

Sample · Representative Brand Only

A CHICAGO BRAND STUDIO KEEPSAKE

A BRAND STORY

JORDAN ELLERY

in their own light.

***“For the ones who built
something worth describing.”***

CHICAGO BRAND STUDIO



OWNER PORTRAIT

Photographed in Chicago for Chicago Brand Studio.

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A LETTER · FROM WORD OF MOUTH

A PORTRAIT, IN WORDS.

Written for Jordan Ellery, after an afternoon together in Chicago.

*I have interviewed more than a thousand people, and most spend the first ten minutes telling you who they think they should be. Jordan didn't do that. They told me about **the year they left a stable job to roast coffee out of a garage on the Northwest Side**, and somewhere in the middle of the story I stopped taking notes for a bio. I was listening because I wanted to.*

*What Jordan built — Meadowlark Coffee Roasters — didn't come from a business plan on a whiteboard. It came from **a stubborn belief that a neighborhood deserves a place worth slowing down for**. That's the part a logo can't say out loud, and it's exactly the part worth remembering.*

*People who meet Jordan reach for the same few words — **warm, unhurried, exacting** — and they're not wrong. But the word I'd add is the one that never fits on a menu board: **patient**. It's the reason customers stay for a second cup. It's the reason this brand had to look like more than a coffee stand. It already was.*

“

*A brand is what your business looks like when
you're not in the room. This is what
Meadowlark's looks like.*

It was a privilege to put it into words.

— *Lily Hansen*

AUTHOR OF WORD OF MOUTH CONVERSATIONS • FOR CHICAGO BRAND STUDIO



THE WRITER

LILY HANSEN

BIOGRAPHER • FOUR-TIME AUTHOR • TED-X SPEAKER

Lily Clayton Hansen is the author of *Word of Mouth Conversations* and has interviewed more than 1,000 people across the globe. Across a 14-year writing career she has produced hundreds of magazine features and bios, plus brand and biography work for HCA Healthcare, Gresham Smith, and Alliance Bernstein. Her 2019 TED-x talk, *Talking to Strangers Is My Self Care*, remains among Nashville's most-watched, and she has spoken at Vanderbilt University and the Nashville Entrepreneur Center. She writes the brand letter inside every Chicago Brand Studio package.

"An intriguing and composed storyteller."

SARA WIGAL • BELMONT UNIVERSITY

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INCLUDED IN EVERY PACKAGE

EVERY BRAND BEGINS WITH A CONVERSATION.

This book isn't an add-on – it's part of how Chicago Brand Studio works. Every engagement includes an unhurried, in-person sit-down. From it comes a written brand letter by Lily Hansen and a portrait of you, shot in Chicago or rendered to match. Strategy and identity tell the market what you do. This tells them who you are.

01

THE SIT-DOWN

An in-person conversation. No script, no rush.

02

THE LETTER

Lily Hansen writes your story from that conversation.

03

THE PORTRAIT

Captured in Chicago, or AI-rendered to match your brand.

Bound together, and handed to you — in person.

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CHICAGO BRAND STUDIO

Complete brand ecosystems. Led personally.

BRAND LETTERS BY LILY HANSEN
WORD OF MOUTH CONVERSATIONS

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