



PRIMECREST.

WHERE VISION MEETS VOICE

THE SEPTEMBER
ISSUE

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2026

*Branding
with Heart*

The studio that starts with the
person behind the business, then
the mark.

Katie
HOLMES

The founder who built a studio so a business owner can take what
lives in her head and put it on the page, the site, and the wrap.

THE SEPTEMBER ISSUE
THEPRIMECREST.COM

Unstoppable
LEADER

making a difference in

2026

Founder &
CEO

BRAND STUDIO
CREATIVE

*Flower House
Dallas*

From the original project to the
wraps on the cars. Lauren, still using
the brand.

SCAN TO READ



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She did not wake up wanting a studio. *She kept seeing the gap.*

Katie Holmes founded Brand Studio Creative because she watched owners who had already built the business fail to get the brand to match it. The work was good. The clients were cared for. The site and the mark did not say so. She wanted a room where those owners were heard through the making of the thing, not hurried past it.

WHAT SHE CALLS THE WORK

She calls the method Branding with Heart. To her, a business is often someone's baby, and she does not take that trust lightly. Curiosity, collaboration, and honest talk sit at the desk before a typeface does. The point is not a beautiful file. The point is a brand that feels true to the person behind it, and that gives her the nerve to show up.

HOW A JOB STARTS

She begins at the heart of the business. Purpose, audience, goals, personality, and, most of all, how the owner wants people to feel when they meet the brand. She asks a lot of questions because the more she understands, the more deliberate the work can be. Then she looks for the connections and turns them into strategy, a visual identity, messaging, and a website that can be used.

WHAT THIS ISSUE HOLDS

What follows is the method as she told it. Authenticity and clarity as the thing that still cuts through polished noise. Flower House Dallas, grown past the original job onto merchandise and car wraps. The walkthrough she gives so a client can keep using the brand after launch day. The advice she would give an owner who wants to start with the heart, not the logo. Printed as answered. No scene added.

WHAT SHE WOULD TELL AN OWNER

Start with why you do the work, who you are best equipped to help, what makes the approach different, and how you want people to feel. Do not build the brand around a trend. Build it around what is true, and around where the shop is going, not only where it is today. Invest in a foundation. Make tools you can use again. When the brand is honest and the strategy is clear, showing up gets easier and the right people can tell why you are the right choice. Give yourself permission to evolve. The audience may change. The brand should be able to change with it.

Your business has a heart. Your brand should feel like it.

07

From embarrassed by the brand to proud enough to share it.

Flower House Dallas, page 07. The original project, then the site, the marketing, the merchandise, and the wraps. Lauren, still using what they made.



The Subject

02

The gap she kept seeing, and the studio she built to close it.

The Method

05

Questions first. Then strategy, the mark, the site, the walkthrough.

The Studio

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Brand Studio Creative, as she runs it, and the files a client leaves with.

Branding with Heart

07

Flower House Dallas, and the owners who start sharing again.

The File

09

What she believes still makes a brand hold, and where the studio is going.

Fortiora · Relay

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Communications agents, from the publisher's desk.

Every decision should have a purpose. *Beauty is not enough.*

Once the questions are on the table she looks for the lines between them. The brand has to help the right people understand the business, remember it, and take the next step. Looking good is not the job. Looking good and being usable is the job. She treats creativity, the client's needs, and strategy as one process, not three departments arguing.

WHAT THE CLIENT LEAVES WITH

Guidelines. Templates. Assets in order. A final walkthrough so the owner knows how to use what she paid for. A brand that only looks right on launch day has failed her test. It should make showing up and marketing the business feel lighter long after the files are delivered.

WHAT SHE LISTENS FOR

She listens to what the client says and to what sits under it. What she is trying to achieve. What the audience needs to understand. What is making the marketing feel disconnected. Then she turns those notes into decisions that are both useful and hers. The goal is never to press a personal style onto someone

else's shop. It is to make a brand that finally feels like her.

WHAT STILL CUTS THROUGH

Authenticity and clarity, she says, are what still make a brand hold. The feed is full of polish and borrowed looks. The brands people remember feel distinct, human, and honest. They do not try to please everyone. They say what the business believes, who it serves, and why the approach matters. *There is a difference between looking authentic and knowing who you are.* The strongest rooms stop asking what everyone else is doing and start asking what makes them different, then say that clearly.

AFTER THE FILES LEAVE

Websites, she says, will have to do more than post information. They will have to move a person from first look to trust to the next step. Tools will get faster. That does not make the brand. The heart and the story still have to be protected, or the work is only a file.

01	02	03
Ask	Build	Hand over
Purpose, audience, the feeling she wants in the room.	Strategy, identity, messaging, a site that can be used.	Guidelines, templates, the walkthrough after launch day.

Start with the heart of the business, not the logo.

Brand Studio Creative, *as she sits in it.*

The mark on the screen is hers. The sitting is Kyrsten Ashlay's. The work, she says, is to take what has been living in a client's head and make it usable.

Heart first

PURPOSE, AUDIENCE, THE FEELING

Then the system

IDENTITY, MESSAGING, THE SITE

Then the walkthrough

GUIDELINES, TEMPLATES, THE FILES

Katie *Holmes*

The founder who turned a gap she kept seeing into a studio, and a method she will not dress up as anything colder than Branding with Heart.

FOUNDER & CEO · BRAND STUDIO CREATIVE

IN THREE CHAPTERS

01 The gap

Owners who had already built the business and still could not get the brand to carry the work. The clients were cared for. The site and the mark did not say so. She built a studio so those owners would be heard.

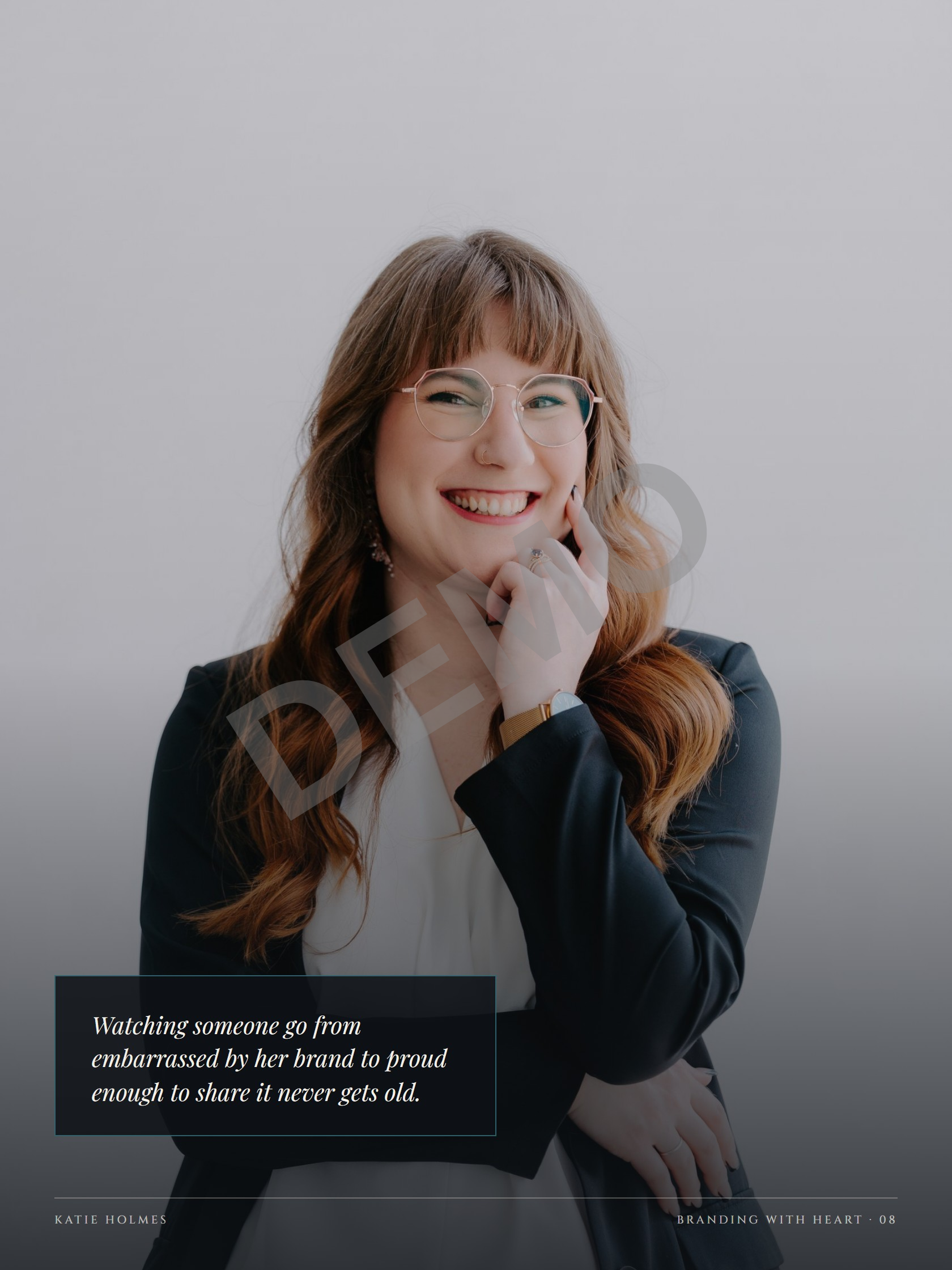
02 The method

Questions first: purpose, audience, the feeling she wants in the room. Then the lines between them become strategy, a visual identity, messaging, and a site that can be used. Guidelines and templates leave with the files.

03 The proof

Flower House Dallas grew past the original job: the site, the marketing, the merchandise, the wraps. Lauren is still using what they made. The brand, Katie says, helped her attract the clients she wanted.

A SUCCESSFUL BRAND SHOULD NOT ONLY LOOK GOOD ON LAUNCH DAY. IT SHOULD MAKE SHOWING UP FEEL LIGHTER LONG AFTER THE FILES ARE DELIVERED. THAT IS THE WALKTHROUGH SHE STILL INSISTS ON GIVING.



*Watching someone go from
embarrassed by her brand to proud
enough to share it never gets old.*

What she will still say *in the room.*

The studio

Brand Studio Creative. Katie Holmes, founder and CEO. brandstudiocreative.com, and the Branding with Heart page she asked us to print.

The start

Owners who had built the business and still could not get the brand to carry the quality of the work. She built a studio so they would be heard.

The method

Purpose, audience, goals, personality, the feeling. Then strategy, identity, messaging, the site. Guidelines, templates, a walkthrough.

Dallas

Flower House Dallas grew past the original project: website, marketing, merchandise, car wraps. The brand, she says, helped Lauren attract the clients she wanted.

The advice

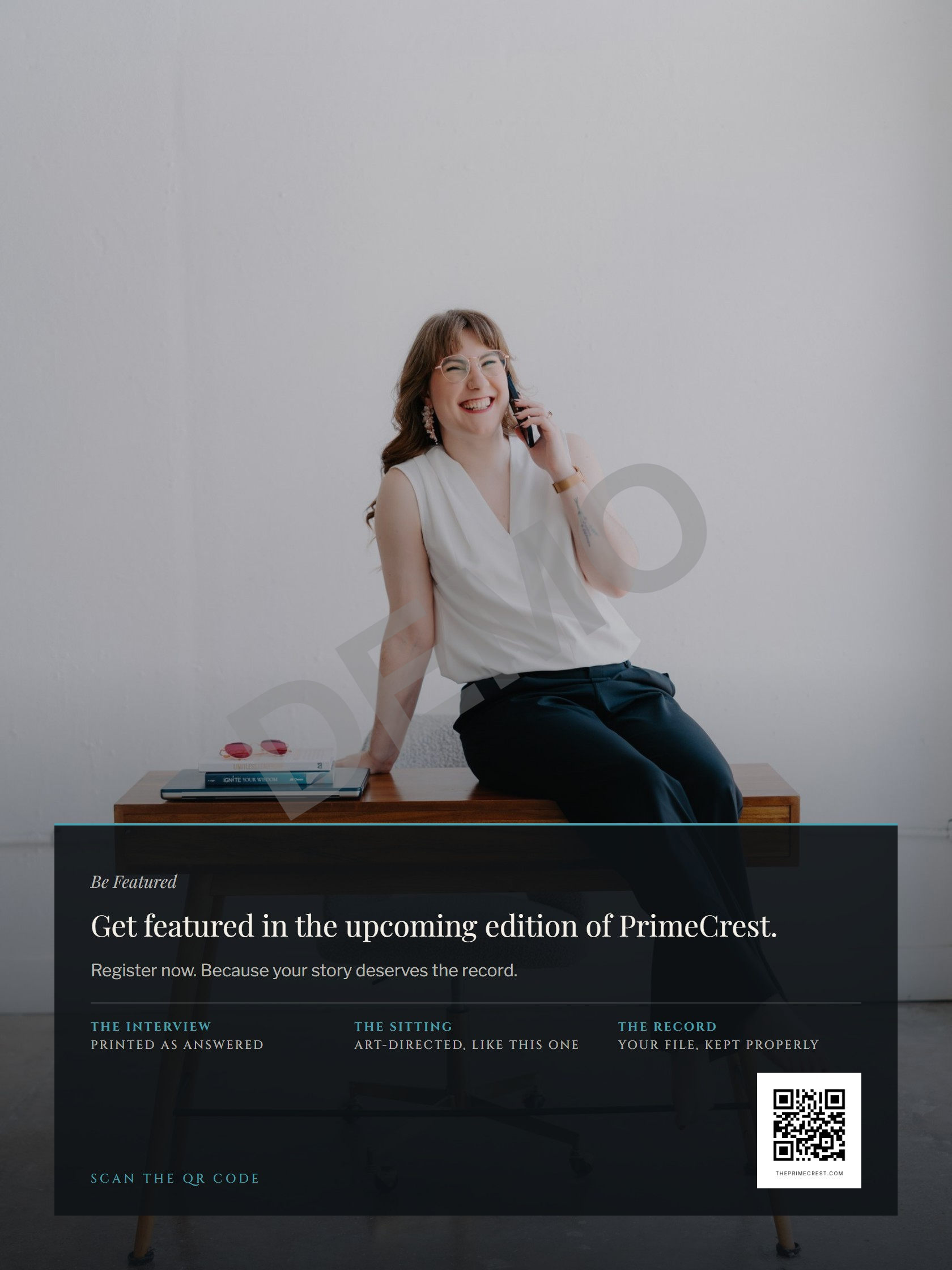
Do not build around a trend. Build around what is true, and around where the business is going. Give yourself permission to evolve. A brand is not a thing you put on a shelf.

Ahead

A long-term partner for owners ready for the next level. Maintain, evolve, and keep using the brand as the shop grows. Strategic work, she says, does not have to feel cold.

On tools

She is interested in what new tools can do. She does not think the answer is to make brands more technological. The human heart and the story still have to be protected.



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Register now. Because your story deserves the record.

THE INTERVIEW
PRINTED AS ANSWERED

THE SITTING
ART-DIRECTED, LIKE THIS ONE

THE RECORD
YOUR FILE, KEPT PROPERLY

SCAN THE QR CODE



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The thread, *held in one voice.*

Fortiora Relay is an enterprise communications agent. It drafts the client update in the voice on file, files the reply against the thread, and keeps the internal note attached. Email, the follow-up, the briefing. One desk. A person still approves the send. The machine does not invent a sentence the firm did not already mean.

Fortiora · Relay, from the publisher of PrimeCrest

Your voice

Replies written the way the firm already writes, from the thread on file. Not a generic tone. The one the client already recognizes.

The thread intact

Every send cited back to the conversation that produced it. The internal note stays attached. Nobody starts the next reply from a blank page.

The briefing

What moved overnight, on one page, before the first meeting. Who wrote, what is waiting, which thread still needs a person.

A person signs

Approve, edit, or send. Each correction teaches the next draft. The machine does not close a loop a person has not seen.

Built for firms that cannot lose a conversation. The jobs are on the next page.

Four jobs, done before the meeting.

Inbox triage

Incoming mail read, ranked, and grouped by account. The angry thread is not left under the newsletter. Clients, vendors, and the internal loop sit in separate stacks, so the first thing on the desk is the thing that can wait the least.

Drafted replies

Answers in the house voice, with the last three exchanges attached. A person approves, edits, or sends. Each edit teaches the desk. The machine does not invent a promise the firm did not make.

The follow-up

Promised dates watched. The reminder goes out before the client has to ask, with the file already open. A date that was said in a meeting stays attached to the person who said it, not to a second calendar no one opens.

The briefing

Overnight movement on one page: who wrote, what is waiting, which thread needs a person. Built for firms that cannot lose a conversation, and will not pretend a new inbox is a new relationship.

Email, the follow-up, the briefing. One desk. A person still signs it.



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