



image created by tethos for global logistics firm

ABOUT TETHOS

TETHOS IS A MARKETING AGENCY creating high-end, effective, beautiful communications designed to **increase credibility, company value, and sales**. We serve a wide range of clients, with an emphasis on **B2B tech startups, global logistics companies, and visionaries** (individuals making a difference).

Tethos® was formed by a dream team of creative professionals who wanted to do more of what matters most: work with fun people to create successful results on projects that make a difference. This is accomplished by developing an effective strategy, applying brilliant ideas, and producing digital and print materials that communicate clients' messages.

"Words cannot express how transformative the Tethos brand strategy session has been... Their meticulous process is not only imaginative but also deeply insightful. Whether you're an established brand seeking rejuvenation or a fledgling business finding its voice, I wholeheartedly endorse Tethos' services"
– ESMÉ BIANCO (Actor, Game of Thrones)

CAPABILITIES

STRATEGY: Address the end-goal first with strategic planning.

BRANDING/IDENTITY DESIGN: Create a unique, memorable, simple identity that conveys your brand.

WEB DEVELOPMENT: Our 5-step system assures sites that communicate your message and bring in leads.

CONTENT: From our published books to hundreds of blog articles & ebooks, to primetime TV scripts, to our tutorial businesses, we know content.

PUBLICATION & PRINT DESIGN: Tethos has its roots in print design, such as books, magazines, brochures, fliers, business cards, and posters, with 100 design awards and over 100 million publications in print.

CAMPAIGNS: From digital campaigns, email campaigns, lead magnets, to tradeshow booths, search ads, short videos, and retail packaging, we get recognition (and leads) for our clients.

CLIENTELE

Tethos has worked with a range of clients, including clients in the UK, Singapore, Taiwan, Rwanda, and across the USA. Some clients include:

- APL Logistics
- Cameron Boyce Foundation
- Crown Sterling
- Daughters for Earth
- DB Schenker
- Dimerco Logistics
- Disney
- Ellen DeGeneres / Ellen Fund
- George Bush Presidential Library
- Getty Images
- Glidewell Dental
- Herbalife
- Indy Scream Park
- Kylie Jenner
- McCoy Rigby Productions
- Nixon Presidential Library
- Riot Games / League of Legends
- Roquan Smith
- Scalify
- Schneider National
- Sir Richard Branson
- State Farm
- Tabora Gallery
- Teemu Selanne
- Virgin Unite

CLIENTS SAY...

"Well, we kinda love everything Tethos did for The Ellen Fund, so what can I say!"

(and to 4 million viewers on The Ellen Show): "We have a brand new website that is so fantastic, and I'm hoping all of you will check it out. Because the website is so good."

– ELLEN DEGENERES (32 Emmy awards & Presidential Medal of Freedom winner) & Portia de Rossi (actor)

"Thank all of you for your creativity and collaborative skills... It is so much better than our previous iterations – and captures the new approach to segmenting our product, customers and markets well. This is going to help our business enormously."

– DOUGLAS LAWSON (CEO, ThinkIQ)

"I entrusted Jason and his team with the most important item for my wife's 50th Birthday celebrations. I decided that it would be wonderful to give her a book on the day... The logistics of the whole thing were daunting. Not only did Jason get it done, he created a masterpiece that was also on-time and within budget. You cannot go wrong with these guys and I will be using them again and again. They are the best!"

– JONATHAN KLEIN

(Founder, Getty Images)

"In our careers Cathy Rigby and I have had various websites of ours built and rebuilt about 20 times. All the fine folks at Tethos Creative put all past projects to shame. Jason and his team were creative, professional, efficient, state of the art, and kind during the process. In our opinion, there is no one better."

– TOM MCCOY and CATHY RIGBY

(producer / legendary gymnast; Founders, McCoy Rigby Productions)

"From helping name my restaurant, to the logo and putting it on everything, Jason and Tethos are an important part of the Selanne team!"

– TEEMU SELANNE (Hockey Hall of Famer / 6× Olympian & 4× medalist)

"{Jason} consistently demonstrated an uncompromising dedication to artistic quality—while just as consistently meeting the tightest of deadlines. Indeed, Jason has proved himself a consummate professional, and a craftsman who habitually insists on nothing less than the highest standards of creative design and integrity of design... The net result is now available for the enrichment of millions—this Jason significantly helped to achieve, and so earned our unqualified respect."

– DM

"Thank you so much for this gesture, for your brilliant designs, and for the pleasure of working with us on this project. I am truly grateful and touched. And more than anything, I am so looking forward to continuing our collaboration in the future. You have my gratitude, admiration and all my respect."

– ZAINAB SALBI (Co-Founder, Daughters for Earth / Named "25 Women Changing the World")

"I was reflecting on my logo and I saw so many amazing attributes to it in the way you visualized it... I cried. ... Thank you for what you do so well with your talent. Intuitive is an understatement. Being able to feel it, envision it, then materialize it in the physical world takes mastery. You have weaved together a process of doing it and then sharing it so others can see it as well."

– DEBORAH FOGGIO (Founder, LightWorks)

"Absolutely beautiful work. A joy. Thank you for making so much happen on a tight budget, so quickly."

– ASHLEY BOMMER (Virgin Unite)



"Hats off to Jason Niedle and [Tethos] for such a fantastic job designing our coffee table book... Of all the books I've published, this one is by far the most impressive, and the International Book Award committee agrees, awarding it first place. Excellent work."

– KEVIN J. ANDERSON (international bestselling author of Star Wars, Dune, X-Files, and other novels)

"You ask the right questions, quickly understanding what I'm saying, my vibe, my deep why, and my how. And you help me connect it to the ground in the most beautiful way. I have never worked with anyone who both understood me and then made it visible in a translatable way to the cold audience. You have a rare genius."

– DR CORWYNN BEALS ("The Bliss Doctor")

"Your expertise, creativity, organization, and efforts were invaluable and played a crucial role in making the event not only successful but also memorable... I feel fortunate to have worked alongside you both and to continue to collaborate."

– MELISSA MEJIA (Daughters for Earth)

"Even savvy people need a guru! Very pumped to my share my new logo from my master branding brand fixer-upper."

– SARAH STRADER (Interior Designer)