



The Lumber Exchange

Design Narrative

Archetype

Reason for being

Brand Narrative

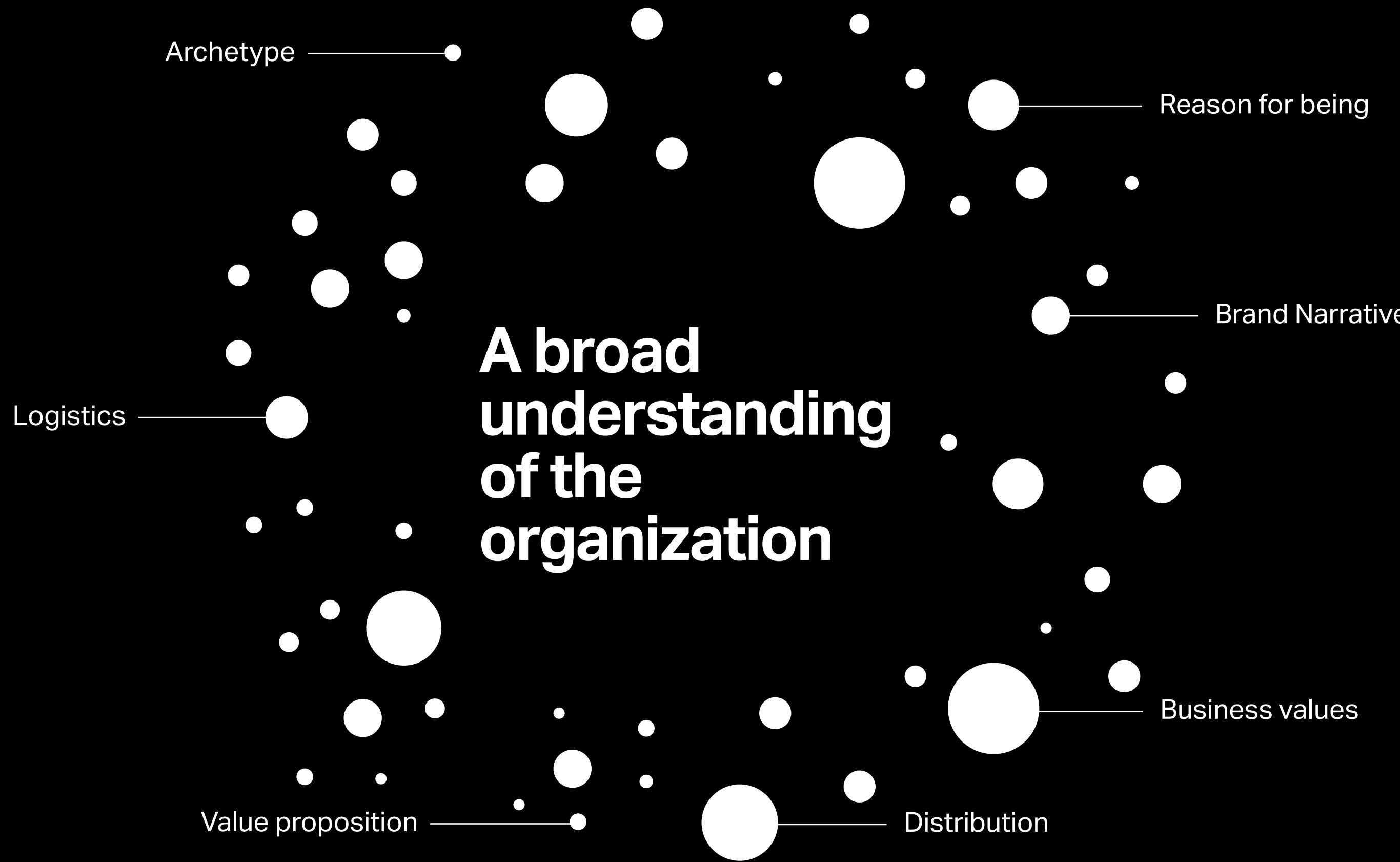
Logistics

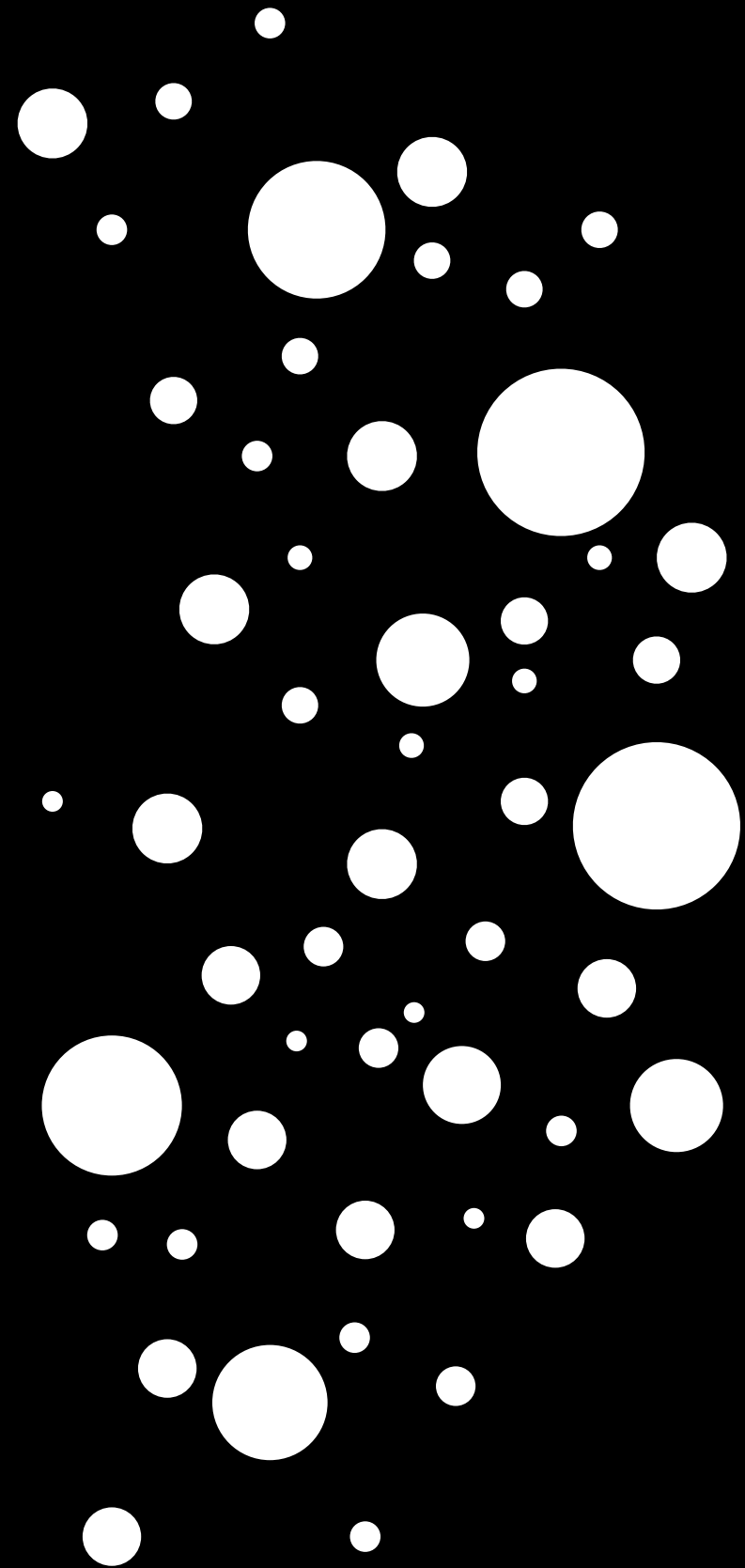
A broad understanding of the organization

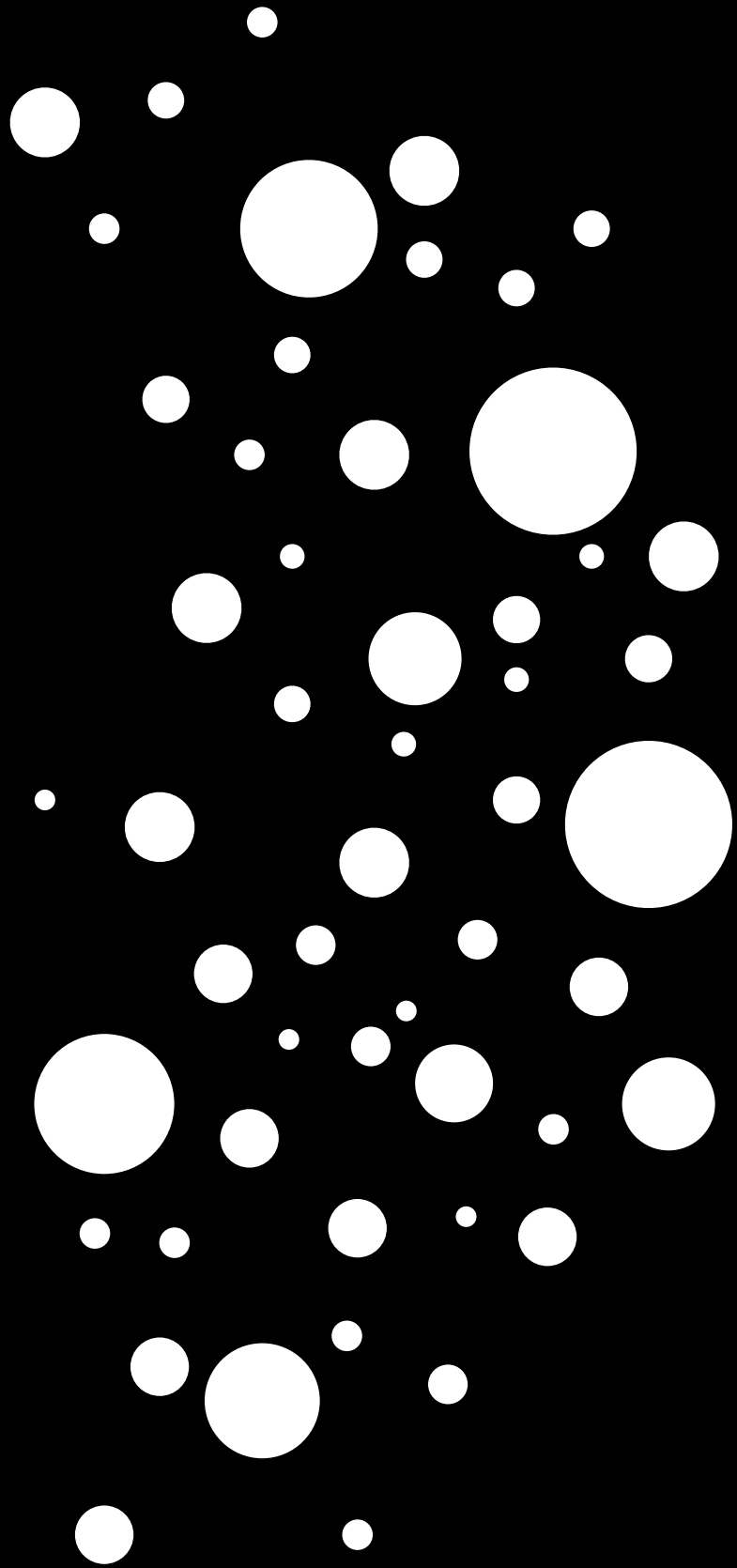
Business values

Value proposition

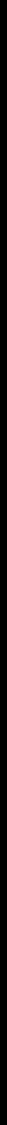
Distribution





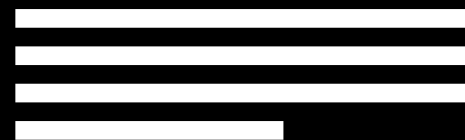


**An organized way for people to
engage your brand**

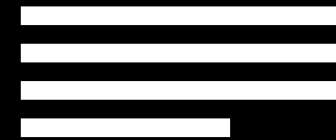


An organized way for people to engage your brand

Narrative



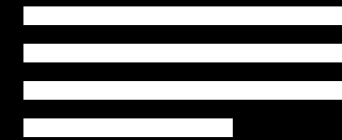
Aspiration



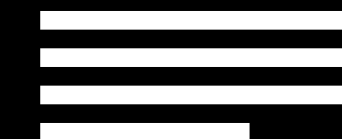
Purpose



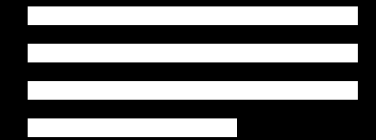
Business values



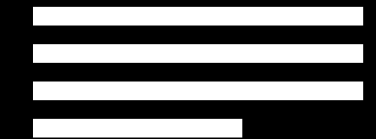
Culture motivation



Brand Character



Archetype



There's an ineffable magic in the name "Hayward, WI".

To some, it whispers of a sanctuary from life's relentless pace, where nature stands unblemished in its majesty. For others, it's a siren call, promising adventures that test, challenge, and invigorate the soul.

Narrative

**Those who
have set foot
in Hayward
understand
its allure.**

It's in the camaraderie shared over fishing tales, the thrill of biking unknown trails, the rush of skiing through endless forests, and the awed hush watching lumberjacks perform feats of sheer prowess.

Narrative

**In Hayward, you don't just see
a sunrise; you experience it —**

the gentle hues painting the lakes, the melodies of winds
conversing with trees, the profound stillness far removed
from urban chaos.

Narrative

Yet back home, times evolve.

The definition of 'work' is undergoing a renaissance. Where remote work is now the modern tapestry, many still grapple with its nuances.

Some are confined to basements, yearning for human connection. Others wander, carrying their office in overstuffed bags, navigating coffee shops just to find the right spot to set up.

Narrative

**Amidst this transformation, a
beacon rises on Hayward's Main
Street: The Lumber Exchange.**

Narrative

More than a building,

it's a vision of how work can be reimagined. Established for those who wish to meld the allure of the Northwoods with a productive workday, The Lumber Exchange promises a harmonious blend of adventure and output.

Narrative

Here, mornings begin not with alarms but with the soft serenades of loons echoing over placid lake waters. Conversations revolve not just around work, but the afternoon's escapades awaiting you and your family in the embrace of Hayward's wilderness.

Narrative

The journey from the tranquil shores to the heart of Main Street is not just a commute;

it's a voyage through nature's gallery. And right there, at The Lumber Exchange, Main Street's essence is intertwined with your workspace. The scent of freshly baked pastries fills the air, and coffee brewed to perfection promises a taste of the wilderness.

Narrative

Designed for fluidity and connection,

workspaces at The Lumber Exchange cater to every need — be it deep focus or lively collaboration.

Narrative

This isn't a mere architectural feat; it's a love letter to Hayward, birthed by someone deeply smitten by its charms. It's more than walls and floors; it's a community, a shared space for those whose hearts beat in sync with the Northwoods rhythm.

Narrative

**As The Lumber Exchange takes shape on Main Street,
it stands as a testament —**

to adventures new and old, to the evolving nature of work,
and to the timeless spirit of Hayward, WI. This isn't just a
return to work; it's a renaissance of what work can truly be.

Narrative

A New Dawn on Main Street

The Lumber Exchange of Hayward, WI

Narrative

Defining the culture

**The brand
architecture**

The brand architecture

Aspiration

Motives

Purpose

Business Values

Social Archetype

Brand Character

Our Value to Others

Usage:

The Aspiration is a concise and inspiring statement of what the business ultimately wants to accomplish in the world.

It is far bigger than any individual, particular products, services, markets or even current leadership. It should be so big and bold that expressing it transforms the way people think and act. It should make you a little nervous.

A great aspiration will never be complete, but it's pursuit is so important and inspiring that people will never give up working towards it.

The brand architecture

A

Brand Aspiration

Reigniting the iconic energy of Main Street

In the dynamic heart of Hayward, The Lumber Exchange emerges as a beacon, reigniting the iconic energy of Main Street. Every building and business along this historic avenue now pulsates with renewed life and a distinct identity, proudly wearing its heritage while embracing the future. The Lumber Exchange acts as a catalyst, reminding each establishment of its unique value and the role it plays in the tapestry of the community. This isn't just a resurgence; it's a redefinition. A testament to the belief that no matter how storied the past, there's always room for innovation, for excellence, for unparalleled quality. Through the doors of The Lumber Exchange, we're not only building a new standard for workspaces; we're elevating the entire community, setting a benchmark for what's possible in a town as incredible as Hayward. As each business thrives, Main Street transforms, becoming a vibrant mosaic of passion, tradition, and ambition.

The brand architecture

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Motives

Purpose

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Our Value to Others

Usage:

Motives are the core ideas, beliefs or insights that brought your business into being. They are the triggers that make you continue to take action.

Over time they may change as your business matures and culture at large evolves, but they will always provide the story behind why you do what you do.

The brand architecture

A large, bold, white letter 'M' logo is centered on the left side of the slide. The 'M' is composed of thick, solid strokes.

Cultural Motivations

The spirit of Hayward should be known across the country.

We can set a new standard of development for the community of Main Street.

The workday can be more inspired

Remote work still requires connection with others

Adventure builds strong relationships

Hayward's history should be remembered.

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Usage:

The Purpose statement is what drives a business forward, giving direction for how it will pursue its Aspiration. It tells the business what to do and what not to do.

A great purpose statement guides and motivates employees to perform at a high level. It inspires customers to choose your brand over a competitor's and tell your story to others.

Like the Aspiration, the Purpose statement should be big and bold. It should give employees general direction, but leave room for them to work out the details.

The brand architecture

P

Driving Purpose

Reimagine the workday.

Defined: Envision a place where the lines between passion and profession blur, where the hum of productivity melds seamlessly with the whispering pines and shimmering lakes. In Hayward, we believe that work should ignite creativity, not stifle it. Surrounded by nature's splendor and the echoes of our rich lumber history, every task, every meeting becomes a dance of innovation. Here, we're not bound by cubicles or traditional office monotony. We're inspired by our surroundings, driven by our passions, and empowered to be more effective, more visionary. At The Lumber Exchange, we don't just clock in; we dive into a world where work feels like wonder, and every day is an adventure in itself. We are reimagining the future of work.

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Aspiration

Motives

Purpose

Business Values

Social Archetype

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Our Value to Others

Usage:

Values are more than nice sounding words on a wall or evaluation points on an employee review.

They are the core principles that drive your behavior. They are what you deem as most important in your culture. They are the standards to which you hold yourselves and your brand accountable. They work with your Purpose to shape your Culture and Character.

They should go beyond the typical values that all businesses should live by (integrity, people, innovation, diversity, sustainability, etc.) to make you distinct from the competition.

The brand architecture

V₁

Business Values

Adventure

Adventure isn't just a journey into the unknown, but a gateway to personal growth and deeper understanding. It challenges us, reshapes our perspectives, and infuses our lives with vigor and purpose. Embracing adventure means embracing life in its fullest form, unlocking unparalleled experiences and insights that enrich our souls and deepen our connection to the world around us. We believe that through adventure, we truly come alive.

The brand architecture

V
2

Business Values

History

Our foundations are built upon the stories, traditions, and pioneering spirit of this remarkable town. We believe in honoring the past while shaping the future, ensuring that every brick, beam, and corner of our establishment pays tribute to the legacy of Hayward and its resilient community.

The brand architecture

V
3

Business Values

Connection

Here, serendipity flourishes as stories intertwine and new friendships form. The woods don't just surround us; they unify us. Through shared glances at a morning mist, or conversations set to the backdrop of rustling leaves, we discover that our bonds are as deep and enduring as the ancient trees that watch over us. In the heart of Hayward, we're not just connected by space, but by the timeless spirit of the north woods.

The brand architecture

V4 Business Values

Focus

Being enveloped by the things we hold dear sharpens our minds, narrows our distractions, and breathes inspiration into every task. When our surroundings resonate with our heart's desires, our work doesn't just progress—it thrives. Here, amidst the allure of the north woods, each project, idea, and endeavor becomes a labor of love. By aligning our environment with our passions, we not only amplify our effectiveness but elevate the quality of our craft. In the heart of Hayward, we're reminded that proximity to what we love can transform good work into exceptional work.

The brand architecture

V
5

Business Values

Timelessness

Our vision transcends fleeting trends, aiming to craft spaces that resonate with permanence and enduring elegance. Just as the spirit of Hayward stands undiminished by the passage of time, we aspire to create an environment where, when one gazes down Main Street, the lines between eras blur, making the year indistinguishable. In every brick, arch, and pane, we embed a legacy that harmonizes with Hayward's ageless charm, building not just for today, but for generations yet unborn.

The brand architecture

Aspiration

Motives

Purpose

Business Values

Social Archetype

Brand Character

Our Value to Others

Usage:

For a brand to know what to do, it has to know who it is.

Archetypes are universal, recurring character patterns found in all great stories, myths and folklore. Their themes, symbols and imagery can be identified across cultures throughout human history, and as such, are engrained in the human psyche.

For this reason, we use brand archetypes as an element in constructing our brand's character. Archetypes give us a tool for embedding a brand character with meaning and clear motivations in ways that people are already familiar with.

In other words, archetypes help us shape the personality of the brand in ways that will deeply connect with people.

The brand architecture

Aspiration

Motives

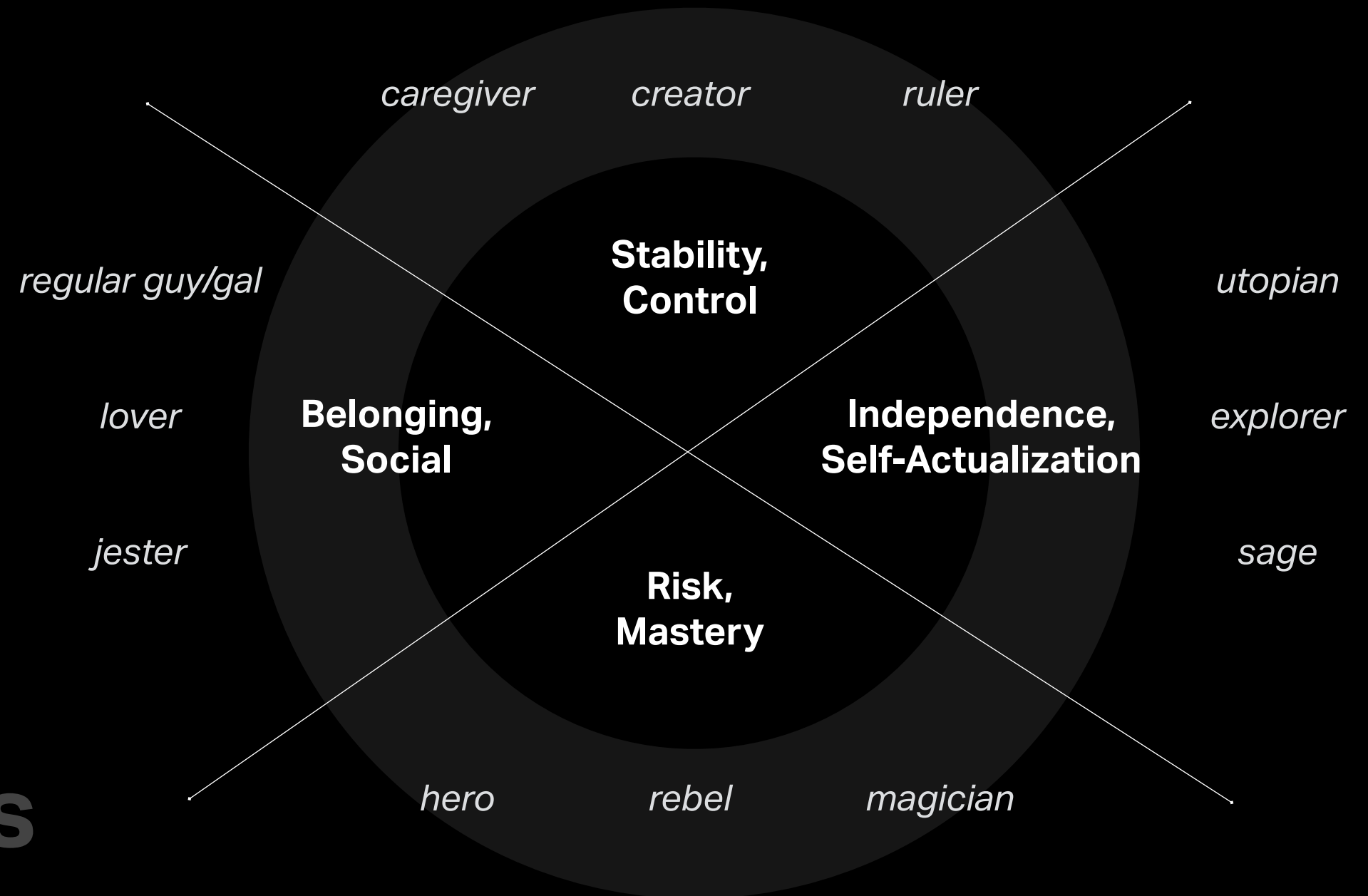
Purpose

Business Values

Social Archetype

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Our Value to Others



The brand architecture



Explorer

The Explorer is authentic, curious, and independent. This specific type wants to answer questions such as: "Why am I here?" or "What is my purpose?" The Explorer wants the freedom to forge a unique path and focus on self-discovery and the meaning of life.

Although one to criticize the establishment, Explorer brands would rather venture down their own path than put up a fight (as the Hero or Outlaw type might). Just as Explorer brands crave freedom, they also strive to help others feel free. They are pioneering and often offer products and services that appear unyielding or rugged.

Quotation:

"Exploration is really the essence of the human spirit."

- Frank Borman

Explorer

Mottos:

Don't fence me in.

Driving Desire:

the freedom to find out who you are through exploring the world

Call To Action:

Freedom

Goal:

to experience a better, more authentic, more fulfilling life

Greatest Fear:

getting trapped, conformity, and inner emptiness

Strategy:

journey, seeking out and experiencing new things, escape from boredom

Trap:

aimless wandering, becoming a misfit

Gift:

autonomy, ambition, being true to one's soul

A Good Fit For Your Brand If:

helps people feel free, nonconformist or pioneering

rugged and sturdy or for use in the great outdoors or in dangerous settings

help people express their individuality

culture that creates new and exciting products or experiences

Also Known As:

seeker, iconoclast, wanderer, individualist, pilgrim

Example Brands:

Indiana Jones, Jeep, REI, National Geographic

Famous Explorers:

Jacques Cousteau, Jane Goodall, Amelia Earhart, Neil Armstrong

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Usage:

Character represents the core of your brand's personality. It shapes all of your brand's thoughts, words and deeds—giving you a distinct presence in the world. By staying true to your Character and Archetype over time, people will come to recognize and trust your brand, even when you run into trouble.

While distilled down to the top three to five words that make your brand stand apart from others in the market, there should be room here to add depth and nuance. We want the brand to be interesting and engaging, not dull and predictable.

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Aspiration

Motives

Purpose

Business Values

Social Archetype

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Our Value to Others

Usage:

Our Value to Others is a concise statement that represents just that. It's less formulaic than a positioning statement but often more formal than an elevator pitch.

In some order, it should communicate what business we're in, who we're for, and what we do for them that is better and/or different than anyone else.

Thank you