

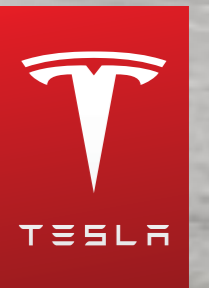
Global paradigm shift is driven by
those who boldly ask the question,

“WHAT IF?”



“What if computers were designed for the everyday user?”

“What if a car company completely ignored the internal combustion engine?”



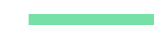


“What if public transportation was brought down to the personal level?”



It is this same spirit
of game-changing,
global innovation that
Braven embraces.

What if recycling wasn't the only option for plastics?



What if we could close the loop on plastics
production and make old plastics functional
as new again?



What if plastics could become a sustainable resource?

Instead of adding to the problem of waste plastics, **Braven** is solving it.


The quest to transform plastics from an environmental crisis into a closed-loop, self-renewing resource and an alternative fuel source.

This is what drives Braven.





So what if you hire
Waypoint Collective
to develop your brand?



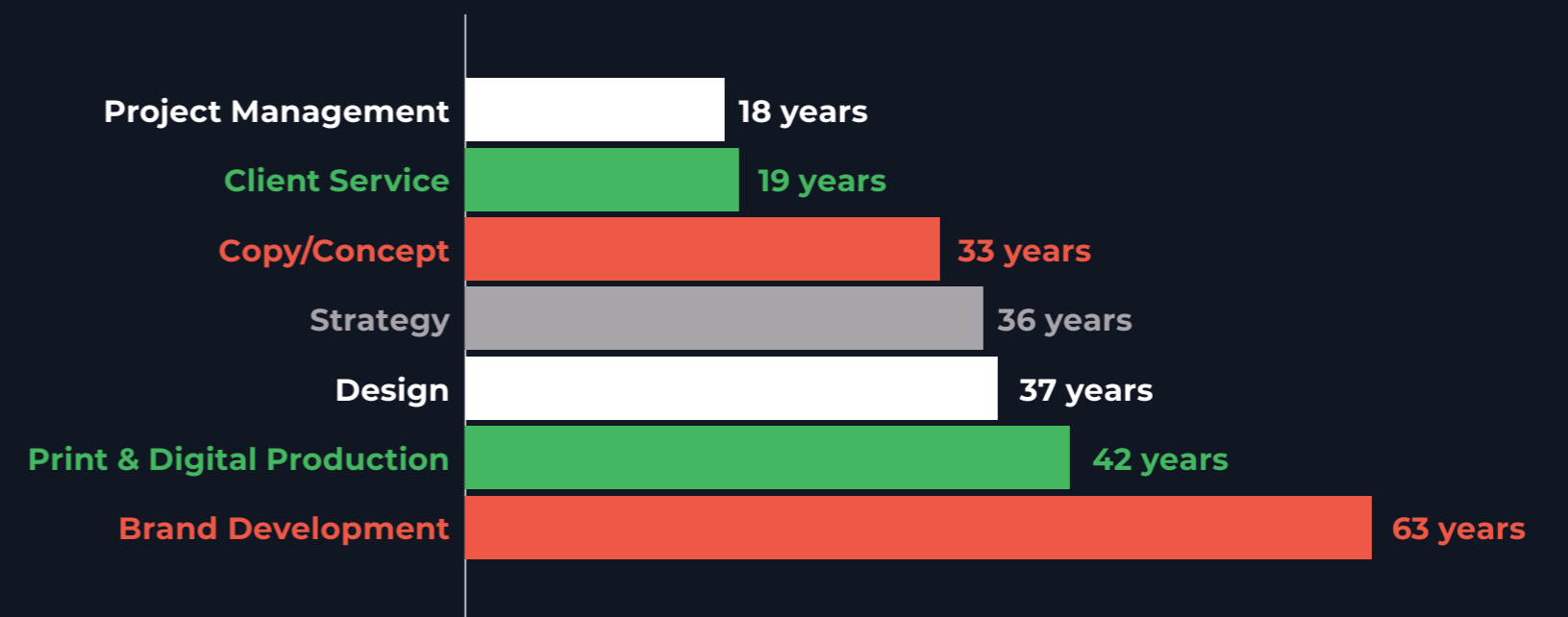
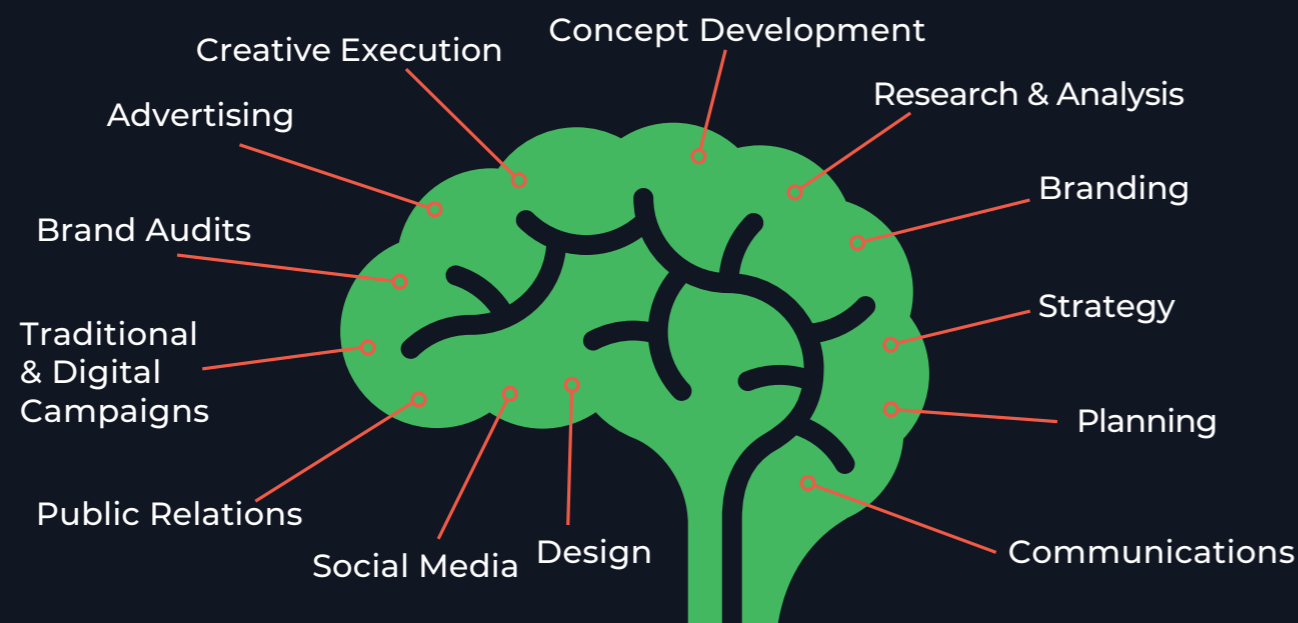
You'll get a brand that tells the story of **where your company is going**, not who you are today.

A brand that's **aspirational, bold and confident**—and soundly tied to Braven's vision and goals.

A brand that, right out the gate, clearly **differentiates you** as the leading innovators in waste plastics eradication.

You'll get more than a **half century** of integrated brand development and communications **expertise**.

Our Collective Skills and Experience



You'll get a **diversity of client experience** including major national and international brands.

A Sample of Our Collective Client List



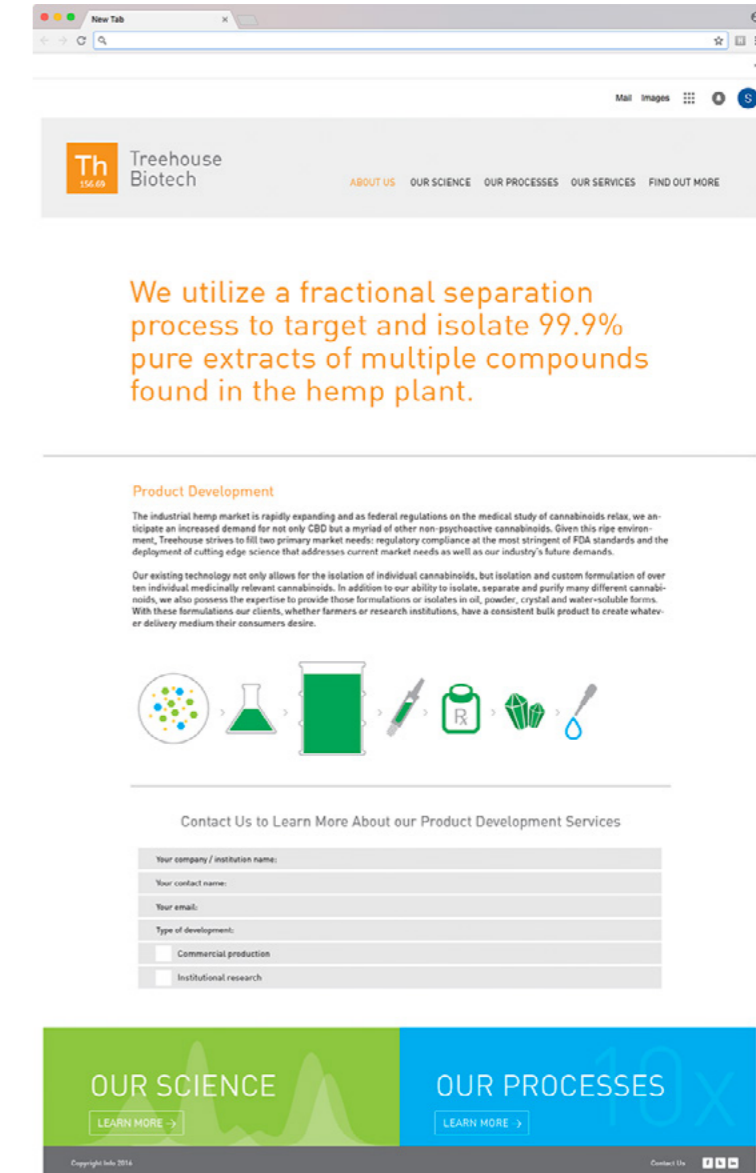
You'll get agency leadership that is no stranger to extraordinary brand development.

Select Work

While Waypoint Collective, as an agency, is still in its early stages, the people who make up the collective have a wealth of experience. We are all senior-level professionals, and each of us brings to the table a proven track record of at least ten years of creating outstanding, memorable names and brands that support the business goals of organizations like Braven. Here are a few of the more applicable naming and branding projects from our past to demonstrate the strategic mindset and exceptional creative we'll bring to bear for you in this project.



Treehouse Biotech Branding & Communications



Braven + Waypoint Collective

The undeniable answer to

WHAT IF?