

# Bolt



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# Intro

## → ON CLARITY

Nominee clients are a brilliant, diverse bunch – a medium-sized CPA firm, a unique and inspiring camp, a historic Oklahoma City organization and building, a new sandwich shop, a community building organization, a STEM education collective, a health and wellness development, a faith diocese, and many more.

And the brand strategies, visual identities, rollouts, and activations we partner with them to create are as diverse as the clients we serve:

- An employer brand system to attract and retain the right employees
- An icon suite and camp song to connect with campers
- A brand to bridge Oklahoma City's civil rights past and future
- A board game to improve students' math and social-emotional skills
- An investor deck to attract funding for a new development
- An activity box for families to promote faith-filled learning
- And many, many more.

Yet as the Nominee team reflected on our clients and projects, we began to recognize common themes amongst all that great diversity. Our visionary partners and their organizations are most often working in four key verticals: Consumer Goods, Placemaking, Innovative

Education, and Social Good. And while we'll continue to serve clients in other industries, we're going all in on these four spaces.

**Consumer Goods** - building brands that stand out  
**Placemaking** - curating brands for those who craft spaces to belong  
**Innovative Education** - designing brands for new learning experiences  
**Social Good** - creating brands that uplift people and planet

So, for Nominee, 2023 was a journey towards clarity. And we have our clients to thank for that.

Nominee Creative Director, Scott Hill, often reminds me that "the project will tell you where you go." He's right, of course, and our visionary partners and organizations and their purpose-filled projects illuminate our path, provide clarity for our work, and quite literally often show us where to go.

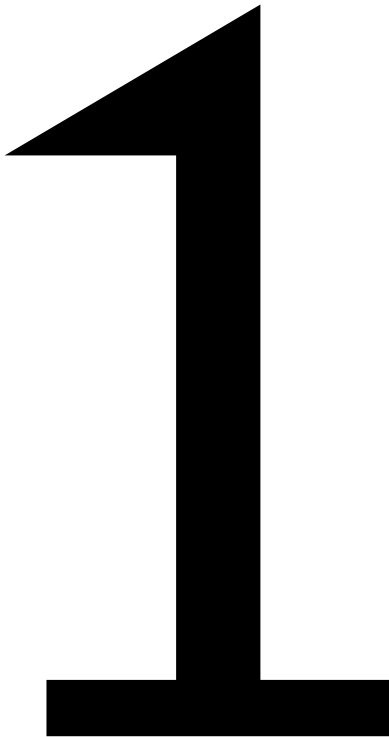
We're a strategic brand and creative agency dedicated to building brands with purpose. We brand responsibly and champion client purpose to create remarkable brands. We're fourteen years strong. And we're just getting started.

RISA FORRESTER

VICE—PRESIDENT +  
CLIENT DIRECTOR



- CONSUMER GOODS
- PLACEMAKING
- INNOVATIVE EDUCATION
- SOCIAL GOOD



SECTION 01 —

# Brands with Impact

After 14 years of helping brands identify, claim, and share their purpose, one thing has become glaringly obvious. It's simply not about us.

It's always been about coming alongside visionary leaders and organizations to champion their ideas and help them make a meaningful impact. In this relentless pursuit, we've helped our clients meet their customers where they're at, attract like-valued talent, give back to their local communities, and make a real difference.



- CONSUMER GOODS
- PLACEMAKING
- INNOVATIVE EDUCATION
- SOCIAL GOOD

PROJECT —

# Jack Daniel's Sweet Tea

Jack Daniel's recently built on their historic brand by launching a line of approachable sweet tea canned cocktails.

We worked alongside the Jack Daniel's team to usher their brand into a new product arena and help them bring something fresh to market, while maintaining their storied history.



- CONSUMER GOODS
- PLACEMAKING
- INNOVATIVE EDUCATION
- SOCIAL GOOD



- CONSUMER GOODS
- PLACEMAKING
- INNOVATIVE EDUCATION
- SOCIAL GOOD



PROJECT —

# Organic Squeeze Kids

Nominee and Organic Squeeze have been collaborating for a decade, bringing their brand to life across multiple juice bar locations. So, we couldn't have been more excited to help them bring their kid-specific smoothies into grocery stores.

We collaborated with the OS team to create packaging for their a full line of smoothies focused on fun, activity, and health. The packaging reflects the bright, vibrant personality of the juice bar and emphasizes the natural ingredients in every bottle. Each flavor features a specialized color palette to highlight the core ingredients in a way that feels exciting for both kids and parents.



- CONSUMER GOODS
- PLACEMAKING
- INNOVATIVE EDUCATION
- SOCIAL GOOD







PROJECT —

## Not Your Father's Hard Soda Pop

In 2023, Not Your Father's extended their product offering, branching out beyond root beer, to create a full line of hard sodas. To usher in this evolution of NYF, we updated their packaging system to modernize the brand towards a more youthful audience. Balancing their existing nostalgia with bright, colorful typography, NYF entered their new era with a bold and fresh new personality.

→ CONSUMER GOODS

→ PLACEMAKING

→ INNOVATIVE EDUCATION

→ SOCIAL GOOD



- CONSUMER GOODS
- PLACEMAKING
- INNOVATIVE EDUCATION
- SOCIAL GOOD

- CONSUMER GOODS
- PLACEMAKING
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- SOCIAL GOOD

PROJECT —

# MiddleState Coffee Roasters

After a nearly decade-long relationship that began with the origination of the brand, we finally documented the many projects we've collaborated on over the years.

From the core packaging to various limited editions and merch, the MiddleState brand flexes and expands taking on many personalities while always upholding its mantra: Have fun. Brew Coffee.





- CONSUMER GOODS
- PLACEMAKING
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- SOCIAL GOOD

- CONSUMER GOODS
- PLACEMAKING
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- SOCIAL GOOD



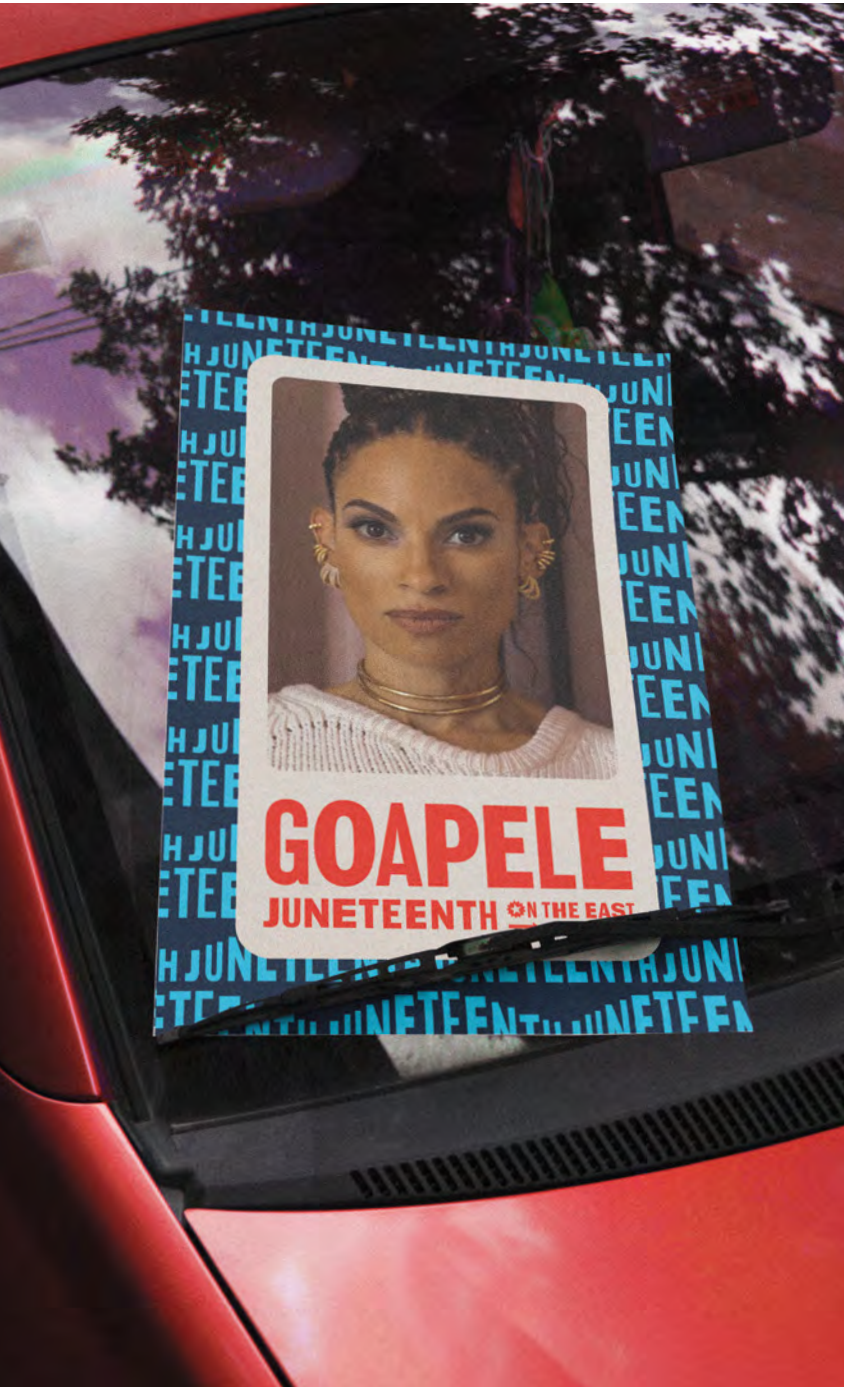
PROJECT —

# Juneteenth on the East

Juneteenth on the East is an annual festival in OKC that unites our community in a celebration of freedom. This week-long event is designed for the whole family with live music and dance performances, food trucks, and more.

In preparation for the 2024 festival, we partnered with their team to update the brand with boldness and joy.

- CONSUMER GOODS
- PLACEMAKING
- INNOVATIVE EDUCATION
- SOCIAL GOOD





- CONSUMER GOODS
- **PLACEMAKING**
- INNOVATIVE EDUCATION
- SOCIAL GOOD



PROJECT —

## Oklahoma City Airport Trust

Last year marked the start of our partnership with the Oklahoma City Airport Trust (OCAT) on the Will Rogers World Airport rebrand. We spent 3 months listening, learning, and uncovering insights to build the strategic framework for a world-class brand.

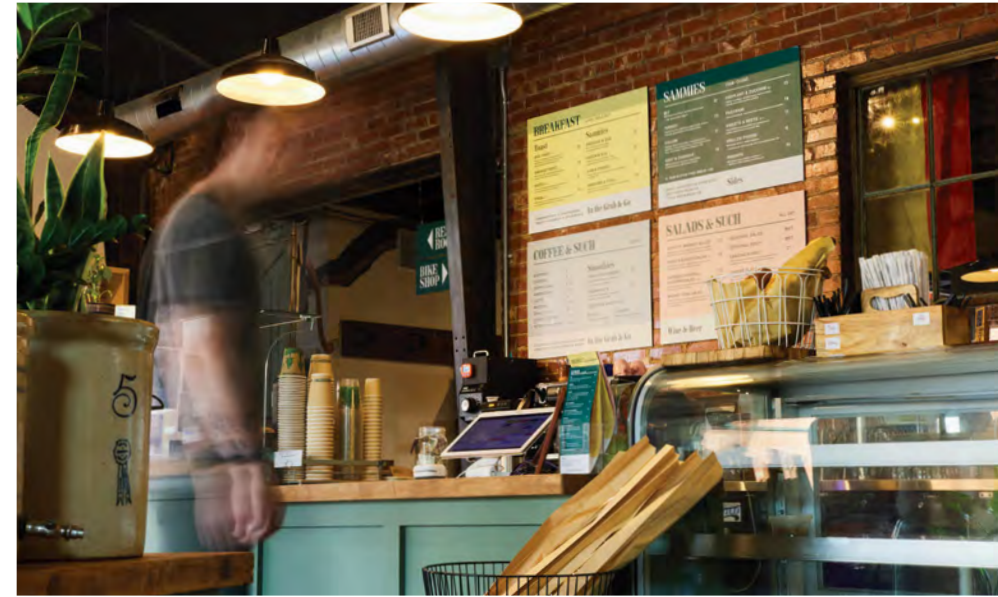
Through discovery, we were able to build a solid, strategic foundation. With that groundwork in place, we're creating a brand that both honors the airport's history and modernizes it.

Our work has just begun, but we're excited to watch this brand take flight!

RESEARCH BY THE NUMBERS —

- Leadership Discovery Workshop
- 4 Local And State Site Visits
- 14 Airports Visited
- 24 Stakeholder Interviews
- 40 In-Airport Interviews
- 95 Airports Reviewed
- 5,994 Public Survey Responses





PROJECT —

# 30th St. Market

After the success of their first concepts Holy Rollers and Red Rooster, the folks at Venerable Concepts launched their latest and largest concept, 30th St. Market. Part cafe, part bakery, part wine store, part bike shop - the eclectic offering has created a bustling “third place” just outside Paseo Art District.

We created a simple but expansive brand that holds tightly to one typeface and a primary color to ground the brand. Additionally, Nominee designed packaging, menus, a signage system, and the 40-ft mural overlooking their courtyard.

→ CONSUMER GOODS  
 → PLACEMAKING  
 → INNOVATIVE EDUCATION  
 → SOCIAL GOOD



PROJECT —

## MLS Stem Goals

Our friends at Learn Fresh, a nonprofit focused on making education fun, have partnered with Major League Soccer (MLS) for their new board game – STEM Goals. The program is an interactive experience that leverages the game of soccer to engage students with STEM and social-emotional learning.

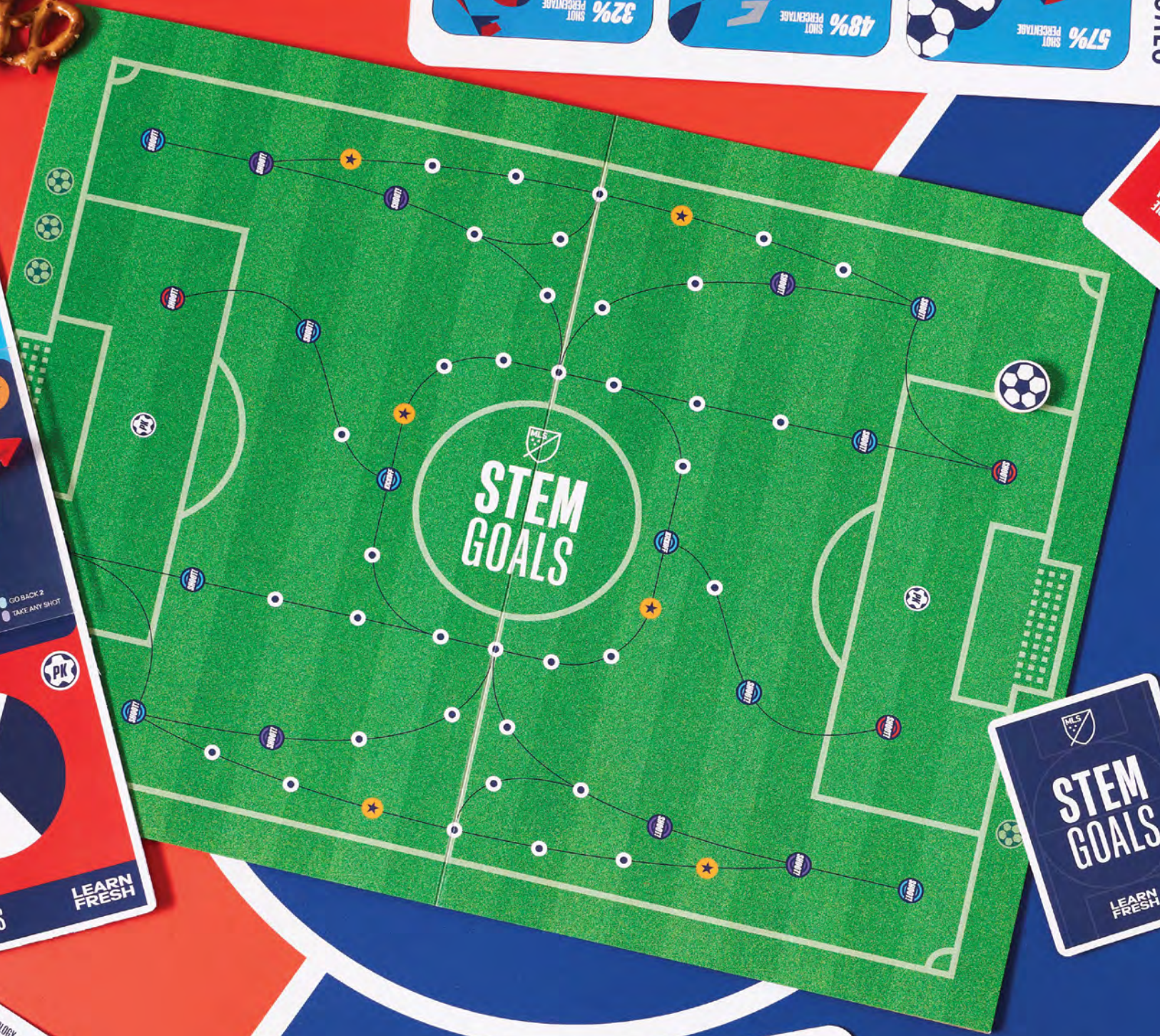
We created a fully custom, MLS-themed suite of materials to make gameplay exciting, easy, and educational.

→ CONSUMER GOODS

→ PLACEMAKING

→ INNOVATIVE EDUCATION

→ SOCIAL GOOD



**KICKOFF WHEEL**

50%

**CHANGE WHEEL**

66%

**PENALTY KICK**

LEARN FRESH

STEM GOALS

TURNOVER ADVANCE 2 TAKE PK GO BACK 2  
 ADVANCE 4 DRAW AGAIN GO BACK 4 TAKE ANY SHOT  
 GO BACK 3 ADVANCE 3

**STEM GOALS**

ANSWER: CALL MEMBERSHIP

WHAT IS THE THING THAT GETS ONLY ONE NUMBER? A NUMBER THAT REPRESENTS A NUMBER THAT LEAVES THE BELT CALLED?

DIFFICULTY #1

**STEM GOALS**

LEARN FRESH

**STEM GOALS**

LEARN FRESH

**STEM GOALS**

LEARN FRESH

**TECHNOLOGY**

WHAT KEY DO YOU PUSH TO START TYPING ON A NEW LINE?

**TECHNOLOGY**

WHAT KEY DO YOU PUSH TO START TYPING ON A NEW LINE?

ANSWER: Enter/Return

DIFFICULTY #1

**STEM GOALS**

66% SHOT PERCENTAGE

37% SHOT PERCENTAGE

25% SHOT PERCENTAGE

**STEM GOALS**

48% SHOT PERCENTAGE

**STEM GOALS**

57% SHOT PERCENTAGE

**STEM GOALS**

NAME OF THE NUMBER ON THE MAIN





- CONSUMER GOODS
- PLACEMAKING
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- SOCIAL GOOD



PROJECT —

# NEOKC Renaissance

Northeast Oklahoma City Renaissance is a resource made by community, for community. By reimagining pathways to opportunities that have been erased from the Eastside, they're catalyzing economic and community vitality.

The brand is centered around Northeast OKC, capturing a visionary spirit through a bold yet consistent system that can be applied across programs.



- CONSUMER GOODS
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→ CONSUMER GOODS

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PROJECT —

# EcoTour Educational Boardgame

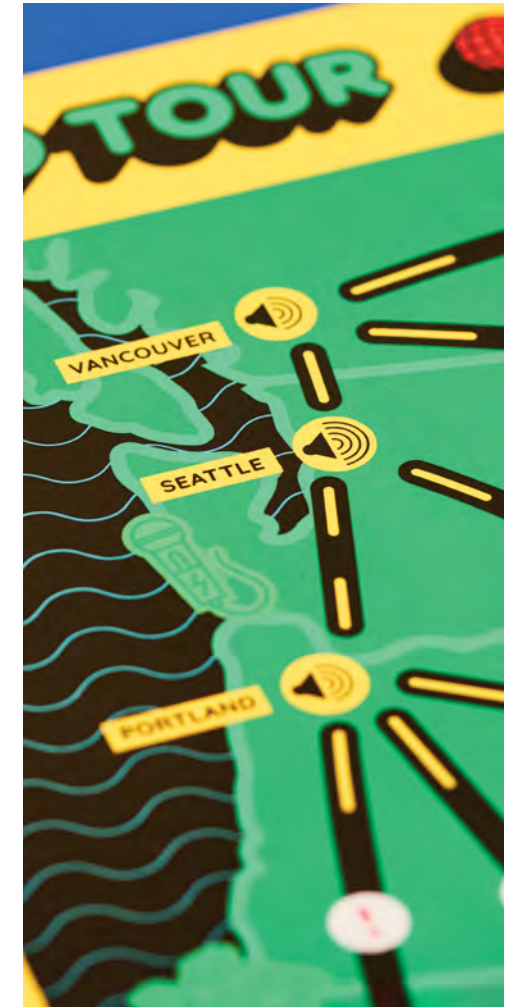
Over the years, we've been fortunate enough to collaborate on multiple projects with our friends at Learn Fresh. In 2023 one of that highlights of our partnership was the creation of a music touring themed boardgame.

In EcoTour, students embark on a cross-country music tour where they learn about finance, reacting to adversity, and environmental responsibility.

We were tasked to build a world-class brand for the game that felt differentiated in the education and nonprofit space. We elevated their initial materials and built the brand around a custom, playful illustration style that gets students excited to rock out and do good.



- CONSUMER GOODS
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PROJECT —

# Twin Cedars

Twin Cedars is an expansive and lush camp, serving people of all ages, identities, and abilities, allowing them to experience acceptance in a camp without limits.

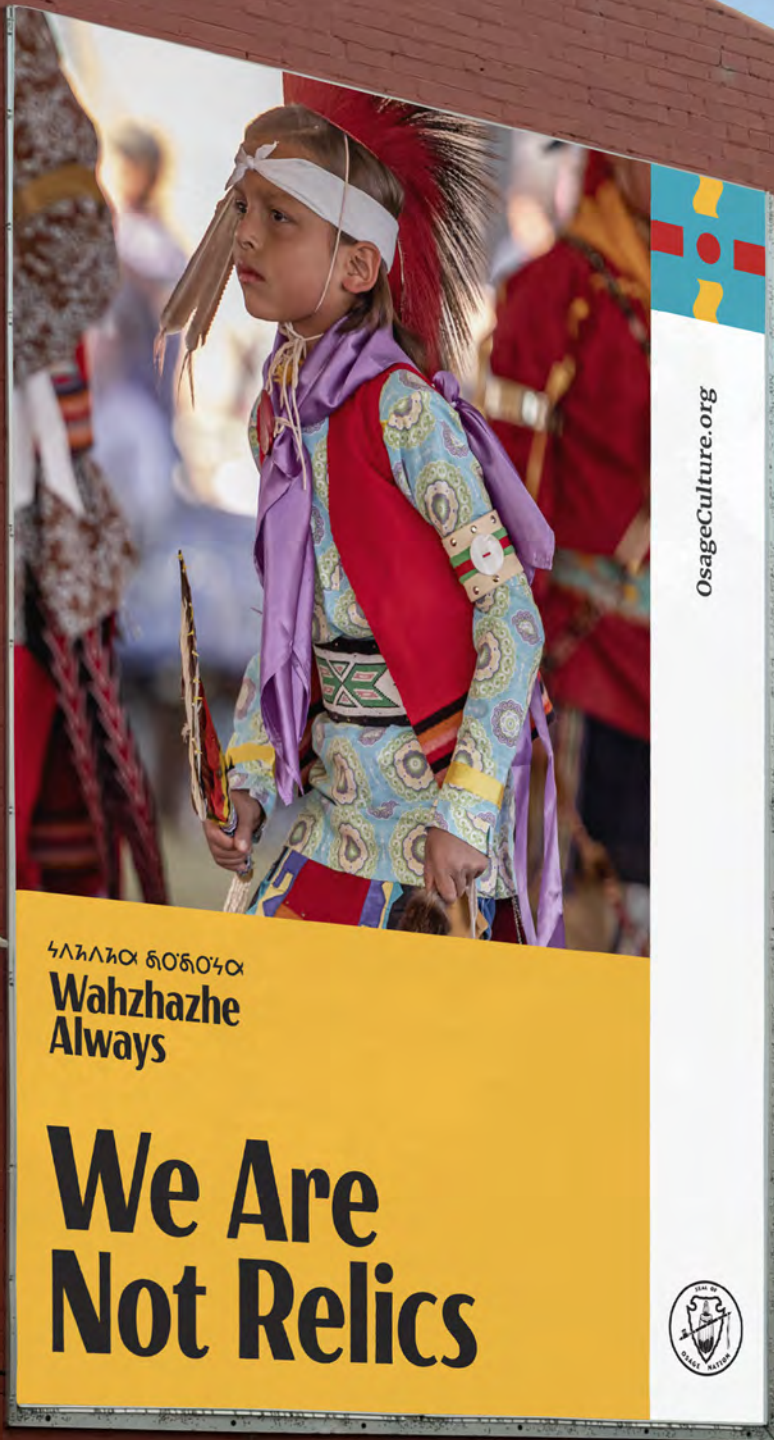
We collaborated with their team to develop a new name and create a vibrant brand around it. The result is a system full of life and color that honors their rich history.

- CONSUMER GOODS
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- CONSUMER GOODS
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PROJECT —

# Osage Nation

The Osage are a sovereign Nation thriving on their Reservation in Northeast Oklahoma – a people of strength, hope, and passion, honoring the stories of the past and building the world of the future.

In anticipation of the release of Martin Scorsese’s Osage-centered film *Killers of the Flower Moon*, the leaders of Osage Nation sought to share their own story. We worked closely with the Nation’s leaders to craft a campaign using their language, words, and symbolic art, driven by the message Wahzhazhe Always.

The campaign aimed to inspire pride and unity among Wahzhazhe (Osage) people, highlight the ways the Nation provides for its people, and show that Wahzhazhe Nation is not a relic, but a vibrant, enduring culture – always moving forward and embracing the future.

→ CONSUMER GOODS  
 → PLACEMAKING  
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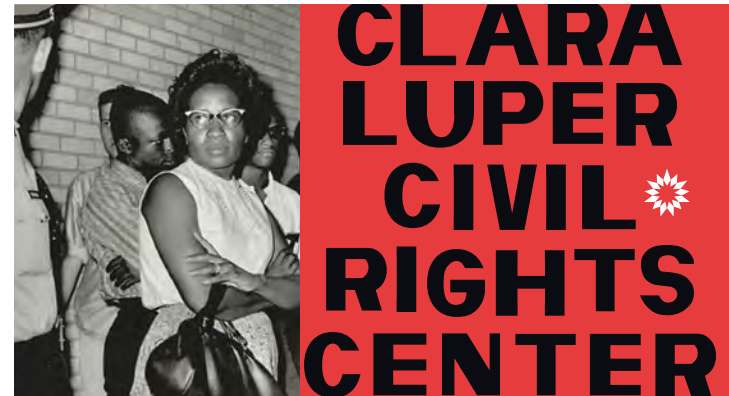
PROJECT —

# Clara Luper Civil Rights Center

The Clara Luper Civil Rights Center honors and celebrates the enduring courage of Oklahoma City's civil rights champions – most notably, Ms. Clara Luper and those who inspired and participated with her. The Center serves our city as an educational and community gathering place that honors the past, enlightens visitors today, and empowers the next generation of leadership to keep the change going.

The foundation of the brand is built on the words of Ms. Luper, the crafts handmade by her students, and the signage brought to protests and adorning the face of the historic Freedom Center – which remains a key building on the Clara Luper Civil Rights Center grounds. The result is a system that feels rooted in history while looking hopefully toward the future.

*The development of this campus includes the restoration and re-opening of the Freedom Center, the historic home of OKC's NAACP Youth Council.*



- CONSUMER GOODS
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### SCRAMBL'D

2023 marked the opening of Scrambl'd – a first-of-its-kind breakfast & brunch spot on OKC's Eastside. With a simple, stylish vibe, consistent service, and tasty, nourishing dishes they're bringing brunch to the neighborhood. In their first year of service, in addition to a continuous flow of patrons, Scrambl'd landed on multiple local and regional **Best New Restaurant** lists.



### MAPS 4 PROGRESS

Oklahoma City's sixteen MAPS 4 projects, funded by a temporary penny sales tax, are in various stages of planning, development, and construction. The historic MAPS program continues to transform the city in exciting ways with anticipated ground-breaking events in 2024 for **a pedestrian bridge over the Oklahoma River, Clara Luper Civil Rights Center, Diversion Hub, a new OKC animal shelter**, and many more.

#### SECTION 02

## Celebrating Victories

We love to see our clients find success. Their success is our success and so when they celebrate, we celebrate.

These are just a few select honors, achievements, and milestones that our clients experienced this past year.



### SISU YOUTH SERVICES

Sisu Youth Services – a Nominee Impact Grant recipient – **opened their brand new campus in December**. The low-barrier, identity-affirming space in OKC can now provide additional beds for unhoused youth and a 24-hour resource center featuring access to food, clothing, showers, laundry, and a variety of other services.



### EASTSIDE PIZZA HOUSE

Our friends at EPH were granted the 2023 **Heinz Black Kitchen Initiative award**. The Black Kitchen Initiative exists to celebrate, uplift, and preserve the legacy of Black food by breaking down the barriers that keep Black voices and cooking out of the American culinary pantheon.

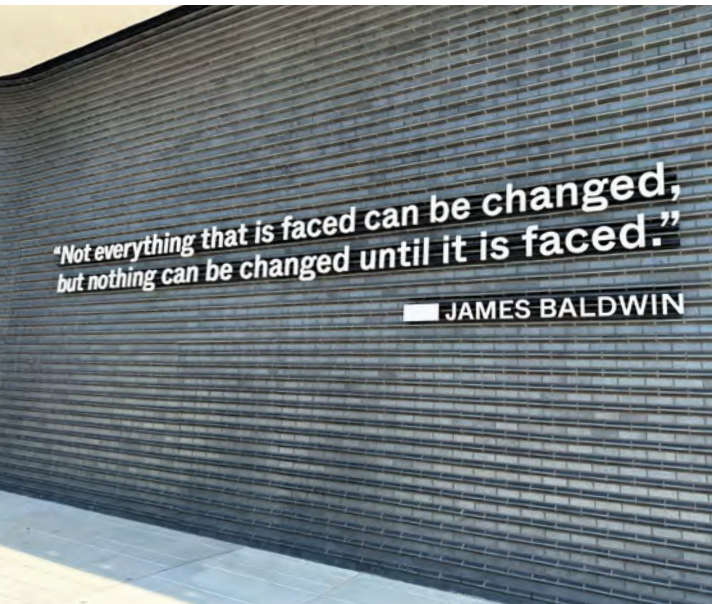


### NBA MATH HOOPS

Last Summer, Learn Fresh and NBA Cares co-hosted the **NBA Math Hoops Global Championship** in NYC during the 2023 NBA Draft – featuring immersive STEM activations and competitive gameplay for a group of 24 students, who represented 17 regional NBA Math Hoops programs from around the world.

# Behind the Scenes





## Out & About

### SITE VISITS, RETREATS, & CONFERENCES

Over the past few years, our team has expanded out of Oklahoma to include members spanning from coast to coast. This growth makes it feel all the more special when we can be together for team retreats and site visits!

Our summer 2023 retreat brought us to Tulsa – where we collaborated at 36° North, volunteered our time at The Center For Individuals with Physical Challenges, and visited Greenwood Rising.

During the fall, our team was frequently on the go for exciting local client site visits (including an outdoor camp, a very fun site visit to have). Some teammates even visited a handful of the nation's best airports to gain inspiration for our work with OKC's airport.

For our winter 2023 retreat, we met in Oklahoma City to collaborate in our own office, the newly rebranded Dayclub Modern Workspaces. Some highlights include visiting the First Americans Museum, holding our annual photo shoot and holiday party, and volunteering at Central Oklahoma Camp & Conference Center as a team.

We've certainly been busy, but we wouldn't have it any other way. We look forward to our next opportunity to have fun, learn some valuable things, and do good together.





# Impact Assessment

## A LOOK AT OUR SUSTAINABILITY EFFORTS THIS YEAR

In 2023, we set out to gain a holistic understanding of our environmental impact. Before we could lower targeted emissions, we first needed a sense of what our emissions, usage, purchasing, and partnerships were. With the help of Sustain.Life and EPA's Greenhouse Gas Protocol, we were able to quantify our impact across the studio.

# Emissions Total – 37.28 MTCO<sub>2e</sub>

## SCOPE 2

Total Emissions: 4.67 MTCO<sub>2e</sub>  
 Electricity: 3.51 MTCO<sub>2e</sub>  
 Heating & Cooling: 1.16

## SCOPE 3

Total Emissions: 23.83 MTCO<sub>2e</sub>  
 Business Travel: 15.81 MTCO<sub>2e</sub>  
 Commuting: 5.5 MTCO<sub>2e</sub>  
 Remote Workforce: 2.52 MTCO<sub>2e</sub>

## RETREAT

Our team comes together twice a year to creatively problem solve, serve the community, and set intentions. During our summer retreat, we produced (4.63 MTCO<sub>2e</sub>), while our winter retreat generated (4.15 MTCO<sub>2e</sub>).

Our retreats meet in central or localized locations and encourage sustainable choices when possible. Additionally, we responsibly source team merch, environmentally friendly lodging, and carpools.

## USAGE

Water: 11.99 kGal  
 Trash: 9 cubic yards

## PARTNERSHIPS

Supplier assessments  
 In 2023 we sent out questionnaires, hoping to shed light on how our suppliers work. This process has helped us narrow our partners to those who also value ethical and environmental practices.

# Mitigated Emissions – 0.41 MTCO<sub>2e</sub>

## RECYCLING

108.23 lbs waste diverted from landfill

## COMPOST

25.71 lbs waste diverted from landfill

In early 2023 we approached the owners of our coworking space, Dayclub, to host a compost program through Fertile Grounds, a local recycling and compost co-op.

Dayclub serves many coworking tenants and has helped its tenants divert 450 lbs of waste to date.

## GREEN WEB HOSTING

In early 2023 we approached the owners of our coworking space, Dayclub, to host a compost program through Fertile Grounds, a local recycling and compost co-op.

## WINTER COAT DRIVE

Over the past 2 years, we've co-hosted clothing drives specifically around winter weather gear with our office partner Dayclub: 15 lbs waste were diverted from landfills.

## FUTURE

Our studio is committed to lowering our carbon footprint. To do so, we will be:

- Going solar at the end of 2024 with our co-working space
- Increasing Supplier assessment participation and scores by 2025
- Purchasing responsibly  
 → Using SAF for travel when available  
 → Contributing to SAF fund when SAF is unavailable
- Helping our clients divert waste and offset their emissions.



# The Impact Grant

The Impact Grant provides purposeful branding to a deserving nonprofit making a difference in social and sustainable causes.

Interested in learning more or applying for The Impact Grant?

→ [nominee.co/impact](https://nominee.co/impact)



PREVIOUS  
IMPACT GRANT  
RECIPIENTS



# Outro

## —————> ON CURIOSITY

At the beginning of this magazine, our VP Risa Forrester spoke to the clarity our studio has found over the past year. This has been instrumental in helping us focus on where and how we can have the most impact in our community and beyond.

But to each yin, there is a yang. For us that yang is curiosity. Not the opposite of clarity, but a continuation of it. With newfound focus comes the ability to dive deeper and garner a greater understanding of our clients and their needs, goals, and dreams.

In a client presentation a few months ago, Sarah Blase, a Nominee Brand Strategist, said “Our craft is honed by curiosity.” Everyone in the meeting was immediately stunned at the simplicity and poignancy of the statement. We’re often asked, “What makes you different?” or “What’s Nominee’s secret sauce?”. If I had to hang our collective hat on one thing, it’s that exact idea. We’re forever curious.

Curiosity is the key ingredient to making original work. The internet is full of design inspiration, shortcuts, templates, and ready-made solutions. With all of these tools at our fingertips, it is easier than ever to crank out a design that looks and feels like professional design. But as you push into the ethos of the work created in this manner, you often find an empty void where a lack of curiosity fails to discover the unique truths behind the work.

It is that exact void that we seek to fill before we ever begin designing. We’re fueled by creative curiosity, always looking for opportunities to ask questions and find the “why.” And it’s with the results of that curiosity that we’re able to confidently build world-changing brands.




SCOTT HILL

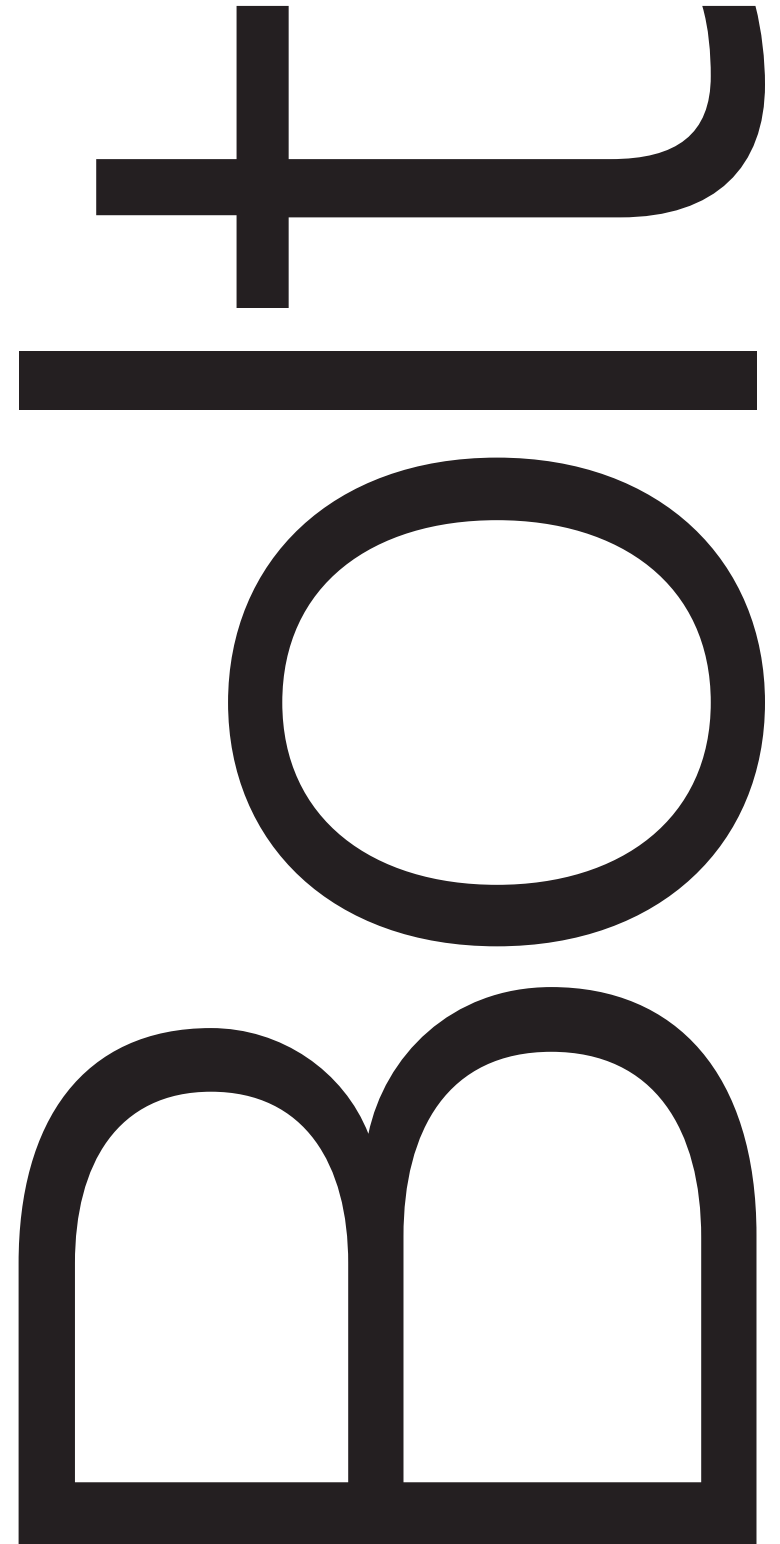
CREATIVE  
DIRECTOR  
& PARTNER



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 See you  
next year!



# Bolt

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