

BRAND GUIDELINES



ABOVO

4 OVERALL BRAND

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OVERALL BRAND



Creative marketing for
brands we believe in.



WHAT IS ABOVO?

Above comes from the Latin phrase “ab ovo usque ad mala,” which translates to: From the egg to the apples. It was used so often as a toast at the dinner table that, through the years, it became to mean, “From the beginning until the end.”

ab ovo usque ad mala

WHAT DOES ABOVO DO?

We are a branding and marketing team. We specialize in social media management, logo design, printed material, web design and creating written content.

Many of the clients we have view us as extensions of their team. We work with them closely. Our work allows them to focus on their business and makes them more efficient.

At the core of things, we view our work as beginning until end. We don't believe in sales marketing, but rather, relational marketing. Sometimes not selling anything, sells everything.

ABOVO MISSION STATEMENT

We give the best versions of ourselves. For us, that means showing kindness, respect towards new ideas and valuing people.

We are curious.

We are problem solvers.

We are creators.

By crafting quality designs and exceeding expectations, we strive to build trust and meaningful relationships. This is what makes us proud.

CORE VALUES

Gratitude

Transparency

Change

Creativity

Kindness

Quality

Equality

Trust

Family

Passion

Thoughtfulness

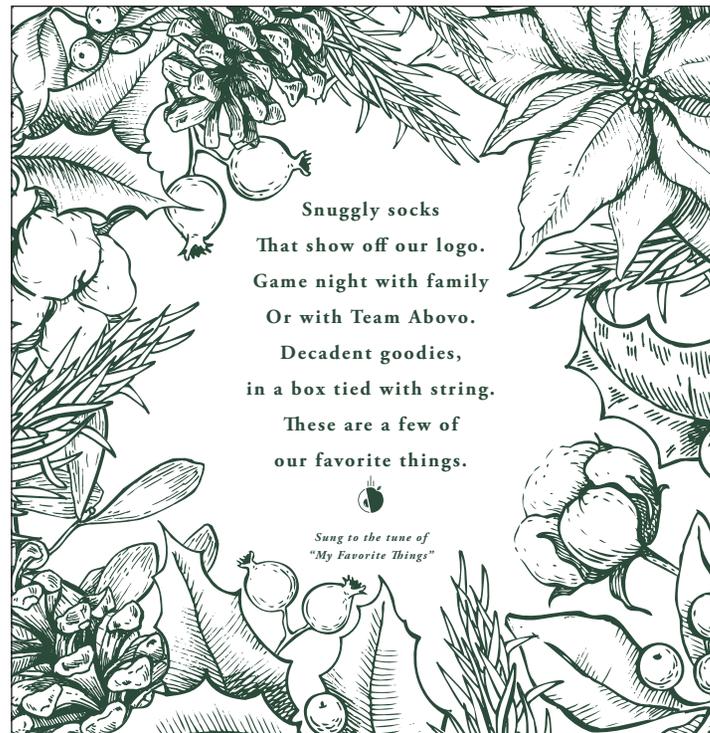
Resilience

ABOVO'S VOICE

We are a fun team of people with diverse backgrounds and personalities. We mix creativity with strategy to come up with a voice that represents both our work and our culture. ABOVO is first and foremost playful and fun. We want to be surprising in a good way. The unexpected but really thoughtful curated piece that you will remember for years to come. Our voice likes to make readers think with a play on words or extension of a common phrase.

Above all, our clients are at the root of everything we do, and we lend our voice to them every chance we get.

TONE EXAMPLES





LOGO & USAGE

PRIMARY LOGO

Our logo is a culmination of all the meaning and personality that we want our brand to be. It was first named and designed by friends and supporters of ABOVO which does go to show the close knit and loving community we have around us. Abovo is in a fun techy but modern font. The O's and perfect circle curves are represented through the added curves of the letterforms on the A and V and then with the apple icon.

Our apple is sign on innovation and complete trust relationship we have with our clients. The apple represents the roots of our name, Abovo, and shows both the beginning (egg) to end (apple) in its illustration. The three lines above the icon show movement and progress, while connecting the icon and logo wordmark.



SECONDARY LOGO USE

When there isn't need for a the full primary logo secondary logo options can get used. Either for creative reasons or strategic purposes we can separate our logotype from the icon and use them separately to represent our brand. Much like Nike or Adidas you can use either interchangeable, especially for people who have seen our logo before and or multiple branding pieces are being used.

Logotype

This is the Abovo logo without any icon attached. Appropriate applications would be in any documents or creatives that require a horizontal logo application.

Icon

This is a more subtle reference to Abovo, used as brand textures or company swag or icons for small application like favicons or macaroon stencils.

Alternate O

This alternative O logo is only used in really creative instances when the primary logo would be too much negative space or if we want to do a creative play on our logo. Appropriate applications would be stickers or packaging.

ABOVO

LOGOTYPE



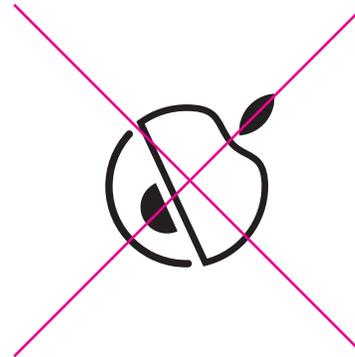
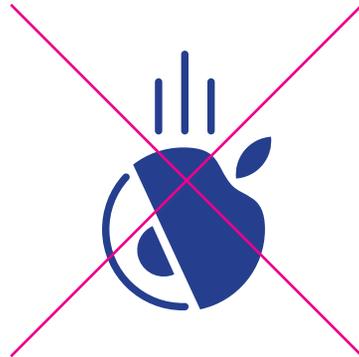
ICON



ALTERNATE O

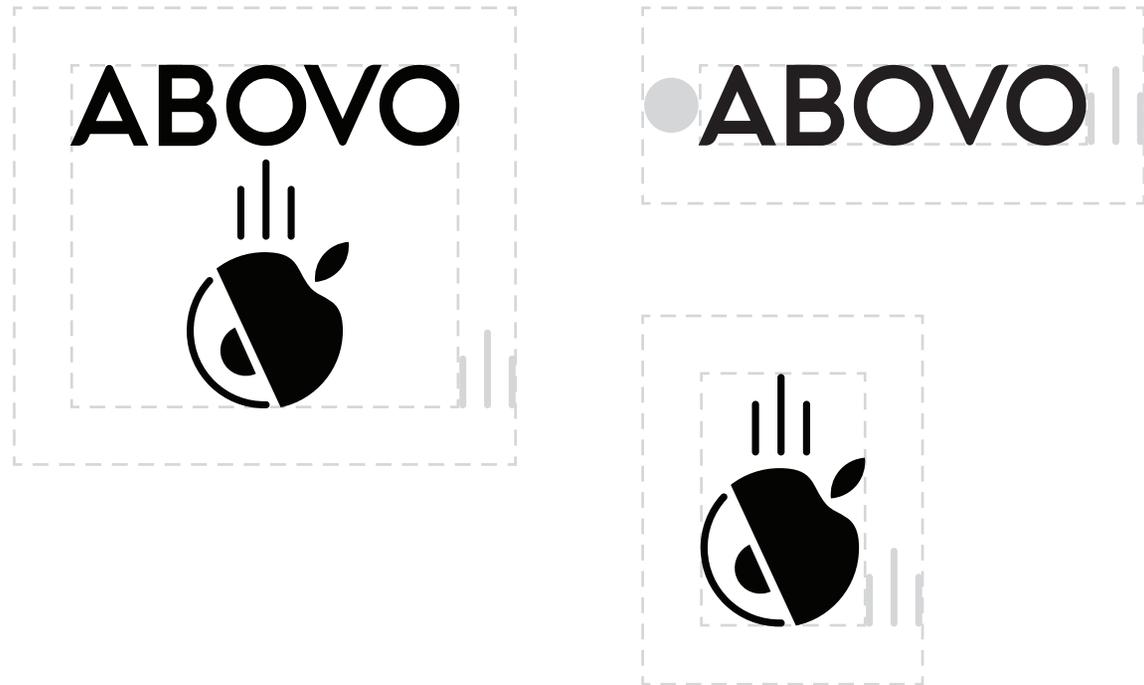
IMPROPER LOGO USE

For a brand to be genuine and clear, the logo that represents it should also remain clear and precise. For that reason ABOVO does not use any of the following logo alterations: Rearranging the logotype and icon in different arrangements other than those approved in this guide, changing the logo to an unapproved color, outlining the logo, or making any form of skewing or alteration to the integrity of the logo. Any time the logo needs justification on whether it can be altered in a specific way, consult the guidelines of this guide and when it is questionable consider if it represents the company properly. In instances such as neon signs and stencils the alterations can be minimal to be able to accommodate the given application. But in instances where the original logos are able to be used, please default to the general guidelines in order to keep clarity and consistency among the brand.



SPACING

The ABOVO logo needs to hold proper respect when it is being represented. And thus it is appropriate to give it spacing in relation to other information and design. Since the sizing of the logo will vary, the spacing around the logo will scale as well. The proper spacing around all edges of the logo is the width of the gravity lines on the apple. When the gravity lines are not present for spacing, use the inner counter of the O in Abovo as a secondary space sizing option.



MINIMUM SIZING

In order for the ABOVO logo to always remain legible the following minimum sizing requirements for the approved logos to the right should be upheld.



1/3"

ABOVO

1/2"



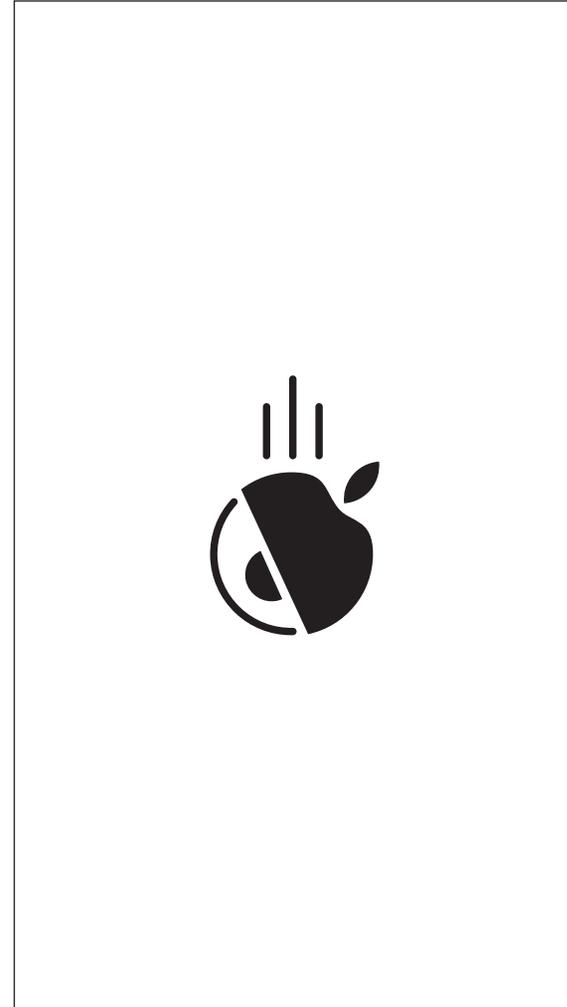
1/8"



1/2"

COLORING

The appropriate coloring for the logos should always be black and white. When represented on a dark background the white logo should be used and when on a lighter background the black logo should be used. There will be minimal times where one of these options is not appropriate and in those instances the gray and gold color palette may be utilized if absolutely necessary. We want to remain neutral and have the colors and designs come from the things we create for our clients rather than for our own brand. Much like a crisp clean canvas ready to show off its masterpiece.





TYPOGRAPHY

MR EAVES XL MOD OT

This modern family font is the primary title case font for ABOVO. It was created by Zuzana Licko and is a variation to this Mrs Eaves serif font styles and Mr Eaves Sans. This font features a large x-height with shorter ascenders and descenders and tighter kerning. Its character shapes are simple with geometric forms.

This sample paragraph is a demonstration of how Mr Eaves font looks in use. At Abovo, we like the contrast of round and straight letters providing structure, but in a fun and playful way. Speaking of fun, according to the Britannica Dictionary, the longest word in the English language is Pneumonoultramicroscopicsilicovolcanoconiosis. It's a lung disease caused by inhalation of fine silicate or quartz dust. Fun word, with a not fun meaning.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09

TYPOGRAPHIC WEIGHTS

MR EAVES XL MOD OT

Mr Eaves XL has seven varieties in weight, each available with regular and italic variations. All weights are appropriate for the ABOVO typeface, however we do hold the standard that thicker fonts are more commonly used in headlines to draw emphasis and when contrasted with a thin font other striking combinations can be accomplished. In this way we do not limit the use of font weights but do stress proper weight usage and encourage striking and bold, clear design.

Thin
Light
Book
Regular
Bold
Heavy
Ultra

CRIMSON TEXT BODY TEXT

Crimson Text is a traditional serif font that is used for ABOVO's body copy. It is a basic Latin font that mimics beautiful oldstyle typefaces used in newsprint and journalism papers. The font was designed by Sebastian Kosch and inspired by classic serifs like Garamond, Minion and Baskerville.

This sample paragraph is a demonstration of how Crimson Text font looks in use. At Abovo, we like the traditional style of the font and how it pairs well with our sans serif option, Mr Eaves. Speaking of tradition, Blackletter, known to be the first font, traces its roots back to the 12th century. It wasn't until 1968 that Digi Grotesk, the first digital typeface hit the scene. And to that we say, boop beep boop boop.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09

OUTLINE

HEADING TEXT

Title Case Heading

Paragraph Heading

Otas as mi, ab im apicipsam nimpore aute ad moluptas eum ipsant es velest am aped molore lique nostis iliqui alit apictecatur, omnitate consequam si volorit omnimpe libusti quia et vololibuscid ut explab iusa commimu sanihillit et laborit iantis volut laceatium facipiet rem fugit ullor aut modignate nonsecest eosto volo tendict otatiorporem soluptatur audipidi dis es miliasit, vel inis qui dit et ide deliqui audi ut exces est, que quae soles et dolorehenimo tem ut latiae lame nihit eosae perum et lab inum rem ra ad eium atis diciend eresercia

Bold Title

lorenimusam cumque vera nonsed utat mi, que cullorehenis et endebit aectios aut doluptat quis volectus reium rest et quam venis restrum laborestia di volut aut pratet a pa con commos idelesto consequidusa solorrovit eaquibusda volupti onsedo solor a cus, necabo. Nam rem que pro consequi bla volorestis nobit molore omnimi.

Bold Title

Experchit quid esequenullendel ipsam volorit ipis quiasperferi illatiatesitatet volor sam, simusdant imus ut odis ex event od magnim que ne verio qui que elignim ilique simo ist qui doloreptaque audam que earunti corem aut fugia pere endipsaest fugiam fugit, sus quistrum qui quati arciam hictum, aut as am ius ullautem volore molor molutat il moluptatio officti onecus inimagnatur, ium dolorestiae voluptat ommos doloreium vide inctiuscid mod utem.



COLOR & PATTERNS



ABOVO



ABOVO



LIGHT GOLD

PANTONE 466C

HEX	CAAB79
C	22
M	31
Y	59
K	0
R	202
G	171
B	121

GOLD

PANTONE 465C

HEX	BC945B
C	26
M	40
Y	73
K	3
R	188
G	148
B	91

GREY

PANTONE 425C

HEX	545456
C	0
M	0
Y	0
K	82
R	84
G	84
B	86

DARK GREY

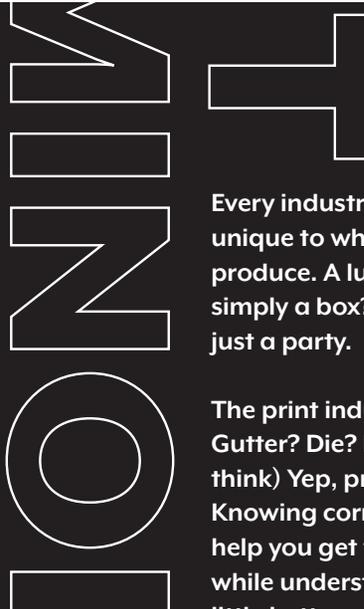
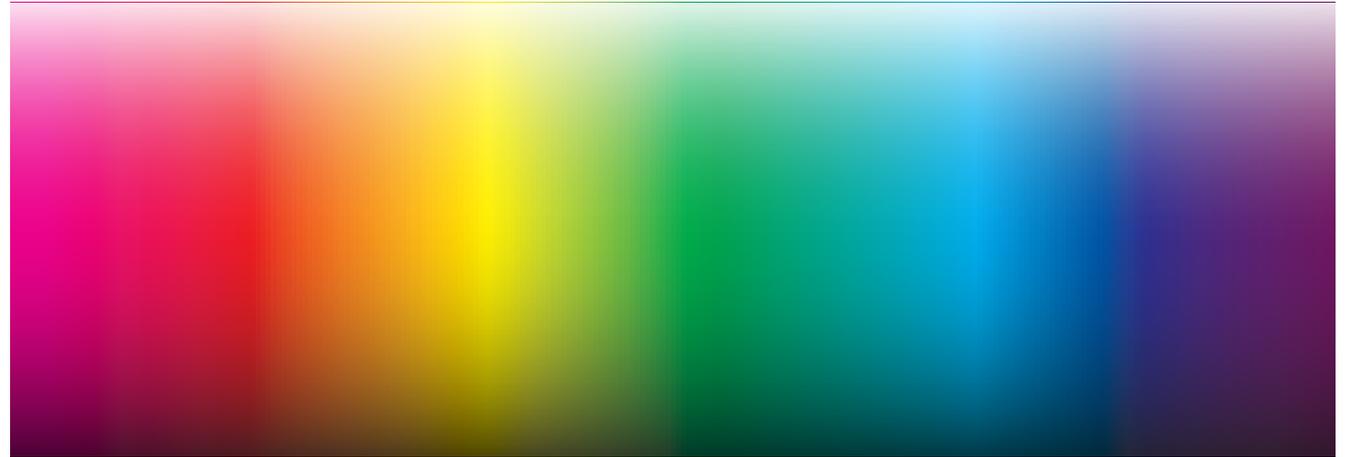
PANTONE 477C

HEX	414042
C	0
M	0
Y	0
K	90
R	65
G	64
B	66



SECONDARY COLORING OPTIONS

As a creative design company, we believe that there are times when color can be used as a tool and really bring purpose in design. When it is appropriate we allow for any color to be used in design given the following criteria are met: 1. The color selected should be chosen with purpose. If there is a photo or element featured in a design, colors can be selected and pulled from that item to compliment the use of imagery. 2. The color selected should be bold and showy against white and black. Think of the boldest eye shadow palette you can think of, or the colors in a box of crayons, we want the colors be diverse and useful but also bold and attractive to viewers. 3. With black and white still being the primary colors used, the colors selected should have purpose and drive home a design or reason. Such has magenta, yellow and cyan being used on a piece about print design.



Every industry uses terms that are unique to what they do and/or produce. A lug of peaches - why not simply a box? Hosting a soiree - it's just a party.

The print industry is no different. Gutter? Die? PMS? (not what you think) Yep, printing has some doozies. Knowing correct printing terms will help you get the results you want, while understanding the process a



PRINT TERMS TO KNOW

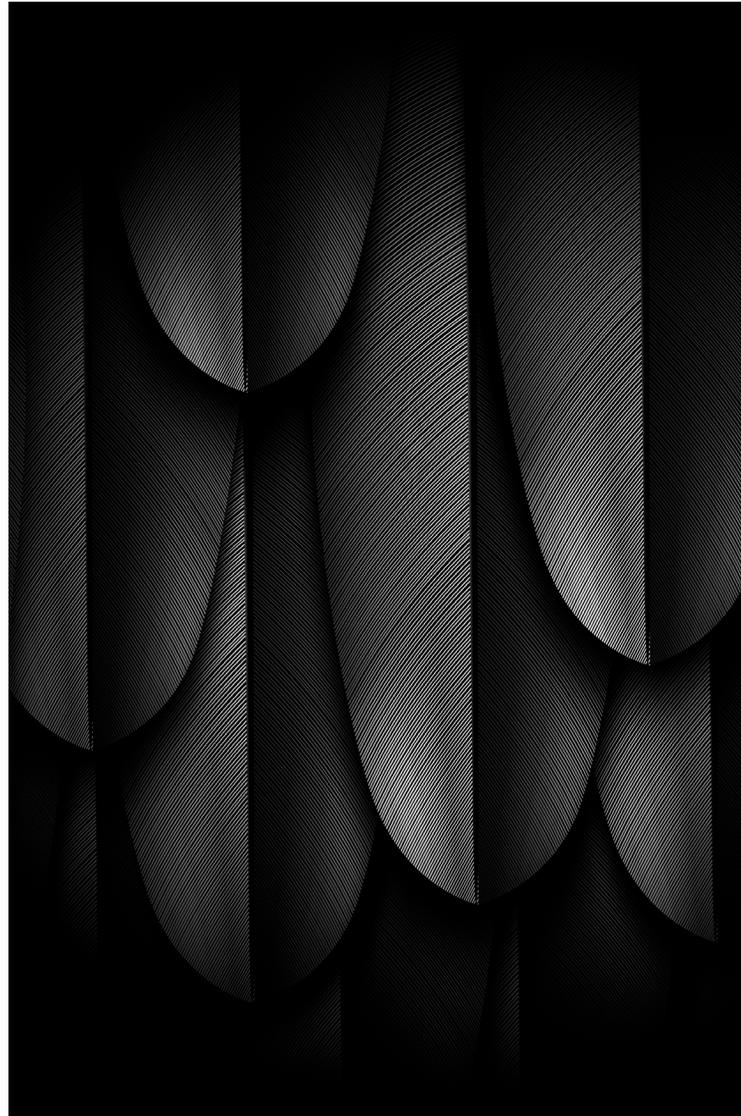
COLOR

◀ **CMYK:** *Cyan, magenta, yellow and black. Commonly used in four color process and digital printing.*

Printed materials are saved in a CMYK color profile before digitally printing a job. Cyan, magenta, yellow and black are layered in the

PATTERNS

ABOVO uses one feathered background pattern. They come from the story of the falling apple and the feather when Issac Newton discovered gravity. This pattern is used in black and white, no other colors should be used. ABOVO also likes to use photography as a background pattern, as long is the photo is unique to us, and allows for good readability.





APPLICATIONS

EMAIL SIGNATURES



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**JACK
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**JONATHAN
CALIX**

VISUAL DESIGNER

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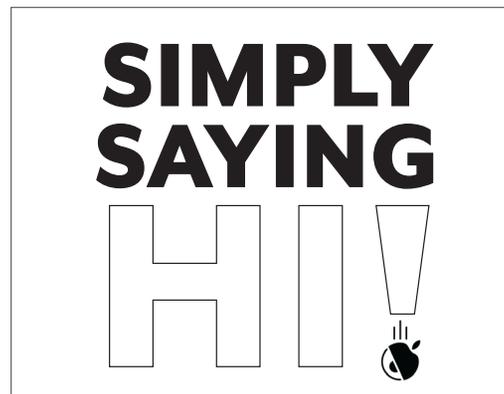
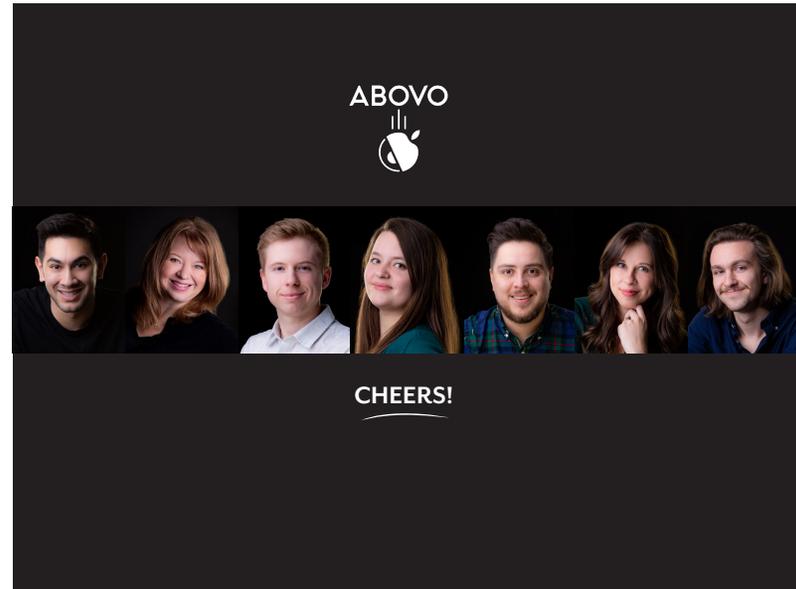
**JENNIFER
HICKS**

MARKETING MANAGER

jennifer@teamabovo.com
701-532-0576
teamabovo.com



STATIONARY





APPAREL





PROPOSALS

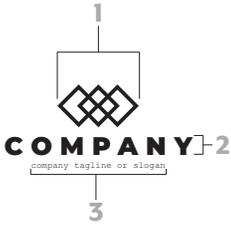
NORTHERN GREAT PLAINS JOINT VENTURE
Brand Refresh & Development, Draft 1

June 2022

ABOVO


anatomy of a logo

- 1 Logomark
- 2 Logotype
- 3 Tagline

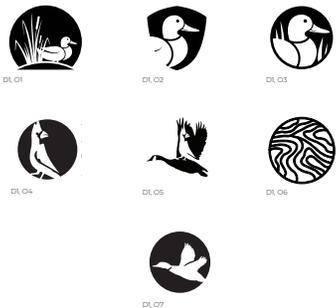


- A logomark is sometimes called an emblem.
- A logotype is sometimes called a wordmark.
- A tagline is sometimes called a slogan.
- Not all brands use, have or need a tagline.
- All brands have, need either a logomark, logotype or a logomark and logotype.

2 

northern great plains join venture
brand & logo design options
draft 1

4 



LOGOMARK - DRAFT 1, OPTIONS 1-7

12 

BOOKLETS

PRINT
TERMINOLOGY

Every industry uses terms that are unique to what they do and/or produce. A lug of peaches - why not simply a box? Hosting a soiree - it's just a party.

The print industry is no different. Gutter? Die? PMS? (not what you think) Yep, printing has some doozies. Knowing correct printing terms will help you get the results you want, while understanding the process a little better.



PRINT TERMS TO KNOW

COLOR

• **CMYK:** Cyan, magenta, yellow and black. Commonly used in four color process and digital printing.

Printed materials are saved in a CMYK color profile before digitally printing a job. Cyan, magenta, yellow and black are layered in the print process to produce accurate colors.

• **RGB:** Red, green and blue. Commonly used for digital design.

Video monitors use the RGB color model to produce images.

• **PMS:** The Pantone Matching System is a set of universal colors that all printers can replicate. Used to improve consistency throughout print materials.

Two pantone colors are used on the Great Plains Food Bank's trucks to ensure an exact color match to their corporate colorway and across the fleet. These colors are premixed for consistency prior to production.

<H1>WEB
TERMINOLOGY </H1>



WEB TERMS TO KNOW



Every industry uses terms that are unique to what they do and/or produce. A wine's vintage - or simply the year in which the grapes in the bottle were grown! A logo's PMS - why not simply a logo's color?

Web development, design and maintenance are no different. Cloudflare? Host? Footer? (not what you think) Yep, this part of our industry has quite a few that can seem overwhelming. Knowing the meaning of some of these terms (and how they connect!) will help you understand the process and how they apply to you, your business or your work.

• **IP ADDRESS:** Internet Protocol Address. This is a unique string of characters that identifies each computer on a network.

Every device you connect to the Internet will receive its own, unique IP address. Each device's online activity is tracked and/or granted permissions using this unique number. Because everyone has their own, we can sometimes use these unique addresses to deliver re-targeted digital ads.

• **CREDENTIALS:** The user name and password.

In order to manage our WordPress sites, we type in our credentials to sign in (i.e. a username and password).

• **DOMAIN NAME:** The name of a website that the user types into the browser. (Usually hosted in GoDaddy and Bluehost)

Above's website domain it owns and uses for its website and email addresses is TeamAbove.com.

• **SERVER:** A computer system that hosts websites and delivers web pages to the internet and users. (Owned by WPENGINE or Bluehost)

Although we are able to access and manage all of the information on the websites we run, we don't have to store all of the files for the website because they are hosted on a server.

• **NAMESERVERS:** A server that organizes and routes traffic across the internet.

Nameservers help connect URLs with the IP address of web servers. Nameservers are an important part of the DNS, which many people call the "phone book of the Internet."

• **HOST:** A service that provides the technologies and services needed for a web page to be viewed on the internet. A site being "hosted" refers to where the necessary files for the website are stored. (Usually WPENGINE or Bluehost)

So they are safely and reliably stored, Team Above hosts many of its websites on WPENGINE.

• **SHARED HOSTING:** Shared hosting is an arrangement in which multiple websites are hosted on one server. Resources such as disk space, CPU, and memory are shared and split between all the users on that server.

One of Bluehost hosting services is shared hosting. By buying a share hosting service we can host multiple websites in the same space. Every website will have its own environment but they all will share the disk space and hosting resources.

• **DOMAIN HOSTING:** An internet service that manages your domain name.

Team Above works with companies Bluehost and GoDaddy for domain hosting.

• **CMS:** Content Management Systems. Software that allows a user to create, manage, and modify content on a website with minimal coding.

WordPress is a CMS that allows us to quickly and efficiently update our websites without needing to use time consuming hard-coding.

• **WORDPRESS:** A popular content management system used to build and maintain websites.

WordPress has many plugins and features that allow us to create a variety of websites for different clients' needs.



HTML: *HyperText Markup Language. Standard markup language for documents designed to be displayed on a web browser. The skeleton of the website is built with HTML.*

The web browser reads the HTML code in order to know what information to display on the website.

CSS: *Cascading Style Sheets is a language used for describing the presentation of a document written in a markup language such as HTML. For example, this code is used to give style to a website, for example, the colors, the font, margins etc.*

The CSS of a site tells the browser what colors, fonts, and other style elements to display.

JS: *JavaScript is a text-based programming language that allows movement and interactivity in web pages.*

JavaScript allows interactive elements to display such as slideshows, lightboxes or games.

PHP: *Hypertext Preprocessor is a scripting language well suited for web development.*

Some web developers are able to code in PHP, but content management systems allow developers to update websites without that knowledge.



FAVICON: *A small icon that appears in the browser tabs, history archives, and bookmark lists to represent a brand or company.*

Abovo's favicon is shown on the browser tab and is our logo mark of a falling apple.

URL: *Universal Resource Locator. A web page's unique address. (Commonly known as the website's URL)*

When you click on a link to go to a website, you are clicking on the site's URL.

HEADER: *The top section of a website that the user sees first. This usually contains the company logo, the site navigation, and important information about the site such as a main image or title.*

The header of Abovo's website features our navigation, logo and slogan.

HERO/BANNER/SLIDER: *Digital advertisements displayed in the header, footer, or side bars of a website.*

The hero banner on Sandy's Donuts' site includes a moving gif of a donut.

MAIN MENU:

The primary menu, usually found in the top bar of a website, that allows the user to easily navigate the main options of a site.

The main menu of a site is where the user can know where to start exploring the features of a website.

SEO: *Search Engine Optimization. A set of practices designed to improve the positioning of a website in search results like Google, resulting in more organic web traffic.*

There are a lot of steps we take behind the scenes to improve SEO including using keywords and linking pages correctly.

FOOTER: *The section at the bottom of a webpage that usually displays copyright, contact information, or other important information on a website.*

The footer usually includes any helpful information that a user might be looking for quickly such as a phone number or social media links.

GLOBAL: *An element or block of content that remains the same and that is used across the entirety of a website. For example, a global header or footer is displayed the same on every web page on a site.*

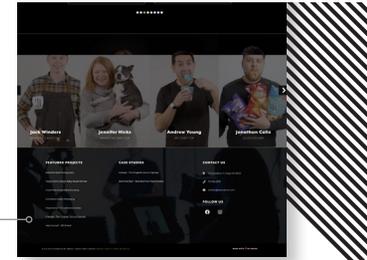
When we make changes to a global footer, it changes on every page of the website.

PAGES: *A hypertext document provided by a website and displayed to a user in a web browser.*

Every website consists of many unique pages.

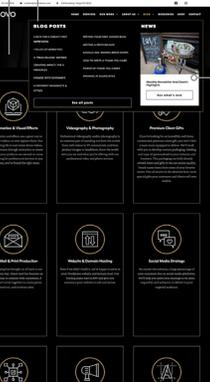
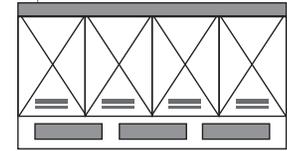
BLOG PAGES: *An online journal or informational page on a website that includes a published date.*

Carpet Garage's site uses a blog to inform the reader about helpful information for picking out flooring or services.



WIREFRAMES: *A diagram or set of images that displays a website's structure. This is used to plan the navigation and functionality of the website before design elements are added.*

When the sitemap is completed, we create wireframes to show a client how the blocks of content will be organized on their completed site.



POPUP: *In terms of web design a modal is a box that will disrupt a page by overlaying on top of it and prevent interaction - just like an alert. The difference is that modals need direct interaction in order to be dismissed. They will often display a dialog box with a button that can be clicked to dismiss the box.*

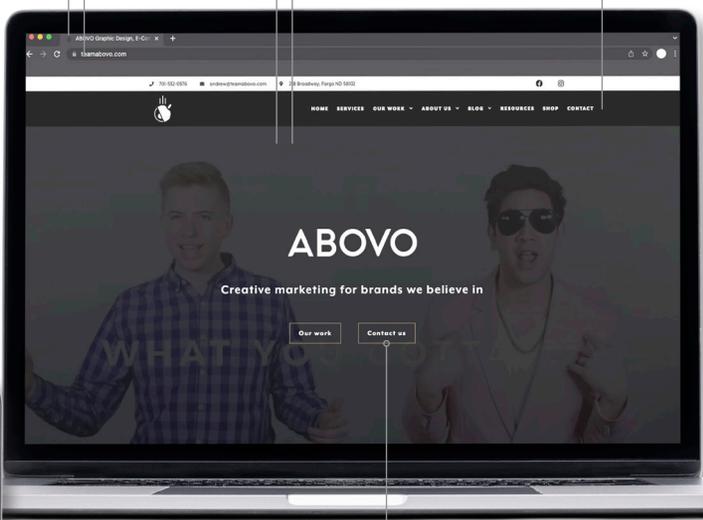
There are multiple varieties of popups that are generally built into website. These enhance the user experience. Great Plains Food Bank is using modals to help clients get to the donation page quickly and without having to browse around the website.

MODAL: *In terms of web design a modal is a box that will disrupt a page by overlaying on top of it and prevent interaction - just like an alert. The difference is that modals need direct interaction in order to be dismissed. They will often display a dialog box with a button that can be clicked to dismiss the box.*

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LIGHTBOX: *A display on a website in which an image or video fills the screen, and the remaining background of the page is darkened.*

Using a lightbox on a website can help feature a product that you want the user to focus on individually.



RESPONSIVE DESIGN: *A website that adjusts to whatever screen it is being viewed on. Responsive design will display information clearly and accurately regardless of being viewed on a mobile phone, or large monitor.*

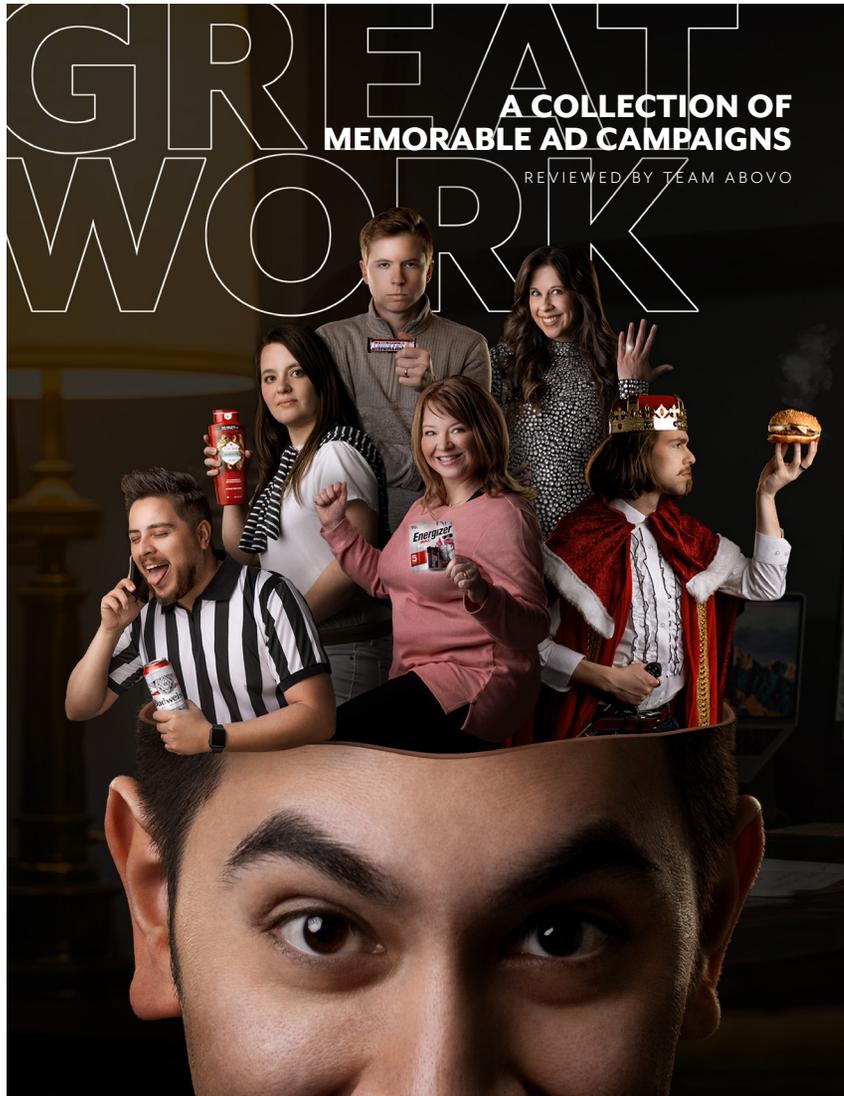
All of our websites are made with responsive design in mind, as about half of all web traffic now is done from a mobile device.

CALL TO ACTION: *Specific language on a website that encourages the visitor of a website to act. Call to actions are designed to move the user of a web page through the site in a predetermined way.*

In Kokada's header, the call to action "Shop Now" encourages shoppers to buy the product.

ANCHOR POINT: *An element that allows a URL to link to a specific point on a web page.*

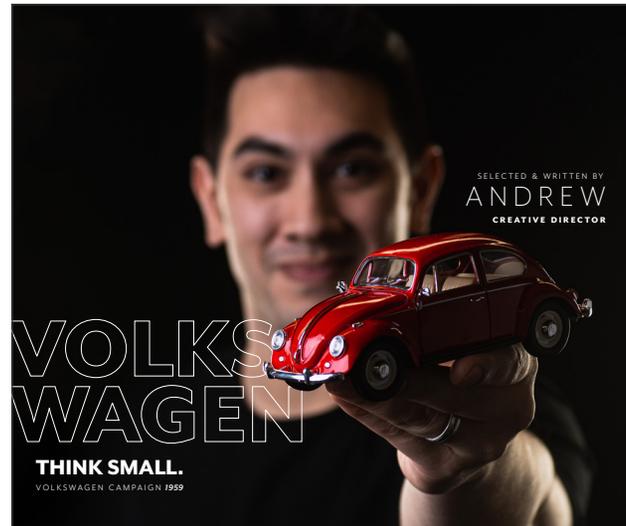
Using an anchor point is helpful in bringing the user to content on a specific spot on a page, without directing them to a different page entirely.



GREAT WORK

A COLLECTION OF MEMORABLE AD CAMPAIGNS

REVIEWED BY TEAM ABOVE



SELECTED & WRITTEN BY
ANDREW
CREATIVE DIRECTOR

VOLKSWAGEN

THINK SMALL.
VOLKSWAGEN CAMPAIGN 1959

"Think Small!"
by Volkswagen

Many marketers and advertising professionals define Volkswagen's "Think Small!" campaign as the gold standard and a real-life success story of the marketing we consume every day. This is the ad campaign that probably set the bar for copywriters and print advertising, and we're high.

The Volkswagen Beetle is one of the highest-selling vehicles worldwide and it was designed by Ferdinand Porsche.

Challenging Times

Entering the American market in the 1950s was a massive challenge for Volkswagen. The year itself in their show during the time.

1. They are trying to persuade the American market post World War II, fighting negative perceptions of being German companies.

The Volkswagen Beetle was originally commissioned by Adolf Hitler.



Think small.

1959 Original Advertisement introduced

You think I'm small? Yeah, I am.

"Think Small" rolled out in 1959 with zero expectations from Volkswagen. "It can't get worse," they thought. The results of the campaign were almost instantaneous, resulting in immense success. Profitable over the US, and the world, were talking about it. Sales backed up the campaign, and Volkswagen reached customer records in the United States within only a few years, rivalling giants like Ford, Chevrolet and Cadillac. To this day, it's still considered the greatest ad campaign of all time.



"Think Small" was successful for three reasons:

1. It was the first ad campaign ever to embrace vulnerability and give it into positive messaging, breaking the fourth wall between the brand and its audience. It was specific self-deprecating in a way that became endearing.

2. It embodied its message so boldly. One example is the juxtaposition of a small car with the "Think Small" headline, but an even better example is that the ad was printed in black and white when color ads were the industry standard. American cars like Volkswagen as a cheap, reliable brand and printing the ad in black and white was another way for the brand to be honest with itself and embrace the messaging.

3. The simplicity of the ad gave it power. Other ads at the time featured long pictures, massive amounts of copy and distracting layouts. Volkswagen's ad was simple, unapologetic and straightforward, giving the consumer a break from the clutter.

HELMUT KRONE
Creative Director

There is a story that says Helmut Krone, the creative director of VW's "Think Small!" campaign, actually left the country before the release, having had no idea that he was the creative director.

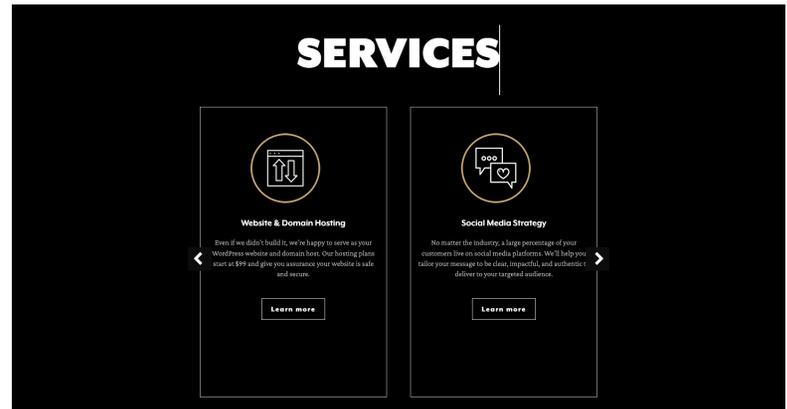
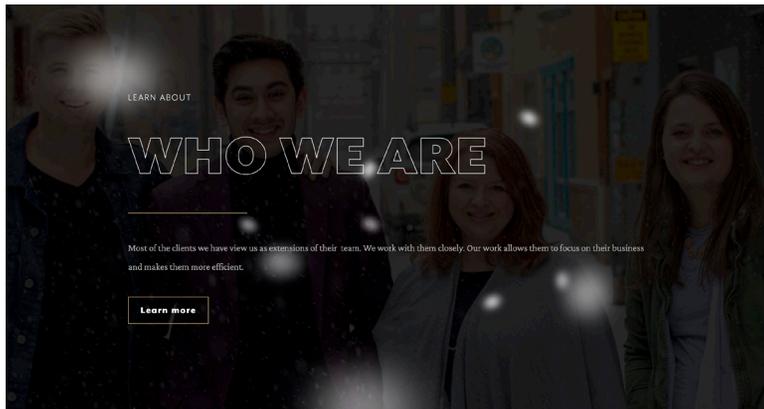
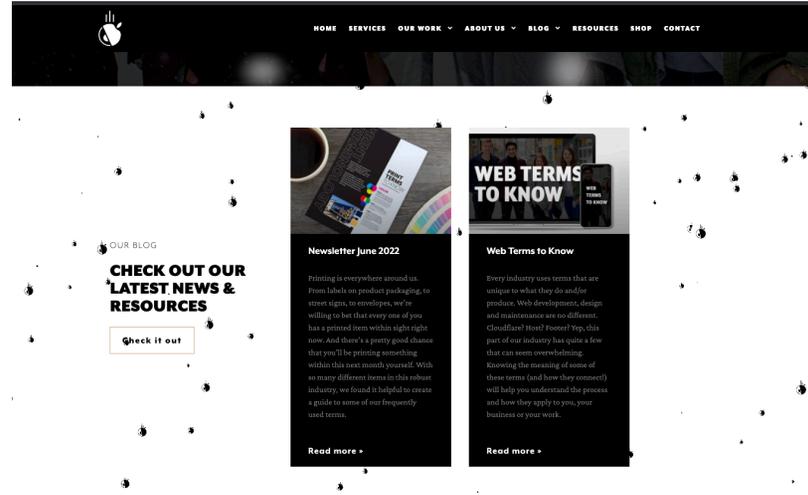
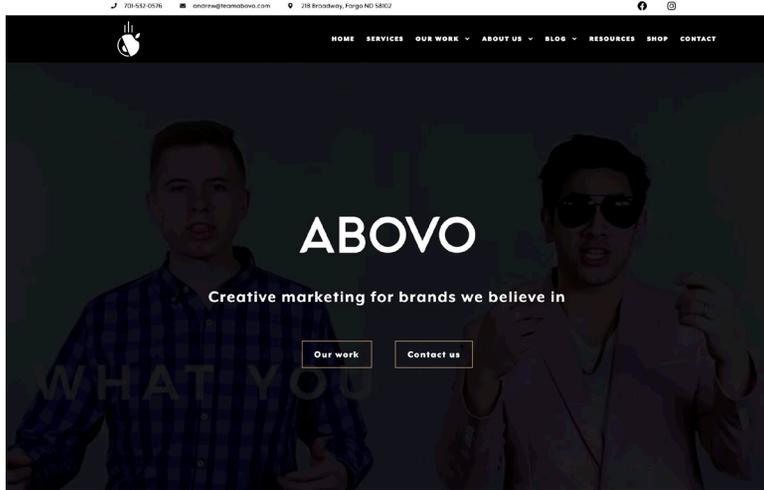
JULIAN KOENIG
Copywriter

He is a cartoonist who started every year at the age of 10. He was the first person to be hired at the age of 10. The New York Daily Mirror was held on April 23rd (the date of a still celebrated today) in honor of Mr. Koening as it's his birthday.

2020 Volkswagen held 8% of the global automotive market share, second only to Japan-based Toyota.



WEBSITE



ALL OUR AWARDS

Our Award-Winning Pop Culture Campaign

Team Above created a campaign for North Dakota that took advantage of the hype around the season 3 premiere of HBO's hit series Game of Thrones.

[Read more >](#)

Direct Mailers With a (literal) Pop!

North Dakota-based real estate brokerage, Realty Realty, needed to capture the attention of potential home sellers.

[Read more >](#)

Direct Mailers With a (literal) Pop!

How Sweet It Is! Duchesne Gelato Packaging

Team Above created a campaign for North Dakota that took advantage of the hype around the season 3 premiere of HBO's hit series Game of Thrones.

[Read more >](#)

How Sweet It Is! Duchesne Gelato Packaging

Team Above tackled creating a print package design to meet an ice cream, small batch, gelato.

[Read more >](#)

Daily's Market, Building a Brand

Team Above worked with state carriers Fries and Chalmers to bring a new brand to life on a breakfast, lunch and dinner menu.

[Read more >](#)

Daily's Market, Building a Brand

Wimmer's "Grease" Print Ad

The use of clever copy-writing to make a local vendor stand out.

[Read more >](#)

Wimmer's "Grease" Print Ad

The use of clever copy-writing to make a local vendor stand out.

[Read more >](#)

Teach Ag Day North Dakota Classroom Posters

Team Above's challenge was create North Dakota classroom posters for the National Teach Ag Day campaign.

[Read more >](#)

Teach Ag Day North Dakota Classroom Posters

Bell Insurance's 70-ft Wall Mural

Applied to the North wall of the historic Fargo Theatre, located in the heart of downtown Fargo.

[Read more >](#)

Bell Insurance's 70-ft Wall Mural

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[Read more >](#)

Above Takes Home the Gold and Silver of the 2019 ADDY Awards

Team Above recently created awards for publishing firm of North Dakota's top 200 marketing and advertising companies. The awards, referred to as "ADDY", were given to the American Advertising Association.

[Read more >](#)

Above Takes Home the Gold and Silver of the 2019 ADDY Awards

Team Above Claims First Gold ADDY Award

Fargo North Dakota, February 13, 2019, Above received the first "Gold" ADDY award at the Annual Advertising Advertising (ADDY) Awards for North Dakota held in Fargo. The ADDY award is presented to the best advertising campaign in the state.

[Read more >](#)

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Team Above Claims First Gold ADDY Award

3D Animation & Visual Effects

Visual animation and effects are a great way to draw attention and tell a story. They are also a great way to bring life to real estate photos, highlight your products and services, and create a sense of excitement and anticipation.

[Read more >](#)

3D Animation & Visual Effects

Video & Photography

Professional photography and videography is a powerful tool for your business. It can help you tell your story, showcase your products and services, and create a sense of excitement and anticipation.

[Read more >](#)



MEET KOKADA: THE ICONIC COCONUT SPREAD

Business owners are always looking for ways to stand out from the crowd. For Kokada, the answer was to create a product that was not only delicious, but also healthy and eco-friendly. The result is Kokada's iconic coconut spread, a product that has taken the world by storm.



WHY WE BELIEVE IN KOKADA

We see believe in Kokada as much as we do in our founders, Rebecca Williams and Grant Williams. Their passion for their product, and the way they have built and nurtured it, is what we see as the real reason why Kokada is so successful. We believe in Kokada because we believe in the team that has built it.



THE OPPORTUNITY

With goals to become a national company, a strategic local marketing and branding plan is essential for success. Above's team worked closely with Kokada's founders to create a comprehensive marketing and branding strategy that would help them reach their target audience and drive sales. The result is a plan that is both ambitious and achievable, one that will help Kokada become a household name.

SERVICES WE PROVIDE KOKADA

- LOGO AND BRAND DEVELOPMENT
- MARKETING STRATEGY AND CONSULTING
- PACKAGE AND LABEL DESIGN
- SHOPIFY E-COMMERCE WEBSITE DESIGN AND MANAGEMENT
- COPYWRITING
- FRESH E-MAIL LISTING AND DISTRIBUTION
- LIFESTYLE AND PRODUCT PHOTOGRAPHY
- INFLUENCER MARKETING PROGRAM DEVELOPMENT
- EMAIL MARKETING DESIGN
- EXPO AND TRADE SHOW BOOTCAMP DESIGN
- 3D MODELING AND STAGING
- PRINT COLLATERAL & DIRECT MAIL DESIGN AND PRODUCTION
- SHOPIFY API RESEARCH AND RECOMMENDATIONS
- BIKING AND BIKING DESIGN AND SERVICE
- PRODUCT SHOT AND PROMOTION DESIGN

ABOVO

HOME SERVICES OUR WORK ABOUT US BLOG RESOURCES SHOP CONTACT

BLOG POSTS

- EVERYBODY'S GOTTA WANT SOMETHING
- FRILLS OF LABORING
- A BEAUTIFUL BIRTHDAY
- CREATING A PERFECT HOME
- FRILLS OF LABORING
- EVERYBODY'S GOTTA WANT SOMETHING

NEWS

Monthly Newsletter And Client's Highlights

[See what's new](#)

3D Animation & Visual Effects

Visual animation and effects are a great way to draw attention and tell a story. They are also a great way to bring life to real estate photos, highlight your products and services, and create a sense of excitement and anticipation.

Video & Photography

Professional photography and videography is a powerful tool for your business. It can help you tell your story, showcase your products and services, and create a sense of excitement and anticipation.

Direct Mail & Print Production

Nothing says "I care" like a direct mailer. It's a great way to reach your target audience and drive sales. Above's team can help you create a direct mail campaign that is both effective and beautiful.

Search Engine Optimization

Search engine optimization is a critical part of any marketing strategy. It helps you get found by your target audience and drive sales. Above's team can help you optimize your website for search engines.

Web Design & Development

A beautiful website is essential for any business. It's your online storefront and the first impression you make. Above's team can help you create a website that is both functional and beautiful.

Marketing Coaching

Marketing coaching is a great way to get help with your marketing strategy. Above's team can help you identify your target audience, create a marketing plan, and execute it effectively.

E-Commerce Development

An e-commerce website is essential for any business that sells products or services online. Above's team can help you create an e-commerce website that is both functional and beautiful.

FEATURED PROJECTS

- Bell Insurance's 70-ft Wall Mural
- Teach Ag Day North Dakota Classroom Posters
- Team Above Claims First Gold ADDY Award

CASE STUDIES

- Kokada - The Original Coconut Spread
- Bell Insurance's 70-ft Wall Mural

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