



HAMMERSEED  
Digital & Branding



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click

HAMMERSEED  
Digital & Branding

Technology + Design



**Hammerseed is a full service agency with a goal to integrate design with an intelligence to solve problems, add value, and create a brand experience.**

**why invest ?:**

**We have the experience to develop objectives that are more profitable, command a premium, and build a loyalty that reduces cost of sales and competition.**

**the design intelligence:**

### **Making it Intuitive**

**We understand the real world through experiences. The question we ask is – What do users find to be intuitive? We work to find these answers and replicate those models in our work.**

.....

### **Creating Visceral Reactions**

**We work to develop solutions based on Visceral Reactions. It's the kind of reaction that just comes from the heart – design can create a positive aesthetic impression.**

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### **Use of Dual-Coding**

**Our designs use Dual-Coding – This is the idea that both visual and verbal cues can represent ideas and using both will help communicate ideas faster.**

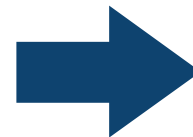
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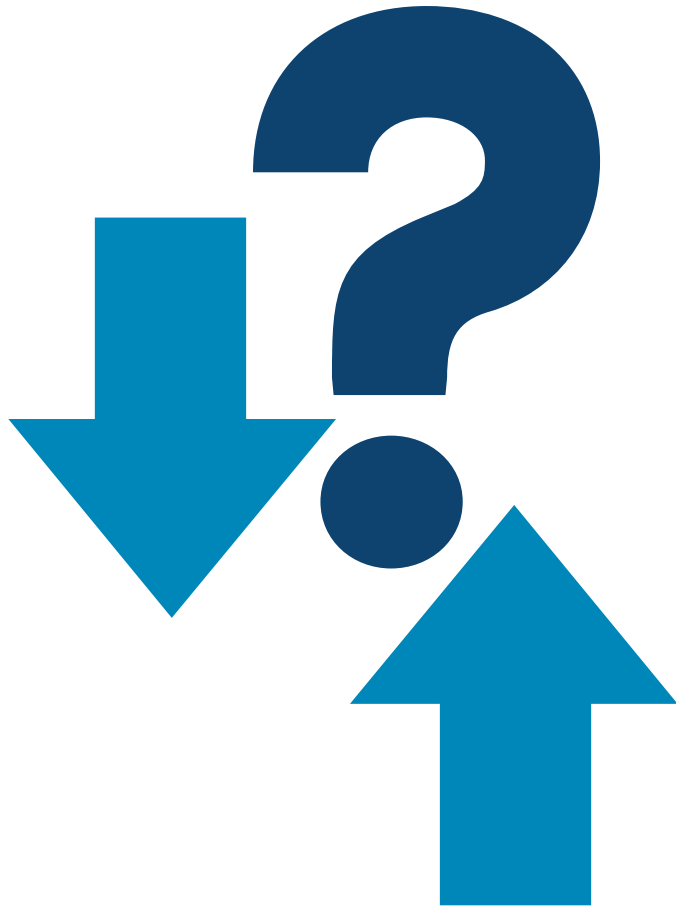
### **Focus on Cost-Benefit-Analysis**

**All projects go through a Cost-Benefit Analysis where the benefits should outweigh the costs. Final direction is created to make the content simple for the audience while still fulfilling its goal.**

**How  
strong  
is your  
digital  
footprint  
?**

Site traffic  
Page views  
Followers  
Impressions  
Engagements  
Social referrals  
Qualified leads





**1/ Are you using search words that work? 2/ Are your search rankings ahead of your competition? 3/ How strong is your social media customer base? 4/ Are you good at generating qualified online leads? 5/ Are you staying in touch with your online customers? 6/ How strong is your online reputation?**

**If you are  
struggling  
with any  
of these  
questions;  
we can  
help.**

We know the best ways to optimize search rankings, distribute and promote content, and build online campaigns that drive site traffic.

We focus on  
increasing  
conversions.

Turning visitors into  
paying customers  
and maximizing  
your return on  
investment. We  
give you the power  
to make smart  
decisions about  
future marketing  
investments.

We are  
committed  
to helping  
you grow  
your  
business.



Advice.  
Guidance.  
Support.



#### OUR DIGITAL TOOLBOX

DIGITAL MARKET RESEARCH  
COMPETITIVE ANALYSIS  
WEB DESIGN DEVELOPMENT  
TECHNICAL CONSULTATION  
ONLINE REPUTATION MANAGEMENT  
LOCAL SEO / GOOGLE ADWORDS / PPC  
NATIVE ADS / RETARGETING  
EMAIL AUTOMATION / A/B TESTING  
GOOGLE SPONSORED PROMOTIONS  
SOCIAL MEDIA DEVELOPMENT

We help you see the power of digital marketing. Our priorities are putting your brand ahead of the competition and helping you build a digital presence that matters.

With proven results, companies have trusted us to help them imagine the possibilities and create a strong digital presence.

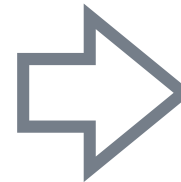


**We also offer  
an integrated design  
suite of services –**

**Digital Design  
Web Development  
Industrial Collateral  
Brand Identity and Messaging  
Content Creation Packaging  
Catalog Design Environmental  
Graphics Retail Design**

**With a diverse range of work  
and experience companies  
have awarded and trusted  
Hammerseed with digital  
marketing, branding,  
redevelopment, and  
expansion across multiple  
business environments.**

**Take a look.**







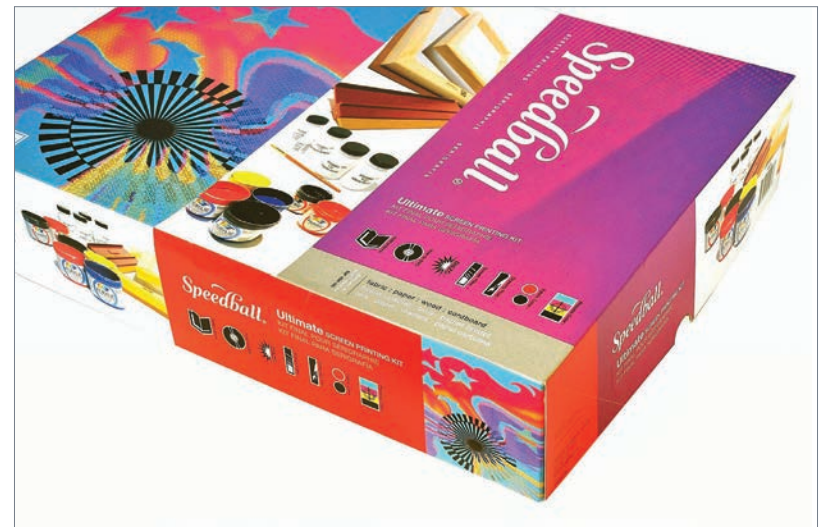
## SPEEDBALL ART PRODUCTS

Brand Development  
Catalog Design  
Packaging  
Print Ad Campaigns

In-store Graphics  
Digital Promotion  
Custom Art Development  
Photography

Speedball Art Products Co. have been making art products for over 100 years. Despite their historic reputation, this classic brand needed an update with contemporary appeal. The redesign covered just about every aspect of brand communications and as agency of record our work helped Speedball increase sales by over 300% in the first 5 years.

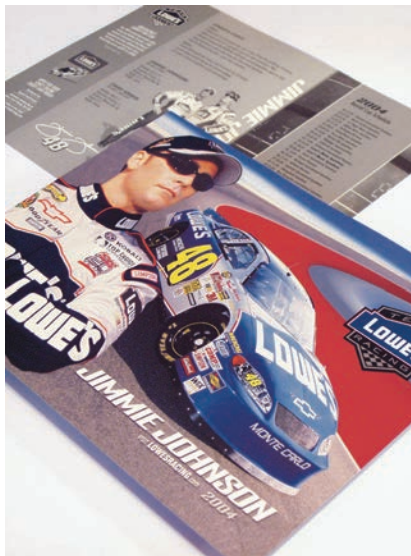










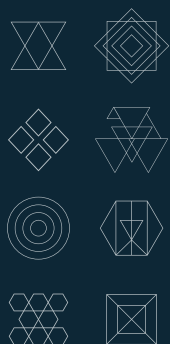


LOWE'S TEAM 48

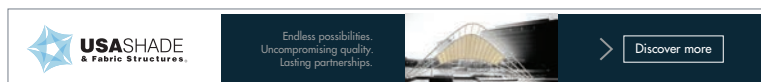
Brand Development  
Identity Guidelines  
Packaging  
Print Ad Campaigns

In-store Graphics  
Photography  
Art Direction  
Promotional Design

Lowe's Home Improvement asked us to develop the Team 48 brand style and direction during the second year of the Lowe's Racing sponsorship. We developed the branding, in-store campaigns, and race promotional items that made everyone want to join Team 48 and race with a champion.



structures  
that transform  
shade to create  
one-of-a-kind  
places

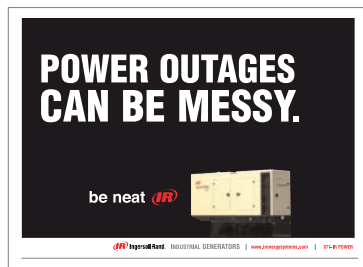
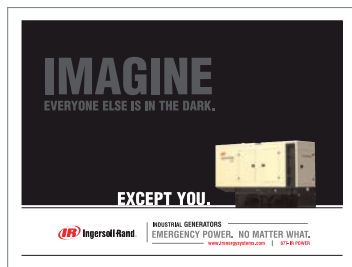


USA SHADE

- Brand Development
- Print + Digital Ad Campaigns
- Print Collateral
- Digital Ads
- Image Retouching

USA Shade wanted to show the world its innovative products and tell a story of how they create new environments with shade. We developed a series of communications that told their story through incredible images and a stylized modern design approach.





INGERSOLL-RAND  
ENERGY SYSTEMS

Brand Development  
Catalog Design  
Print Ad Campaigns  
Image Design  
Tradeshows Graphics

Ingersoll-Rand needed to update their Energy Systems brand line and communicate the message of power. We first reimagined the brand style and then translated it across multiple marketing platforms. The results effectively communicated the required technical information and delivered their energy message in a powerful brand story.



We are in your  
neighborhood.



MAIL MANAGEMENT  
SYSTEMS

Brand Development  
Identity Design  
Digital Design  
Promotional Items

Mail Management Services asked us to create a full rebranding of the company to inform customers of its evolution of services. A full suite of brand graphics were introduced to help shape and redevelop the brand strategy, product portfolio, and the redesigned brand expression.





APPALACHIAN  
COUNTRY STORE

Brand Development  
Catalog Design  
Environmental Graphics

Appalachian Country Store wanted to promote the natural traditions from Lost Cove Creek, North Carolina, to a global audience that provided discerning consumers worldwide an opportunity to enjoy fresh, natural, handcrafted products. We developed an overall design direction to support promotional items and build the brand's core identity.





## WILLOW TEX

Willow Tex asked us to create an information and reference site for their library of manufactured IZIT leather. The site is a clean easy reference interface design that allows for reference, selection, and ordering. All touch points are cohesive to improve the user experience and make sales easier.



## UTTERMOST

Uttermost is a high-end home décor furnishing company that needed some product catalog concept development. The work produced developed an organized refreshed product and educational presentation.



# YOUR MOBILE MISSION STARTS WITH SPEVCO.



SPEVCO

Brand Development  
Brand Story Books  
Digital Development  
Brand Image Direction

SPEVCO is an experimental vehicle design manufacturer that needed a reimagined visual experience. We redefined their offerings and values through the development of new brand positioning that more accurately reflected and conveyed all of SPEVCO's many capabilities.

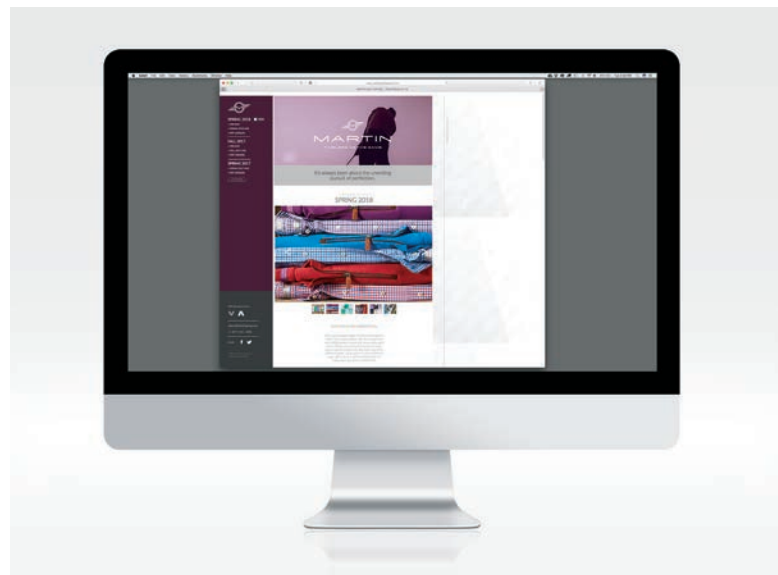
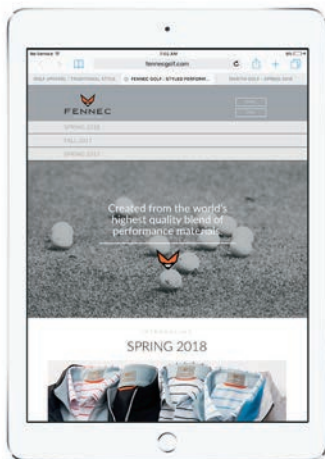
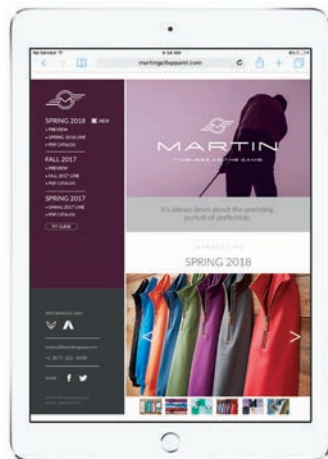
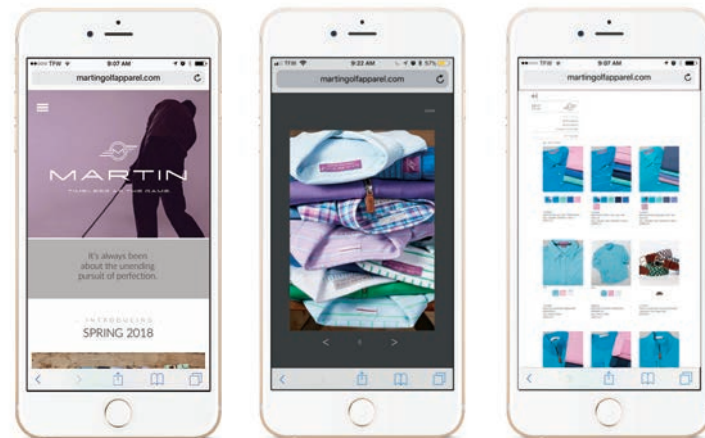
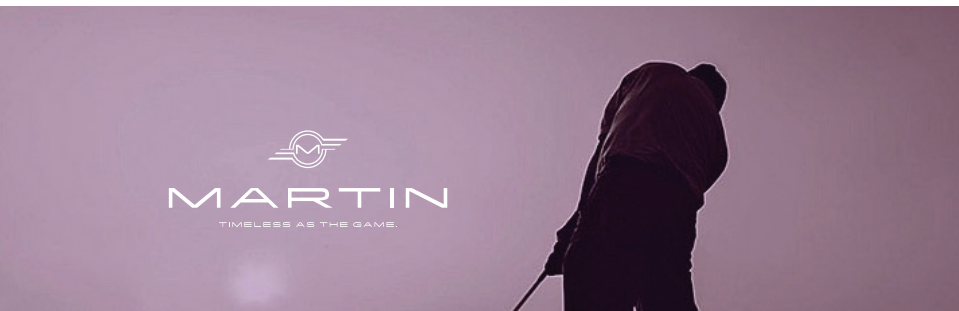




FORSITE DEVELOPMENT

Brand Development  
Story Development  
Brand Book  
Photography

Forsite Development is a brownfield development firm that focuses on acquisition and redevelopment of unwanted industrial real estate. We were asked to tell the story of how they repurpose the land. Though a clean and engaging stylized approach we communicated why they are leaders in their field. The design was developed to allow for print, e-publication, and digital all within the same design.



MARTIN / FENNEC GOLF

Brand Development  
Digital UI + Web Design  
Digital Lookbook  
Photography  
Digital Store Collections

Martin and Fennec Golf asked us to develop their digital brand look to showcase their catalog of green grass shop apparel. The main site was integrated with a lookbook and e-commerce microsite for each of their brand product lines which allowed the sites to give customers an interactive presentation that could be accessed anywhere and at any time.



# EXPLORING FLAVOR WITH HANDCRAFTED GOODNESS



GOLDING FARMS FOODS

Brand Review  
Identity Redevelopment  
Packaging Design



Take your brand on a creative journey with our brand concept development service. Explore the possibilities and connect the heart with the mind to make your brand relevant, competitive, and authentic. Developing a brand guidebook helps you tell your story and re-imagine your brand in a compelling way to customers and investors.

Brand Concept Development includes:

- Brand Story Development
- Market Segment Review
- Audience Direction
- Market Themes
- Brand Design Concepts



At Golding Farms Foods a concept exploration was completed to build the Golding Farms story of flavor and history. Then these results were used to create an updated brand identity and set the foundation to redefine and develop multiple lines of product packaging.





WRIGHT GLOBAL GRAPHICS - PACKAGING DESIGN



LOWE'S HOME IMPROVMENT - PAINT & STAIN CAMPAIGN



FRENCH PAPER / LINDENMEYR MUNROE PROMOTION

WOHL



WOHL COATINGS  
CHARLOTTE STORM HOCKEY  
MONA LISA ART PRODUCTS  
PRINTMASTERS BY SPEEDBALL  
MAD MOON DISTILLERY  
MAIL MANAGEMENT SERVICES  
LOWE'S RACING TEAM 48  
SCOUTS OF AMERICA

KINGFISHER METALWORKS  
WRIGHT GLOBAL GRAPHICS  
GOLDING FARMS FOODS  
GRAFIX ART PRODUCTS  
TEAM LOWE'S RACING  
SPEEDBALL ART PRODUCTS COMPANY  
INGERSOLL-RAND

**“It’s a message that resonates, a story that connects – a world of possibilities. It’s transforming your objectives into a simple brilliant solution.**

**It’s knowing that today’s investment will be repaid over and over. It’s believing that a design intelligence will change the way we see.”**



Mark Becker - Director

“We are focused on the concept-based solutions using our experience, imagination, creativity, and a foundational strategy to accomplish your goals.”

Let us show you.

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CHARLOTTE  
NORTH CAROLINA + EVERYWHERE ELSE