

SUMMER WEBINAR SERIES

Creative Chaos to Brand Clarity:

Taming the Brainstorm, Building the Brand

HOSTED BY AIMEE LINDAMOOD,
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kinetic
MARKETING & CREATIVE



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Nashville, TN

*10+ years of building
ideas into visuals,*
from print layouts to album art
to brand development



today's goal

Inspire people to embrace *the messy, nonlinear journey of creative branding* — and trust it leads to clarity.

intro

- Creativity is messy (and that's okay)
- How it serves the client to understand this part of the process

where ideas begin

- How one global brand took control of the chaos and leveraged it into one of the most recognizable logos in the world
- How following the spark of an idea can ignite an entire brand identity

turning mess into meaning

- Organizing themes and aligning with strategy to filter those sparks
- Discuss the power of iteration + feedback

from chaos to clarity

- Real-life example of a Kinetic-developed brand

key takeaways

- What we learned in the process

Q&A



INTRO

Creativity is messy

(and that's okay).





Now let's talk about *the client.*

How does it serve them to
understand this chaotic, messy
part of the process?



level-sets *expectations:*

Time and money are valuable resources. Reassure clients that the chaos that comes with ideation and trial and error isn't wasted time, it's necessary exploration.

positions it as *a positive:*

Explain that the messy part is what makes the final clarity possible, and how it can invite even deeper meaning into the final result.

provides *support:*

The less we (the designer, project lead, etc.) are intimidated by the chaos of creativity, the better suited we are to put the client at ease and help them trust the creative process.

Chaos isn't the *enemy.*

It's the raw material.
When we own that, clients see process, not inefficiency.

WHERE IDEAS BEGIN

The process worked for Nike.

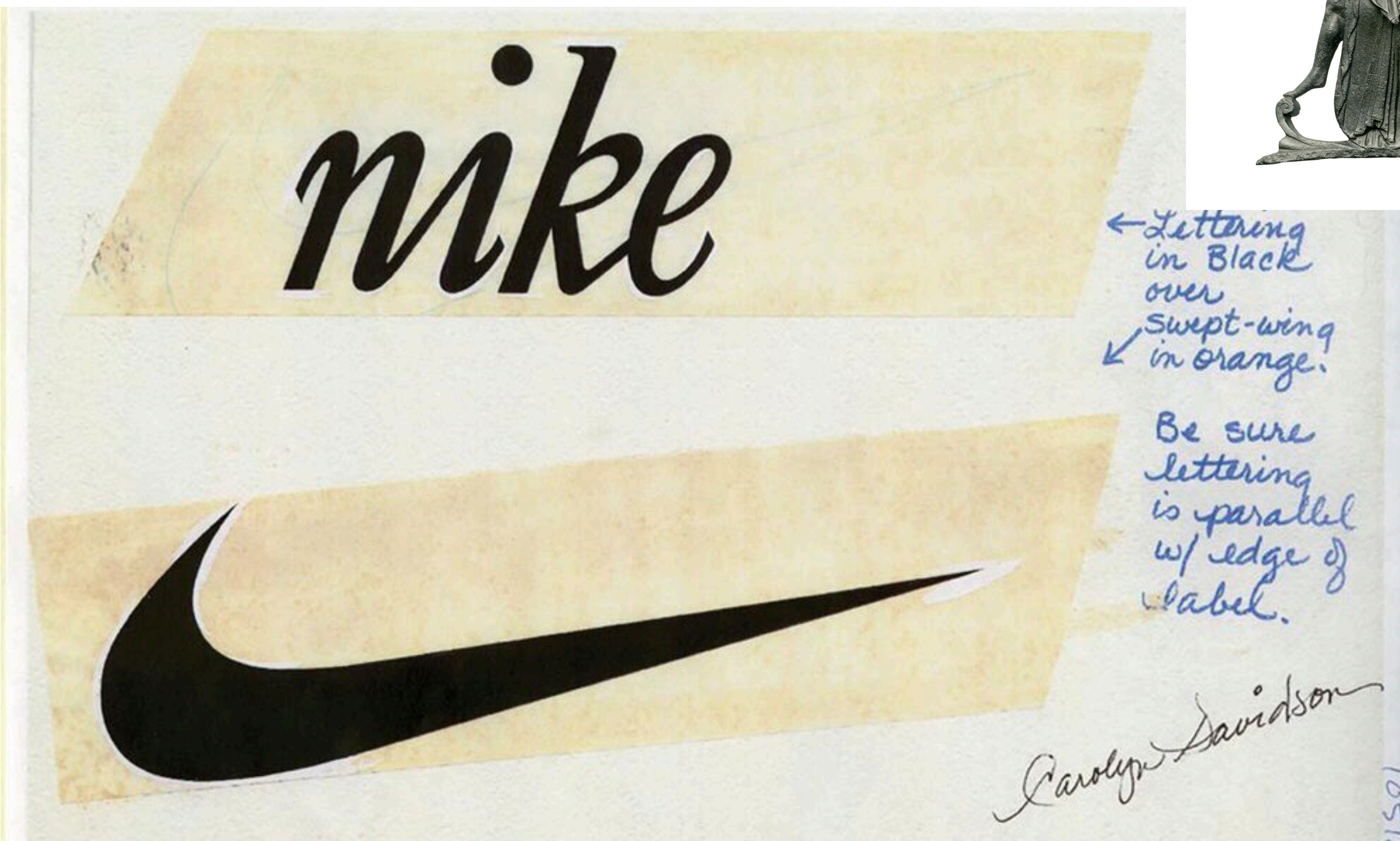
Here's how...



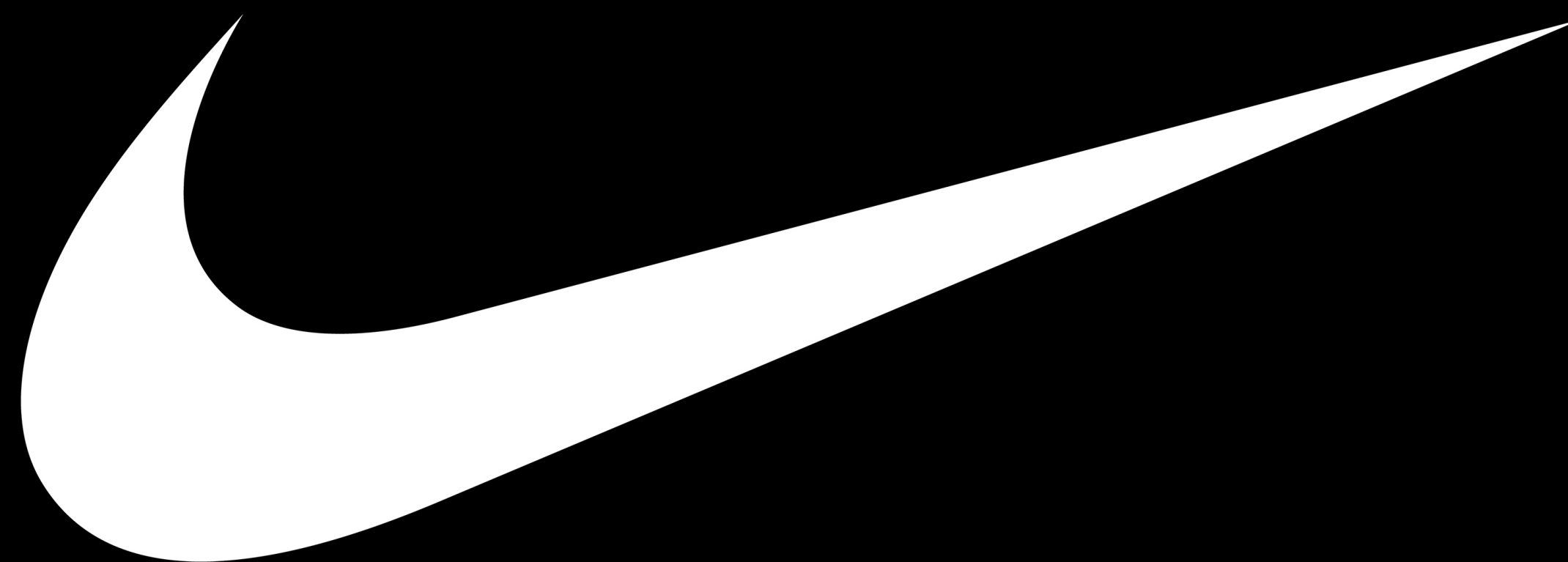


10509 Original Swoosh

nike



nike
Carolyn Davidson



A female athlete is captured in mid-air, performing a backflip. She is wearing a light blue and white athletic leotard with a patterned design. Her hair is dark and tied in a ponytail with a light green bow. The background is dark and out of focus, suggesting an indoor arena. The text "Do things history could only dream of." is overlaid in white serif font across the middle of the image.

Do things history could only dream of.

The Nike swoosh logo is a white, stylized checkmark shape.

Just do it.

**WINNING ISN'T
COMFORTABLE.**





WHAT'S YOUR TRUE COLOR?

Defining the area between black and white as not grey,
but Off-White™.

FIND YOUR GREATNESS.



TURNING MESS INTO MEANING

Filtering sparks

through strategy.



“If it’s the first thing
that pops into your
mind, *assume that
someone else has
already thought of it.*”

Early ideas are starting points,
not destinations.

why the first idea *isn't enough:*

Shallow ideas may catch attention, but they rarely survive the scrutiny required to build lasting brands

Phil Knight's first reaction to the 1971 Nike Swoosh: **'I don't love it, but it'll grow on me.'** Early iterations with the word "Nike" in bold letters were far less powerful than the swoosh we know today.

dig deeper through *exploration:*

Let strategy act as your filter to help separate "shallow sparks" from "substantial sparks."

This early swoosh could've been dismissed as too simple. But when weighed against Nike's strategy (movement, speed, ambition), it aligned.

Simplicity became its power, but strategic alignment turned a sketch into a global icon.

filter, refine, *repeat:*

Every round of refinement strips away the unnecessary, leaving only what matters.

Over time, Nike tested it's swoosh across shoes, apparel, sporting goods, and ads. Iterations simplified it, refining the stroke, balance and proportions until the logo became the singular swoosh.

Your first
idea isn't your
big idea.

It's the one that survives the digging, testing and refining.
That's where meaning is made.

FROM CHAOS TO CLARITY

What we did

from start to finish.



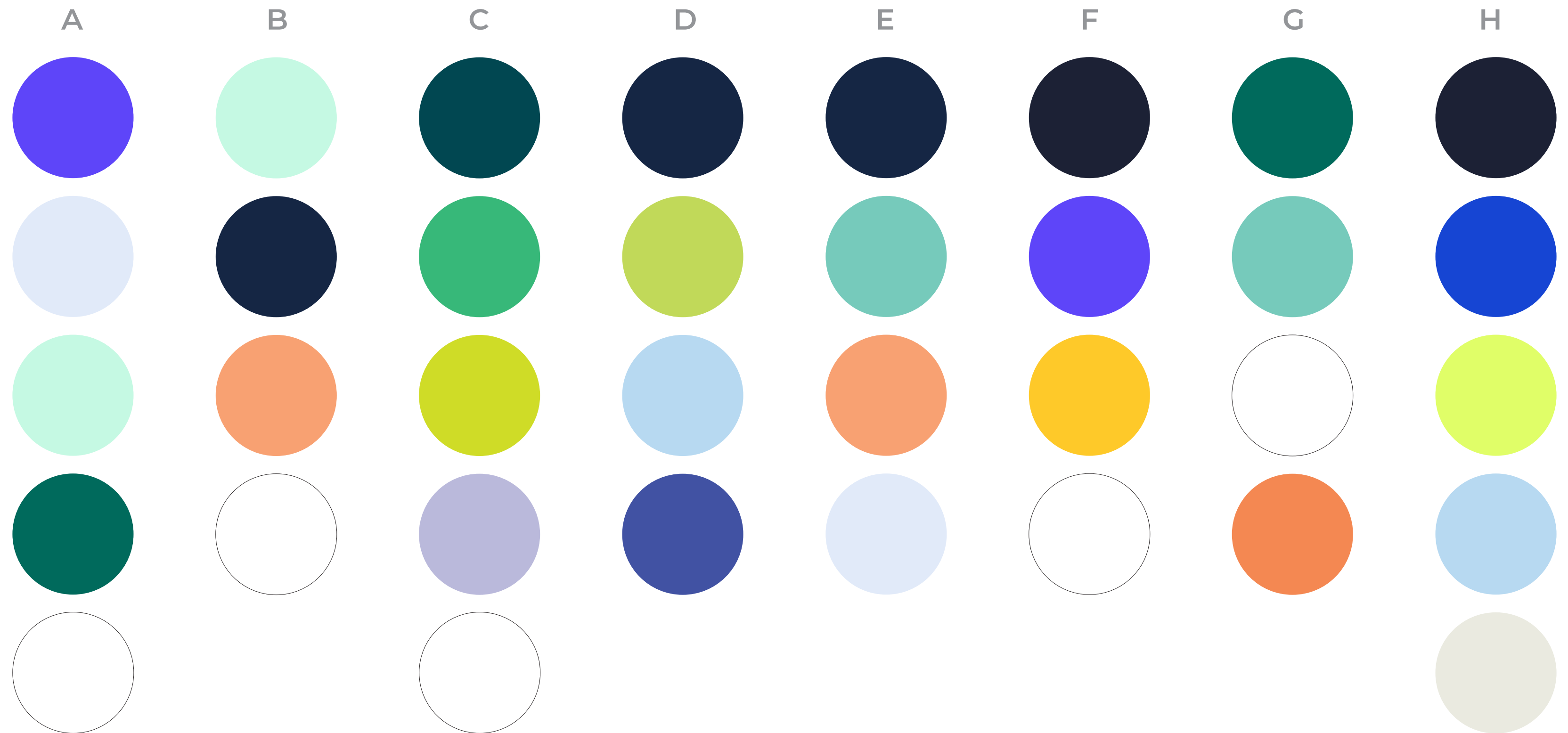
Elevora

“elevating the voices”

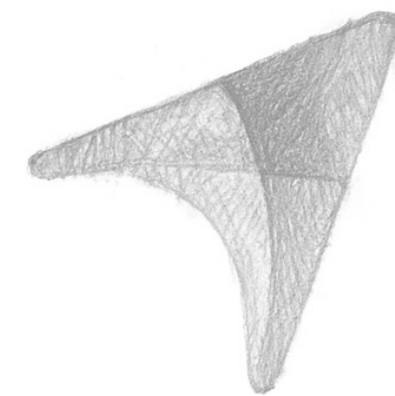
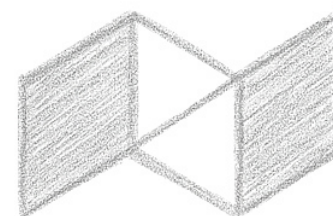
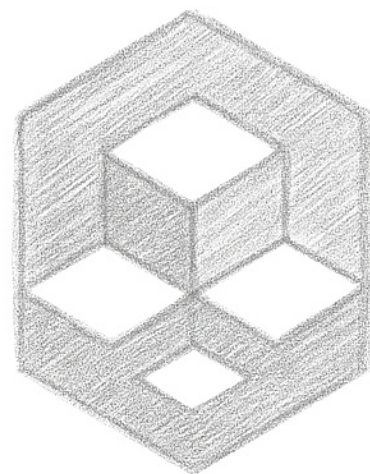
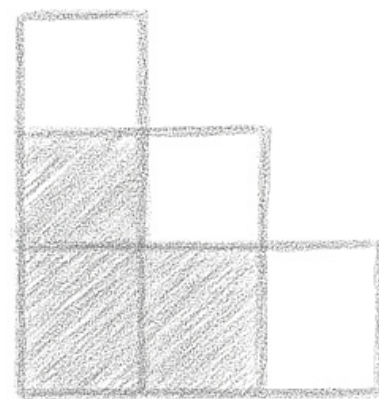
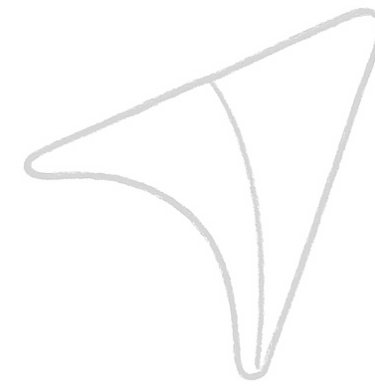
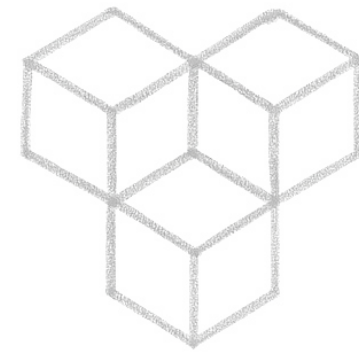
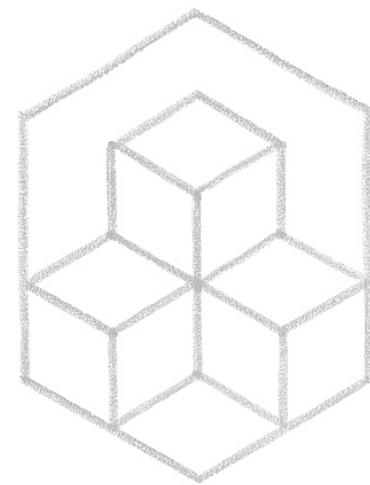
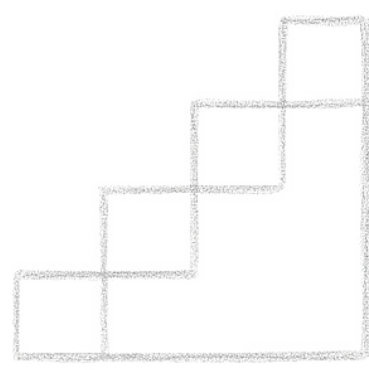
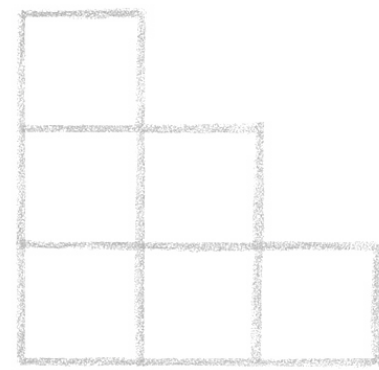
Key points we *had to work with:*

WHAT:	HOW:	DISCOVERY TAKEAWAYS:	BRAND VOICE & TONE:	THE COMPETITION:
• AI-based hiring platform for early stage applicant sorting. • It's streamlined, fair, and personalized, saving hiring managers and teams time while not sacrificing the interviewee's experience.	• Elevora automatically generates, conducts, and evaluates screening interviews. • Questions are customized to each candidate's unique experience and background, simulating an in-person interview.	• Repeated mention of unity, opportunity, growth, and lifting others up as major themes. • Brand needs to look smart, but not too techy. • Want to be approachable, not intimidating. • Needs to be human-centered.	• Project a sense of calm, order, and clarity. • Convey the qualities of empowerment, innovation, partnership, and transparency. • Keep the human element in mind: Elevora is designed to enhance human judgment and intuition, not replace. • Expresses confidence, thoughtfulness, and empathy for the hiring process.	  





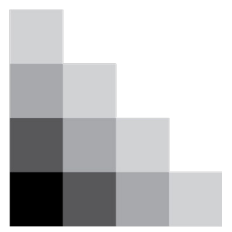
initial sketches



ELEVORA

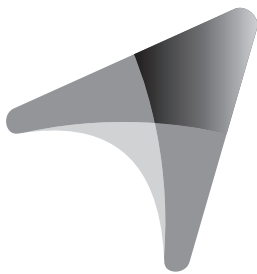
elevora

first round

elevora 

 **ELEVORA**

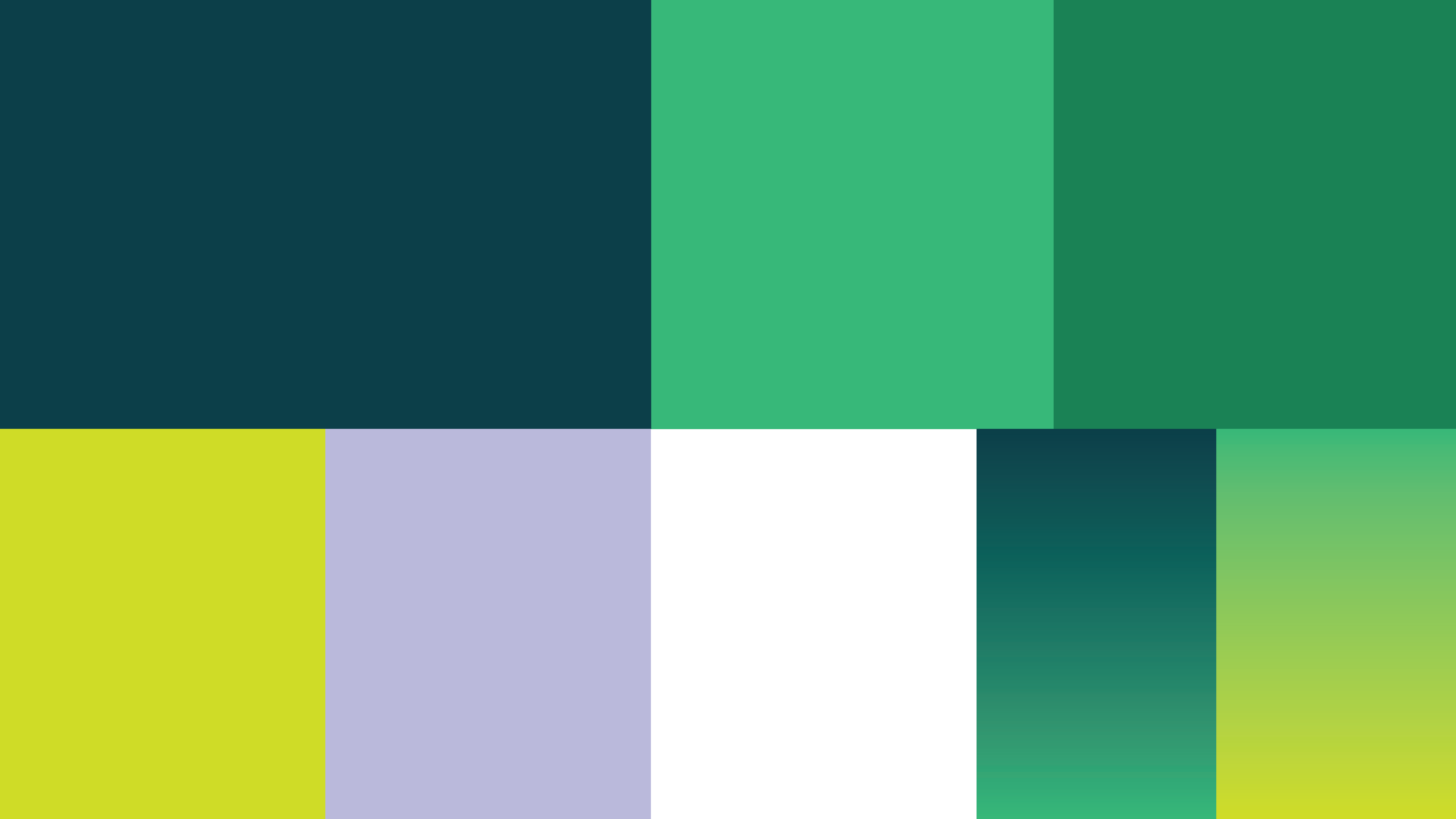
 **elevora**


elevora

second round









elevora





How do you know
who belongs at
your company?

elevora

Do You
Have Time
to Review
500 Resumes?

elevora



Make Elevora
Your First Hire

elevora

PRIMARY: STAGE GROTESK BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Stage Grotesk Black
Stage Grotesk Bold
Stage Grotesk Medium
Stage Grotesk Regular
Stage Grotesk Light

Stage Grotesk Italic Black
Stage Grotesk Italic Bold
Stage Grotesk Italic Medium
Stage Grotesk Italic Regular
Stage Grotesk Italic Light

SECONDARY: BASKERVILLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Baskerville Bold
Baskerville SemiBold
Baskerville Regular

Baskerville Italic Bold
Baskerville Italic SemiBold
Baskerville Italic Regular

elevora deep teal / 94 | 58 | 53 | 45

elevora green / 71 | 0 | 71 | 37

elevora bright green / 71 | 0 | 71 | 0

elevora lime / 23 | 0 | 100 | 0

elevora lavender / 25 | 24 | 0 | 0

white / 0 | 0 | 0 | 0

elevora gradient / bright green + lime

elevora gradient / deep teal + bright green

How do you know who belongs at your company?

Welcome to the future of hiring - where innovation meets human intuition. Our app screens for the perfect combination of skills, identifying people who will not only thrive in your organization but help grow your positive work culture.



Starting from
ground zero came
with noise.

Step by step, we filtered it into a brand that speaks simply and clearly.

What we learned.

*and how it can
help you, too.*



exploration isn't *wasted time:*

It's how the right brand is uncovered.
Every idea, even those left behind,
helps reveal the one that truly defines
the brand. Stay open minded!

"no" isn't failure, it's *redirection:*

Accepting messy starts or rejections
allows the creative process to filter and
refine ideas. The result is a brand that
communicates simply and effectively.

collaboration *is key:*

It generates big ideas, brings new
energy, and fresh perspective.
That "ah-ha" moment you need
could be on the other side of just
one conversation.

QUESTIONS?

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Thank You!

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