



THE BURNETTE AGENCY

At The Burnette Agency, we want to help you

BUILD BRAND AWARENESS &
INCREASE REVENUE

THROUGH
PUBLIC RELATIONS,
SOCIAL MEDIA & CREATIVE SERVICES

let us help you shape your image

&

grow your brand

intro

At The Burnette Agency, we believe that it takes style to tell a good story. Everyone has a different style, story and brand. Authenticity is the thing that sets you apart. That is the parallel between your story, and our story.

We understand authenticity. Our aim is to bring you brand awareness and growth by using public relations, social media, and creative services to spread your message.

about us

The Burnette Agency is a social media and public relations firm specializing in helping companies build brand awareness and increase revenue.

Our range of experience allows us to provide services to a gamut of clients. With the ability to strategically impact the news cycle and create compelling content for your social media needs, The Burnette Agency can provide you with ideas that intrigue the appropriate audience.

history

The Burnette Agency, founded in 2015 by Arielle Haynes was created to provide small to medium size businesses with the opportunity have an integrated marketing strategy for their communications efforts.

With experience in New York City before moving to Atlanta to work for one of the top Public Relations firms, Arielle has built a wealth of knowledge in the communications industry and always dreamed of creating a firm that offered public relations, social media and creative services. Thus, she started The Burnette Agency.

We are excited to work with clients who are looking to build a strong partnership and who want to grow their business.

mission

We strive to be an industry leader in providing strategic and effective public relations, social media and creative services to clients looking to build brand awareness and increase revenue.

WHO ARE WE?

More than just a social media firm.

WHAT DO WE DO? WHY PICK US?

&

We help you build brand awareness and increase revenue through public relations, social media and creative services.

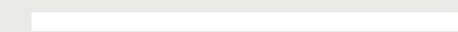
No one will care more about your brand than you do, but we're a close second.

At the Burnette Agency, we are more than just a communications firm. We believe, wholeheartedly, that our story is everyone's story. We believe that your bottom line is the foundation of your brand, and we want to help you tell your story.

logo study



logo



The ‘b’ is a representation of the b in Burnette. It is unique, dynamic, and rounded. The soft lines and subtle detail make this mark non-invasive, and create an approachable feel. The “b” will typically be paired with the logo type, but will sometimes stand alone.

logo / orientation



THE
BURNETTE
AGENCY

*When context is vertical,
The Burnette Agency is written out,
stacking into three lines*

*When background is dark, the “b” will be
an outline, and will float over the name.*

logo / orientation



THE BURNETTE AGENCY



*When context is horizontal,
The Burnette Agency is written out,
sitting side by side on the line*

*When background is light, the “b”
will be filled in with dark grey, and
float over the name*

typefaces

GOTHAM

Gotham celebrates the attractive and unassuming lettering of the city. New York is teeming with such letters, handmade sans serifs that share a common underlying structure, an engineer's idea of "basic lettering" that transcends both the characteristics of their materials and the mannerisms of their makers. These are the cast bronze numbers that give office doorways their authority, and the markings on cornerstones whose neutral and equable style defies the passage of time. They're the matter-of-fact neon signs that emblazon liquor stores and pharmacies, and the names of proprietors plainly painted on delivery trucks. These letters are straightforward and non-negotiable, yet possessed of great personality, and often expertly made.

We chose Gotham for a variety of reasons. Gotham is both distinct and non-descript. It has a personality, but not enough of one to not pair well with others. In short, Gotham sits next to almost any font, complimenting it.



&

We chose Chronicle as our flair, and personable addition to the androgynous font, Gotham. With components of elegance, simplicity and class, Chronicle is the complimentary font chosen to suggest the sophistication represented by the Burnette Agency.

CHRONICLE DISPLAY

A vigorous hybrid of time-honored forms and contemporary design strategies, Chronicle Display is a suite of headline faces that brings strength and utility to the classic serif.

Seriffed text faces are often casually grouped into two major divisions: wholehearted Old Styles, which vaguely reference their calligraphic origins, and steely Moderns, whose highly rational designs aspire to mathematical precision. Old Styles are prized for their warmth, which they achieve through heavily bracketed serifs and a policy of planned inconsistencies (an Old Style's lowercase c and o are thickest in different places, for example.) Moderns produce the opposite result – a detached, elegant simplicity – and, crucially for both typefounders and designers, their forms naturally invite endless variation in weight and width.

brand

color identities

515252

R 81

C 65%

DARK GREY

G 82

M 56%

B 82

Y 56%

K 34%



CFB988

R 207

C 20%

FSU GOLD

G 185

M 24%

B 136

Y 52%

K 0%



DCC7BB

R 220

C 13%

BARELY PINK

G 199

M 20%

B 187

Y 23%

K 0%





LIGHT TAUPE

C 11 %
M 16 %
Y 23 %
K 0 %

R 225
G 208
B 191

E1D08F



LIGHT GREY

C 23 %
M 19 %
Y 24 %
K 0 %

R 197
G 194
B 186

C5C2BA



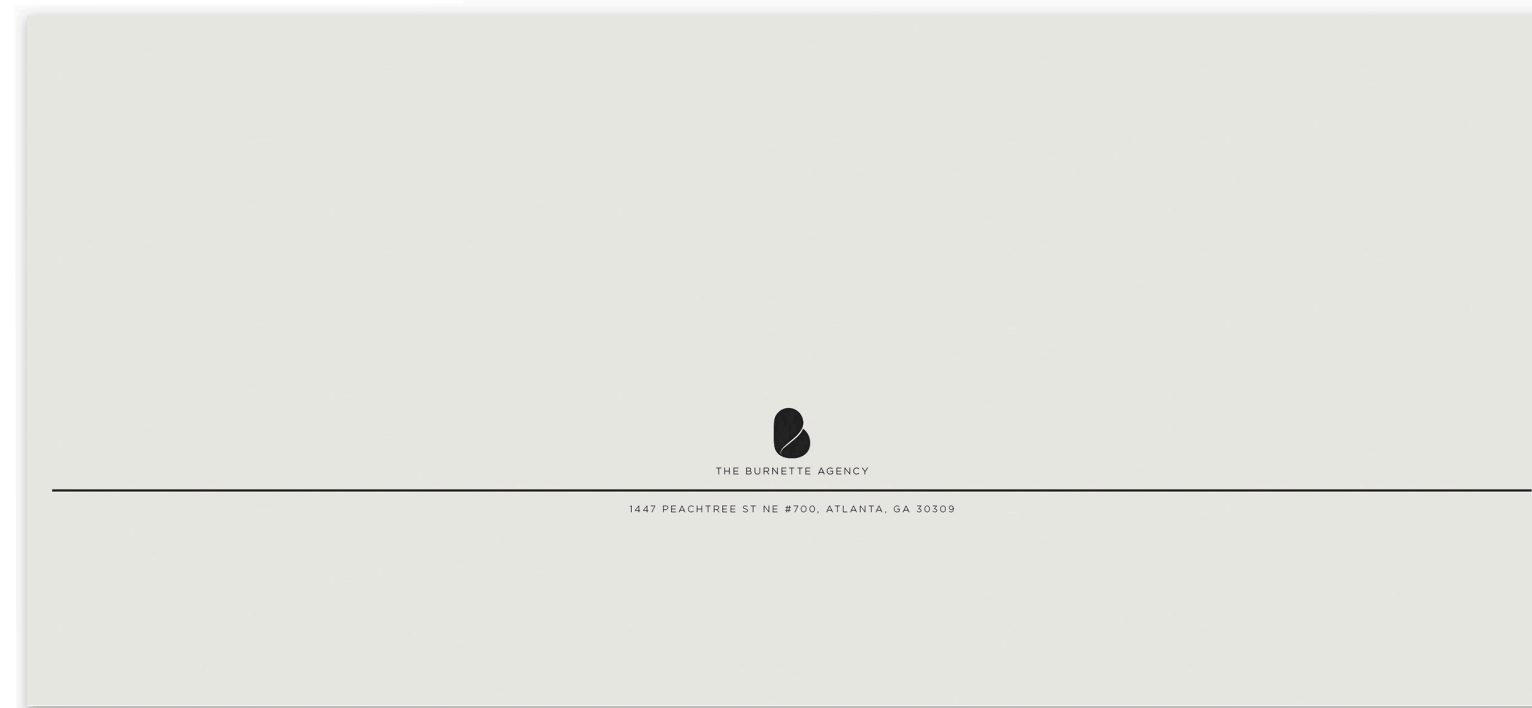
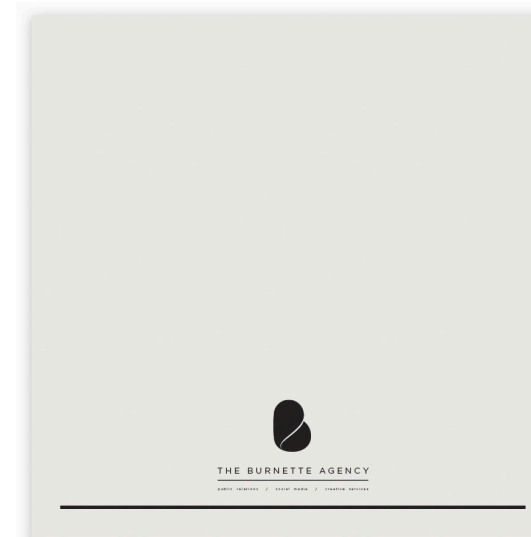
WHITE

C 0 %
M 0 %
Y 0 %
K 0 %

R 255
G 255
B 255

FFFFFFFF

stationery





Stationery is designed to reflect the minimal, sophisticated nature of the brand. Using a muted grey and charcoal, colors are meant to be subtle, elegant, and use small detail to create a clean aesthetic.

photography

style

The photography style is simple, in the sense that we want to capture the warmth and authenticity of lifestyle, as it applies to the broad range of clients that we work with. Documentary style photography will be used to capture the real-time feel of every day life, and authenticity of brand and lifestyle

mood

Approachable, warm, sophisticated, and authentic.

While falling under the caliber of high-quality, we want to evoke an image that invites people and businesses from all genres to identify with the story we're telling. We don't want to feel untouchable, but we want to communicate that we have a visual standard, to which we would apply to each client.

shots

We will provide a combination of product and lifestyle images to showcase the spectrum of components behind a brand. Details are seen in products chosen, as the sum of a lifestyle is determined by a culmination of details. Lifestyle images capture and represent the team and bigger picture, as the overall brand creates a footprint as a result of detail choices







graphic design

style

The graphic design style is minimal, as we believe in quality over quantity. Our design style is bright, open, and clean, to relay a stylish yet sophisticated look. Less is more when it comes to design, and we accentuate our main subjects and points by surrounding them with minimal elements.

mood

Through our graphic design we aim to convey a sophisticated yet personable mood – one that is neutral enough so that anyone can relate to it. Through bright elements and negative space, we aim to create a free, light-hearted feel.

elements

There are certain key elements that combined create the style and mood our design aims to achieve. Consistent typefaces, the use of black and white, minimal pops of color, ample negative space, compelling photography, and a clean finish are what defines a Burnette design.

THE
BURNETTE

EDIT

TITLE 1

Gotham celebrates the attractive and unassuming lettering of the city. New York is teeming with such letters, handmade sans serifs that share a common underlying structure, an engineer's idea of "basic lettering" that transcends both the characteristics of their materials and the mannerisms of their makers.

TITLE 2

Gotham celebrates the attractive and unassuming lettering of the city. New York is teeming with such letters, handmade sans serifs that share a common underlying structure, an engineer's idea of "basic lettering" that transcends both the characteristics of their materials and the mannerisms of their makers.

TITLE 3

Gotham celebrates the attractive and unassuming lettering of the city. New York is teeming with such letters, handmade sans serifs that share a common underlying structure, an engineer's idea of "basic lettering" that transcends both the characteristics of their materials and the mannerisms of their makers.

Email template clean and minimal, imitating the overall aesthetic of the brand.



Ad design stays minimal and sophisticated, and low in verbiage to accommodate for Facebook regulations

social media

style

The Burnette Agency should always come off as sophisticated, but approachable. We want people to know that we are diligent and will handle their work as professionally, if not more so, than our own.

We will focus on trends to display our knowledge in the communications realm as well as show off our beautiful photography that visually tells the story of our day to day.

The style must always be cohesive in showcasing a sophisticated and approachable persona no matter the platform.

mood

Our mood should always be grounded in professionalism. Our social media can showcase quirkiness, fun, happiness, sadness, etc. but it must always be professional.

platforms

As a communications firm, it is our duty to be on the social media platforms that will best reach our target audience but also on the platforms in which we service clients to better showcase our expertise.

We will always stay current and up to date on platforms that are old and new and make sure that our voice is accurately displayed on the platforms we choose to engage on.



The Burnette Agency
@TheBurnetteAgency

- Home
- About
- Photos
- Reviews
- Likes
- Videos
- Posts
- Events



Liked Following More

Contact Us

Status Photo / Video Offer, Event +

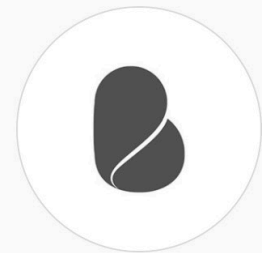
Write something...

Public Relations Agency
in Atlanta, Georgia
5.0 ★★★★★

Search for posts on this Page

This Week See All

float logo in dark grey brand color on white background across all platforms. Replace image with the same image in each platform.



theburnetteagency Follow

227 posts 862 followers 707 following

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