market better.

# BRAND KIT

# CORE NARRATIVE

## WHY MARKET BETTER EXISTS:

There is no lack of information or education for marketing profesionals — there is a lack of interpretation. The industry is flooded with headlines and hot takes, but strategy isn't built from summaries; it's built from perspective. And perspective requires discourse, because marketing is inherently subjective — shaped by principles, tradeoffs, and opinions. **Yet most marketing media avoids taking a stance.**

We believe growth comes from structured debate: putting smart operators in conversation and translating discourse into actionable frameworks.

Market Better exists to simply repeat headlines or trends — we question them and figure out what actually matters.

**We take clear positions instead of staying neutral and we turn thoughtful conversations and debate into practical frameworks you can actually use.**

## WHY MARKET BETTER STUDIO  EXISTS:

Most B2B podcast agencies are doing the same things - building shows for reach. They chase influencers, optimize for downloads, repurpose clips, and measure success in audience size. But visibility is a vanity metric if it doesn't shape buying decisions.

**We believe there is an untapped potential in podcasting.** When structured intentionally, it becomes a growth engine that warms leads and shapes buyer perception long before a deal is on the table.

**Market Better Studio doesn't just build content strategies. We build systems that shorten the time between someone finding you and someone trusting you enough to buy.**

# BRAND POSITIONING

## MARKET BETTER

We are speaking to marketing professionals — from early career to CMOs — inside B2B (mostly SaaS &  technology)

Market Better is a strategic marketing platform that **interprets the industry rather than reporting on it.**

**Market Better is the strategist in your corner.**

- We don’t report on marketing — we interpret it.
- We take bold positions, cut through the noise
- We give you actionable frameworks that drive real growth.

## MARKET BETTER STUDIO

We are speaking to companies seeking measurable growth, Market Better Studio is a data-driven media infrastructure partner that transforms podcasting into a strategic growth lever.

Market Better Studio is pushing boundaries & redefining what podcasting can do for B2B. The Studio turns content strategy into one clear system. A unified engine that drives authority, trust, and pipeline.

**Market Better Studio** is the partner in your corner who builds the system, owns the strategy, and measures everything against one outcome, your growth.

# VALUE PROPOSITIONS

## MARKET BETTER

**We help marketing professionals make smarter growth decisions by turning industry noise into opinionated, actionable frameworks.**

Instead of regurgitating headlines, we interpret trends, challenge assumptions, and translate discourse into practical strategy you can apply immediately.

Through weekly podcast shows, newsletters, and snackable short-form content, we deliver opinionated analysis and actionable frameworks designed for teams operating in structured, revenue-driven environments.

**The result:** clearer thinking, stronger positioning, and marketing that drives measurable business outcomes.

## MARKET BETTER STUDIO

**The Content Funnels™ Framework turns expertise into measurable growth through a simple, repeatable system.**

We capture powerful insights from conversations with clients, prospects, and thought leaders, transform them into engaging multi-channel content, guide that attention into clear conversion pathways, and track performance to continuously optimize and scale what works.

# LOGO

PRIMARY LOGO

market better.

market better.

LOGO STACK

market
better.

market
better.

# FONT DIRECTORY

Archivo Bold

**Aa**

Titles

Archivo Medium

***Aa***

Secondary Titles

Roboto Regular

Aa

Paragraph Text

Roboto Bold

***Aa***

Button Text

# TONE & VOICE

## MARKET BETTER CORE PERSONLITY

- Opinionated but not arrogant
- Curious but not contrarian for attention
- Strategic but not academic
- Confident but not performative
- Cultural but not trend-chasing

### Language feels:

- Analytical
- Framing-driven
- Perspective-led

**Not:**
“Here are 5 trends…”
“According to a recent study…”

### Conversationally Intelligent

**Feels like:** A smart friend who works in marketing explaining something over coffee or at happy hour.

**Not:** A professor lecturing.
**Not:** A LinkedIn influencer shouting.

### Opinion (At a 7, not a 10)

We take a stance but we show our reasoning and support discourse.
**It sounds like:** “This is overrated — here’s why.”
**Not: “**This is trash.”

### Slight Edge but Controlled

**Allowed:** Sharp headlines, Direct framing, Challenging assumptions
**Not allowed:** Snark, Cynicism, Marketing bro energy

### Voice Do / Don’t

**Do say:**
“The industry gets this wrong.”, “Here’s what actually matters.”
“This is where marketers are confusing activity with strategy.”
**Don’t say:**
“This hack will 10x your pipeline.”
“Game-changing growth secret.”
“Crush your competition.”

# TONE & VOICE

## MARKET BETTER STUDIO CORE PERSONALITY

**Studio should feel more structured and executive.**
**Less discourse and more architecture.**

- Structured but not stiff
- Strategic but not abstract
- Clear but not simplistic
- Confident but not aggressive
- Revenue-aware but not salesy

### Tone Characteristics:

Architectural
Feels like: “We design systems.”

### Language emphasizes:

- Structure
- Intention
- Infrastructure
- Outcomes

### Calm Authority

**Studio should never sound:**

- Hype-driven.
- Trendy.

**It should sound:**

- Measured.
- Deliberate.
- Experienced.

### Speaks to:

- Leaders
- Operators
- Revenue-responsible teams.
- Shorter sentences.
- Less flourish.
- More outcome orientation.

### Voice Do / Don’t (Studio)

**Do say:**
“We architect media infrastructure.”
“This system warms pipeline before outreach.”
“Structured dialogue shapes buyer perception.”
**Don’t say:**
“Launch your show in 30 days.”
“Grow your audience fast.”
“Scale your podcast brand.”

### Outcome-Forward

**Always tie back to:**

- Pipeline
- Alignment
- Authority
- Perception
- Revenue

**But never say:**

- “Explode your sales.”

# COLOR PALETTE

## MARKET BETTER

#8C52FF

**VIBRANT PURPLE**
HERO SECTIONS, NAVIGATION, STRONG STATEMENTS

#CDD2FA

**LAVENDER**
SECTION BREAKS/ BACKGROUNDS, EDITORIAL PANELS

#FFF2D2

**WARM CREAM**
SECTION BACKGROUNDS

#282E32

**CHARCOAL**
BODY TEXT, STRUCTURE

#DDF44E

**LIME**
HIGHLIGHTS, ACCENTS, CTAS, BUTTONS

## MARKET BETTER STUDIO

#5639AE

**DEEP PURPLE**
HERO SECTIONS, NAVIGATION, STRONG STATEMENTS

#CDD2FA

**LAVENDER**
SECTION BREAKS/ BACKGROUNDS, EDITORIAL PANELS

#FFF2D2

**WARM CREAM**
SECTION BACKGROUNDS

#282E32

**CHARCOAL**
BODY TEXT, STRUCTURE

#F44E29

**ORANGE**
HIGHLIGHTS, CTAS, BUTTONS

# COLOR PALETTE

**Deep purple** (#5639AE) anchors the brand with an intellectual, editorial confidence that feels interpretive and opinionated rather than corporate or reactive.

**Vibrant purple** (#8C52FF) anchors the brand with a bold, future-forward confidence that feels digital-native and fresh rather than corporate or traditional. It supports Market Better as a modern, expressive, and opinionated — a platform that leads conversations instead of reacting to them.

**Soft lavender** (#CDD2FA) adds air and modernity, softening the authority and keeping the experience approachable and scroll-friendly without feeling heavy.

**Warm Cream** (#FFF2D2)
Warm Cream introduces subtle warmth and dimensionality to palette, softening the sharper tones of purple and charcoal without compromising authority. It adds a premium, human layer to the brand. This color prevents the system from feeling overly technical or cold, balancing performance with presence.

**Charcoal** (#282E32) grounds the system with maturity and legibility, ensuring the brand feels balanced and executive rather than playful.

**Lime** (#DDF44E) brings bold, growth-coded energy and, when used intentionally for highlights and callouts, becomes a distinctive “take a stance” accent.

**Performance Orange** (#F44E29)
Performance Orange is the action layer of the Studio palette. It signals momentum, execution, and measurable outcomes. Bold and directional, this color represents pipeline movement, deal velocity, and forward progress.

# MARKET BETTER MOODBOARD

**Modern marketing culture meets editorial internet energy.**

This moodboard signals an opinion-forward, culturally fluent marketing resource built for an audiance who want perspective — not summaries.

The bold language and visual treatments communicate confidence, discourse, and a willingness to challenge consensus rather than report on it.

The blend of coffee-shop work scenes and happy hour conversations positions Market Better at the **intersection of strategy and culture** — where ideas are shaped through dialogue, not dashboards.

It feels modern, internet-native, and growth-aware without being salesy or corporate, reinforcing that this is a space for smart, structured debate rather than traditional thought leadership.



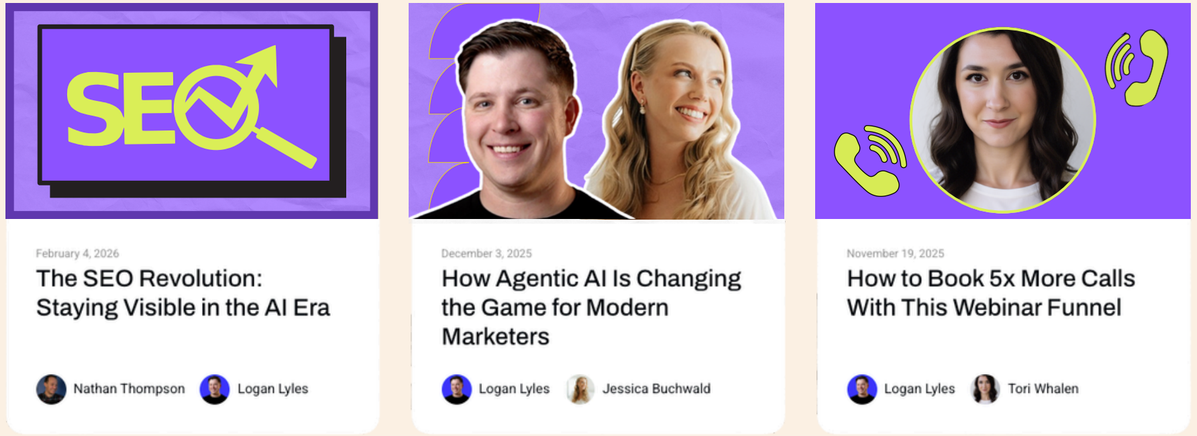
# MARKET BETTER VISUAL IDENTITY

By developing a cohesive visual identity and graphic system around your content, we can create something that feels distinct and recognizable.

## CONSISTENT GRAPHIC DESIGN

Using brand colors helps build a cohesive look & feel.

Featuring headshots of speakers on the thumbnails will signal authority and trust.




## PERSONALIZED ICON LIBRARY



# MARKET BETTER STUDIO MOODBOARD

**Signals: credible, conversational, thoughtful, professional, human, growth, communication.**

The structured compositions, purple framing, and restrained use of performance graphics communicate discipline and system-level thinking.

The inclusion of whiteboard strategy sessions and composed podcast dialogue reinforces that conversations here are engineered, built to drive outcomes.

Subtle growth cues and amplification icons suggest momentum and influence without overpowering the human element, reflecting a belief that impact comes from structure, not spectacle.

The overall tone feels polished, strategic, and purpose-built — signaling media designed to move pipeline externally while strengthening clarity and alignment internally.









