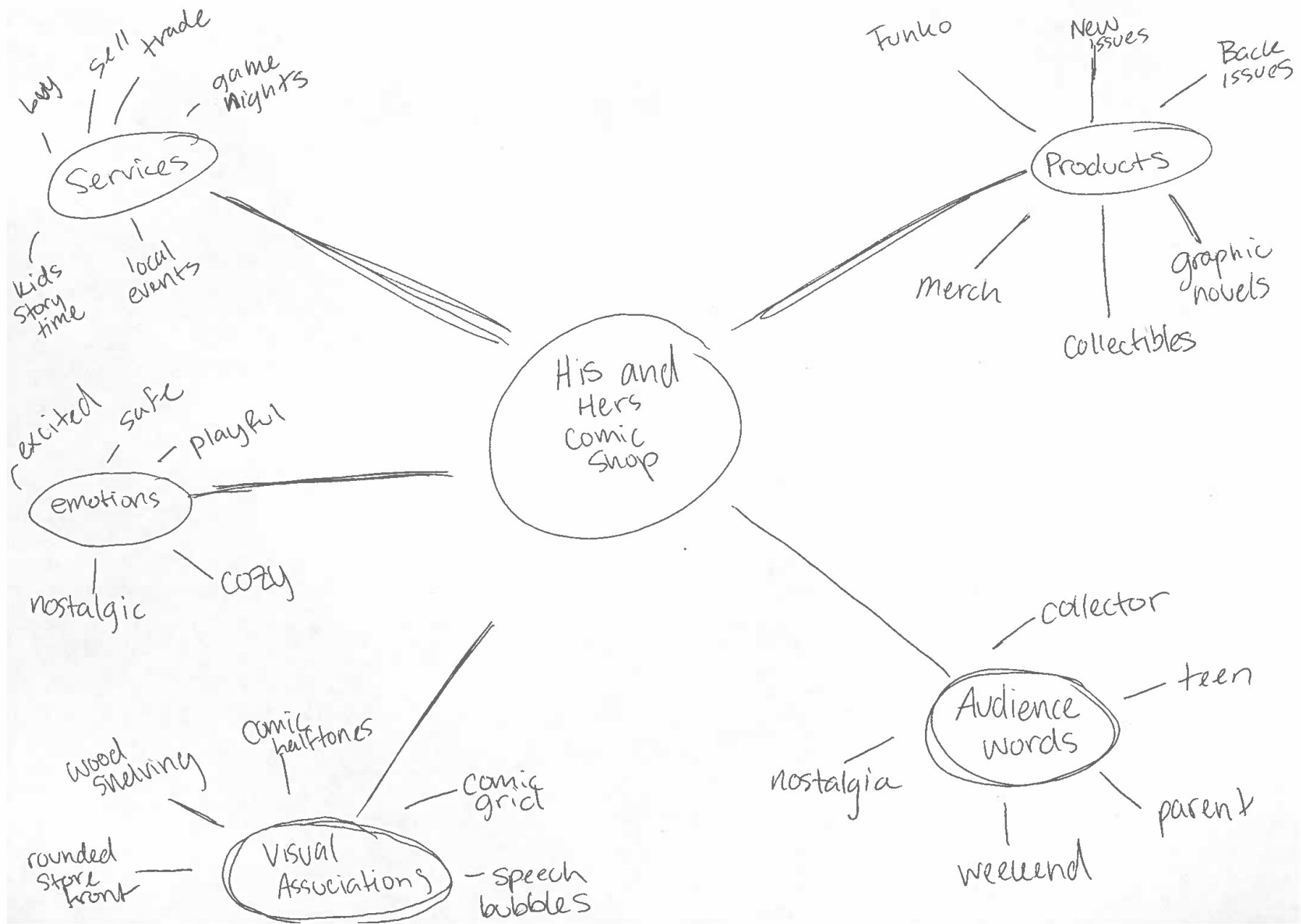






STARTING BUSINESSES



His & Hers Comic Shop — Rittman, OH

Quick facts: small, local comic shop at 10 S Main St., Rittman, OH — community storefront hours listed on local listings.

Mission statement (proposed):

“To be Rittman’s welcoming, nostalgia-forward comic store where collectors, casual readers, and kids discover stories & collectibles, connect with neighbors, and celebrate fandom.”

Core values

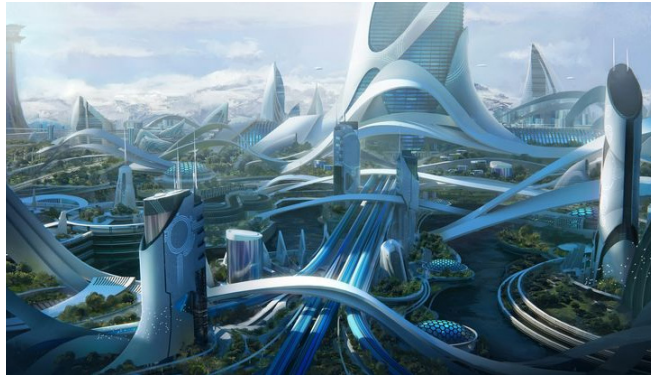
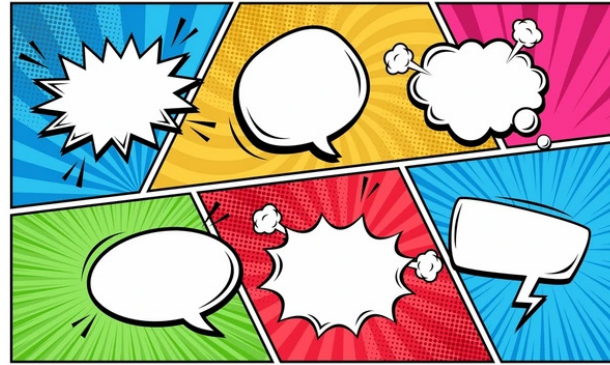
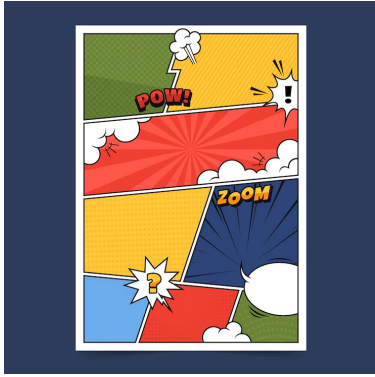
- **Community-first (local events, friendly staff)**
- **Accessibility (new readers + collectors welcome)**
- **Nostalgia & fandom celebration**
- **Curation (carefully selected back-issue and indie stock)**

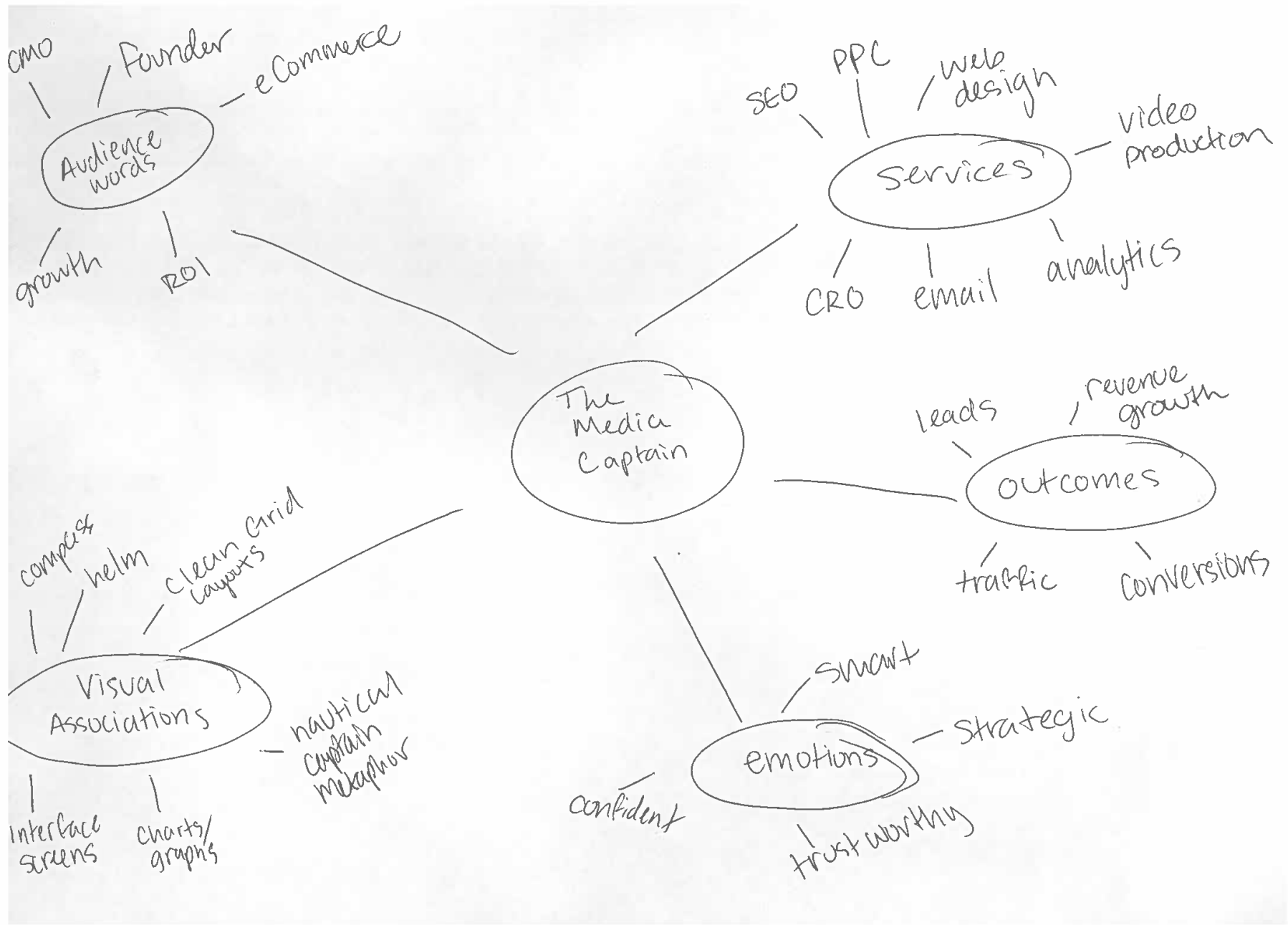
Differentiation

- **Small-town, personable experience vs. corporate/chain comic shops.**
- **Focus on both affordability and collector finds (vintage + new).**
- **Physical meeting place for local fans and family-friendly browsing.**

Target audience

- **Local families, teens, and collectors within Rittman + nearby towns (Wooster, Mansfield).**
- **Fans of nostalgic/retro comics, Funko/pop culture collectors, casual readers.**





The Media Captain — Columbus, OH

Quick facts: full-service marketing & web design agency based in Columbus, OH; founded ~2010; recognized by UpCity/Clutch; offers SEO, paid ads, web development, etc.

Mission statement (proposed)

“To help businesses grow predictably through data-driven marketing, smart design, and measurable digital strategies — with an emphasis on ROI and scalable growth.”

Core values

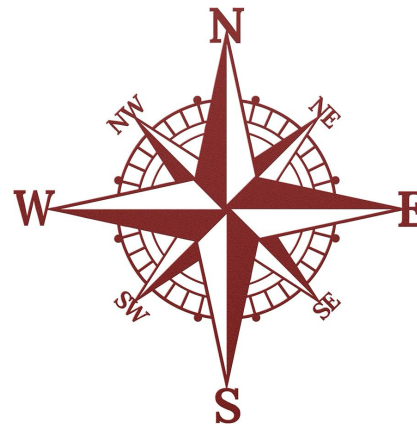
- **Results & measurement (data-first)**
- **Process & systems (repeatable, scalable playbooks)**
- **Client partnership (strategic, not just vendor)**
- **Craft in design & development**

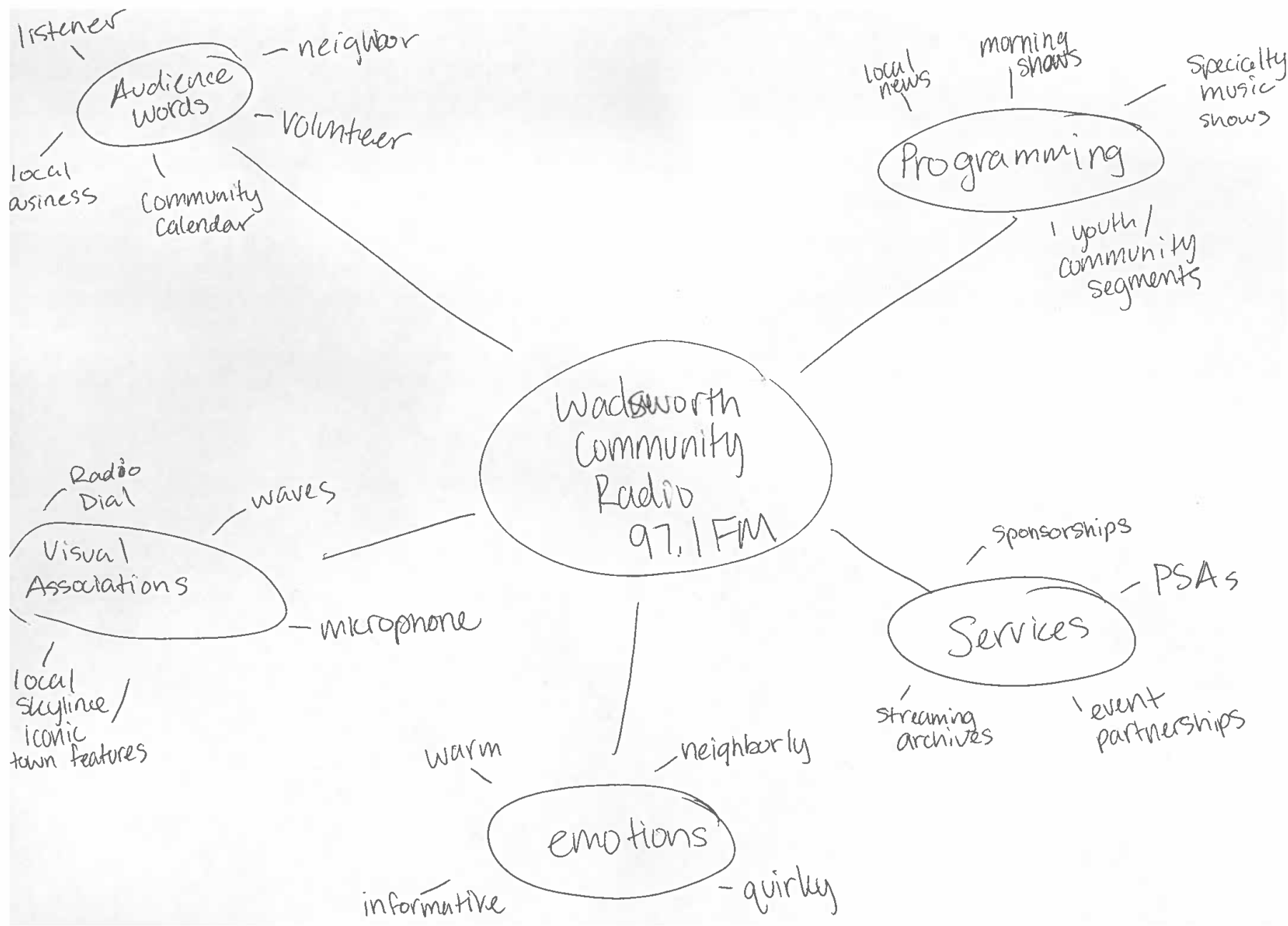
Differentiation

- **Combines technical web development with growth marketing and measurable ROI focus.**
- **Claims proven results / awards (UpCity/Clutch) and in-house ecommerce experience (not just agency rhetoric).**

Target audience

- **SMBs and mid-market companies in Ohio and nationally needing digital transformation, eCommerce brands, and B2B service firms.**





Wadsworth Community Radio — 97.1 FM, Wadsworth, OH

Quick facts: community radio station 97.1 FM in Wadsworth, streaming online; local programming and community news.

Mission statement (proposed)

“To serve Wadsworth and surrounding communities with hyperlocal music, news, talk, and civic programming — connecting neighbors, promoting local voices, and amplifying community events.”

Core values

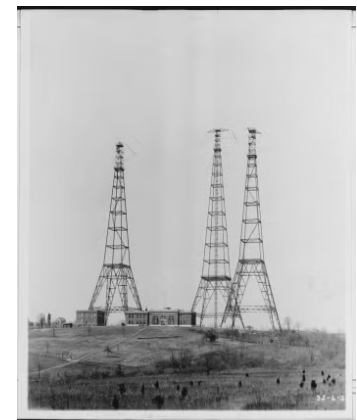
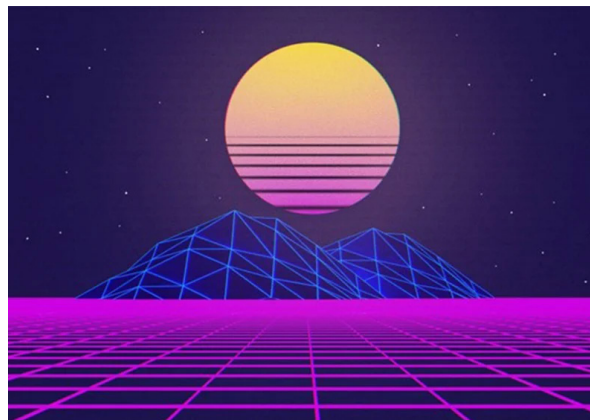
- **Localism (content by & for the community)**
- **Accessibility (free over FM + online streaming)**
- **Civic engagement (local news, events, public service)**
- **Variety & discovery (eclectic playlist & community shows)**

Differentiation

- **Hyper-local focus vs. regional commercial stations; mix of volunteer-driven programming and online streaming to expand reach.**

Target audience

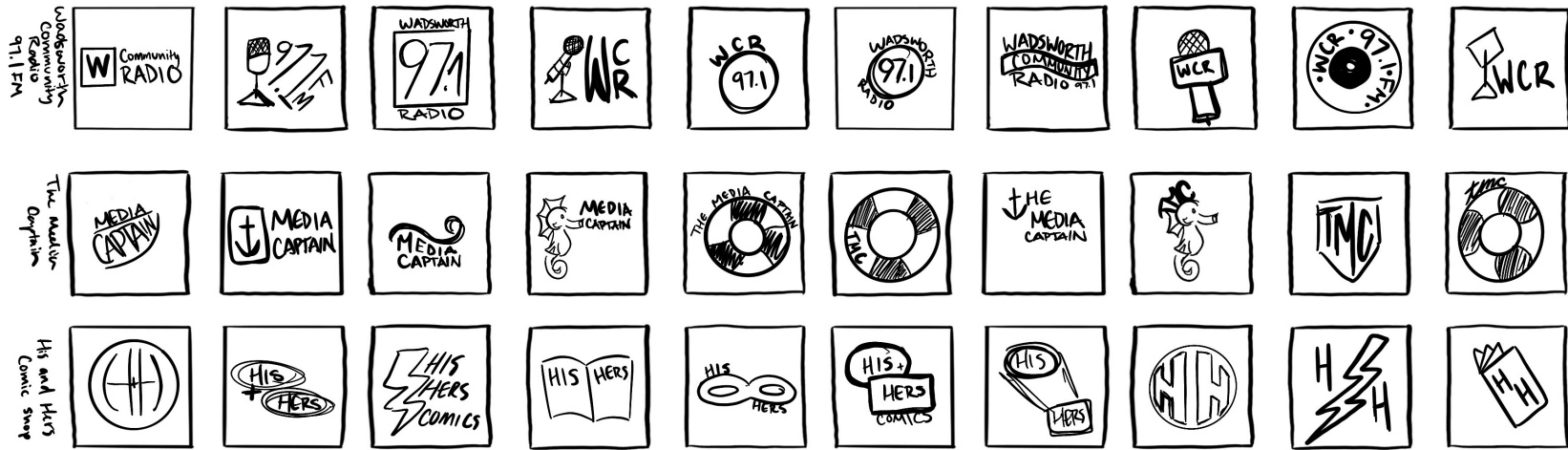
- **Wadsworth residents, local businesses, event organizers, listeners who want local news and community music/talk.**



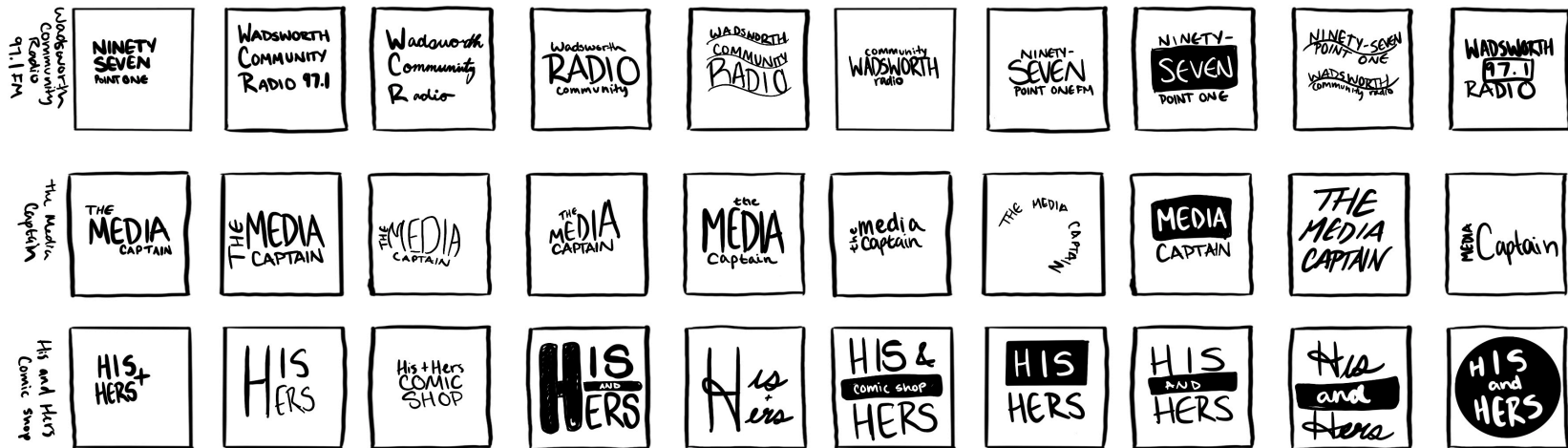


SKETCHES

Combination



Logotype



Monogram

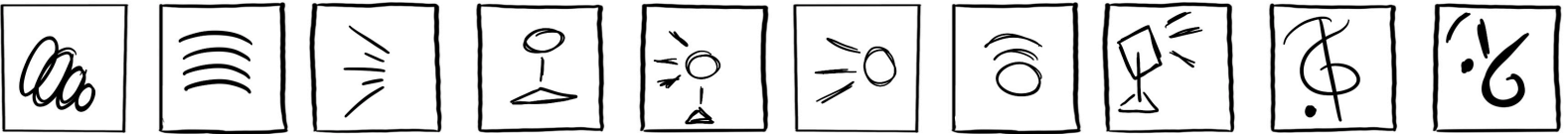
Woodsword Community Radio 97.1 FM									
The Mad Captain									
Hs and Hrs Comic Shop									

Pictogram

Woodsword Community Radio 97.1 FM										
The Mad Captain										
Hs and Hrs Comic Shop										

Abstract Symbol

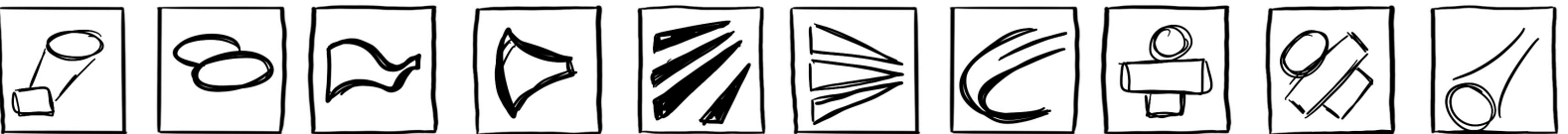
Madison
Community
Radio
97.1FM



The Madin
Captain



His and Hers
Comic Shop





REBRAND

Alias Comics (formerly His & Hers Comic Shop)

Core Concepts (center: "Comics" + "Community")

- **Comic Language:** panels, speech bubbles, action words, heroes, masks, alias, alter ego, secret identity, saga, retro, pulp
- **Community / Shop Feel:** Main Street, corner, gathering, collector, nostalgia, cozy, storytime, discovery
- **Visual / Emotional:** bold, fun, energetic, nostalgic, approachable, adventurous

Name Exploration Path:

- "Panels & Pages" too descriptive
- "The Comic Corner" too generic
- "Flip Side Comics" playful but less universal
- "Alias" ties to superhero alter egos, memorable, sleek, appeals to both casual fans + collectors

Chosen Name: "Alias Comics"

- **Captures superhero/secret identity culture while staying clean and modern**
- **Works for signage, logos, and is future-proof if they expand beyond Rittman**

Northpoint Media (formerly The Media Captain)

Core Concepts (center: “Digital Marketing / Strategy”)

- **Guidance / Navigation:** captain, helm, compass, latitude, map, clear path, north, signal, beacon
- **Business Goals:** growth, ROI, scale, conversions, clients, leads, clarity
- **Tone / Values:** trustworthy, data-driven, strategic, professional, modern

Name Exploration Path:

- **“Helm Marketing”** too literal
- **“Charted Growth”** clear but clunky
- **“Clearpath Digital”** strategic but bland
- **“Northpoint”** evokes compass/true north, professional, scalable for future services

Chosen Name: “Northpoint Media”

- **Balances strategy (north, navigation) with media execution**
- **Strong, credible, B2B-friendly — differentiates from playful agencies**

Wadsworth Waves (formerly Wadsworth Community Radio 97.1 FM)

Core Concepts (center: "Community Radio / Local Identity")

- **Localism:** Wadsworth, hometown, neighbor, community, Main Street, local voice
- **Radio Language:** waves, dial, signal, broadcast, frequency, FM, voice, airwaves
- **Emotion / Tone:** friendly, welcoming, connected, dynamic, warm

Name Exploration Path:

- "Voices of Wadsworth" community but wordy
- "Hometown 97.1" warm but dated
- "The Local Signal" strong metaphor, not catchy enough
- "Waves" simple, versatile, evokes radio waves and community ripple effect

Chosen Name: "Wadsworth Waves"

- Keeps place identity (Wadsworth) while adding energy and metaphor (waves of sound + community ripple)
- Short, memorable, adaptable for streaming + modern branding



SKETCHES

Pictogram

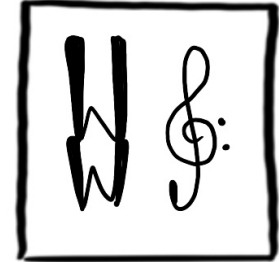
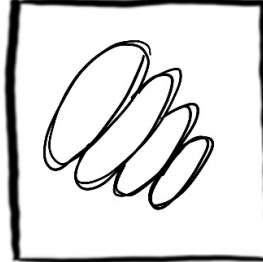
Monogram

Abstract

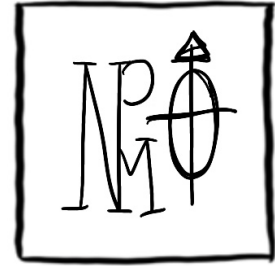
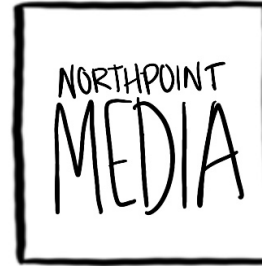
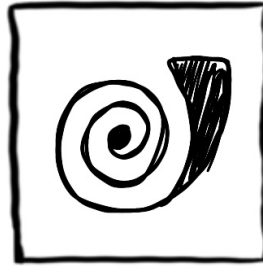
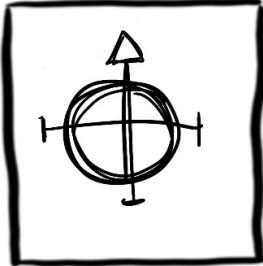
Logotype

Combination

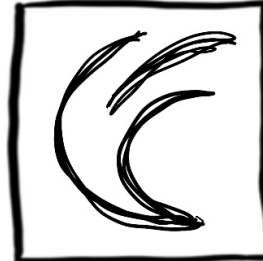
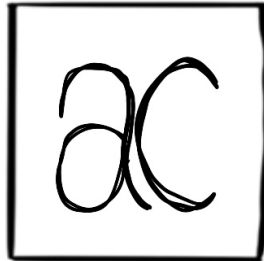
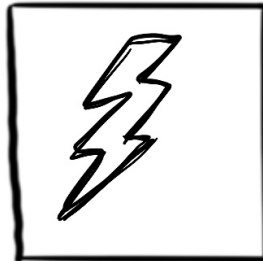
Wadsworth
Wave
97.1



Northpoint
Media



Alias
Comics



Pictogram

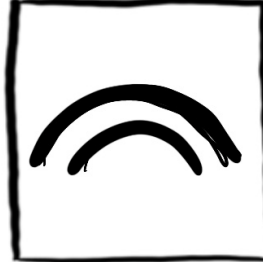
Monogram

Abstract

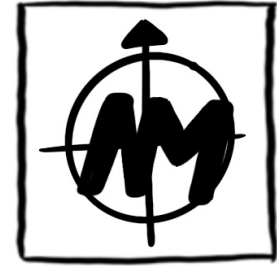
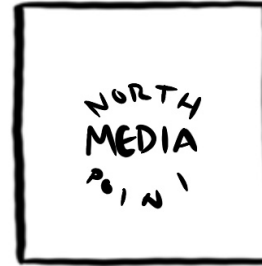
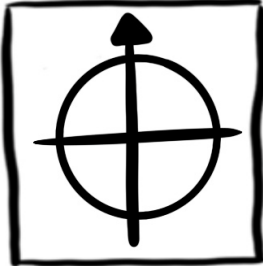
Logotype

Combination

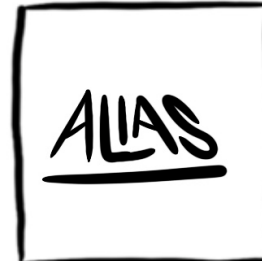
Wadsworth
WAVE
97.1



Northpoint
Media



Alias
Comics





DIGITAL REFINEMENT





Wadsworth Waves 97.1 FM
123 Riverfront Drive
Wadsworth, OH 44281

October 1, 2025

Dear Listener,

On behalf of everyone at Wadsworth Waves 97.1 FM, we'd like to thank you for making us part of your daily routine. Whether you tune in for your morning drive, catch our weekend music specials, or keep up with local news, your support is what keeps us on the air.

We are committed to bringing you the best in music, talk shows, and community updates. As we continue to grow, we encourage you to share your thoughts and suggestions so we can make our programming even better.

Stay tuned for exciting upcoming events, including our annual Waves Fest, where local musicians and community voices take center stage. More details will be announced soon on-air and online.

Thank you again for being part of the Waves family. We look forward to sharing the sound of Wadsworth with you every day.

Warm regards,
The Wadsworth Waves 97.1 FM Team



Wadsworth Waves 97.1 FM
123 Riverfront Drive
Wadsworth, OH 44281



Wadsworth Waves 97.1 FM
123 Riverfront Drive
Wadsworth, OH 44281

Madison Douglas
123 Spooner St
Quahog, NJ 66218





Northpoint Media
200 Harbor Plaza, Suite 600
Cleveland, OH 44114

October 1, 2025

To Whom It May Concern,

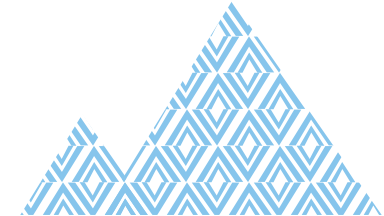
At Northpoint Media, we believe that powerful stories drive meaningful connections. As a full-service media agency, we specialize in digital content creation, broadcasting solutions, and marketing strategies designed to help brands communicate with clarity and impact.

Our team works closely with clients to tailor campaigns that resonate with audiences across television, radio, and online platforms. From concept development to final production, Northpoint Media offers the expertise and creativity needed to bring ideas to life.

We welcome the opportunity to collaborate with organizations seeking to expand their reach and strengthen their message. For more information about our services, please visit our website or contact us directly at (555) 123-4567.

Thank you for considering Northpoint Media as your partner in communication success.

Sincerely,
Northpoint Media Leadership Team



Madison Douglas
123 Spooner St
Quahog, NJ 66218



Alias Comics
445 Main Street
Columbus, OH 43215

October 1, 2025

Dear Valued Customer,

We are thrilled to announce the release of our newest original title, Shadow Circuit, arriving this month exclusively at Alias Comics. Written and illustrated by emerging artists, this series continues our tradition of spotlighting creative voices that push the boundaries of the comic medium.

In addition to Shadow Circuit, you can look forward to monthly in-store signings, artist meet-ups, and special promotions on classic issues. Our team is dedicated to making Alias Comics not just a shop, but a community hub for fans and creators alike.

Be sure to visit us in-store or follow us online for the latest updates, pre-order opportunities, and behind-the-scenes artwork. Thank you for supporting independent comics — and for making Alias your destination for everything graphic and imaginative.

Sincerely,
The Alias Comics Staff



Alias Comics
445 Main Street
Rittman, OH 43215



Alias Comics
445 Main Street
Columbus, OH 43215

Madison Douglas
123 Spooner St
Quahog, NJ 66218





THE FINAL LOOK





Alias Comics
445 Main Street
Columbus, OH 43215

Madison Douglas
123 Spooner St
Quahog, NJ 66218



*Your local source for comics,
collectibles, and community.*

Store Hours: Tue-Sat 10-7 • Sun 12-5 • Closed Mondays

Follow Us: @AliasComics

Show this card for 10% off your first post-1st order.



Alias Comics Weekly Newsletter

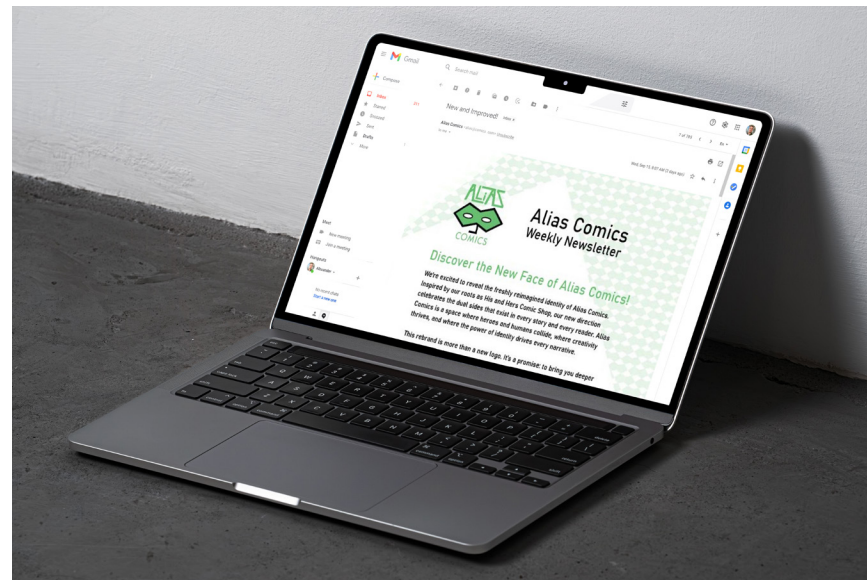
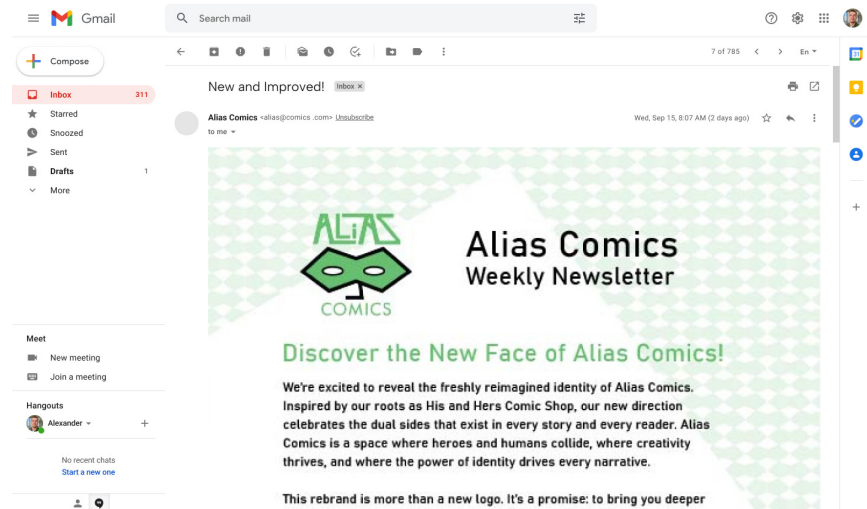
Discover the New Face of Alias Comics!

We're excited to reveal the freshly reimagined identity of Alias Comics. Inspired by our roots as His and Hers Comic Shop, our new direction celebrates the dual sides that exist in every story and every reader. Alias Comics is a space where heroes and humans collide, where creativity thrives, and where the power of identity drives every narrative.

This rebrand is more than a new logo. It's a promise: to bring you deeper stories, richer characters, and a community that feels connected through the love of comics.

What's New:

- A bold visual identity that reflects transformation
- Updated store experience and digital platforms
- New community-driven features and events
- Expanded collection from indie creators and established legends







AD CAMPAIGNS



Two Sides. One Story

Discover yours at Alias Comics





**Every Page Connects Us.
Join the Collection.**

Find your next issue at Alias Comics





Every Hero Has a Hidden Story.

Discover the stories beneath the mask—at Alias Comics



