



MULBERRY HOUSE

MEDIA

BRAND GUIDELINES

October 2022

BRAND OVERVIEW

Mulberry House Media is a creative hub where business, creativity, and faith converge to produce content that inspires and uplifts. Just as the mulberry tree provides fruit and shelter, Mulberry House Media aims to provide meaningful, well-crafted content that nourishes the soul and mind, creating a lasting impact for both clients and audiences alike.

At the heart of our collective is a belief that the ability to tell a story in your own unique and authentic voice is the key to captivating your audience and developing deeper relationships with your clients. We see every project as a unique journey, and we honor the individuality of each story. Our head and heart-style approach ensures that every piece of content we create is infused with energy, emotion, and intellect. There are no cookie-cutter solutions here – we adapt to your narrative rhythm, tone, and nuance.

We see a future where creators can seamlessly bring their ideas to life without the barriers of a steep learning curve. Our vision is to empower new and experienced creators alike with a hassle-free, one-stop solution for creating engaging and impactful content that resonates with their audience. By offering professional guidance, scalable solutions, and reliable support, we aim to amplify voices and help creators achieve their full potential.



LOGO & COLORS



BLACK
#121716

**DARK
GREEN**
#102724

**LIGHT
GREEN**
#70877f

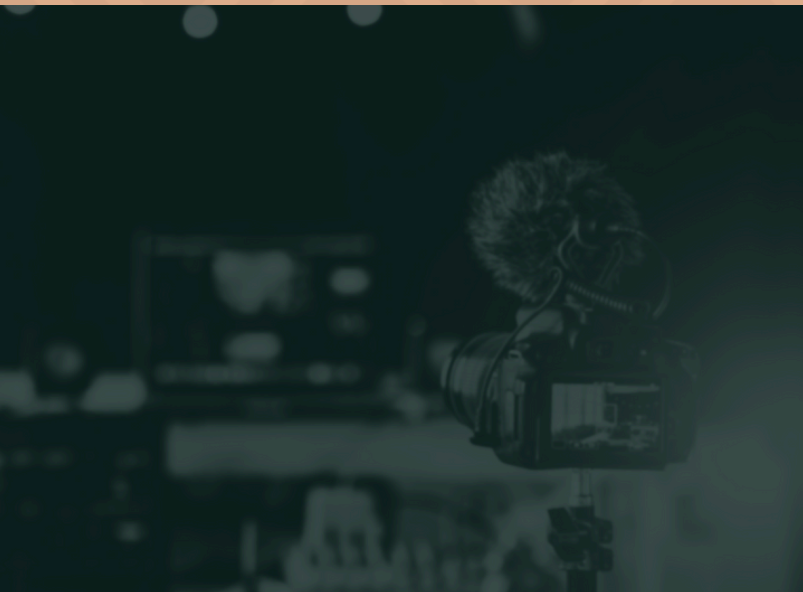
TAN
#ddac8a

WHITE
#f2f2f2

**MUL-
BERRY**
#7d1538

Typography & Imagery

ETC BROOKSHIRE Gothic A1 Bold



Brand Messaging

At Mulberry House Media, we believe creativity is a divine gift and a powerful tool for connection. Our mission is to provide faith-driven creators, thought leaders, and businesses with a hassle-free, one-stop solution for crafting engaging content that inspires and uplifts. From podcast production to branding and storytelling, we partner with our clients to bring their vision to life, blending expertise with heart. Guided by faith, rooted in excellence, and focused on community, Mulberry House Media helps you plant the seeds of impactful creativity that will blossom for generations.

Tone of Voice

Our tone of voice is warm, encouraging, and professional, striking a balance between approachable and authoritative. We communicate with clarity, compassion, and purpose, ensuring that our clients feel valued, understood, and empowered. Whether we're sharing a success story, explaining a complex process, or guiding you through creative decisions, our words reflect our faith-driven mission and commitment to excellence.

Language Guidelines

- 1. Faith-Driven and Inclusive:** Incorporate language that reflects our Christian values while remaining welcoming to clients from all backgrounds. Avoid overly formal or exclusive jargon.
- 2. Clear and Simple:** Use plain, straightforward language to make complex ideas accessible. Avoid unnecessary technical terms or buzzwords unless they are clearly defined.
- 3. Empowering and Encouraging:** Choose words that inspire confidence, creativity, and collaboration. Frame challenges as opportunities for growth and innovation.
- 4. Professional and Polished:** Maintain a standard of excellence in grammar, punctuation, and style to reflect our brand's quality and professionalism.
- 5. Consistent Voice Across Channels:** Ensure that all communication—whether through email, social media, or on our website—sounds cohesive and on-brand.