

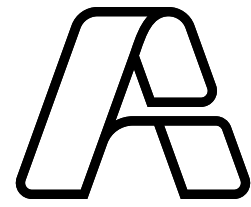
Anthem Branding



Tactile Design & Merchandise Agency

2500 Broadway
Boulder, CO 80304

303-245-8000
anthembranding.com



Create meaningful connections through tactile design.

Tactile design focuses on the role of touch in how people interact with brands. We believe the strength of a brand isn't only in how it looks, but how it feels.

We believe that touch is a catalyst for connection and that eventually, everything connects. That's the power of tactile design: To bring people, ideas, brands, and even objects together through tangible and emotional feelings.





Anthem Branding
Capabilities

Services



Custom Merchandise

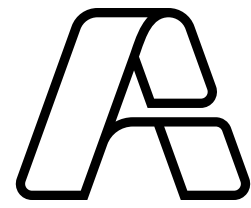
Premium Apparel
Headwear
Elevated Promotional Products
Cut & Sew Bags + Accessories

Branding & Design

Brand Strategy & Positioning
Logo & Identity Systems
Product Naming Ideation
Brand Audits & Repositioning

Retail Packaging & Print Goods

Product Packaging
Marketing Materials
Print Collateral
Event Signage



Anthem Branding X Chipotle



Chipotle

Deliverables:

Premium Apparel

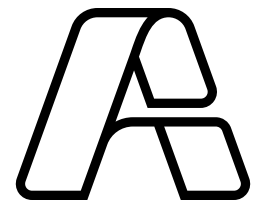
Private Label Headwear

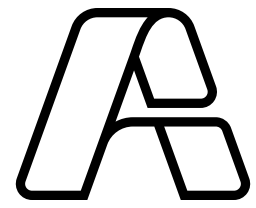
Promotional Products & Accessories

Cut & Sew Bags

Chipotle Goods Products

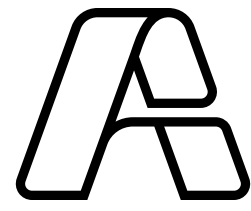
Holiday Crew Gifts





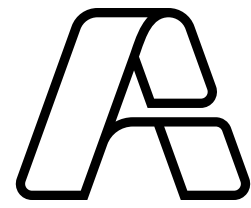
Anthem Branding X Chipotle





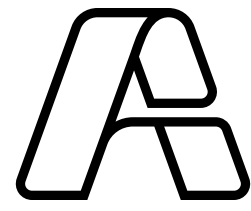
Anthem Branding X Chipotle





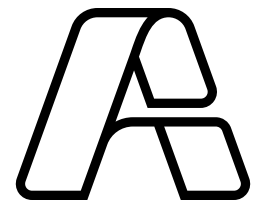
Anthem Branding X Chipotle





Anthem Branding X Chipotle





Anthem Branding X Chipotle

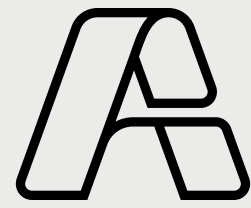




Anthem Branding
Capabilities

Capabilities

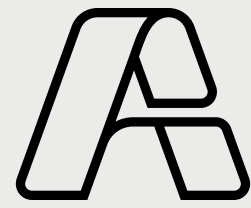
We are a team of cool hunters, creators, curators, and connectors born to design with purpose. We create unexpected strategic solutions that amplify your brand ethos by transforming invisible concepts into elevated branding, apparel, and promotional merchandise.



Anthem Branding
Capabilities

Custom Merchandise
Premium Apparel

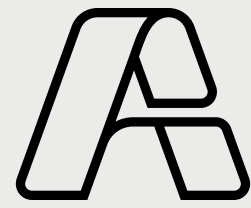




Anthem Branding
Capabilities

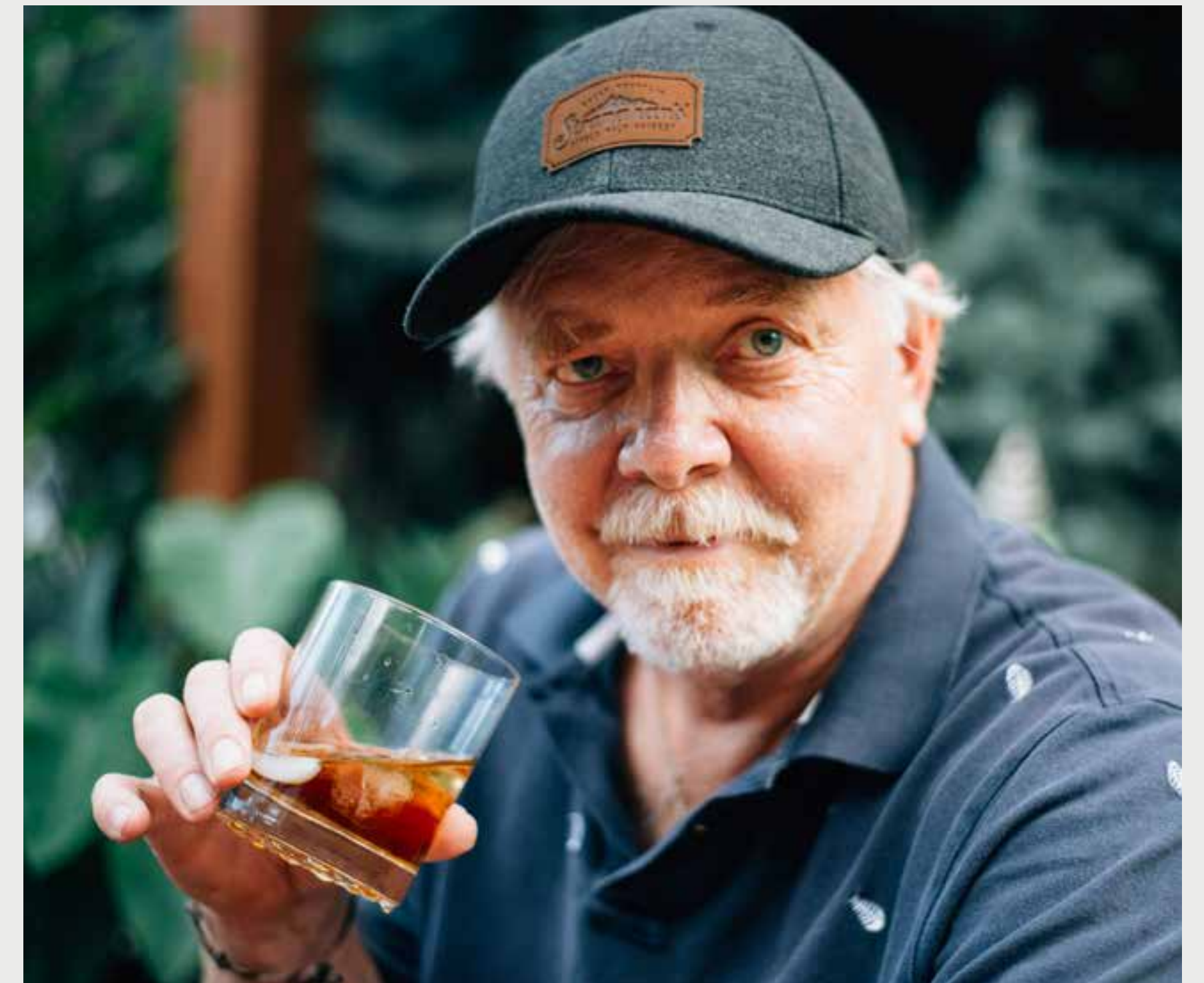
Custom Merchandise
Premium Apparel

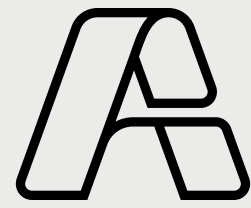




Anthem Branding
Capabilities

Custom Merchandise
Private Label Headwear

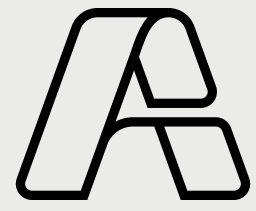




Anthem Branding
Capabilities

Custom Merchandise
Elevated Promotional Products & Accessories





Anthem Branding
Capabilities

Custom Merchandise
Cut & Sew Bags





Anthem Branding
Capabilities

Branding & Design
Logos & Identity Systems





Anthem Branding
Capabilities

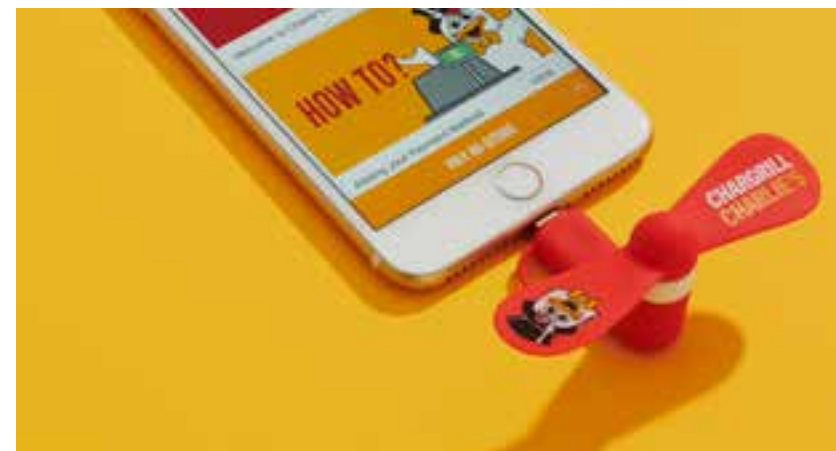
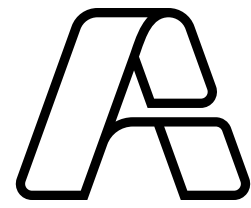
Retail Packaging & Print Goods
Product Packaging





Case Studies

Our brand design and production expertise inform our creative explorations, so everything connects from concept to delivery. See our process throughout these case studies.



Chargrill Charlie's

Fast-Casual Restaurant Chain

Scope of work:

Branding & Design

Brand Strategy

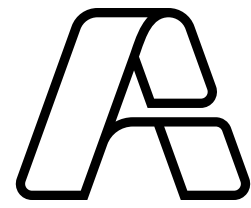
Custom Merchandise

Premium Apparel

Private Label Headwear

Promotional Products and Accessories

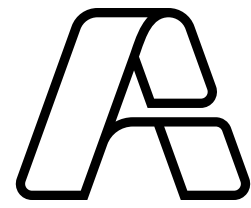
[READ MORE >](#)



Anthem Branding
Case Studies

Chargrill Charlie's
Fast-Casual Restaurant Chain

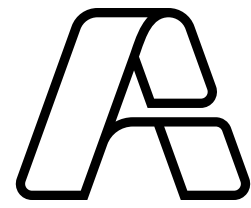




Anthem Branding
Case Studies

Chargrill Charlie's
Fast-Casual Restaurant Chain





Stranahan's Whiskey

Wine / Beer / Spirits

Scope of work:

Custom Merchandise

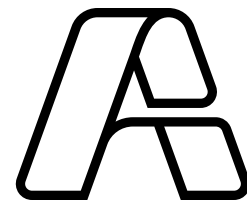
Premium Apparel

Private Label Headwear

Promotional Products & Accessories

[READ MORE >](#)





Anthem Branding Case Studies



Benjamin Moore

Paint & Wallpaper

Scope of work:

- Custom Merchandise
- Promotional Products & Accessories
- Cut & Sew Bags
- Print Goods
- Event Signage & Booth Design



Anthem Branding

Our Friends

Our Friends

We're more than just your average vendor. We've collaborated with clients from every type of organization, from local non-profits to regional companies, and international corporations. Our unique approach to brand design and custom merchandise sourcing and production has led to lasting partnerships across all industries, including advertising and experiential agencies, wine/beer/spirits, action sports, SaaS, automotive, natural foods, hospitality, and more.



Anthem Branding
Our Friends



What Anthem Branding has built is unlike any merchandise or branding outfit I've ever worked with in my career. They are a design and brand house in addition to a turn-key vertical manufacturer all-in-one. ”

ROBERT YTURRI

– Chief Product Officer, KUIU



Anthem has such a strong skill set around the tangible executions of a brand that weaves through the entire process. Brands by definition are abstract things that are later represented on signs, packaging, clothing and spaces. Anthem has a clear understanding of the full chain of expression of a brand and has worked it into their own brand by living the Charles Eames quote as a motto:

“Eventually everything connects - people, ideas, objects...”

Some agencies capture one or two of those elements whereas Anthem has all three on lock. ”

ROB DAY

– Senior Director of Marketing, Jack’s Abby Brewing



Anthem Branding
Our Friends



We've never worked with an agency on designed pieces, so it's been nice to have someone look at the full brand scope and discuss our goals before designing a comprehensive deck that works together. It's always just been: Place an order for what we've thrown together and hope it sells. ”

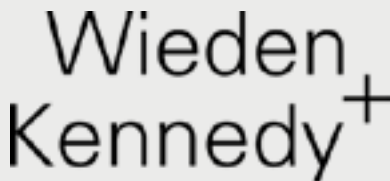
LAUREN HOOGEWIND

— Marketing Director, Big Red F Restaurant Group



Anthem Branding
Our Friends

Select Clients



Anthem Branding

**Tactile Design &
Merchandise Agency**



Thank you!

Let's create something together.

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