

THE SMALL BUSINESS AGENCY

UNION

OPEN FOR BUSINESS

YOUR DREAMS,  
OUR MISSION



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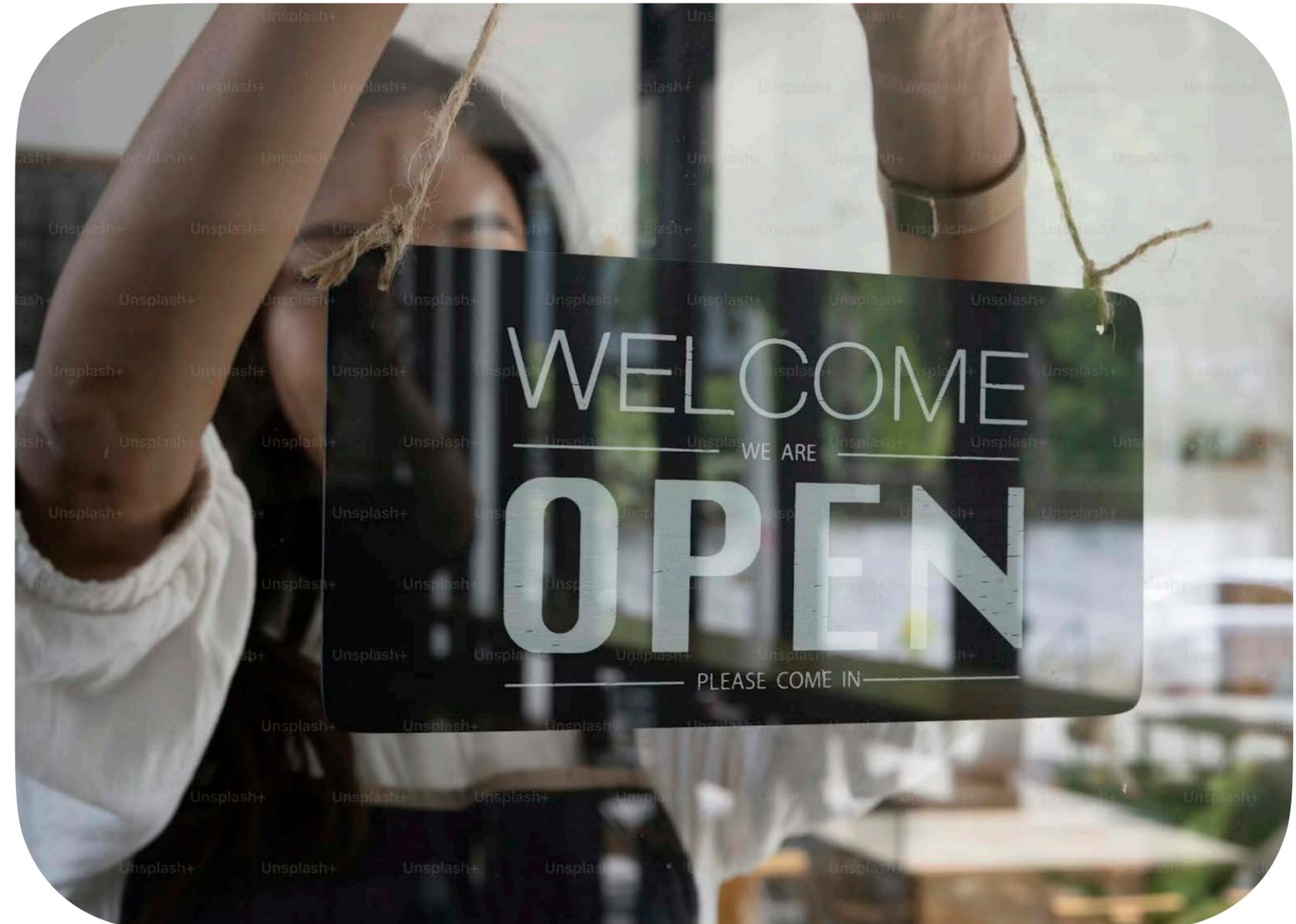
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# WELCOME TO UNION

A branding agency built for small businesses ready to grow with intention. **Strong brands are not created accidentally.** They are shaped through clarity, purpose, and a deep understanding of the people behind them.

Turning ideas into focused, confident brands requires true partnership.

It means bringing high-level strategy to the ground floor. Empowering small teams to build with the same clarity as the big ones.



# THE MISSION

Small businesses deserve to grow with clarity and confidence.

The goal is to bridge the gap between where a business is today and where it wants to be tomorrow. Through thoughtful strategy, intentional design, and clear communication, foundations are built that support long-term growth.

Strong branding is not about being loud. It is about being understood.

When a brand is built with intention, it earns trust, creates connection, and lasts.

GROWTH WITH INTENTION

# THE BLUEPRINT



**UNDERSTANDING BEFORE DESIGN.** Great work starts with understanding. Taking the time to learn the business, the goals, and the challenges ensures that design solves problems rather than creating new ones. This clarity allows for movement with purpose, not assumptions.

**PARTNERSHIP, NOT VENDORSHIP.** Every project is a partnership. Listening first, thinking strategically, and building with intention leads to work that creates value.

**INSIGHT OVER TRENDS.** Work rooted in real insight. Not trends or templates, helps ensure the brand feels authentic, focused, and built to last.

**SIMPLIFYING THE COMPLEX.** The goal is to simplify the complex, guide the process, and ensure the business moves forward with confidence.

# THE FORMULA

**( UNCOVER  
+  
CLARIFY )** **CREATE / NOISE = LAUNCH**

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# EVOLVE

## UNCOVER

Everything starts with discovery. Through conversations and research, your goals and opportunities come into focus.



## CLARIFY

Next, the direction takes shape. Positioning, messaging, and visual systems are crafted to tell a consistent story.



## CREATE

With a strong foundation in place, the brand comes to life. This includes building your identity, digital presence, and supporting assets with purpose and intention.

**N O I S E**

## LAUNCH

The work enters the world through campaigns, and content designed to connect and perform. Everything is built to work together and support your growth.

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## EVOLVE

Growth doesn't stop at launch. Ongoing support keeps the brand relevant, aligned, and effective as the business scales.

# THE WORK BEHIND THE WORK

Understanding your audience is only the first step. At **UNION**, we turn those insights into work that drives real results for small businesses. Our approach is focused, practical, and designed to meet today's customers where they are. We organize our work into three key pillars.



**BRAND FOUNDATIONS**

**DIGITAL PRESENCE**

**GROWTH PARTNERSHIP**

## BRAND FOUNDATIONS

Define who you are and how the brand shows up.

From identity to messaging, a solid foundation brings clarity, consistency, and confidence to every interaction. This includes brand identity design, logo systems, visual direction, and messaging frameworks that keep the brand cohesive and unmistakable.

With a strong foundation, every piece of work lands with purpose and impact.

## DIGITAL PRESENCE

Your brand should feel as strong online as it does in person.

Digital experiences must be functional, purposeful, and aligned with business goals. This includes website design, content structure, visual assets, and SEO experiences built to engage and convert.

A strong digital presence allows the brand to stand out, connect, and grow.

## GROWTH PARTNERSHIP

As the business evolves, the brand must adapt, refine, and grow with intention.

This pillar ensures the brand continues to move forward with clarity. Services include campaign development, experiential activations, brand updates, and strategic guidance.

Through ongoing partnership, the brand stays relevant, connected, and ready to meet every new opportunity.

# THE TOOLKIT

## FOUNDATIONS

Brand Strategy  
Positioning  
Brand Identity  
Tone of Voice  
Visual Systems  
Brand Guidelines

## DIGITAL

Website Design  
Web Dev.  
UX/UI Design  
SEO Strategy  
Digital Content

## GROWTH

Campaigns  
Social Content  
Brand Activations  
Experiential  
Marketing  
Visual Assets

**SMALL BUSINESS DESERVES**

**BIG-BRAND THINKING.**

# WHY UNION

SOCIAL  
MARKETING  
INSIGHT  
EVOLUTION  
BRANDING  
PURPOSE  
ACTION  
PROCESS

Small businesses often lack the time, bandwidth, and internal resources to build strategic brands. Yet, great branding is the difference between being seen and being overlooked.

The goal is to put the spotlight where it belongs: on the business.

Clarity, confidence, and momentum help a brand stand out, connect with the right people, and prepare for scale. This work isn't about us. It's about making your business stronger, smarter, and ready to grow.

# POLISH ISN'T ENOUGH



Today's younger humans move fast. They see through the noise, value honesty, and expect brands to stand for something real.

Millennials, Gen Z, and the next generation are not impressed by polish alone. They are drawn to purpose, clarity, and brands that actually mean something.

Design must account for this shift. Small businesses need to show up with confidence, speak with intention, and connect in ways that feel human.

Relevance is not about chasing trends. It is about understanding people.

# THE STANDARD



BIG BRANDS

## **NIKE, BLACK COMMUNITY COMMITMENT**

\$8.9 million in community impact. An integrated strategy and digital activation that connected capital with nonprofits, supported by performance-driven content and reporting.

## **NIKE, SOCIAL COMMUNITY IMPACT**

Amplifying social change. A purpose-driven content ecosystem and messaging framework designed to highlight and scale Nike's global impact initiatives.

## **COLLEGEBOARD, BIGFUTURE**

Connecting students to \$32M+ in scholarships. A complete brand overhaul and product relaunch, driven by local media activations and a strategy focused on student opportunity.

## **JANSSEN, TALK THAT TALK**

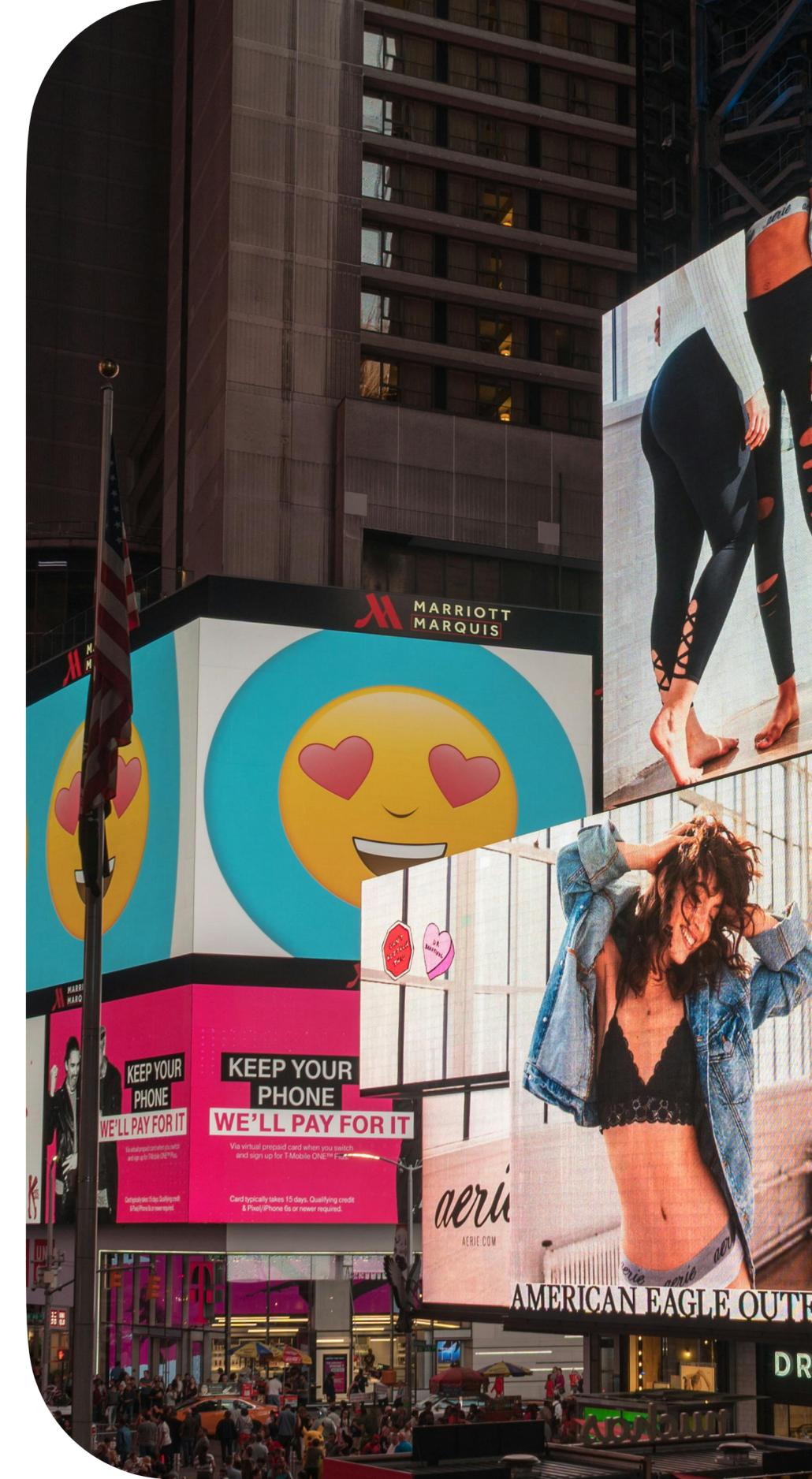
Driving crucial conversations. A social-first health campaign featuring Shannon Sharpe, combining influencer power with evergreen content to raise health awareness within the Black community.

## **PFIZER, A STORY HALF TOLD**

Cannes Lion recognized storytelling. An integrated social platform and video content strategy that gave a voice to patients, raising critical awareness for metastatic breast cancer.

## **BROOKLYN PUBLIC LIBRARY, BOOKS UNBANNED**

A digital system built for access. End-to-end platform redesign, from strategy to visual systems. Optimized to ensure vital resources remain accessible to all.

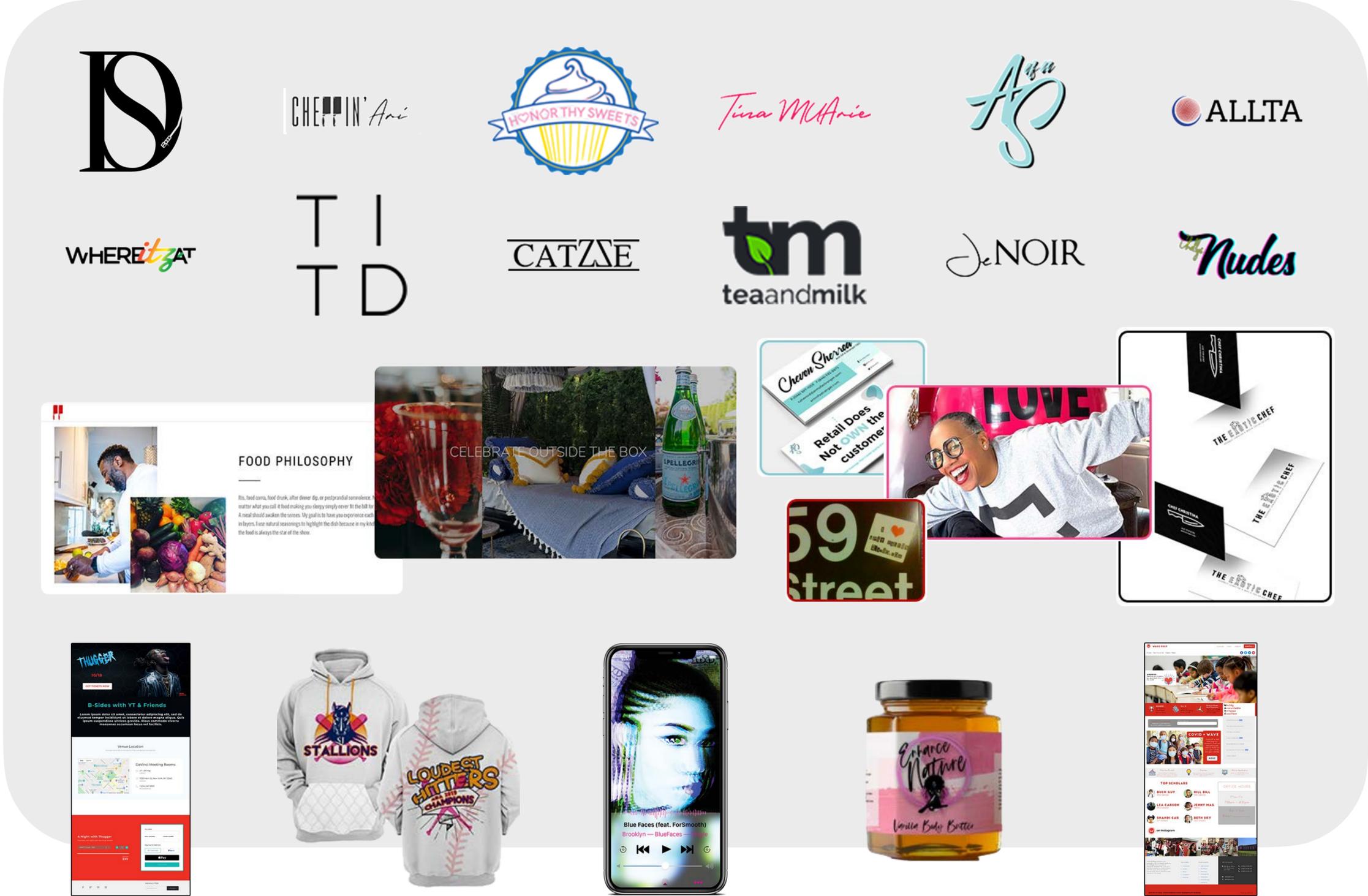


# THE EQUALIZER

Big impact isn't reserved for big brands. Small businesses achieve the same level of success when built with intention.

The same strategic rigor used for global icons is applied to every project here. No shortcuts. Just high-level strategy and creative focus, regardless of scale.

Plainly put... you get the Nike treatment.





SMALL BUSINESSES DESERVE  
BIG-BRAND THINKING.

LET'S SWORK

# THANK YOU



**email:** [hello@unionsba.com](mailto:hello@unionsba.com)

**phone:** (203) 442-6176

**website:** [unionsba.com](http://unionsba.com)

**linkedin** [unionsba](https://www.linkedin.com/company/unionsba)

**instagram:** [unionsba](https://www.instagram.com/unionsba)