
THE PERSONAL BRANDIFICATION OF ELI WRIGHT.



1

INTRODUCTION

The gap you work in, what we heard, your Brand DNA, arc, values, pyramid, goals, and the open ground.

WHERE THIS STARTS

People with real work behind them still look generic online, and AI now lets anyone fill a feed with work that has no taste in it.

YOUR WORDS

"I think a lot of people have a hard time curating taste, and I really approach creativity as the extension of a core definable message."

YOUR WRITTEN DISCOVERY ANSWERS · 2025

UNUSED FEATURES

Careers full of features, awards and credentials that never get put to work

SAFE BRANDS

Posts and opinions nobody could disagree with, so nobody stops scrolling

NO CORE MESSAGE

Visuals with no core message under them, which any tool can now produce in volume

BUILDER

YOUR WORDS

“Myself is more just like a world builder.”

DISCOVERY CALL 1 · OCT 22, 2026

BRAND DNA

You are a builder, and every chapter of your life builds a world for somebody else to live in.

ONE WORD

Builder, the word your 2024 workbook settled on, which you widen on Call 1 to world builder.

2024 PURPOSE

Empowering creativity through vision and innovation, kept, with creativity treated as a discipline and built for other people.

PROOF STORY

You rebuilt Arc Launch, Arcbound's launch process, from scratch, then built a discovery app on neuroaesthetics and color theory to read a client's taste.

PATTERN AND VALUES

Three habits repeat in every chapter, held to four values: creativity as a discipline, authenticity, quality not for show, and a founder's instinct to build.

GATHER PEOPLE AROUND IT

A tournament community, a creator network, spotlight accounts for creatives. Whatever you took up, people gathered.

FIGURE IT OUT

You teach yourself the tool the work needs, from websites as a teenager to the AI tools you build now.

REBUILD IT FROM SCRATCH

When a process falls short, you start it again from nothing.

YOUR WORDS

"No matter the activity, I consistently built a business or community around what I was doing."

YOUR ONE WORD WORKBOOK · DEC 2024

YOUR WORDS

"My philosophy has always been to simply figure it out."

YOUR WRITTEN DISCOVERY ANSWERS · 2025

YOUR WORDS

"At Arcbound, I recreated the entire Arc Launch template from scratch, which we now use to great feedback."

YOUR ONE WORD WORKBOOK · DEC 2024

BRAND PYRAMID

The four levels of your 2024 pyramid, each filled from this strategy.



THE CROWDED FIELD AND THE OPEN GROUND

Personal branding in 2026 is loud, and the open ground is taste with a reason under every choice.



CROWDED

- Hype that says AI makes anyone a creative director.
- Doom that says AI ends creative work.
- Feeds built to chase the algorithm.
- Hollow branding that runs on vanity metrics.

OPEN

- A creative director who uses AI and lets taste decide.
- Brands built from a person's own story.
- A brand that invites reflection, as your 2026 identity brief asks.

YOUR WORDS

“really the intersection of creativity and AI in like a tasteful way. It doesn't discount and push out like AI slop or slop grenades.”

DISCOVERY CALL 1 · OCT 22, 2026

BRAND ETHOS

Six beliefs run under everything you make, and each one shapes the work.

TASTE COMES FROM A LIFE

Taste is built by everything you have lived, so the work starts with a person's story

MAKE IT FOR SOMEONE ELSE

Designing for someone who is not you shows more creative depth, so you begin from their side

CREATIVITY IS A MUSCLE

It is an outlet everyone should explore, so your content shares how to train it

A BRAND IS ARCHITECTURE

You cannot skip steps, so the core message comes before the logo

A BRAND HAS TO COST SOMETHING

It takes a position people can push back on, so a safe post does not ship

AI SERVES TASTE

AI should enhance creativity and make good brands accessible, so your taste directs every tool you build

YOUR WORDS

"I believe creativity is a muscle and a necessary outlet that everyone should explore."

YOUR WRITTEN DISCOVERY ANSWERS · 2025

WHAT THIS BRAND IS AND WHAT IT IS NOT

The brand is direct and warm, and the same rules hold for every post, design and page.

WHAT IT IS

- Tasteful, with a core message under every visual.
- Made for the other person first.
- Calm, cultured and confident.
- Generous, with something a reader can use the same day.

WHAT IT IS NOT

- Hollow branding and vanity metrics.
- Copy that sounds generated, emojis included.
- Anything that talks down to a person or a town.
- Money figures of any kind, and family beyond relation and role, both held without exception.

YOUR WORDS

> “I get frustrated when I see hollow branding, clout-chasing, or work that prioritizes vanity metrics over true impact.”

YOUR WRITTEN DISCOVERY ANSWERS · 2025

TONE OF VOICE

The voice is a creative director explaining the work over coffee: confident, cultured and plain, with no em dashes and every word fighting for itself.

SOUNDS LIKE

- I got hired by refusing to answer the interview questions
- Most jobs come from your network, and mine at Arcbound started with one repost
- I build AI tools at Arcbound, and taste still makes the final call
- Rick Rubin's The Creative Act changed how I run my creative process

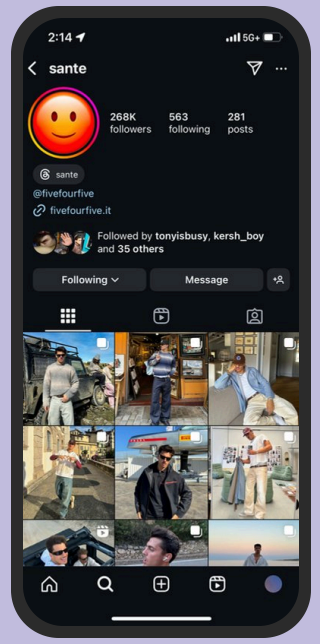
DOES NOT SOUND LIKE

- Thrilled and humbled to announce an exciting new chapter in my creative journey
- Leverage synergistic brand assets to unlock holistic growth
- Ten AI tools every creative needs to ten times their output
- Comment below and I will send you my free template

Every line is written for you from your record, and none of it is a quote.

MESSAGING INSPIRATION

The five voices your 2024 deck studied for how they write, and the approach you named in 2025.



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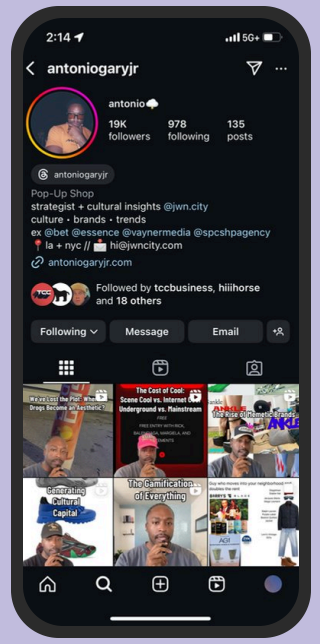

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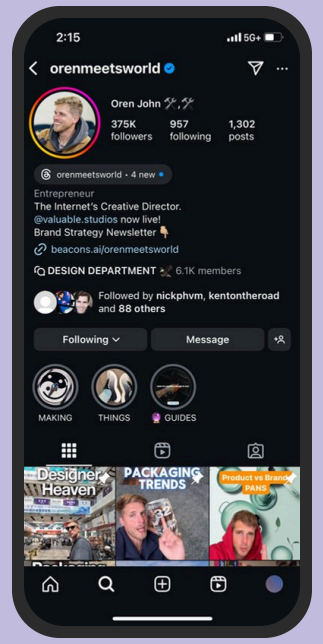
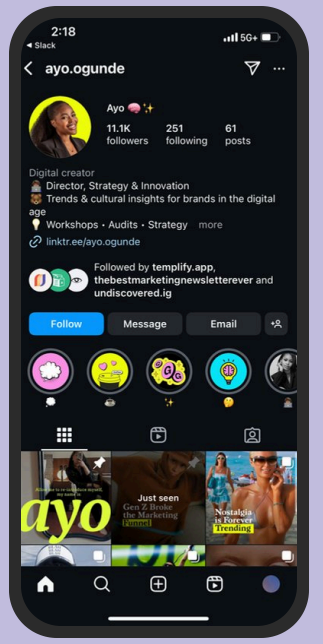
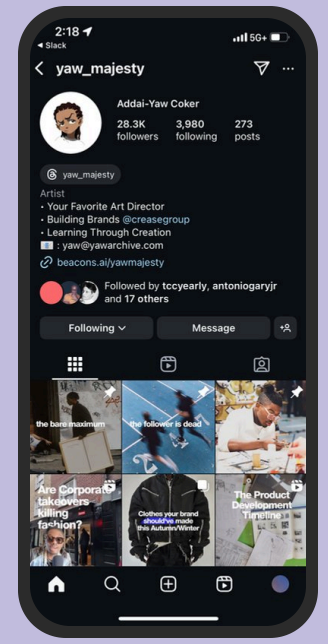


orenmeetsworld



ayo.ogunde



yaw_majesty

YOUR WORDS

“I want to take a similar approach to Rick Rubin, Oren John (@orenmeetsworld) and Chris Donnelly from LinkedIn.”

YOUR WRITTEN DISCOVERY ANSWERS · 2025

THE ART OF AGING WITH YOUR AUDIENCE

How a personal brand can develop, traced in your 2024 deck through one creator's story.



Meet Jesse.

He started his content career making YouTube pranks.

As the audience grew, the group's content turned to distasteful topics.

They started a podcast around it as well.



He launched his brand Sunday, with a diverse set of content and creative adventures.

He left the group and built a more elevated brand.

Jesse decided he did not want to be part of that community anymore.



3

VISUAL IDENTITY

Colors, Outfit, your name mark, layout, imagery, your moodboard and core, the archive, photo dumps, and graphics.

CALM CLARITY IN A LOUD WORLD

Your identity is editorial, cultural and restrained, and it builds aura through consistency, softness and composition.



HOW IT FEELS

Editorial, cultural and taste-led, with the feel of a European art school. Modern, soft but intentional, and thoughtful.

EVERY GRAPHIC

A page from a creative director's notebook, a museum wall label, a thought with nothing to sell.

CARRIED FROM 2024

The same four colors and the same typeface, now with rules for how each behaves.

#C1BCDD

LAVENDER

The primary canvas. Backgrounds, large fields and negative space

#867FAD

BLUE-PURPLE

The depth layer. Contrast panels, emphasis and large type

#FFF4EA

CREAM

Text blocks, margins and breathing space, so a layout never feels cold

#2B2B2B

CHARCOAL

Body text and grounding, a softened near-black

BRAND COLORS

Four colors make up nine tenths of the system, and the blue and purple come from the sky photograph you based the brand on.

RULES

Large flat fields, low contrast, calm transitions and low exposure images. Pure white, pure black, saturated brights and gradients outside a photograph stay out of the system.

YOUR WORDS

“A blue and purple color scheme represents the sky, symbolizing inspiration and limitless potential.”

YOUR 2024 BRAND DNA DECK

TYPOGRAPHY

OUTFIT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

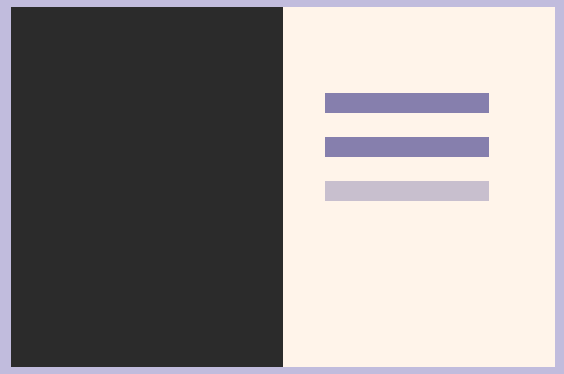
One typeface, Outfit, used plainly at many scales.



DISPLAY	Bold or ExtraBold, all caps and very large, often cropped or layered, with the key word changed to another color from the palette. Cream on purple, lavender on blue and purple on cream, plus blue-purple or cream on lavender at display size, as your 2024 deck sets them.
Body	Regular or Medium in sentence case, small beside the headlines, in charcoal or muted purple, with a comfortable editorial line height.
RULES	No decorative, script or serif faces. One font at many scales, a strong hierarchy, and more air than density.

LAYOUT

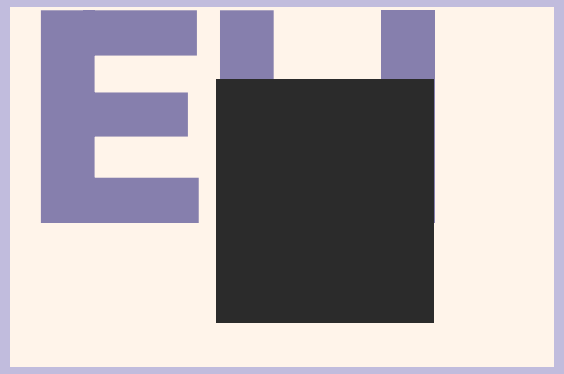
Pages read like a magazine or an art book, modular but loose, and the empty space is part of the message.



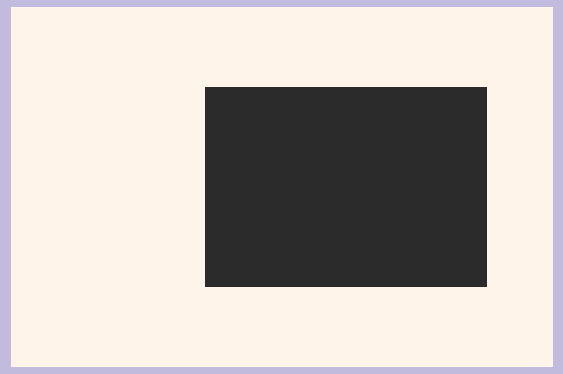
SPLIT SCREEN



COLOR FIELD



TYPE BEHIND AN IMAGE



ACTIVE MARGIN

GRID

Modular but loose, with asymmetry encouraged, editorial spacing and an intentional imbalance.

PATTERNS

Split screens of image and color block, large color fields with little text, oversized type layered behind images, and margins used as active space.

ONE IDEA PER FRAME

Let hierarchy carry the page and give it room to breathe. No visual noise, no needless icons and no trendy interface elements.

IMAGERY

Your images are urban, architectural, observational and lived in, and they should feel discovered.

THEMES

City movement, people paused mid-thought, concrete and stairwells, fashion as context, art installations and text in space, cropped faces and partial subjects.

TREATMENT

Documentary, slightly underexposed and textural. Grain, blur and motion are welcome, and heavy saturation, over-sharpening and stock photography are out.

FROM YOUR 2024 DECK

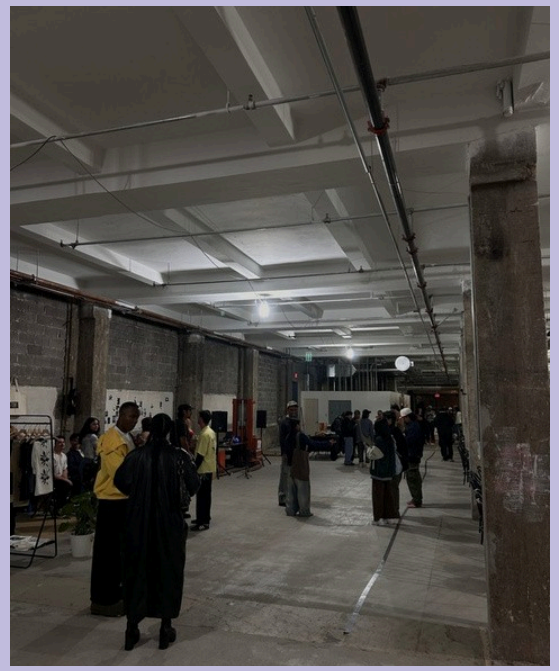
Archive style frames and behind the scenes of creative direction, urban and architectural minimalism, community with fashion and pop culture, and low exposure that finds the detail.

IMAGERY INSPIRATION

Reference frames from your 2024 deck, in no particular order, each showing a quality the imagery rules ask for.



A blend of archive style content and behind the scenes of creative direction



Urban and architectural minimalism



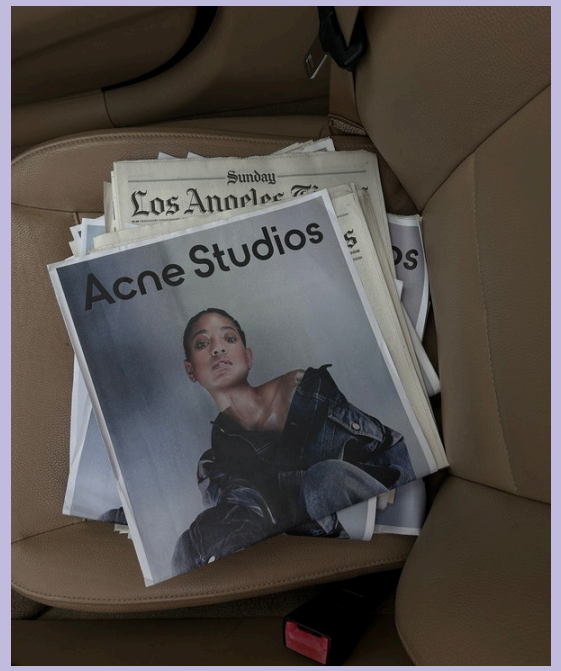
Community with elements of fashion and pop culture



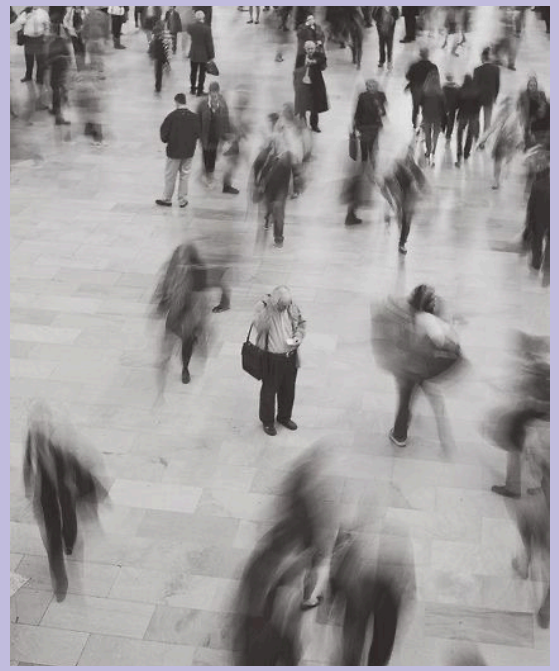
Abstract frames that hold attention mid-scroll

IMAGERY CONTINUED

Four more references from the same study.



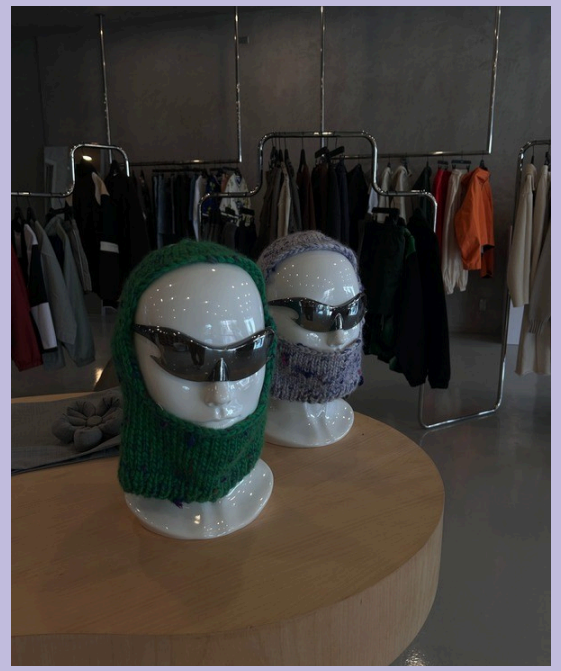
Low exposure that brings out the details



An urban feel that reflects the city



Creative work that carries an artist's point of view



Frames that sit with the rest of the aesthetic



MOODBOARD



Where your 2024 deck introduced the aesthetic.

WHAT IS MY CORE?



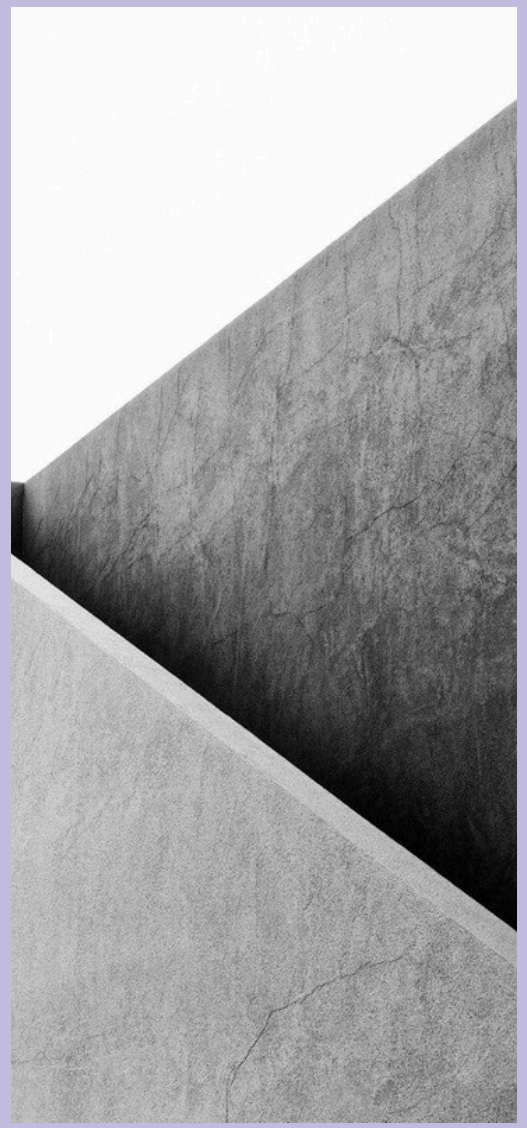
YOUR WORDS

"My platform embraces diverse aesthetics, from minimalist designs to vibrant mixes, showcasing various creative cultural outlets. This flexibility fosters a harmonious environment for creativity to thrive, spanning modern digital art to traditional crafts, inspiring innovation and individual expression within my community."

YOUR 2024 BRAND DNA DECK

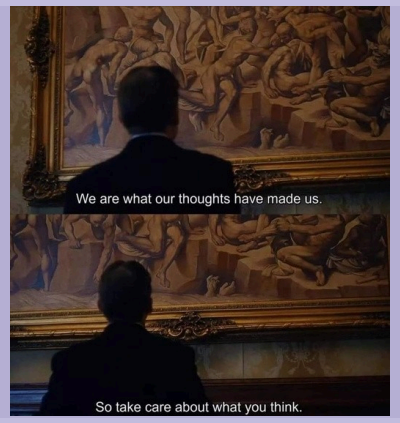






ARCHIVE AND CULTURAL REFERENCES

Film stills, street frames and found images your 2024 deck gathered under creative aesthetics.















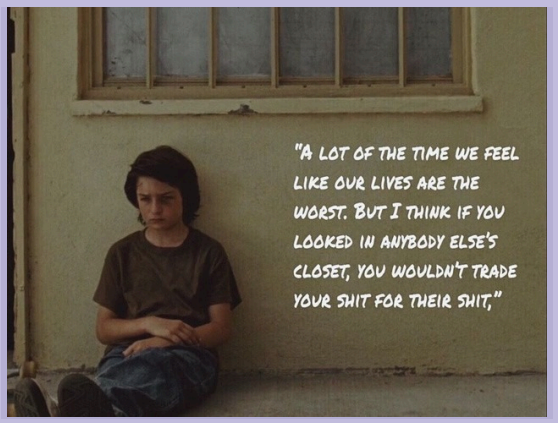
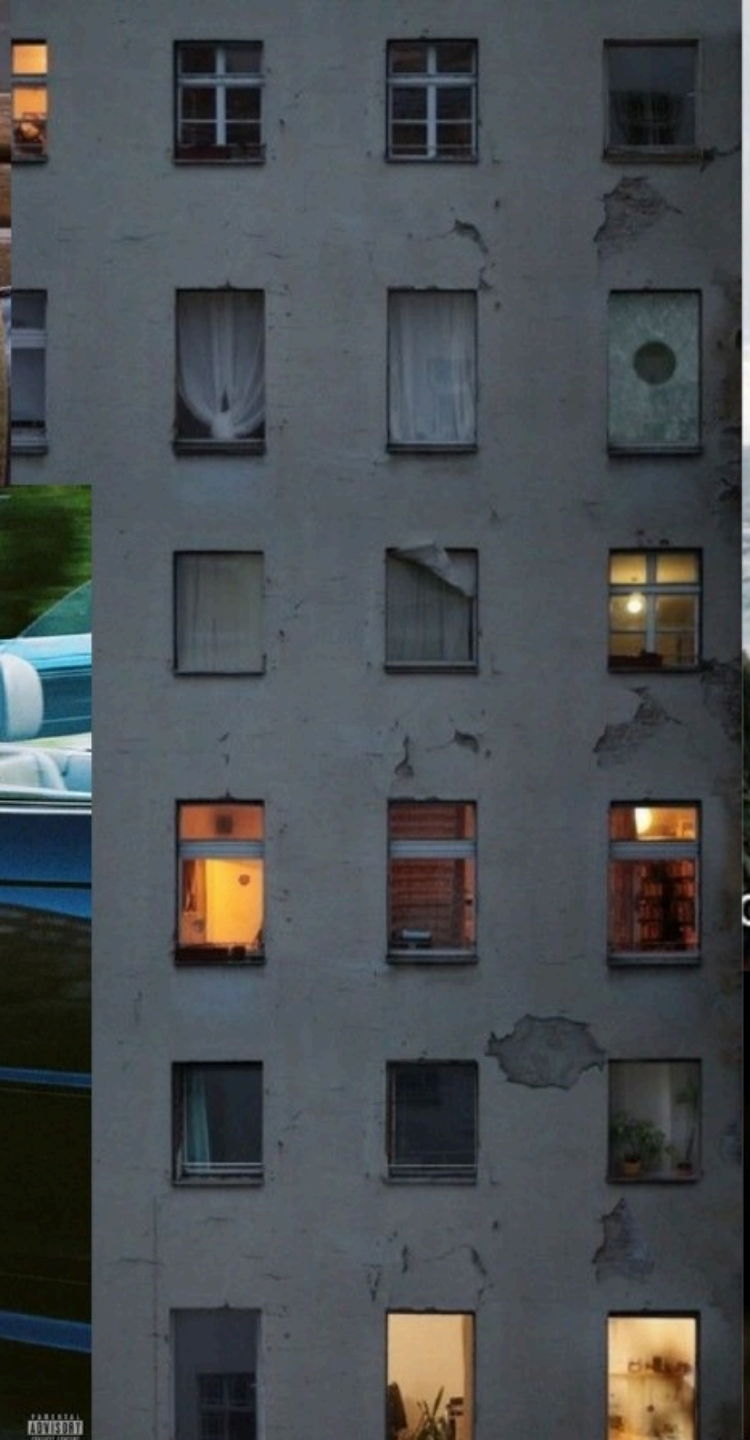


PHOTO DUMP

A photo dump of visual aesthetics, the four collages your 2024 deck made, left as they were.


Maybe we don't see ourselves
the way we really are.






once you stop looking, things find you


You can't
be everything
to everybody.









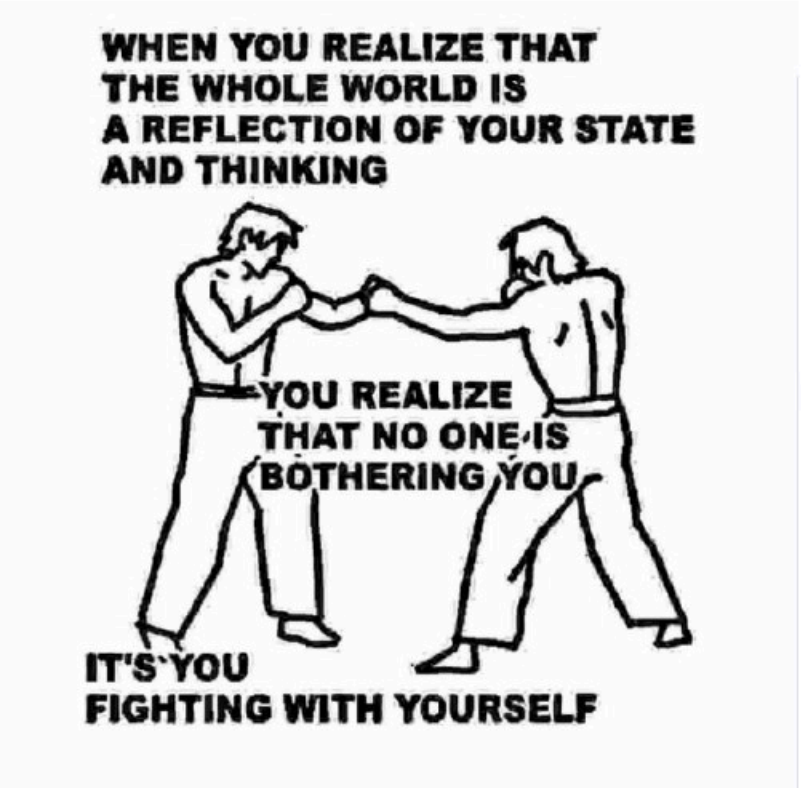


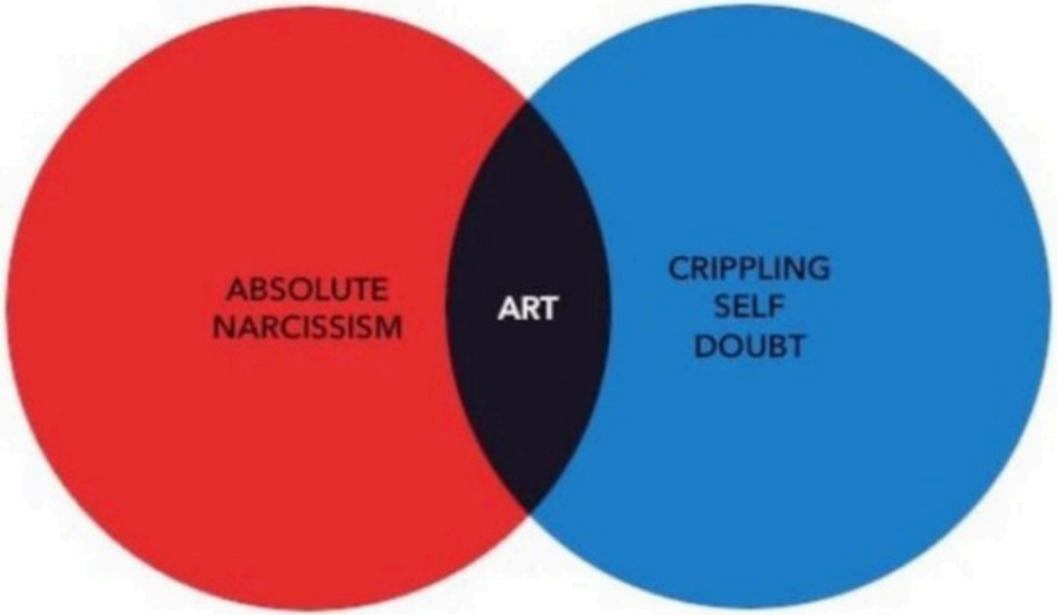


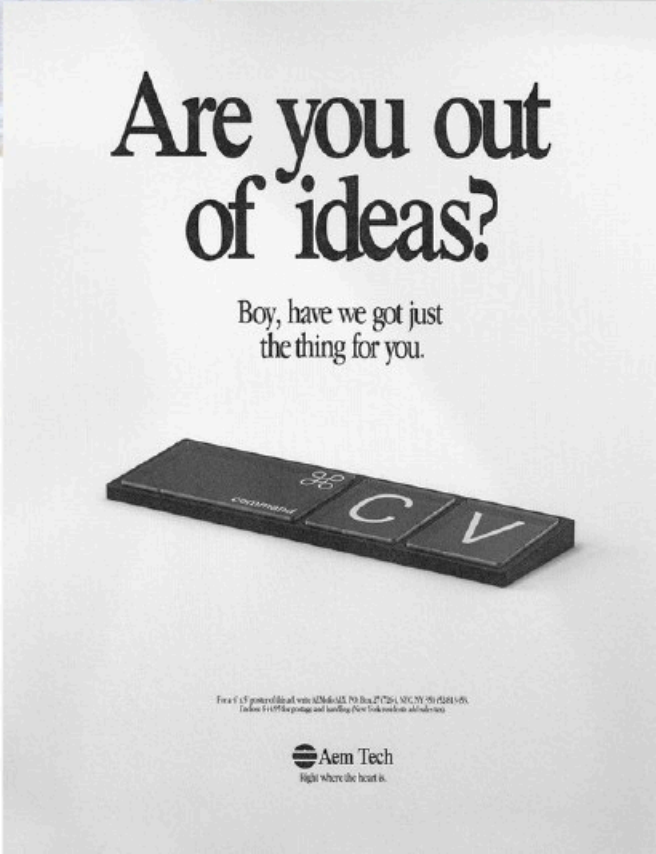
.....
@ASAPYams

we live in a judgemental and envious world where people have an explanation for everything BUT their own shortcomings and failures



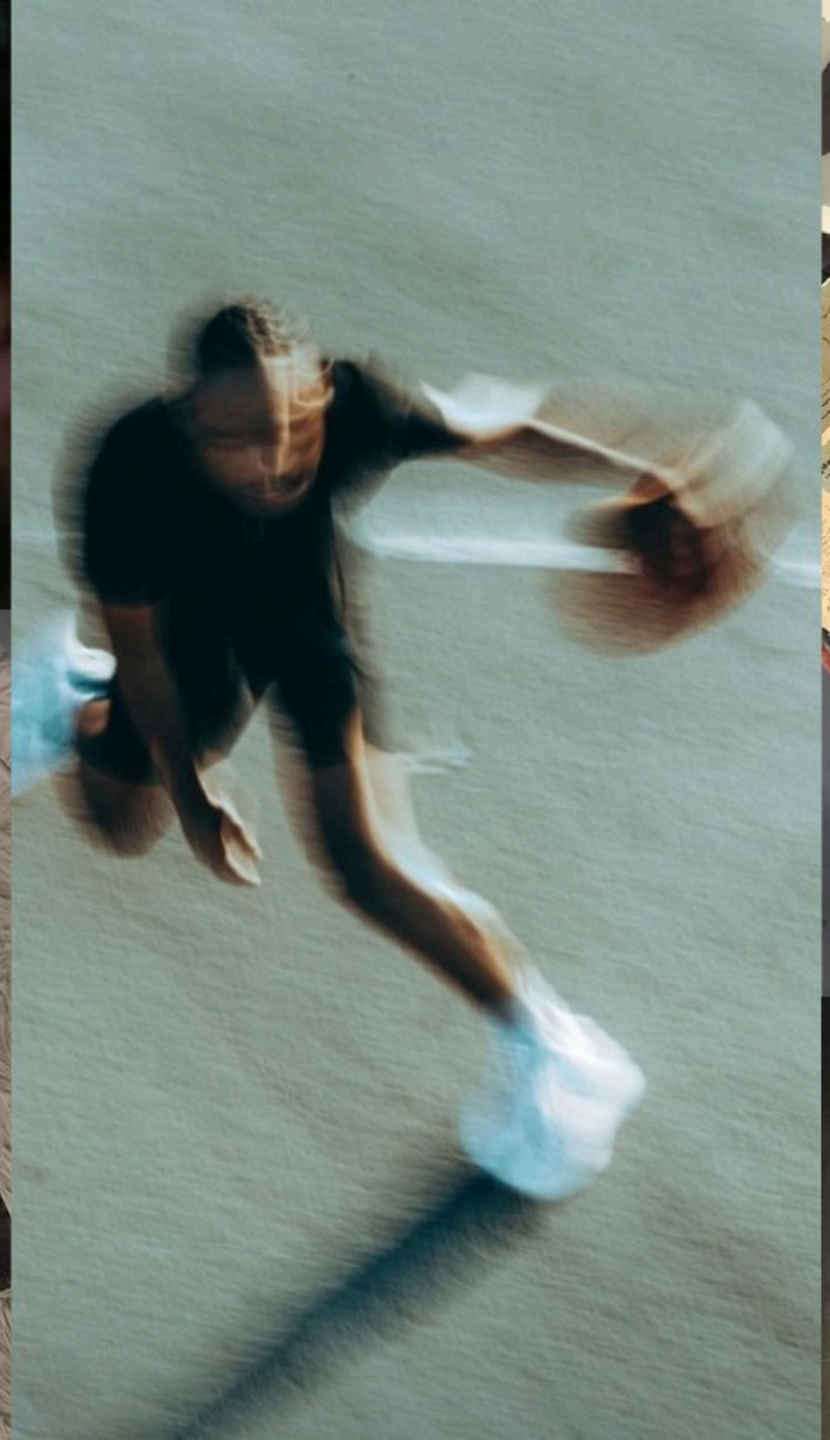







We rip out so much of ourselves
to be cured of things faster,


TIME
XXL
Fat Jo




MANIFEST OF SLAVES.


BALENCIAGA

GRAPHICS

Every graphic starts on lavender or muted blue, uses Outfit, and carries one strong idea.

ALWAYS

Start on a lavender or muted blue ground. Use Outfit. Let hierarchy carry the frame and let it breathe. Use oversized type sparingly but with confidence.



YOUR 2024 GRAPHIC

NEVER

Visual noise, unnecessary icons, trendy interface elements, over-explaining, or type that competes with the image.

TEST

Each frame reads as one thought and still stops the scroll.

4

SOCIAL MEDIA

What makes content perform, pillars and mix, toolkit, your brand ecosystem and its rhythm. Instagram and LinkedIn then and now, accounts you study and avoid, graphics and example posts.



WHAT MAKES CONTENT PERFORM

The best content is worth saving and worth watching, and every piece of yours starts with the reader.

	WORTH SAVING Value the reader can apply to their own life the same day.	WORTH WATCHING Story, motion and aura, with a hook that speaks to the viewer directly.
AUDIENCE-FIRST Opens on the reader's problem, so it travels to people who have never heard of you.	Everyone needs an arc, a carousel on building yours	The psychology of a rounded edge, a short video
CREDENTIAL-FIRST Opens on what you have done. It builds credibility, and it stays with the people who already know you.	Inside the arcbound.com rebuild, a carousel of the process	A town of fourteen hundred at sunrise, the story behind your Mars Hill entry on video

TOP PERFORMING Both at once, starting from the reader.

AN EXAMPLE

Your Esquire post opens on the feature and then turns to the reader: most people collect features and never use them, so build a hub. A credential, made audience-first.

HOW YOU MEASURE IT

Saves and shares for value, watch time for video, and above all the conversations a post starts. Each month, make more of what your three best posts share.

YOUR WORDS

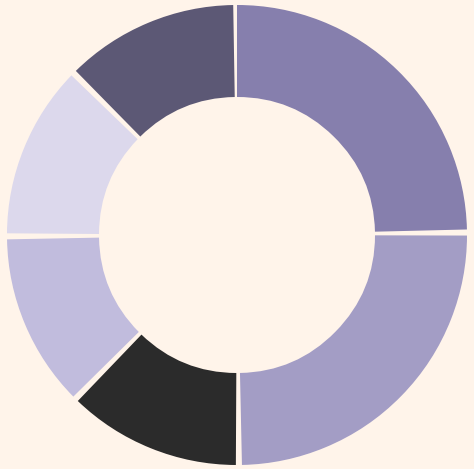
> “ensure all content has a hook directed towards the viewer directly, speaking towards the viewer, and then the content itself should be packed with value the viewer can apply to their life.”

YOUR WRITTEN DISCOVERY ANSWERS · 2025

CONTENT MIX

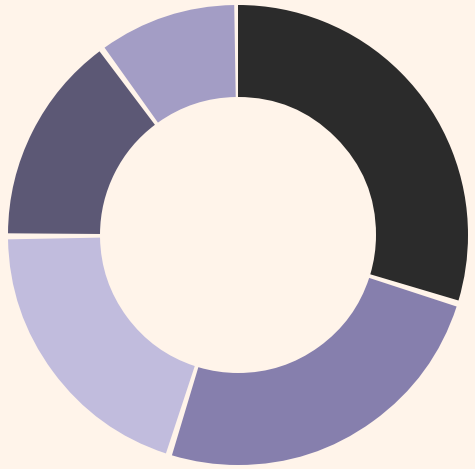
Your 2024 mix gave creative work and spotlights half the feed, and the 2026 mix moves weight to brand building for the founders who hire you.

2024 MIX



Creative	**25%**
Creative spotlight	**25%**
Founder	**12.5%**
Culture	**12.5%**
Personal	**12.5%**
Aesthetic inspiration	**12.5%**

2026 MIX, OUR RECOMMENDATION



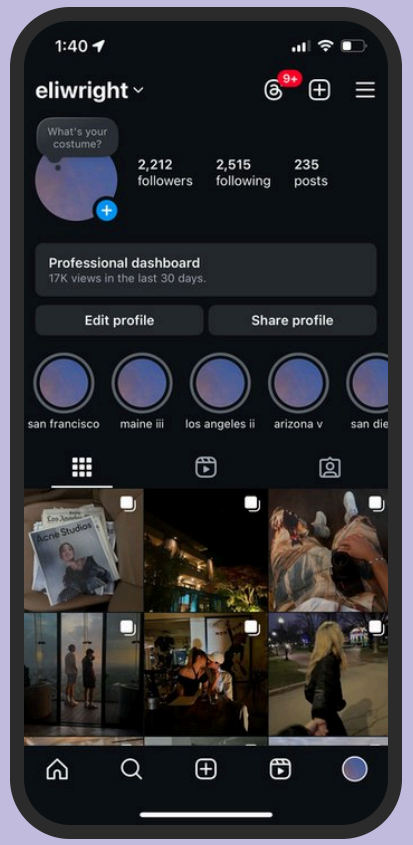
Brand building	**30%**
The creative process	**25%**
Cultural commentary	**20%**
Creativity and AI	**15%**
Creative spotlights	**10%**

WHY IT MOVED

The founder decides first, so brand building leads. Spotlights stay, and personal posts move inside every pillar.

INSTAGRAM

Instagram keeps what your 2024 deck settled and adds a reason to follow: carousels and short video from the five pillars.



YOUR PROFILE IN 2024

HANDLE AND PICTURE

@eliwright, kept, with your photograph of the Maine sky as the picture, the one you based the brand on.

NAME AND BIO

Eli Wright, with Brand Architect as the bio, kept minimal so the grid does the talking.

LINK

eliwright.co, rebuilt as the hub, so the question your grid raises has an answer one tap away.

HIGHLIGHTS

The cities you have kept as highlights since 2017, now joined by the work.

CONTENT

Photo dumps stay, with carousels and short video, three times a week.

YOUR WORDS

"If I were to select a bio, I would want it to represent both my true self and my aspirations."

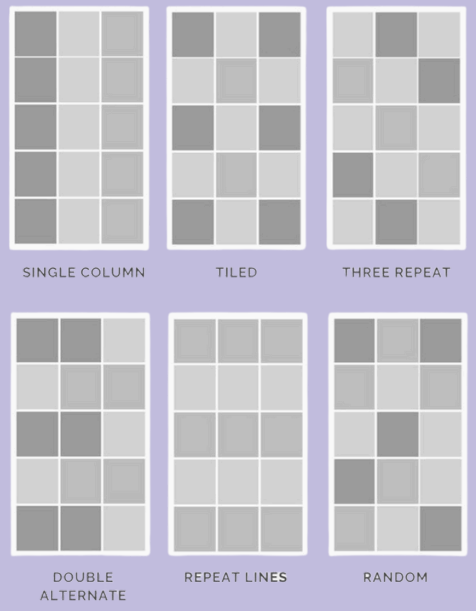
YOUR 2024 BRAND DNA DECK

CREATING A VIBE

Your 2024 deck asked for a grid that reads like a moodboard, and drew six patterns to build it from.



YOUR 2024 EXAMPLE



Single column, tiled, three repeat, double alternate, repeat lines and random, as your 2024 page drew them.

YOUR WORDS

“To enhance my Instagram page, I will continue to create a cohesive grid resembling a moodboard with original posts, reels, carousels, archive-style posts, interviews, BTS content, and product showcases.”

YOUR 2024 BRAND DNA DECK

OUR RECOMMENDATION

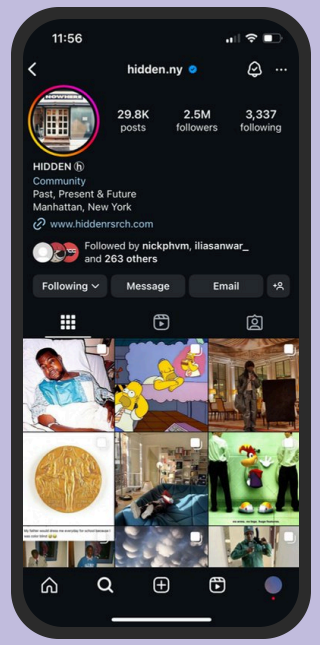
Random, held together by your four colors and low exposure. Photo dumps, carousels and short video land in whatever order the week brings, and the grid still reads as one moodboard.

KEEP

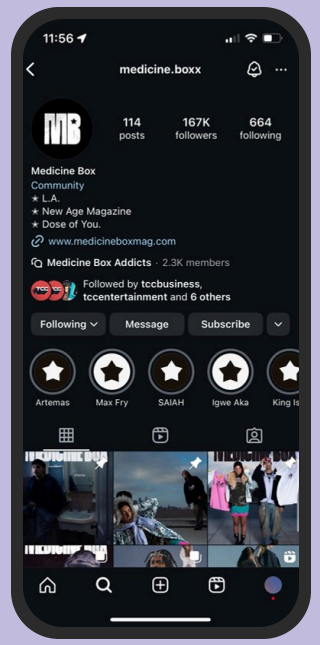
A consistent color palette, high quality visuals and filters, as your 2024 page asked.

INSTAGRAM INSPIRATION

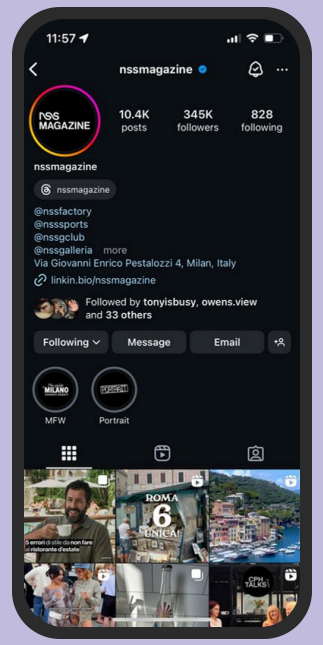
Archive and culture accounts your 2024 deck chose to study.



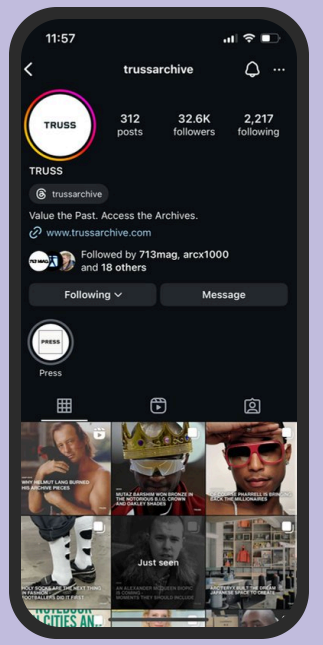
hidden.ny



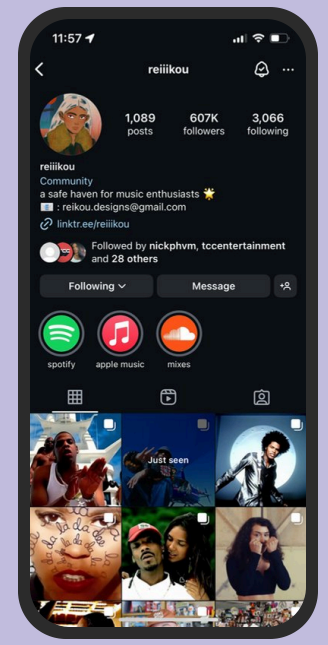
medicine.boxx



nssmagazine



trussarchive



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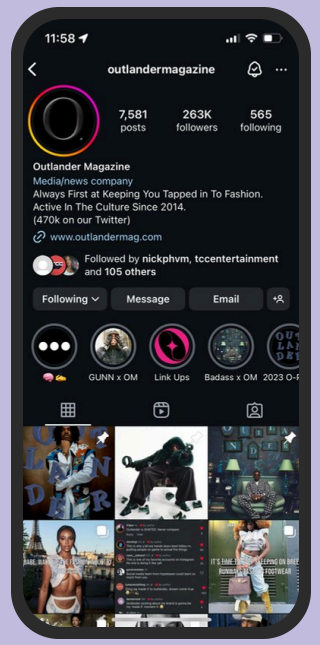
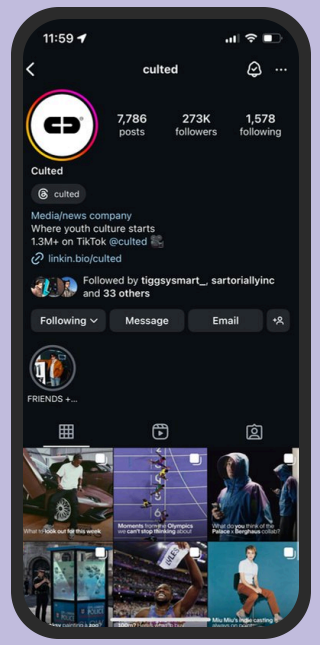
INSTAGRAM INSPIRATION, CONTINUED

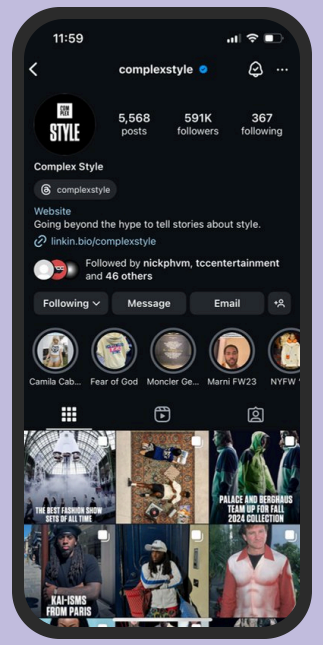
Five more archive and culture accounts from the same study.



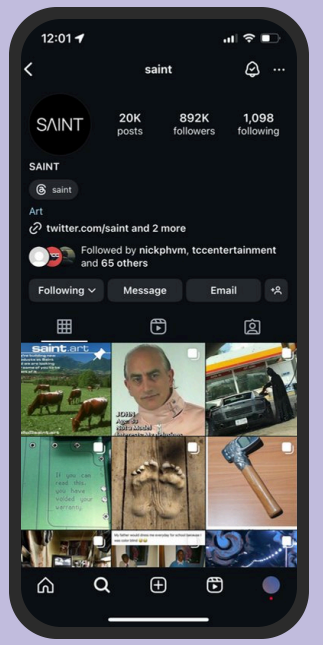
outlandermagazine



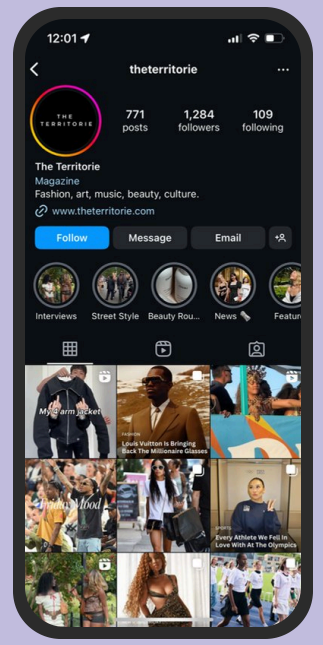
culted



complexstyle



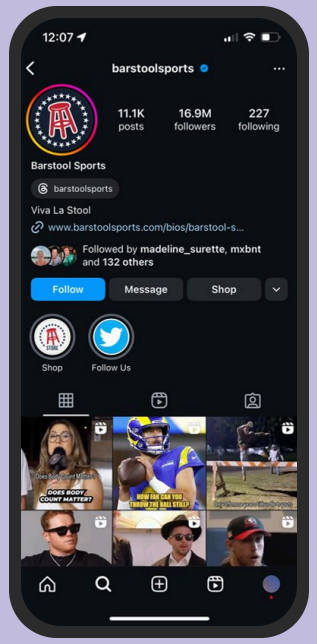
saint



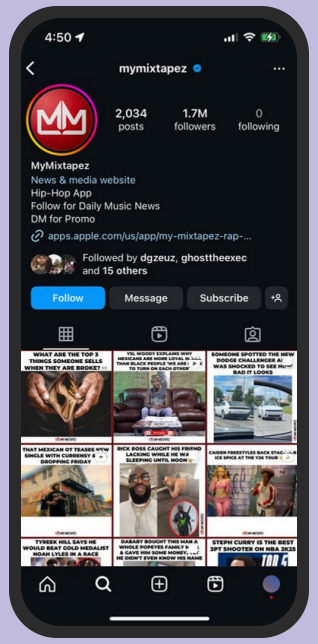
theterritorie

INSTAGRAM ANTI-INSPIRATION

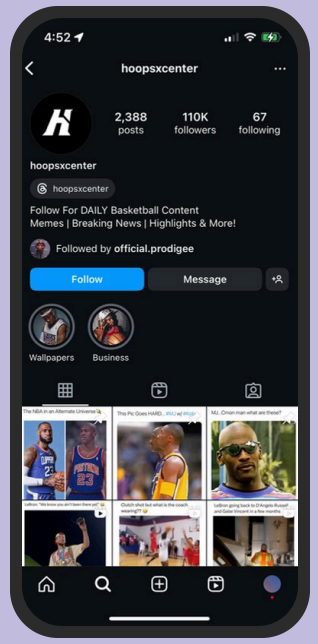
Pages built on aggregation and bait with no point of view, the direction your 2024 deck chose not to go.



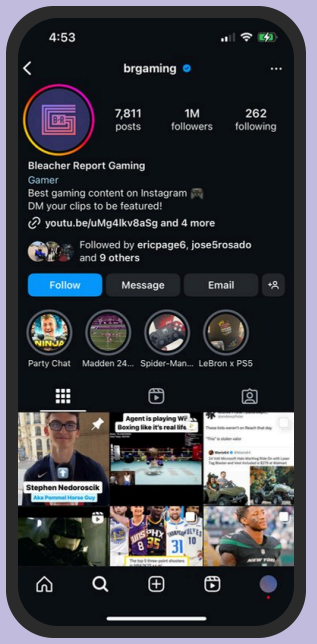
barstoolsports



mymixtapez



hoopsxcenter



brgaming

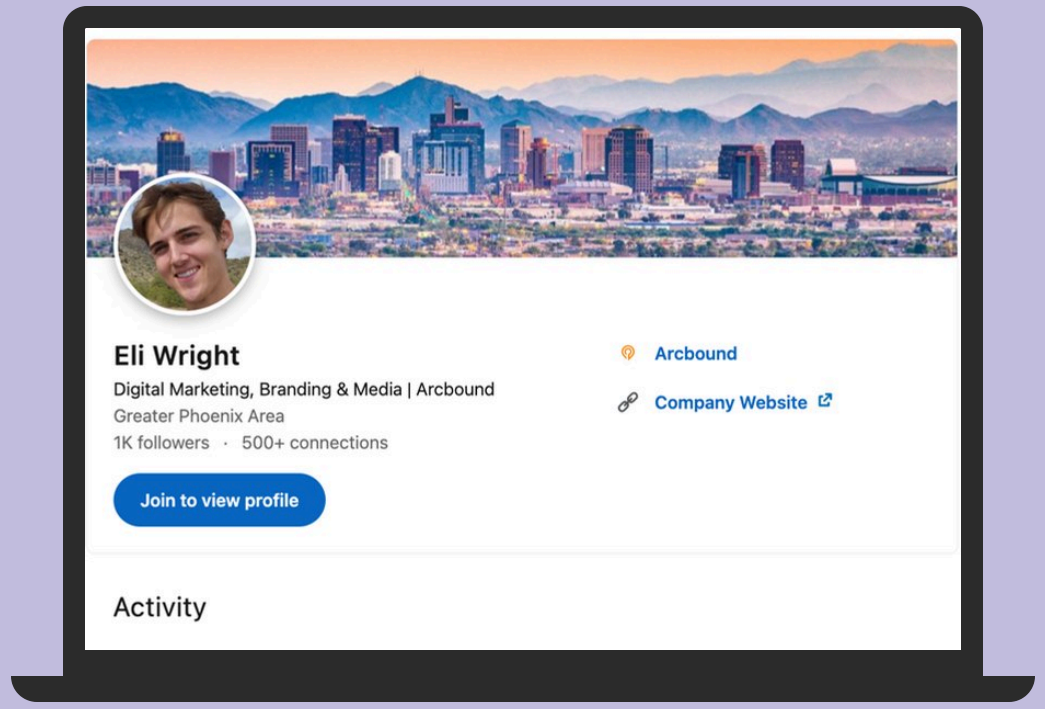
YOUR WORDS

"Anti inspiration is just as useful as inspiration"

ARCBOUND NEWSLETTER · JUL 7, 2026

LINKEDIN IN 2024

Your 2024 deck captured the profile as it stood and a first banner option, and the next page sets what 2026 changes.



CURRENTLY, IN 2024

Digital Marketing, Branding & Media | Arcbound, under a city skyline banner

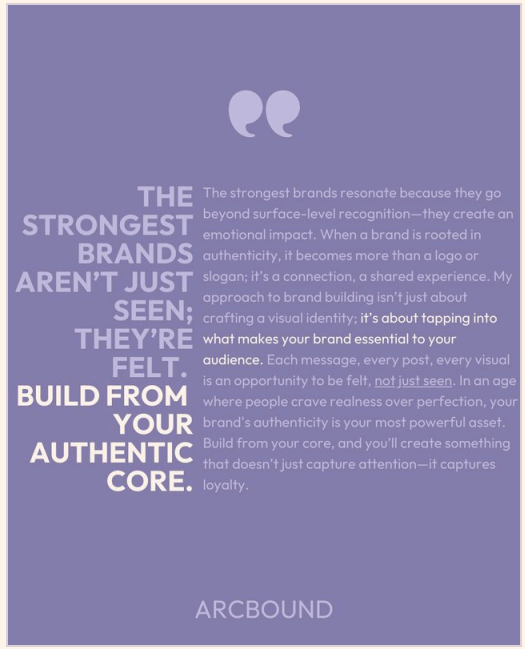


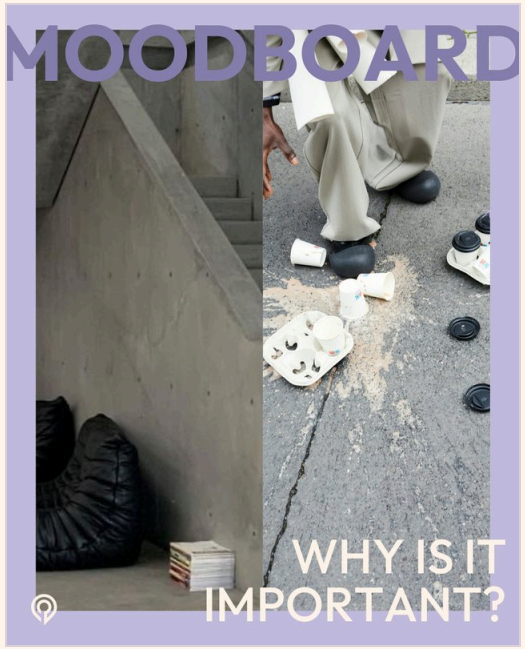
BANNER OPTION

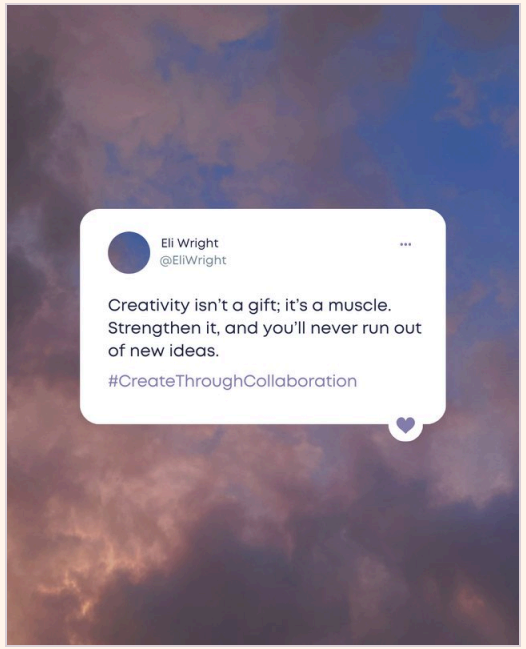
ARCBOUND in lavender over the sky photograph, with your name small at the right

YOUR 2024 GRAPHICS

The example content your 2024 deck designed, kept here as the reference for the graphics rules.









YOUR 2024 GRAPHICS, CONTINUED

Four more from the same pages of example content.



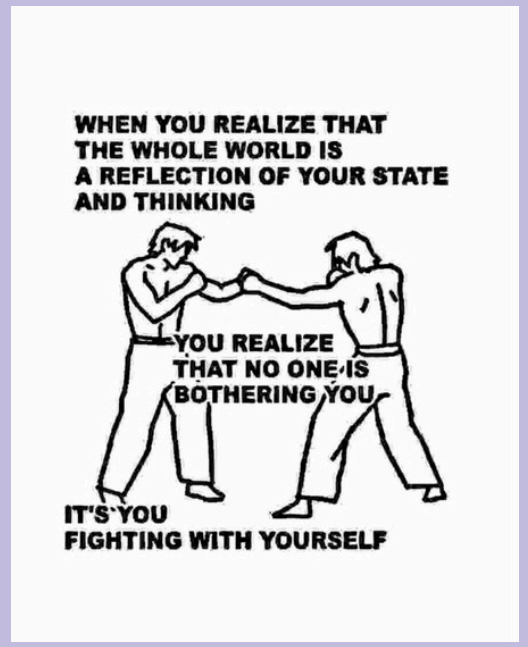






CULTURE, EXAMPLE CONTENT

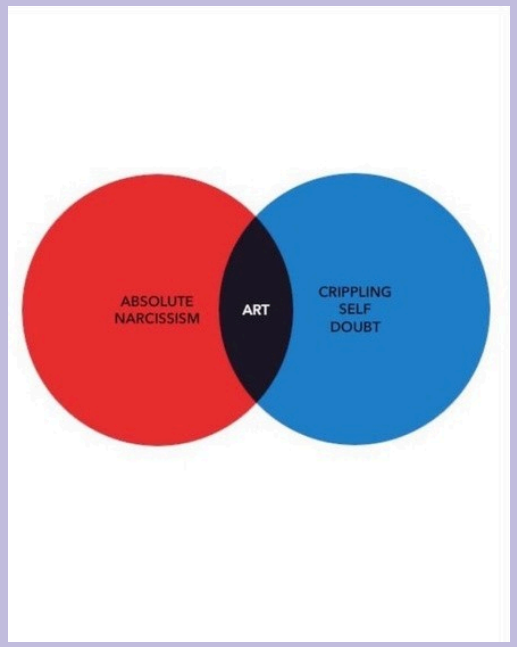
Four culture posts your 2024 deck sketched from its archive and photo dumps, each found image read for what it says about creativity.



Neglecting a passion over what others might think



The boiling frog analogy



Where creativity comes from



Virgil Abloh on reinventing

GET TO KNOW ELI

Your 2024 deck closed on questions about you, and these six close this one.

HOW YOU DESCRIBE YOUR BRAND

"I would describe my brand as a source for curated taste, cultural insight, and creative direction, to elevate a core message visually across all mediums."

YOUR WRITTEN DISCOVERY ANSWERS · 2025

WHAT YOU WANT TO BE KNOWN FOR

"I think I want to be known as a good person who helps others."

DISCOVERY CALL 1 · OCT 22, 2026

HOW YOU GOT HIRED

"I got the job by not answering the interview questions."

DISCOVERY CALL 1 · OCT 22, 2026

HOW WORK FINDS YOU

"I feel like most jobs come from network versus raw applications."

DISCOVERY CALL 1 · OCT 22, 2026

WHERE YOUR TASTE COMES FROM

"I constantly draw inspiration from the taste I curate and the life experiences I have."

YOUR WRITTEN DISCOVERY ANSWERS · 2025

WHERE YOU ARE GOING

"the technology makes things more accessible. And I plan to be at the front edge of that."

DISCOVERY CALL 1 · OCT 22, 2026

FROM 2024 TO 2026

What your 2024 Brand DNA deck set, and what 2026 keeps, changes or retires.

VALUES	Creativity, entrepreneurial spirit and authenticity, kept, with quality added from your 2025 answers.
PURPOSE	Empowering creativity through vision and innovation, now the core message.
INSTAGRAM	Your handle and your photo of the sky, kept, with brand architect still the bio, and carousels and video added.
TWITTER AND EXTRA ACCOUNTS	Retired, for three surfaces at a set cadence.
GOALS	The third goal, left open in 2024, filled by your 2025 answers.
ARCHETYPE	80% Creator and 20% Sage, read again as the world builder.
COLORS AND TYPE	Your four colors and Outfit, kept as they were.
LINKEDIN	From creative resources to writing for the founders who hire you.
CONTENT MIX	Six shares re-weighted across five pillars.
WEBSITE	Still the hub, with Arcbound one route among three.

STRATEGY IS A SET OF CHOICES ABOUT WHAT TO DO, AND JUST AS MUCH, WHAT TO REFUSE.

eliwright.co

ARCBOUND

Built by Arcbound · hello@arcbound.com · October 2026.

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THANK YOU

ELI WRIGHT 2026