We build brands with intention.

We are driven by the desire to help our clients feel connected to their mission and empowered to elevate their impact.

All projects featured in this presentation were developed in-house.

Our clients are committed to bringing their vision to life and making an impact in the world. And we are, too.

CATALYST MIAMI

VIZCAYA MUSEUM & GARDENS

Common Threads COOKING FOR LIFE

book harvest

the WIN woman

MIAMI GROWTH MACHINE

Nimbus

GROWN WOMEN DANCE COLLECTIVE

Climate Change Observatory NETWORK

GSO georgia symphony orchestra

ADRIANNA Foster

TALBOTS

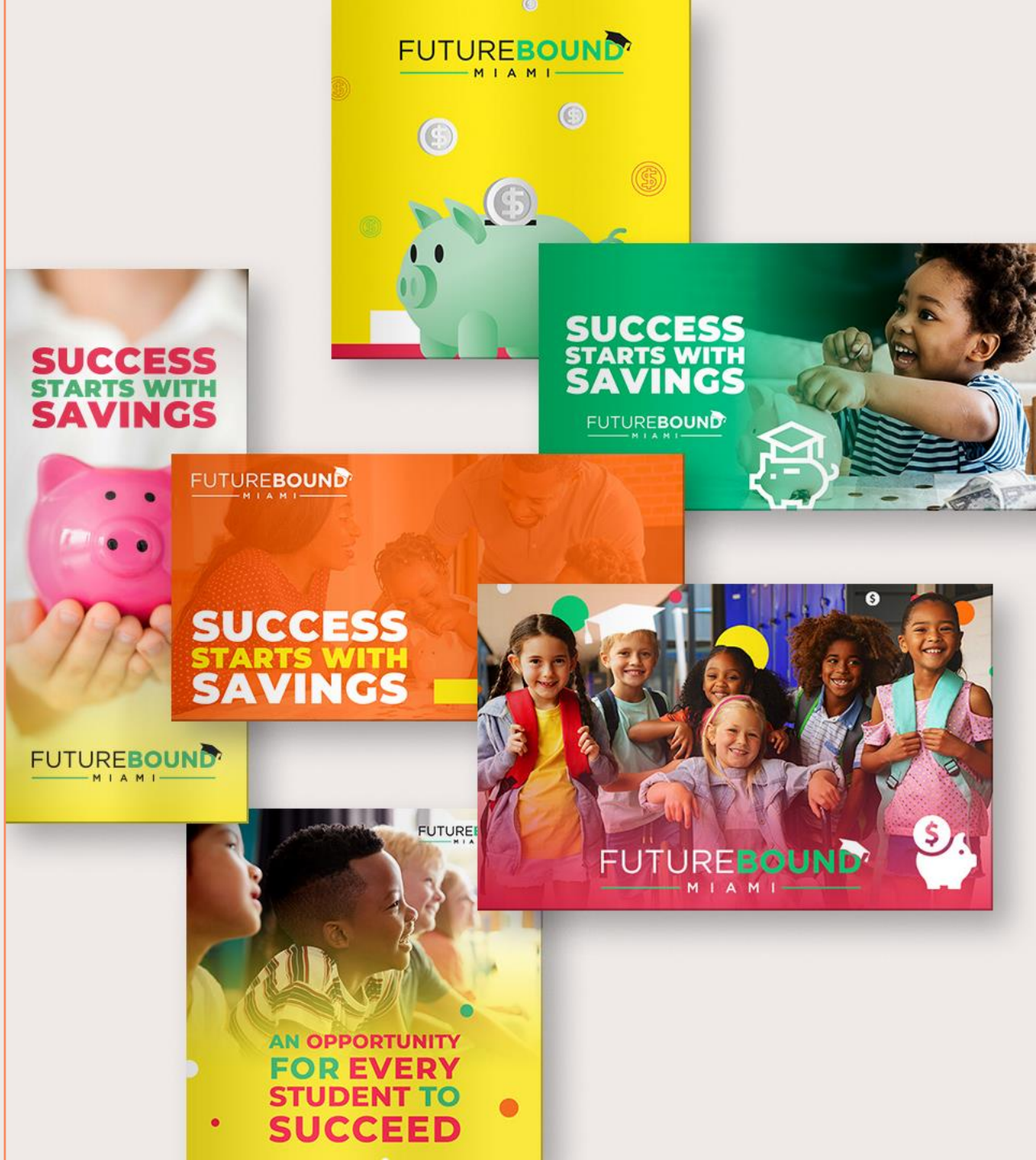
Tyler Schwartz

WARRIOR WOMEN CONNECT

Client: Catalyst Miami

We were hired by Catalyst Miami to help them launch a new community program called Future Bound Miami. We created a brand message guide with taglines, research, brand tone, avatars and swipe copy to be used by all staff for marketing purposes. The visuals proposed and implemented in the marketing material were relatable to the target audience in a fun, modern way, and the messages communicated to the audience's needs without making the demographics feel singled out or underrepresented.

We managed deadlines and coordinated many moving parts, prioritizing collateral delivery and keeping the client accountable for providing approvals and feedback. Our team also worked on a high-level development for a multilingual website with effective UX that ensured users could easily enroll in the program. You can read the case study for this project here.



Client: Vizcaya Museum and Gardens

We're currently working with Vizcaya Museum and Gardens on the development of their upcoming Gala brand identity. The Gala will be inspired by Truman Capote's Masquerade Ball from 1966, and will also be honoring the 100th anniversary of Vizcaya's garden.

Our vision for the invitation was to work with vintage flower illustrations and create a flower composition inspired by the shape of a mask, to bring a bit of the theme of the ball. We worked with black and white illustrations, leaving a touch of red only to some of them, representing the richness of the Vizcaya gardens.

The design of the Gala material is in progress, and will involve the design of a program book, signage, post office exclusive stamp, menus, emails and Silent Auction material.

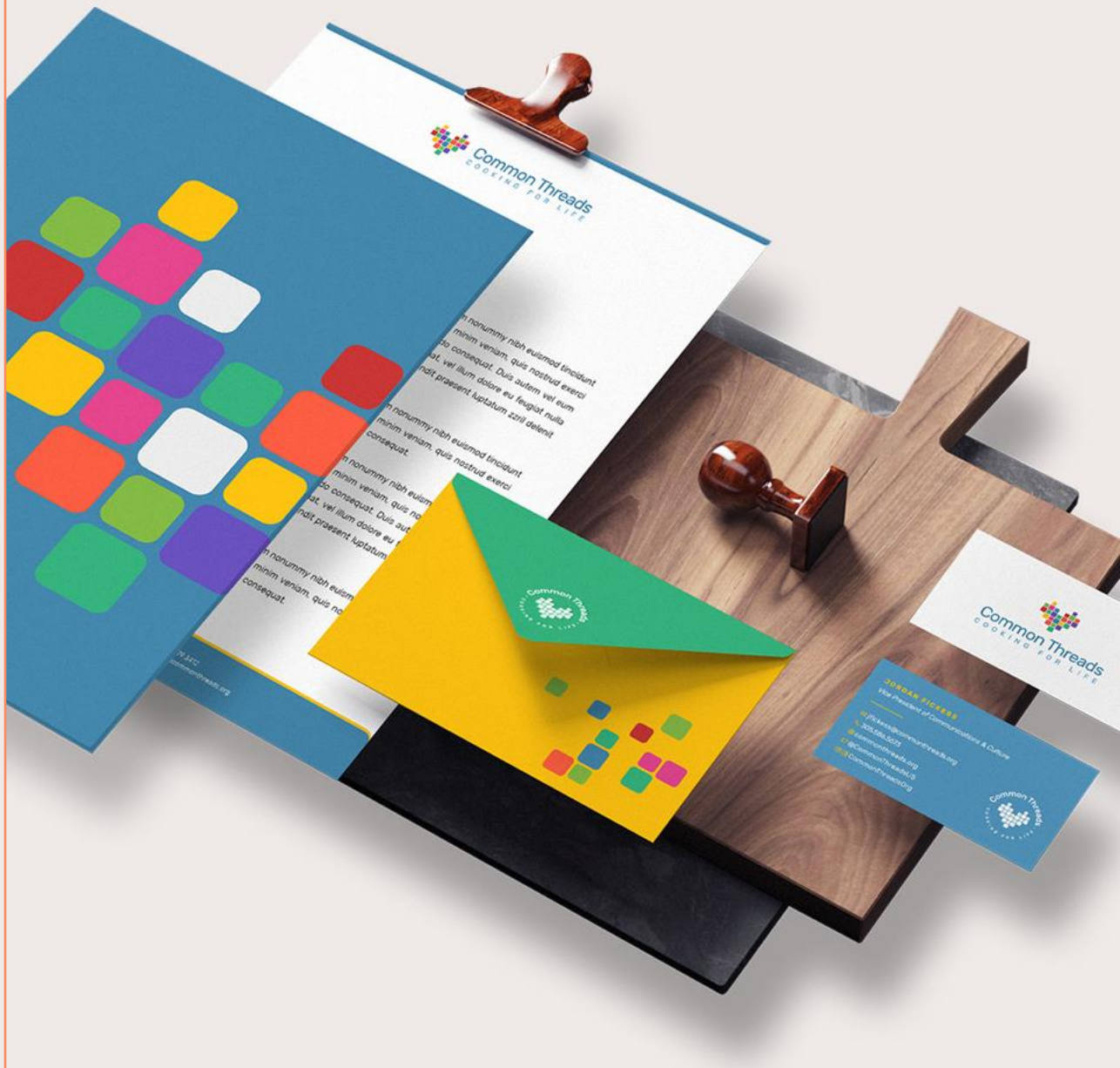
Client: Common Threads

Common Threads is a national nonprofit committed to celebrating different cultures through food, while also promoting the importance of health and wellness. Common Threads aspires to build communities that embrace healthy cooking, healthy eating and celebration of culture.

The organization's logo was a patchwork heart that suggested a multicultural world. Their team wanted to revamp their brand identity creating a friendly, modern look that would show Common Thread's evolution, yet still connected with its original identity.

Staying aligned with the heart of Common Threads' mission, we recreated the logo squares with rounded corners, with two sizes interspersed to create a patchwork effect in a modern way.

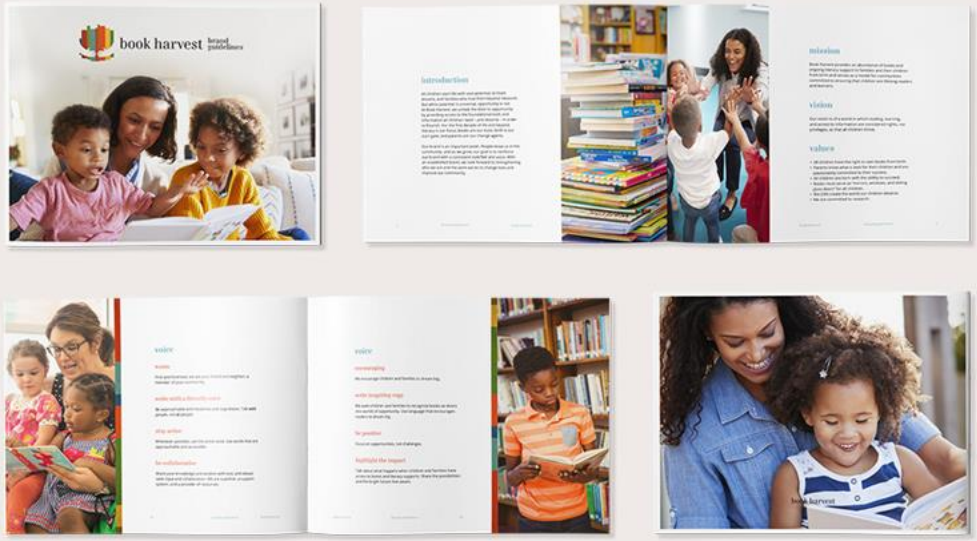
We paid special attention to the project's photography, as it speaks louder than words. Common Threads' photography is positive, inspiring and eye-catching, leaving the viewer with an emotional connection to the campaign and what it stands for.



Client: Book Harvest

Book Harvest is a non-profit organization in Durham, North Carolina. Their vision is a world in which reading, learning, and access to information are considered rights, not privileges, so that all children thrive. Book Harvest provides books and ongoing literacy support to families and their children from birth and serves as a model for communities committed to ensuring that children are lifelong readers and learners.

We worked with Book Harvest to create brand guidelines that support the preservation of their brand and guide their team while they produce more content.



Client: The Win Woman

We collaborated with Yany San Luis, the founder of The Win Woman, to develop her new brand identity. Our intention was to create a classic, clean and elegant logo that would transmit strength and empowerment in a gentle way.

The brand name carries a lot of strength and meaning, so we chose an elaborated typography that would better convey the idea of victory, triumph, and success. We chose a serif font for the elegance and power it expresses, but kept the lines thin, with some curves, for a delicate and feminine aesthetic.

For the symbol, we created a monogram with the letter W inspired by Wonder Woman's two Ws. An overlay was created with the two letters - the overlapping lines bringing the idea of team, community and union, which is part of the brand's mission and clientele.

A symbol added to this monogram was the diamond, which is associated with victory, light, and commitment. It brings forward Yany's statement that each victory is important and deserves to be highlighted. The diamond was placed at the top of the symbol, as if it emerged from the four columns in the Ws (which would be the challenges, the paths, opportunities). The diamond is the victory, after rising from the circumstances.

Client: Miami Growth Machine

Miami Growth Machine is a community platform that offers start-ups the capabilities and industry knowledge necessary to develop cosmetics and other consumer packaged goods. It taps into the broader Miami entrepreneur ecosystem, but is focused specifically on manufacturing expertise.

We worked with the founder, Andrea Cid to create a minimalist and modern brand inspired by the city of Miami, its diversity, beauty and architecture. The logo was developed based on fluid and organic shapes, as they convey lightness, well-being and hospitality, and it was also based on three concepts that resemble Miami: the ocean, the skyline and the sun.

All these elements were gathered in a way that the overall logo would resemble a profile view of a flamingo, a tropical bird that has great abilities to live in groups, representing social nature and the desire to create community bonds.

Client: Nimbus Dance Works

We collaborated with Samuel Pott, the founder of Nimbus Dance Works, to design the logo for the Acadia Dance Festival. The festival brings world-class dance to Mount Desert Island, in Maine, and includes works recently premiered at BAM, the Brooklyn Academy of Music.

The logo was inspired by Acadia National Park, one of the most beautiful and beloved parks in the United States. It features a pine tree and the brand's secondary colors evoke the beauty of Acadia's nature.

With a repertory of over 30 works, Nimbus performs on tour nationally, impacting 16,000 people each year. We strived to create a brand that mirrored their structured and musical dances, and evoked deep-rooted emotional connection.

Client: Grown Women Dance Collective

Grown Women Dance Collective is an organization based in California making social impact through art and wellness. It offers a space for internationally respected, retired dancers in their 40s and 50s to share over 400 years of collective experience. Together, they celebrate African American history in a space for the community to learn, explore creativity, find connections, and heal.

The main goal was to build a visual identity that would engage, educate and inspire people to make a social impact in a time where cross-cultural dialogue, social justice, and racial harmony have a renewed understanding of importance. The original logo had a very symbolic meaning to the founder and its main lines were preserved. The new chosen fonts, colors and patterns were inspired by African culture; together they convey Black dance, culture, heritage, and history, as well as energy, strength and justice.

Client: Climate Change Observatory Network (CCO)

CCO is an organization based in Maine that engages, educates and invites all people to appreciate the environment and help protect, nurture and care for our land and water.

Our intention was to create a modern logo that refers to the observation of changes in nature in general. Most of the monitoring done by CCO is done through picture posts, which sparked the idea of making the main icon an eye, symbolizing the vision we have of the environment and the capture of images.

We created the initials CCO by overlapping the letters, based on rings to keep them balanced. Three other simplified versions of the main logo were added to make the logo responsive.

Client: Georgia Symphony Orchestra

The Georgia Symphony Orchestra hired us to design the commemorative logo for their 70th anniversary. The design was based on the original logo, with details incorporated to add the number 70.

We followed the same characteristics of the original brand to keep it identifiable to their audience, and also created brand guidelines and social media graphics that represent GSO's idea of enriching, educating, and inspiring their audience.

Client: Adrianna Foster

Adrianna Foster is a hypnotherapist and motivational singer. She was featured at The Voice, Telemundo, in 2019, and her work is deeply rooted in spirituality.

We worked with Adrianna to create her new brand identity, pairing her name with an emblem that embodies her essence as an individual and professional. The main shape for the emblem is represented by a triangle, a sacred shape that symbolizes balance and harmony and represents the body, mind and spirit. The pyramid has the ability to channel energy, and it is believed that being inside one facilitates the connection with intuition and higher beings.

Inside the triangle we illustrated an open shell, which has a direct relationship with the sea and Iemanjá, one of Adrianna's favorite goddess. Combined, the elements allude to Adrianna's work, a platform for her clients to open up to transformation.

Client: Talbots

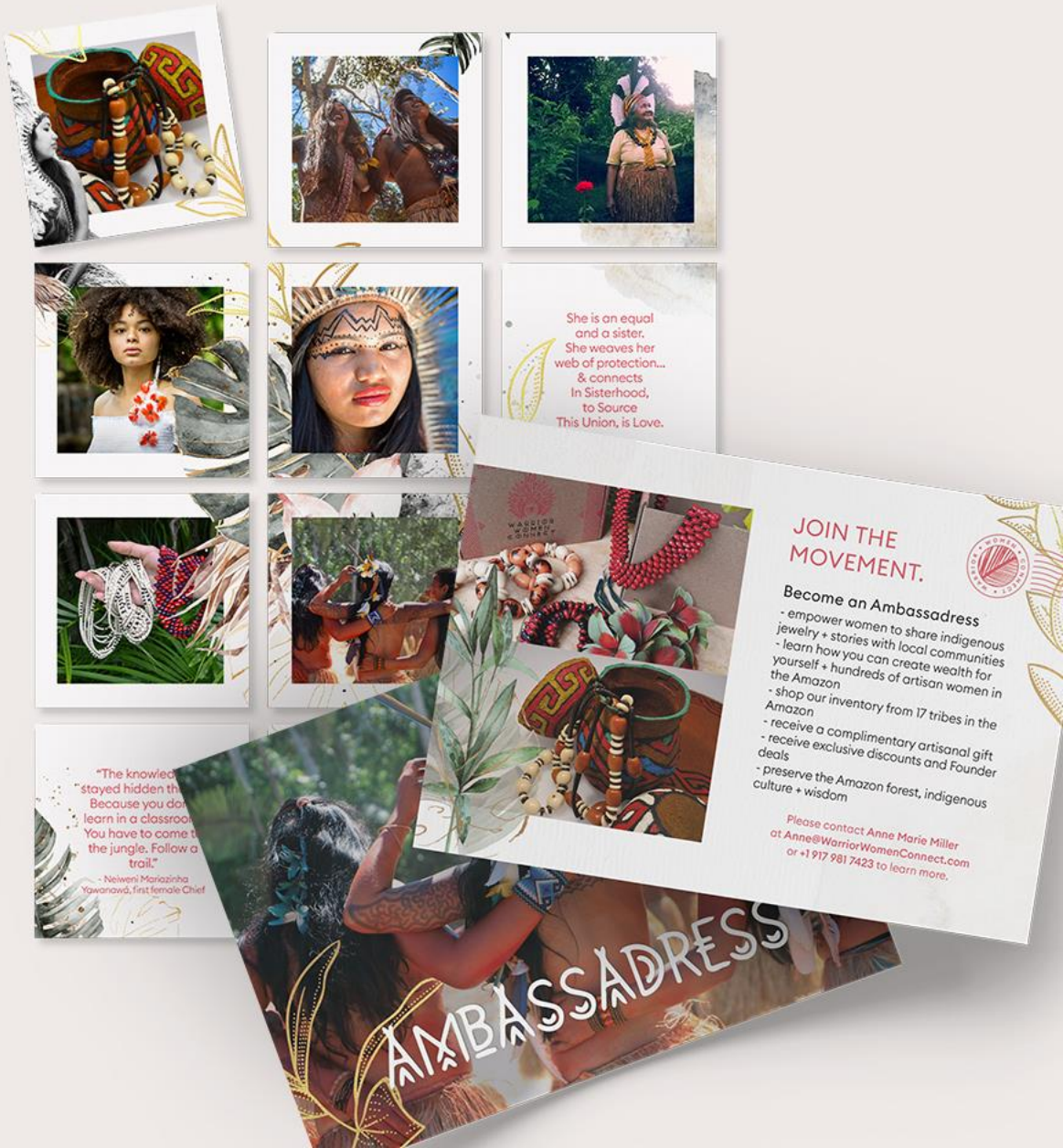
We collaborated with Talbots' executive team to create a presentation deck about the Power of Instagram, outlining their proposal to grow their fan base and digital revenue.

Working closely together, we storyboarded the content and developed a modern and sleek design that reflected Talbots' brand identity. We built the deck in Powerpoint, using animations to elevate the presentation and convey the message in a clean, minimalistic way. Other features included integrated video clips and gifs that seamlessly flowed into the presentation design.

Client: Tyler Schwartz

Tyler Schwartz is a landscape designer focused on sustainable designs, featuring South Florida native trees. We designed Tyler's brand identity and website showcasing him as a modern, passionate landscape professional.

Client: Warrior Women Connect

Warrior Women Connect is an organization committed to creating the world's first international indigenous and artisanal marketplace platform that empowers women to share indigenous stories, crafts and art with their local communities.

We collaborated with the founder, Anne Marie Miller, to bring her vision to life. Additionally to the brand identity, we also crafted social media graphics and an executive summary to be presented to potential donors and board members.