



# ***BRUSHCHAIR***

UNIFY YOUR STORY

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APRIL 2025

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# ABOUT THE BRAND

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BrushChair is a branding and content creation platform built specifically for fraternities looking to elevate their social media and public relations presence. In today's digital-first world, a potential new member's first impression of a chapter often comes from a quick scroll on Instagram rather than a visit to the house. BrushChair understands this shift and exists to help fraternities not only keep up—but stand out.

Our mission is to equip Greek organizations with the tools they need to tell their stories with confidence and clarity. Whether it's through customizable templates, social media campaign schedules, or curated brand kits, BrushChair empowers chapters to create content that reflects their values, culture, and brotherhood. Our long-term vision is to standardize high-quality branding across Greek life nationwide while maintaining flexibility and personality for each unique chapter. By giving students a better way to manage their digital image, we're helping them attract new members, promote events, and showcase their achievements more effectively. BrushChair turns chaotic, inconsistent posting into a streamlined, professional representation of fraternity life—raising the bar for what it means to make an impression online.

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## TARGET MARKET



**Demographics:** Men ages 18-22, involved in Greek life

**Psychographics:** Values tradition, loyalty, reputation, and influence

**Pain Points:** Lack of design skills, time constraints, inconsistent branding

**Motivations:** Recruitment, chapter pride, leadership, and strong public image







*ASCENDANT*

*RADIANT*

*MAGNETIC*

*COHESIVE*

*FELLOWSHIP*

BrushChair's brand essence is captured by five defining words: Magnetic, Cohesive, Radiant, Ascendant, and Fellowship. These words reflect who we are and what we aim to bring to our users. Magnetic speaks to our goal of helping chapters stand out and attract attention in a crowded digital landscape. Cohesive represents the polished and unified look our tools help create across all chapter content. Radiant captures the vibrant, positive energy of fraternity life that our designs aim to highlight. Ascendant reflects growth, ambition, and the forward motion we believe every chapter can achieve with the right branding. And Fellowship speaks to the emotional bond, mutual support, and loyalty that define fraternity brotherhood—an element we aim to amplify through meaningful storytelling.

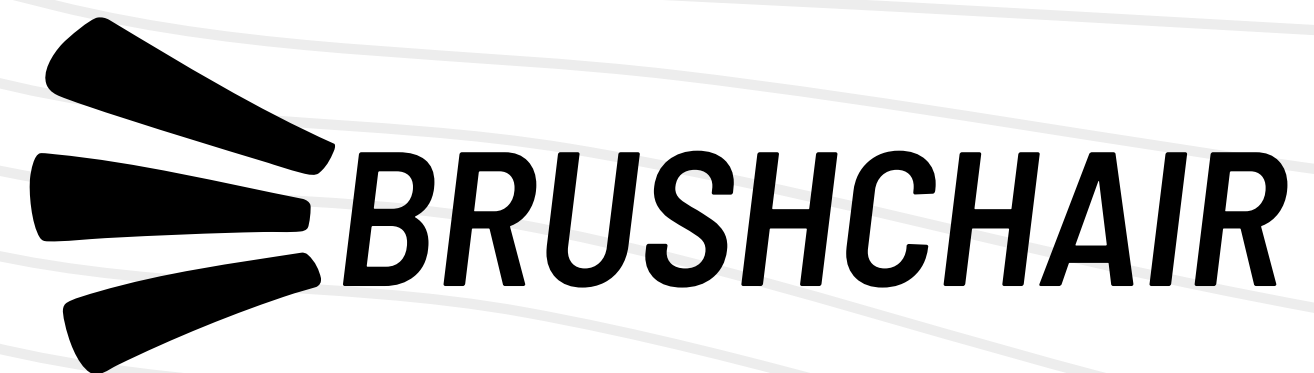
These values shape everything we do. BrushChair empowers chapters not just to post, but to connect—with potential new members, alumni, the campus community, and each other. Our tools help elevate their presence, reinforce their purpose, and ultimately strengthen the shared identity that makes their brotherhood unique.



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# CREATIVE INSPIRATION

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**Barlow Semi-Condensed**  
**Semi-Bold**



#e62c2c   #e62c2c   #e62c2c   #e62c2c   #e62c2c



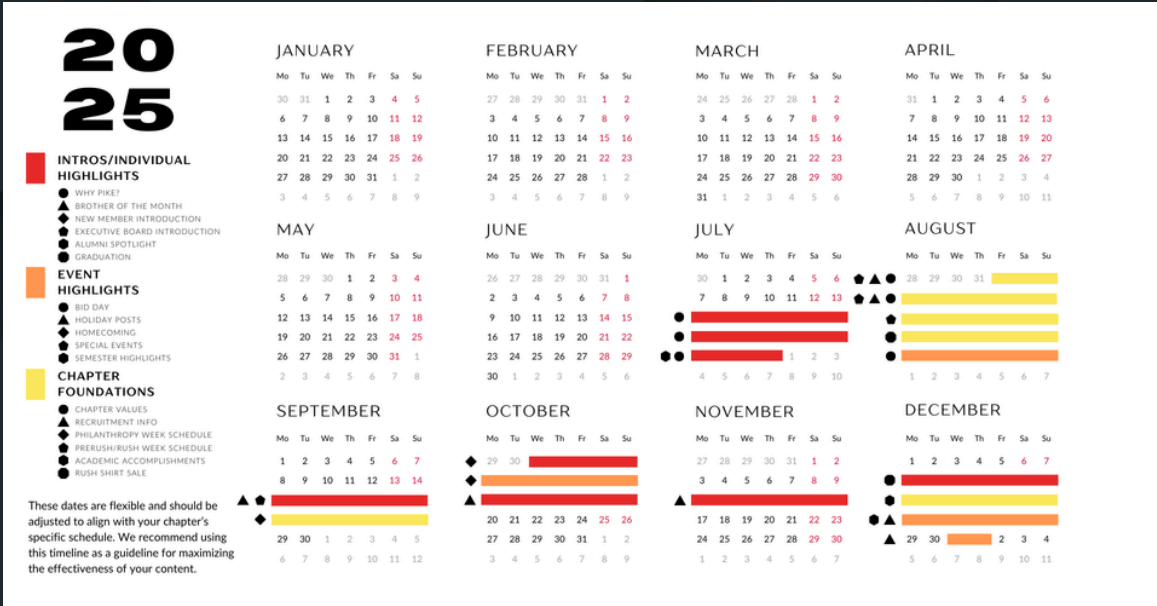
The BrushChair logo draws inspiration from Apollo, the Greek god of light, creativity, and influence—ideals that reflect the brand’s mission to elevate fraternity storytelling. The three arcs at the front of the wordmark symbolize sun rays, a nod to Apollo’s connection to the sun, radiance, and inspiration. These arcs also resemble the bristles of a brush, reinforcing the brand’s role in crafting a cohesive and impactful visual identity. Together, the elements represent illumination, artistic expression, and the power to stand out, embodying BrushChair’s commitment to helping fraternities unify and amplify their presence.





BrushChair’s templates and tools are designed with one goal in mind: to make high-quality content creation simple, efficient, and impactful for every fraternity chapter. Recognizing that most chapters don’t have dedicated designers or the time to maintain a consistent brand presence, we’ve created a suite of customizable templates that cover a wide range of common fraternity content needs. These aren’t just pretty posts—they’re strategic tools for storytelling, recruiting, and community engagement.

From recruitment flyers and philanthropy spotlights to event recaps and brotherhood highlights, our templates give chapters a polished and professional look without the need for advanced design skills. Each template is thoughtfully built to include context-driven prompts, layout options, and brand-consistent styling. For content that can’t be conveyed through a simple image alone, we provide templates that encourage deeper storytelling—such as leadership introductions, testimonials, and event recaps with captions that guide viewers through the experience.



**INSERT FRATERNITY NAME**  
**INSERT CHAPTER NAME**

— est. 1868 —

**INSERT NAME**  
RECRUITMENT CHAIR  
(123) 456-7890

**INSERT NAME**  
PRESIDENT  
(123) 456-7890

**FALL RUSH 2025**  
**WESTERN KENTUCKY**

**INSERT FRATERNITY NAME**  
**PHILANTHROPY WEEK 2025**

**MONDAY 10/6**  
INSERT EVENT HERE  
TIME AND LOCATION

**TUESDAY 10/7**  
INSERT EVENT HERE  
TIME AND LOCATION

**WEDNESDAY 10/8**  
INSERT EVENT HERE  
TIME AND LOCATION

**THURSDAY 10/9**  
INSERT EVENT HERE  
TIME AND LOCATION

**FRIDAY 10/10**  
INSERT EVENT HERE  
TIME AND LOCATION

**CONTACT US**  
INSERT NAME AND NUMBER

**INSERT LOGO HERE**



BRUSHCHAIR IS MORE THAN A CONTENT PLATFORM—IT’S A MOVEMENT TOWARD REDEFINING HOW FRATERNITIES PRESENT THEMSELVES IN THE DIGITAL AGE. OUR BRAND IS ALREADY BEGINNING TO IMPACT THE WAY CHAPTERS THINK ABOUT THEIR PUBLIC IMAGE, SHOWING THAT SOCIAL MEDIA CAN BE MORE THAN JUST A HIGHLIGHT REEL—IT CAN BE A STORYTELLING TOOL THAT REFLECTS THEIR VALUES, TRADITIONS, AND ASPIRATIONS.

BY PROVIDING INTUITIVE TOOLS, CURATED TEMPLATES, AND A SENSE OF CREATIVE EMPOWERMENT, BRUSHCHAIR ENHANCES THE DIGITAL PRESENCE OF GREEK ORGANIZATIONS ACROSS THE COUNTRY. CHAPTERS THAT ONCE STRUGGLED TO KEEP UP WITH THE FAST PACE AND VISUAL DEMANDS OF SOCIAL MEDIA ARE NOW EQUIPPED TO CREATE CONTENT THAT’S COHESIVE, COMPELLING, AND REFLECTIVE OF THEIR BROTHERHOOD. THE RESULT? BETTER RECRUITMENT, STRONGER ENGAGEMENT, AND IMPROVED CAMPUS PERCEPTION. AS CHAPTERS REFINE THEIR IDENTITY AND EXPAND THEIR INFLUENCE ONLINE, BRUSHCHAIR PLAYS A CRUCIAL ROLE IN THAT TRANSFORMATION.

LOOKING AHEAD, THE VISION FOR BRUSHCHAIR IS TO BECOME THE GO-TO BRANDING AND CONTENT PLATFORM FOR ALL GREEK ORGANIZATIONS—FRATERNITIES AND SORORITIES ALIKE. WE AIM TO EXPAND OUR TEMPLATE LIBRARY, OFFER DEEPER CUSTOMIZATION FEATURES, AND INTRODUCE ANALYTICS TOOLS TO HELP CHAPTERS BETTER UNDERSTAND AND GROW THEIR REACH. EVENTUALLY, WE PLAN TO INTEGRATE WITH CAMPUS SYSTEMS AND GREEK LIFE COUNCILS, ALLOWING FOR SEAMLESS CHAPTER MANAGEMENT AND COLLABORATION AT SCALE.

AT ITS CORE, BRUSHCHAIR IS A CATALYST FOR EVOLUTION IN FRATERNITY CULTURE—ELEVATING TRADITION WITH INNOVATION, AND EMPOWERING EVERY CHAPTER TO TELL ITS STORY WITH CONFIDENCE AND CLARITY.