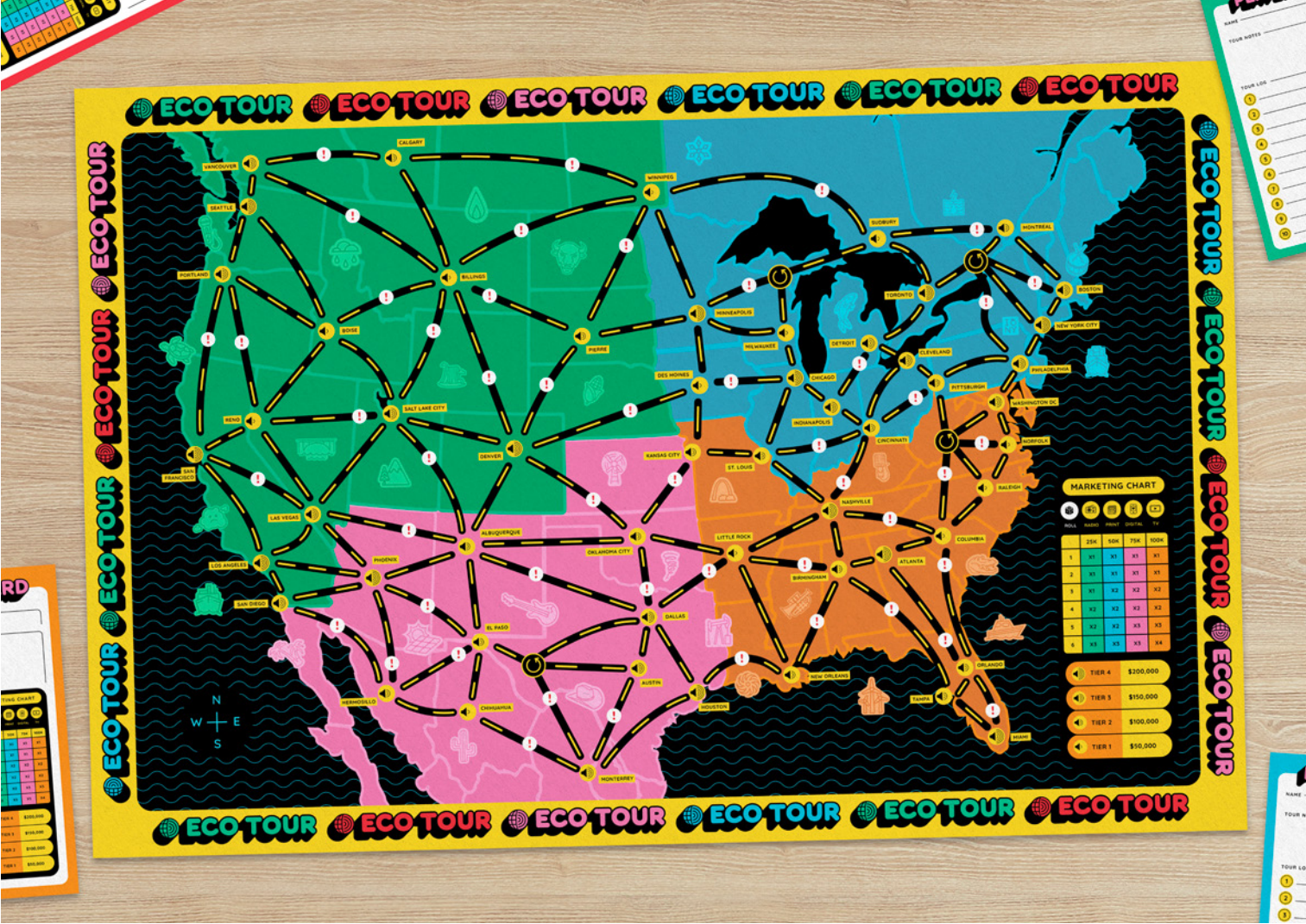
we opted to wrap the iconic El Jimador logo around the entire can, laying it over a vibrant palette inspired by the streets of Jalisco.

A simple tagging system calls back to the brand's primary tequila bottle, weaving them comfortably into the brand family. The result is a bold new step for the EJ brand that builds upon their long standing tradition of craft. ●

Learn more at eljimador.com



Consumer Packaged Goods—
Eco Tour Educational Board Game



Ready to rock out
and do good?

Last year, our friends over at Learn Fresh (a transformative nonprofit that empowers educators with innovative STEM learning experiences like NBA Math Hoops and MLB Players STEM League) asked us to brand their new roll-and-move board game – EcoTour.

EcoTour provides students in grades 7-12 with a better understanding of finance and the principles of environmental responsibility. The strategic nature of the game helps students plan and execute a world tour while navigating various challenges.

We were tasked to build a world-class brand that felt clearly differentiated in the education and non-profit space. While most brands in

the industry play it safe, Learn Fresh takes an approach that feels bold and energized. Our goal was to match that energy through the EcoTour brand so it can seamlessly live within the greater Learn Fresh ecosystem.

The rules of the road

For our team, it was important to play through the actual game before we even started to dream about theme or design. This process helped us understand what needed to be reworked and made better.

Through our practice play, we were able to identify and creatively solve problems through intentional design and copy writing that elevate the overall game experience. We crafted each element with the key audience in

mind to ensure that the brand felt attractive and exciting for both students and educators. As we reimagined iconography, cards, and the board layout, we developed a completely original suite of material. The EcoTour style is represented through a custom illustration style used throughout various cards and across the board.

While the brand is consistent and clean, it's also super fun. We infused playful expressions, characters, and other branded marks throughout the system to reinforce the joyful energy that abounds when kids gather to play a board game. Some of our favorite pieces of the game include 10 unique artist cards, a fully custom game board, a one-of-a-kind game box, and rules of the road guidebook. ●

Learn more at learnfresh.org



Our Work — Thoughtful Placemaking





Thoughtful Placemaking — West Village District

Our corner of OKC

Previously part of the Arts District, the West Village District anchors downtown Oklahoma City's west side. The District is creative and stylish, with a contemporary vibe tempered by historic and revitalized spaces.

The project challenge was clear from the beginning. How do we unify and rally the brand around its diverse tenants and the District's storied history? We knew we had to position this in a way that was both authentic, inclusive, and most importantly, somehow communicate the powerful energy of the neighborhood.

There's no better place to feel the heartbeat of OKC than the West Village District. In fact, Nominee calls the District home ourselves. From the historic Film Row to the Ford factory turned 21C Hotel, old & new blend seamlessly in this exciting corner of the city.

WVD offer a stylish and eclectic array of businesses featuring some of the city's best hospitality, entertainment, services, and community. With such cultural breadth, residents and visitors can experience the district morning, noon, and night.

Welcome to downtown's west side

Embracing the eclectic nature and inclusivity of the West Village District, the brand icon is a play on multiple themes that reflect the community's harmony – Unity, Film Reel, and Compass. Inspired by end screens in old cinema, the icon can be both a focal point and a directional cue.

District brand colors are influenced by its all-day experiences. From coffee shops and lunch spots to dinner and drinks, West Village features spaces ready for the community to experience at every hour of the day. The brand



colors reflect morning, midday, evening, and night, inspired by the brilliant Oklahoma sky.

We love seeing the West Village District brand in the wild all over our neighborhood. The combination of elements – positioning, narrative, icon, colors and the playful visual system – ultimately reveal a bright, bold brand.

Nominee invites you to experience the unique West Village District for yourself! Come see why we love our corner of the city. ●

Learn more at westvillageokc.com



Thoughtful Placemaking — Twisted Tree Baking Company

European-inspired breads and pastries

Last year, we had the opportunity to partner with siblings Robert Black and Kassie Joslin in developing the brand for their new bakery.

Twisted Tree is a European-inspired craft bakery in downtown Edmond. With a commitment to quality and a desire to preserve and pass down the tradition of baking, they create gourmet breads and pastries for all to enjoy.

Crafted with wonder

There’s something truly wonderful about a perfectly baked loaf of bread. That combo of

airy dough, golden crust, and fresh taste is a direct result of intentional craft.

Our goal for the Twisted Tree brand was to shape a space that reflected their family legacy while honoring the precision and competency required for traditional European baking.

Grandma Dee’s family tree

As we spoke to Robert and Kassie, they revealed that the real heart of the brand lies with their Grandma Dee and her love for food. Telling their family story through heartfelt narrative quickly became a massive cornerstone of the brand. Even the name, Twisted Tree, comes from a real tree Robert and Kassie passed on the way to their grandma's house.



The artistry of baking

While the brand needed to reflect the consistency that is applied to every baked good, we wanted it to exude a sense of energy and warmth. We chose to ground the brand with a classic typeface and color palette and apply character in application. We created a hierarchy style, hand-drawn illustrations, and custom stickers, each with its own unique charm. This resulted in a system that balances artistry and consistency with nostalgia. ●

Learn more at [twistedtreebakingcompany.com](https://www.twistedtreebakingcompany.com)





Our Work —
**Complex
Challenges**





Creating better products through Web3 collaboration

Through Intraloop, a collaborative innovation platform, organizations are able to have a real conversation with those who are invested in the quality of their products. The Intraloop app facilitates communication between product creators and groups of users based on their interest, experience, and willingness to collaborate. This streamlines the process of customer feedback and cuts through the outdated mess of user surveys. Finally, the people who use a product get to actually help make it better.

detail that rendered them all unusable. The result was a massive waste of resources, materials, and time.

Intraloop unlocks access to the innovation process by giving organizations and their communities an interconnected space to collaborate and make data-driven decisions. Basically, power to the people for their products. Intraloop saves a seat at the decision-making table for the loyal customer. We knew the brand had to represent this ambitious new era in our relationships to products.

Get looped in

The resulting brand communicated two things very simply: First, this is your time to get looped in (see what we did there?) on what your customers and users really want and need from you. And second, this is the future. ●

Learn more at intraloop.io

Power to the people

After working in multiple branches of government, the Intraloop founders set out to solve an issue of waste they’d experienced through the cumbersome process of governmental R&D. In one example, they’d witnessed the rollout of a new glove program for soldiers only to realize there was a subtle, overlooked





Complex Challenges — Sovereign Bank

The nation's largest tribally-owned bank

In 2022, The First State Bank of Oklahoma and First National Bank & Trust merged to create Sovereign Bank, the nation's largest tribally-owned community bank.

Up to that point, TFSB had focused on the heart of OKC's central business community, while FNB had faithfully served many of the surrounding rural communities. This duality of customer landscapes created a symbiotic relationship between the two banks that found itself in need of a refreshed brand to usher in their new era.

As the bank entered this unprecedented period of change it was clear that a new, cohesive look and feel were needed. Nominee guided Sovereign and the leaders of the Citizens Potawatomi Nation through a comprehensive brand exercise to not only figure out what they wanted to look like, but who

they wanted to be, and how they wanted to share that with the communities they work in and care deeply for.

Freedom to dream

The Sovereign name is dear to the Citizens Potawatomi Nation (CPN), celebrating their sovereignty as a nation despite centuries of hardships. The freedom that sovereignty represents is exemplified by the entrepreneurial spirit of the CPN and their desire to see the Nation grow, sustain, and flourish.

We led Sovereign through a top-to-bottom Strategy & Messaging evolution to help tell a new, unified story. These were very different communities, histories, and styles coming together for the first time through the merger. It was clear that if we didn't find a rallying point that represented everyone at Sovereign, the family-like internal culture that had been fostered at the bank could be in jeopardy.

Freedom to dream was not only for Sovereign's customers and communities, but also for those showing up everyday to help create the bank's fresh new future.

Rooted in authenticity

It was important to CPN to feel seen in the Sovereign brand. As a tribally-owned bank, CPN wanted all of their tribal citizens across America to see themselves in the brand as well. Through our collaboration with the CPN, we created a brand that we feel proudly represents the Potawatomi Nation and their people's entrepreneurial spirit.

We spent hours with the leaders of the Citizens Potawatomi Nation to find traditional and authentic vernacular to build the Sovereign brand from. We started our research at the Citizen Potawatomi Nation Cultural Heritage Center before conducting interviews throughout all levels of the organization.

Leading the way for the Sovereign Brand is CPN Red. The brand's color pallet is pulled directly from the CPN seal, further weaving their rich heritage into the bank's brand.

The 4 arrows of the Sovereign Icon represent the 4 directions of the traditional Potawatomi Medicine Wheel. These cardinal directions represent their endless dreams for their great nation and its people across the continent.

The Sovereign brand checks all the necessary boxes of a modern bank, while simultaneously celebrating the rich history of its owners. It was our honor to help the CPN cast the vision of this flourishing nation's future.

The Nation today

The latter part of the 20th century has been a period of great success and achievement for the Citizen Potawatomi Nation. The Nation is the largest of the eight federally-recognized Potawatomi tribes, and the 9th largest tribe in the United States. Under sound leadership and with a tribal membership of over 30,000, the Citizen Potawatomi Nation has experienced rapid growth in administration, community outreach, enrichment programs, and tribal enterprises, including Sovereign Bank. ●

Learn more at banksovereign.com



Complex Challenges — Wahzhazhe Always - Osage Nation

An enduring legacy

This spring marks the world premiere of Martin Scorsese’s highly anticipated film Killers of the Flower Moon at the Cannes Film Festival, with a broader release later this year. The movie, based on David Grann’s book of the same name, recalls some of the darkest times in the history of the Wahzhazhe people.

In anticipation of this release, we partnered with the Osage Nation to curate an emotive campaign celebrating their enduring legacy. The campaign – Wahzhazhe Always – celebrates the sovereign Nation’s beautiful and inspiring culture, their incredible community contributions, and their enduring legacy as they thrive on their Reservation in Northeast Oklahoma.



The primary goal of this campaign was to guide an authentic exploration of truth from the Wahzhazhe people. Our emphasis was on intently listening and consciously gathering insight from the rich fabric of Osage culture, rather than crafting new messages and visuals with no context.

Not a relic

Every decision in this campaign was driven by those it was made for. We conducted interviews with tribal members to understand their role within the community and their desire for the future of their Nation. The Osage are a passionate people, and their words are the foundation of the campaign.

Osage symbols and colors were selected for the visual system to ensure the campaign felt wholly authentic to Wahzhazhe audiences. This campaign reflects their enthusiasm for their culture, their heart for creating positive change for their people, neighbors, and the state of Oklahoma, and most importantly, their desire to carry their Wahzhazhe ways into the next generation.

A Nation to be proud of

Poignant symbolism and modern layouts are interwoven throughout the campaign to honor the history of the Nation while marking their path forward. A dynamic layout allows this modular formula to work across various applications throughout the campaign. This flexible system paired with vibrant photography and strong headline hierarchy results in a campaign that is rooted in meaning and pride.

As we thought through campaign CTAs, it was important to select messages that didn’t drive traffic or tourism, but instead drove understanding, respect, and reverence for the Osage Nation and the Wahzhazhe people. ●

Learn more about Osage culture and the Wahzhazhe Always campaign at osageculture.com



Whatever you do
for us, without us,
you do to us.

Jabee Williams—
Artist & Activist

Eastside Update

Over the past few years, community partners, leaders, and developers have intentionally invested in OKC's Eastside.

Their efforts have transformed this under-served neighborhood into a thriving hub of culture and community.

In 2022, our team had the privilege of branding three projects that capture the vibrancy of the neighborhood. We're inspired by the rejuvenation that's happening and are excited to see what's next for the Eastside.



Eastside Update — Scrambl'd

Nourishing the neighborhood

Scrambl'd is a first-of-its-kind breakfast & brunch spot on the Eastside located on the corner of 23rd and Hood. At Scrambl'd, the food is good and the vibes are even better.

The Scrambl'd team saw a need in their community for a place where people could come together and celebrate with a tasty, nourishing meal, meet someone over a good cup of coffee, or just chill and get some work done. Scrambl'd was created to be that place.

Scrambl'd was built for the Eastside, so as we built out the brand we wanted to ensure that the vibe matched the vision for the space – curated,

cool, and comforting. We developed a brand that reinforces the nature of brunch as a cornerstone of connection on the Eastside.

Good morning Eastside

We took inspiration from the type used on digital alarm clocks to create a logo and icon that speaks to the breakfast-themed nature of Scrambl'd. The real magic of the Scrambl'd brand, however, lies in its simplicity. The brand is intentionally grounded in a calming black-and-white palette that pairs with a cheeky egg icon, bringing just enough playfulness for customers to crack a smile. ●

Follow along at @scrambl'd23rd



Eastside Update — Eastside Pizza House

A slice for the community

Eastside Pizza House is artist, Jabee Williams' newest concept, designed to bring fresh, quality food back to the Eastside community.

For the brand to feel authentic, we needed to reflect the bright future of the neighborhood while honoring its history as a predominantly African American community. Their visual system pays homage to the legends who make

up the fabric of OKC's Eastside like Clara Luper, Roscoe Dunjee, and Ralph Ellison.

From their crust – “melanin makes the crust black” – to their takeout box, the Eastside Pizza House brand is loud and proud. The brand captures its unique energy as a space for people to gather together and enjoy the best pizza on this side of town. ●

Learn more at eastsidepizzahouse.com



Eastside Update — Hamlin Hotel

Eastside excellence

Hamlin Hotel is a boutique hospitality experience perched along OKC’s prominent NE 23rd Street. The carefully curated space offers serene, stylish rooms, a cabana-lined pool, poolside and rooftop bars, and a private event venue with skyline views.

HH Project developer, Sandino Thompson, describes the space as “a place for people to come and interact and engage with the African American community at its heart. It will be sort of a beacon where people can come and stay and get to know the community a little better.”

In the heart of the Eastside

OKC’s Eastside is currently a hospitality desert, with no hotel options between North-east OKC, 23rd Street, and Martin Luther King Boulevard. With the addition of Hamlin, locals and tourists alike will be able to stay, play, and explore a different side of OKC.

An elevated curiosity

As we built the Hamlin brand, one of the core aspects of the project was the “humble confidence” of the Hamlin team. Driven by

humility, they didn't want to be the face of the project. Nominee lead the HH team through an "art class" to create materials we then used to create all aspects of the visual identity. The team's DNA now subtly runs throughout the entire brand, crafted with their own hands.

Some of our favorite pieces we built include hand-drawn type and patterns, a hotel newspaper, and a sub-brand for their rooftop pool – Eastside Swim Club. We can’t wait to share more of Hamlin Hotel with you. ●



Matt Stansberry—
Founder & CEO

Lessons Learned from Halfway Around the World

In February, I had the opportunity to spend a week in Sri Lanka visiting with entrepreneurs, startups, nonprofits, and community organizations. Sri Lanka has experienced its worst financial crisis since 1948. The government collapsed – leaving the country in disarray – and defaulted on their foreign debt. Fuel rationings, power outages, increased tax and interest rates, and more provide daily challenges to Sri Lankan citizens.

But I wasn't met with a defeatist attitude. Not one bit. The current generation is determined to leave Sri Lanka better for the next one. And

I honestly believe they'll make that happen. They want to build good brands for today – brands that pay the bills and allow people to take care of their families. But they don't stop there. Sri Lankans are building brands that consider long-term impact. They are working tirelessly and responsibly to build a more sustainable future for the next generation.

So what does a more sustainable future look like for Sri Lanka? The answer lies in those doing the work and, fortunately, I got to meet a few of these people. Global Unites served as our hosts. The organization operates in 15

Continued on next spread →





countries uniting youth from diverse ethnic and religious groups. Providing hope and reconciliation, the movement inspires a peaceful and prosperous future. Members of Global Unites are helping break cycles of violence and creating fair treatment for all citizens.

We met with...

→ Startups reimagining healthy by creating plastic free packaged products with minimal, natural, and organic ingredients free of plastic packaging.

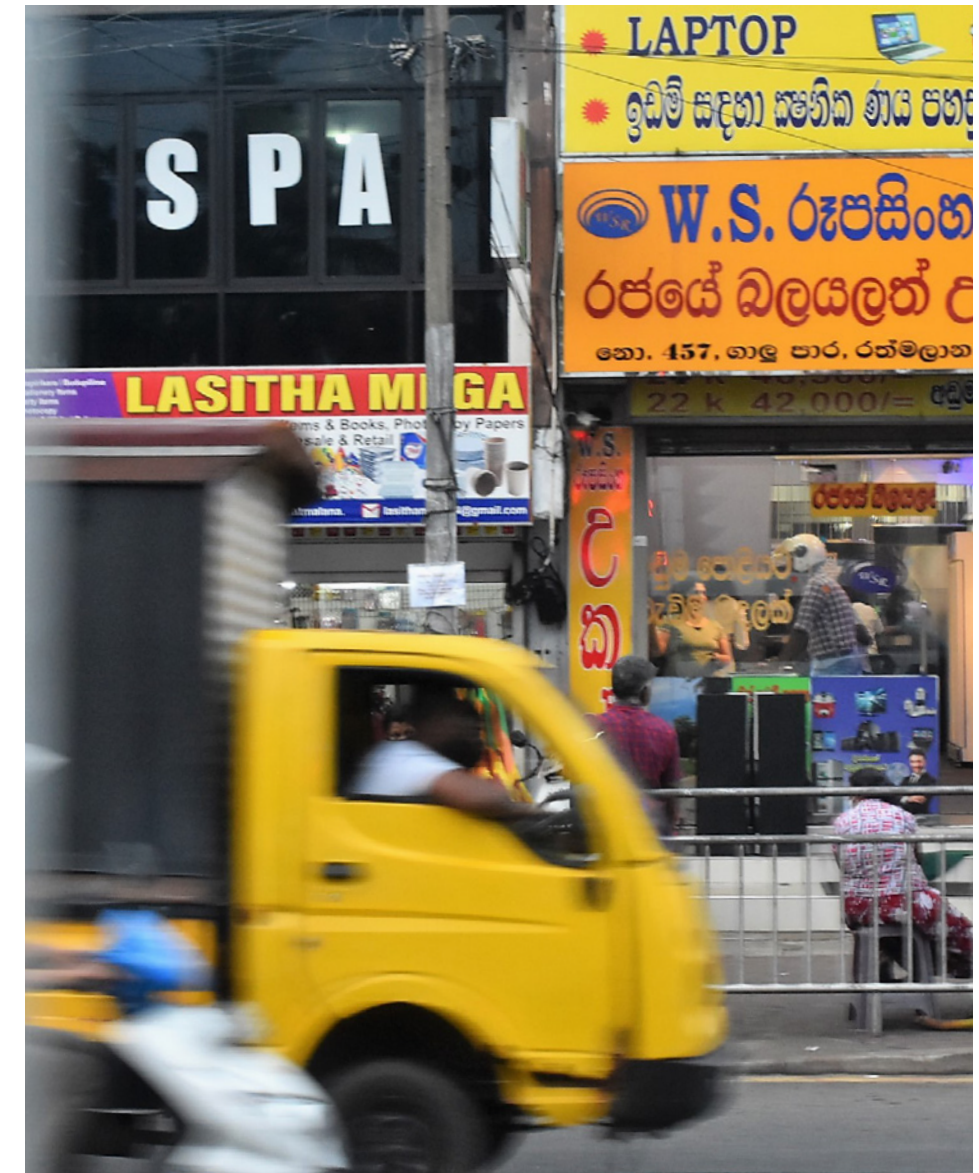
→ Organizations supporting startup innovations, green initiatives, learning-impaired education programs, and increased plastic waste recycling practices.

→ University students championing sustainable business models including developing paper products from bananas and creating eco-friendly packaging.

For me, this is what responsible branding is all about. It's about people – like the ones I met in Sri Lanka – embracing a purpose to leave things better than they found them

and building a more sustainable future. And I don't believe you have to travel halfway around the world to experience and adopt this approach.

Responsible brands everywhere consider both people and planet, now and in the future. We are responsible for making the world better today and better tomorrow. This is the future I saw Sri Lankans building. It was inspiring. At Nominee, I hope we never grow tired of helping people brand responsibly – for their employees, their supply chains, their customers, their communities, and our world. ●



Bolt



Thank you for reading.
We'll see you next year.

- We are**
Sarah Blase
Calvin Blockmon
Bryan Clifton
Risa Forrester
Scott Hill
Noah Holcomb
Aubrey Jernigan
Marissa Perez
Kaitlyn Rhyne
Christian Robinson
Matt Stansberry
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