

Murmur Creative: Our Vision  
8/1/2016

Murmur Creative is a strategic design agency that creates branding and web solutions that help businesses grow.

At Murmur Creative aesthetic excellence is expected and required. It is the baseline of everything we do. But we believe that design is much more than what you see. For this reason, we've adopted a philosophy of design that goes far beyond aesthetics. We believe great design solves problems. We believe great design can do heavy lifting. And we believe great design is strategic. These beliefs require that we work on a deeper level with our clients. And it insures that we produce beautiful and smart work that is tailored to the needs of the businesses we engage.

We also believe that every project we work on deserves something special, an awe factor. It's not something easily described, but it is not hard to recognize when it has been achieved.

## **Our Culture**

We believe our culture is the foundation of everything we do. We cannot provide excellence without first taking care of ourselves and our own happiness. We expect the entire Murmur team to contribute to our culture by sharing of themselves and being proactive when potential issues arrive.

Education is vital in our growth as individuals and as a company. We encourage in-office show-and-tell sessions and sharing of knowledge. On occasion we will offer additional educational opportunities that will improve our ability to deliver stellar work.

We expect a lot of our coworkers. Ultimately our collective productivity has a profound effect on compensation and benefits. Unlike other agencies we do not require more than 40 hours a week, in return we expect that all employees are focused and productive at work.

Competitive salaries and benefits are a high priority. We understand "competitive" to mean that salaries and benefits are commensurate with what other Portland agencies our size offer. Factors such as work experience, seniority, value, and individual achievement can also factor into compensation. When available, profits will be shared in the form of bonuses.

We believe in transparency in our business practices, strategies, and financial goals.

## **Growth**

We believe in growing to improve our services and products but not solely to improve our capacity and profits. Hiring should be based on improving the quality of our work.

## **Clients**

We want to work with a large variety of clients in various industries. This means a mixture of large and small budget clients. We seek to establish a ratio of large and small clients that allows us to spend the time needed to truly deliver our best work and continue to grow our profits.

We believe all clients, regardless of budget, should receive our best work.

We understand that our clients are the reason that Murmur exists. They come to us because they do not have the knowledge and expertise that we do. It is very important we have patience and tolerance for our clients, that we value their perspective, and use their input and feedback to push our work to new heights. It is also our duty to treat them with kindness and offer the very best service.

Our best work requires collaboration and trust. Our best work happens when the client trusts us enough to collaborate on strategy, branding, design, and content. We will sometimes turn down work that does not give us this level of investment.

## **Philanthropy**

We believe in giving back to our community and working with just causes. We will host at least one charity event every year and offer discounted pricing for non-profits.

## **Process**

We believe in constantly optimising our processes and improving documentation in order to improve efficiency and profitability.