



WORKING MANUAL

ESTABLISHED 2014

V1.0



-READ THOROUGHLY-
BEFORE EMBARKING

YOU
—
READY
?



GET READY TO SMASH SOME CHAMPAGNE BOTTLES

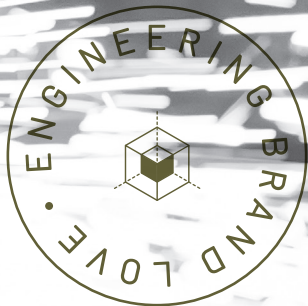
There's a reason a place of grit and guts and colossal ambition inspired our name. It's not the ships in the yard (though they are impressive feats of engineering and artistry). It's the people who work there.

People make an agency. Ours is filled with a tenacious and hardworking band of doers who solve problems with ingenuity and precision. Who are bold enough to imagine and daring enough to act. And who will into being ideas that move the world forward. Just with fewer hard hats.

If you're reading this, you're one of us. Grab some gear. Lift with the legs. Help make something great. Try not to get yourself killed.

Welcome to The Shipyard.





MISSION

Engineering Brand Love.

We methodically build brands that audiences can't help but love by utilizing modern media, motivation analytics, and hype-generating creativity. Sometimes we affectionately call it "EBL."

MINDSET

Experimental. It's a mindset that expects us all to try new things and learn from them. All the best engineers (and explorers) have one.

HOW TO EXPLAIN EBL TO YOUR MOM



Engineers use imagination and physics to solve problems in the world. Our agency uses imagination and media (all the media) to solve problems for brands. They're basically the same thing *andofequalhumanitarianvalue luvucallyouthisweekendbyeee.*  xo

EVERYTHING • IS • MEDIA



EVEN THIS BOOK

If you're consuming it (and there aren't crumbs on your shirt), it's probably media. Screens and sounds and feeds and pages and experiences and immersions of every shape and size. When you let your imagination run wild across that modern landscape, your creative solutions to brand problems may not feel like advertising at all.

BRAND BASICS

THE HEX

Our logo is a hex nut. You use them to fasten things together. Big, weighty things. They secure and connect. See where we're going with this?



OUR VOICE

It's simple, effective, and insightful. We say what needs to be said with respect, but also with the confidence that comes from knowing any brand problem can be solved, even if we don't yet know how.

OUR NAME

We are The Shipyard. It's a formal noun. We never call ourselves "Shipyards" in writing, no matter how colloquially. Recast whatever you're writing (even email) to ensure The Shipyard remains the proper reference to our brand.

OUR STYLE

We are industrial chic, blue-collar cool. From our aesthetic to our swag, we're textured and practical with a strong appreciation for open spaces. This allows our thoughts and our work to shine brightest.



OUR COLOR
PALETTE

× DON'T BE ×
AFRAID TO GET YOUR
HANDS*
DIRTY

*
YOUR
BRAIN
HANDS



WONDER



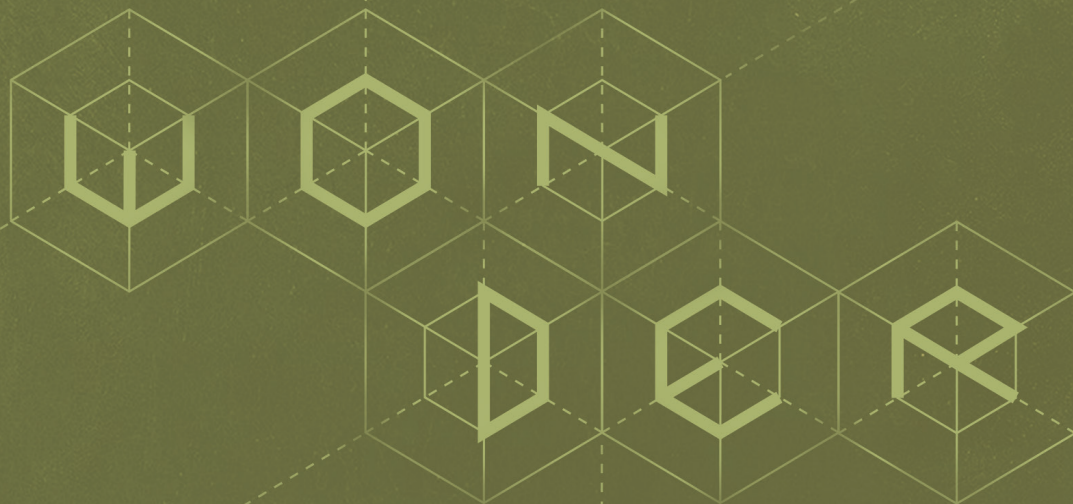
ACT



OWN

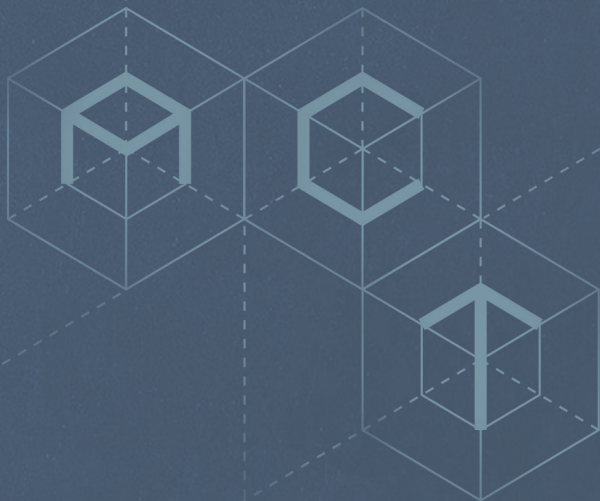


There are three simple behaviors we practice to bring an experimental mindset every day. All are expectations and permission for you to contribute to our collective success. ***None are someone else's job.***



WONDER

How might we solve this problem?
What are others doing in the industry/discipline?
What's happening in culture that's relevant?
What lessons exist from parallel situations?
Every discipline contributes value here.



ACT

Do something about it. Advance the ball — heck, advance the industry. Push one another. Try something new. Learn something. Plan then pivot. Recommend, counsel, guide, inspire your clients and crewmates.



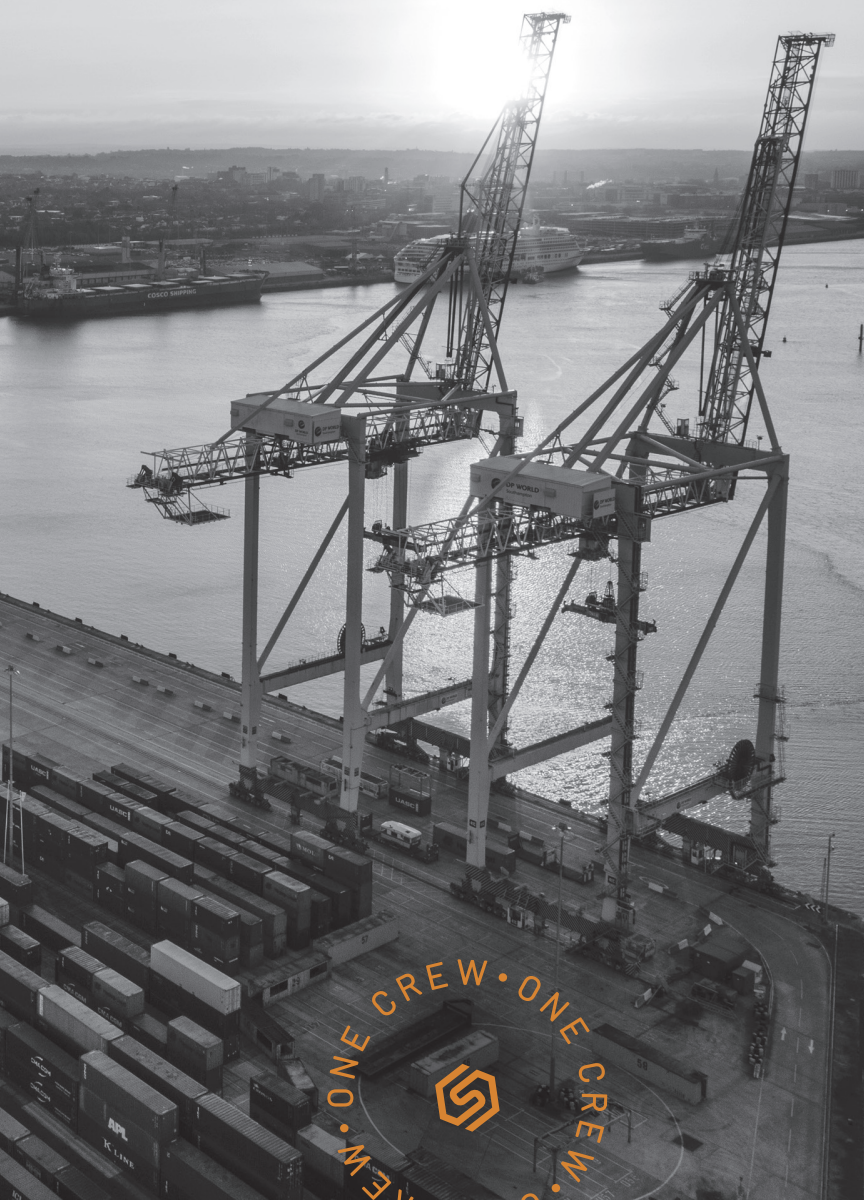
OWN

Your actions, choices, decisions. Have a POV.
Take personal responsibility for your role in the
success of whatever we're working on. And take
pride and ownership in the team's solutions.

YOUR
COMFORT
⚡ ZONE ⚡
IS A TRAP



↓ KEEP
GOING ↓



THE RULES —OF— OUR YARD

WE BELIEVE THIS IS THE BEST
WAY TO BE AN AGENCY.



- | | |
|----|---------------------------|
| 01 | WORSHIP BIG IDEAS |
| 02 | HAVE EACH OTHER'S BACK |
| 03 | WORK THE PROBLEM |
| 04 | LEARN FROM FAILURE |
| 05 | CREATE, MEASURE, REPEAT |
| 06 | SEEK DIVERSITY OF THOUGHT |
| 07 | AVOID BORING AT ALL COSTS |
| 08 | WORK FUN |

SIGN

DATE

IT'S PROBABLY
× A GOOD ×
THING

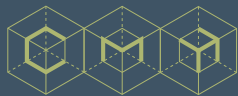
WE DON'T ACTUALLY
BUILD SHIPS

CAN YOU IMAGINE?

PUT THE
**SLEDGEHAMMER
DOWN**

Sometimes, no matter how hard you try, things don't work. The idea isn't right. The timing is off. The numbers don't add up. The proverbial bolt simply won't fit in the hole. When that happens, don't swing the sledgehammer until you collapse. Rather, step away. Ask for help. Take a walk, perhaps with a dog (there are plenty in every office).


THE POINT IS, IN TIMES
LIKE THOSE, WHAT'S BEST
FOR THE WORK IS WHAT'S
BEST FOR YOU. YOUR
MENTAL HEALTH MATTERS.



AKA CBUS

Best hotel in walking distance: The Joseph

Best walk to lunch: The North Market



AKA SD

Best hotel in walking distance: The Moxy

Best walk to lunch: So many!! Ask EB



AKA SAC

Best hotel in walking distance: The Fort Sutter

Best walk to lunch: Mikuni or Azul

MY FINDS, GO-TO'S, GEMS



FAIL LIKE
YOU MEAN IT

*BLOW F*CKING
MINDS TODAY*



THE SHIPYARD
ACT

20 WONDER 14
OWN
SAN COLUMENTO



**SAFE IS
DANGEROUS**

ENGINEERING BRAND LOVE





SHIPYARD

THESHIPYARD.COM