

FATHOM

BRANDING & BUSINESS STRATEGY



FATHOM was born over chicken wings & mimosas on a rainy day in Seattle. We were discussing our dreams of bringing our agency to life & the aspects of art & strategy we wanted to create for our clients. The unknown & unfathomable have always been our driving force. Creating pieces that bring to life the values & desires of your business or brand in unexpected ways. And thus, FATHOM began.

We aim to work with clients who value the following:

Just, equitable, and humane hiring & production are non-negotiable.

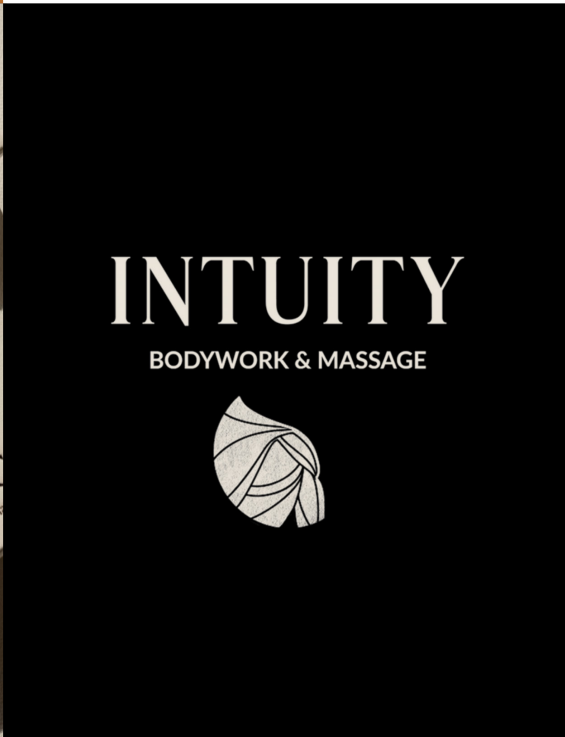
A collaborative work environment where credit is given and celebrated.

Open mindset, rapid feedback, and honest communication.

Thanks for fathoming with us. We can't wait to create with you.

Desi & Anika
FATHOM Founders

BRANDING CLIENTS





GUILLERMO BRAVO

THE **BOTERO TROUSER**




→ OCT. 11

Casual, comfy, fresh — the easy Botero Trousers.

Paneled loose fit trousers with gentle drop crotch, and adjustable drawcord hem. Available now in Orange & Brown.

Diseñado en Seattle.

BUT WHERE ARE YOU RUNNING?



The Botero Trousers is a paneled loose fit, with gentle drop crotch, and adjustable drawcord hem.

Available now in Orange & Brown.

ANYWHERE.

GUILLERMO BRAVO



ANIKA ZEBRON

**CO-FOUNDER &
ART DIRECTOR**

Zebron thrives on visual storytelling, quality content, and innovative strategy. With an eye for fresh market trends & impactful design, Anika is passionate about elevating branding & marketing content to achieve results and growth.

Driven by data and aesthetic appeal, Zebron led content creation and design at Oak & Melanin, as well as copy editing. Anika is now Art Director for Guillermo Bravo & FATHOM.

BRANDING DESIGN & GRAPHIC ASSETS

CAMPAIGN STRATEGY & CREATION

PACKAGE DESIGN

INFLUENCER PROGRAM MANAGEMENT

PRIMARY ACCOUNT MANAGEMENT

EDITING & COPYWRITING





DESI CASWELL

**CO-FOUNDER &
DIRECTOR OF STRATEGY**

With 6+ years of experience in large-scale events and fundraising, Caswell brings an inquisitive, creative mind for details and campaigns to the team. She's no stranger to thinking fast and adjusting strategy to create results. She focuses on data-driven decisions and one of a kind marketing to reach targets successfully.

An adaptive and creative mindset ensures that she can create intentional, timely business strategies that flex with business performance and goals.

BRANDING DEVELOPMENT & MESSAGING

FUNDRAISING & PROCUREMENTS

INVESTOR & CORPORATE RELATIONS

EVENT MANAGEMENT

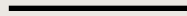
CAMPAIGN CREATION

CREATIVE MARKETING

We aren't just a branding company, but a strategy team.

All of our projects are rooted in intentionality. Whether the goal at hand is creating a branding package from scratch, a campaign that plays with social media & creative marketing, or a deck & plan for your business to grow through outside investment, you'll benefit from our attention to detail, design, & data.

FATHOM is currently accepting new clients. We enjoy working with brands and businesses who are seeking something that stands out and breaks the norms of their industry. We create art that is beautiful and purposeful. Find a listing of our offerings on the next two pages.



BRANDING

Our branding packages include color & typeface curation as well as 2 edit rounds of logo development. Once created, our team implements branding into your website, creates customizable templates for social media & customer outreach, & leaves you with a style & strategy guide to implement with ease.

MARKETING & COMMUNICATIONS

Includes month-to-month marketing strategy built for social media campaigns & creative marketing. We provide a style guide for your marketing platforms, customizable templates, & assets that match your branding. Also includes Fathom led team training & brainstorming session for easy implementation.

INVESTMENT MANAGEMENT

For brands ready to expand with the help of investors. Fathom will work with you to create a business strategy, 5-year plan, & budgets displaying the current success and potential wealth of your business. Includes an investor pitch deck as well as coaching on how to find investors & present your plan.

CAMPAIGN DEVELOPMENT

Built for a product launch, fundraising or kickstarter initiative, or political campaign. This package lends our branding, design, marketing, and strategy services to your business for a longer-term scope lasting a few months to a year. Our team will work with you to prepare for & implement your next big thing.

*Can be contracted separately or in addition to our package services.

PHOTOSHOOT & VIDEOGRAPHY STYLING & OVERSIGHT

Includes mood board & shot list creation in preparation of your shoot as well as set management, styling, set-up & clean-up. Reach out for our list of recommended photographers, videographers & models.

EVENT PLANNING

Ranging from complete event creation & management to day-of coordination, our event services allow you to enjoy the party with ease. Can include vendor contracting & hiring, permitting, asset design, marketing, & event oversight.

PROJECT MANAGEMENT

The FATHOM team balances intentional & realistic goal setting with an ability to adapt quickly to unexpected challenges. Includes point-person to oversee team & vendor logistics, timeline & budget creation & management. Can use project management platform of choice, or default to Asana.

SEO OPTIMIZATION

An extra push for your business online. FATHOM begins by creating marketing & sales strategies to reach your business goals. Includes implementation of local & large scale Search Engine Optimization as well as Google, Instagram, & Facebook ad creation.



THANK YOU

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