



CRASTINUM
CREATIVE™

Building YOUR Brand:

One Step at a Time.

crast-a-what?

CRASTINUM

Latin for “**tomorrow**” in English

Type: { *noun* }

"Libenter describam tibi, sed expecta **crastinum** diem."

"I'll gladly describe it to you, but wait until **tomorrow**."



About Us.

As a full-service branding and package design agency. We are experts at increasing the value of your brand with imagination, ingenuity and passion.

We know that for your business to thrive, all aspects of your branding & marketing need to work together.

That's why our proven process builds from the research phase to final asset delivery.

Our team makes sure that everything we create for you speaks directly to your ideal customer & helps support your business goals.



 **CRASTINUM**
CREATIVE
Designing your Tomorrow, today.



OUR CAPABILITIES

- Branding & Strategy
- Logo Design
- Packaging
- Style Guides
- illustration
- Marketing Collateral



Our Process:

9 steps to **YOUR** rebrand.



BRAND BUILDER Toolkit



DISCOVER

Deepdive session into project needs and goals.



DEVELOP

Define brand audience to develop targeted creative.



DELIVER

Finalize and deliver your distinctive brand toolkit.

DISCOVER



LAUNCH PROJECT



DETERMINE GOALS



FORMULATE PLAN

DEVELOP



ANALYZE BRAND



DEFINE IDENTITY



PRESENT CREATIVE

DELIVER



FINALIZE CREATIVE



DELIVER TOOLKIT



CELEBRATE SUCCESS



Client Project:

The **Crastinum** process

DISCOVER

PREMIER TAX SERVICE

Helping individuals and businesses with their tax needs since 1991



LAUNCH PROJECT



DISCOVER



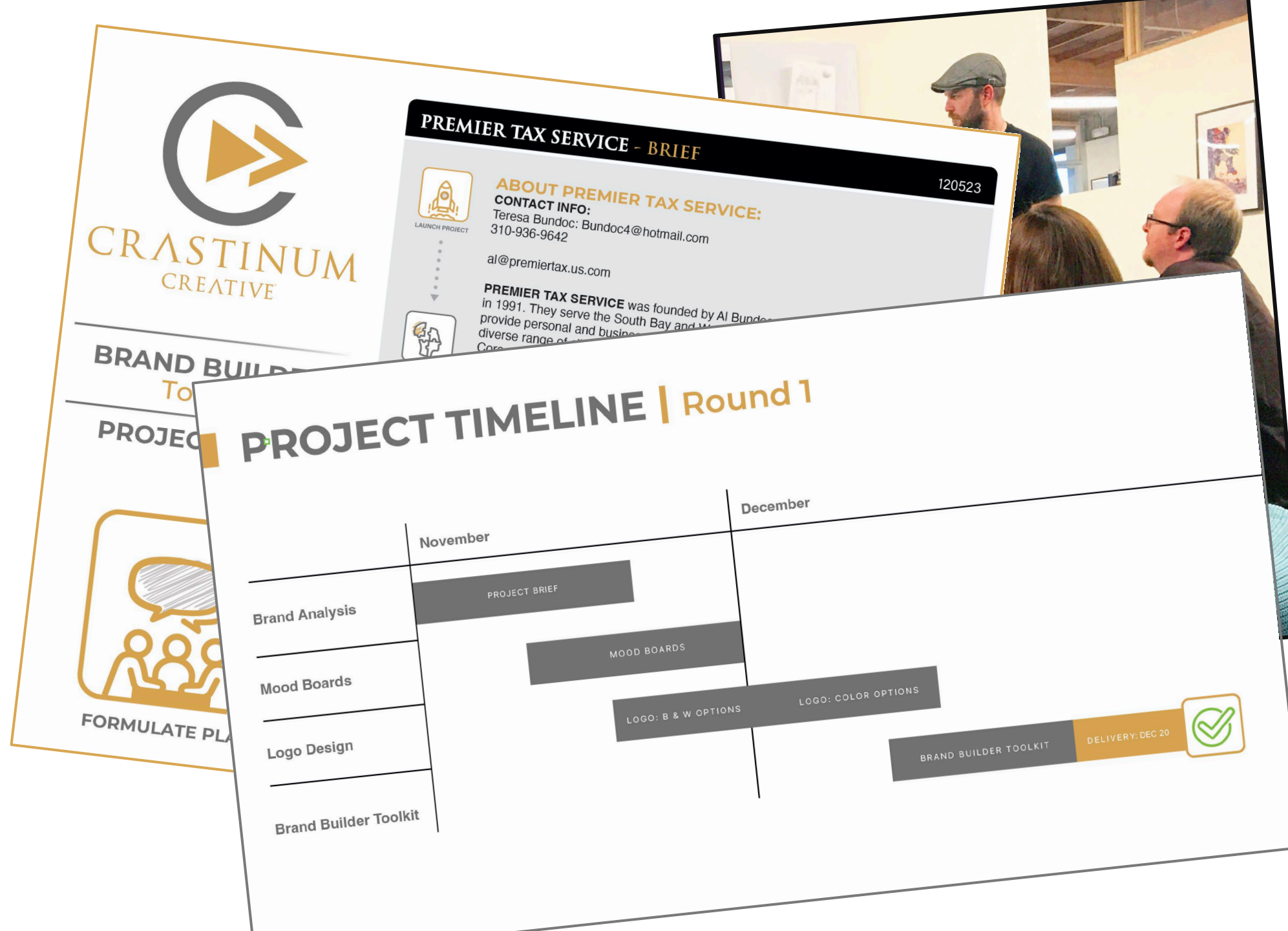
DETERMINE GOALS



DISCOVER



FORMULATE PLAN





ANALYZE BRAND

Deep-dive to define
your brand's audience
& the ideal pathway
to success

CORE CUSTOMER:

Millennial, business owners with complicated tax returns, clients who want personalized, experienced, trustworthy, quality tax services,



Adult Female, 28 yr old, Millennial

Beach City resident
Sophisticated, Affluent
Small business owner, entrepreneur

Shops at Whole Foods, Nordstrom, Williams Sonoma, Crate & Barrel

Enjoys wealth accumulation

Favorite Music is Bob Marley, Beach Boys, Florence & The Machine

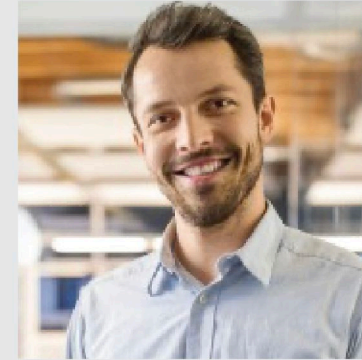
Favorite Movies/TV: Brooklyn Nine-Nine, Black Mirror, Parks and Rec, La La Land, Grand Budapest Hotel

Cares about courtesy and respect. Trust. Quality products and services.

Dislikes bleak modernism, dark

Serious about work-life balance

Style is coastal, beach city aesthetic tt



Adult Male 35-45, late millennial-early Gen-X

Palos Verdes resident
Wealthy, established, entrepreneur

Shops at REI, Redondo Beach Riviera, Del Amo Fashion Center, Trader Joe's

Enjoys travel, surfing, boating, beach

Dislikes traffic, over-crowded urban areas

Serious about wellness and adventure

Style is open, breezy

5

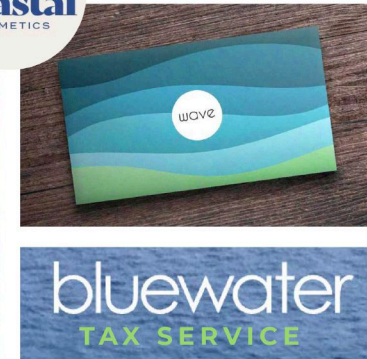
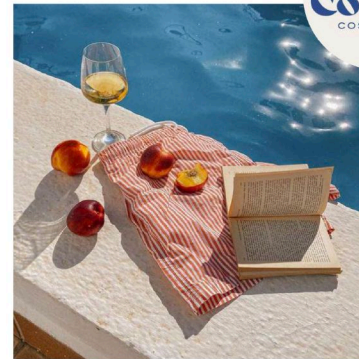
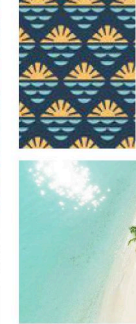
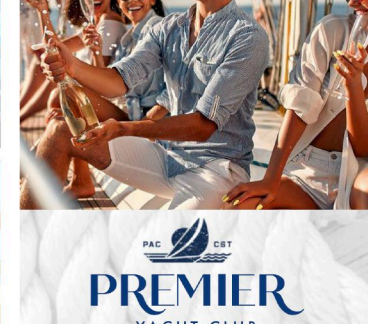


DEFINE IDENTITY

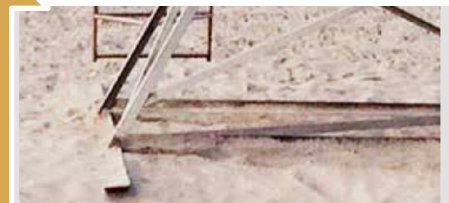
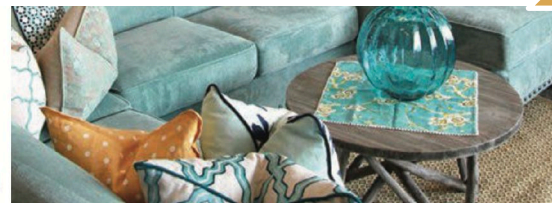
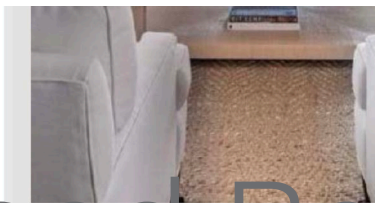
YACHT CLUB

Sailing in the Sea Breeze

- Modern coastal sailing motif
- Casual but affluent
- Cool color palette with calming vibes



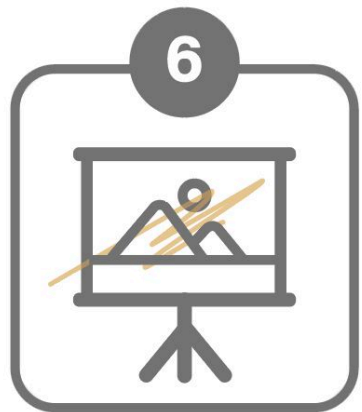
Mood Boards



DEVELOP

LOGO: B&W Round 01

OPTION 3: APPLICATION EXAMPLES



PRESENT CREATIVE



Logo
Design
&
Mock-ups

DELIVER

PREMIER TAX SERVICE



FINALIZE CREATIVE

Design assets that exceed your project objectives & metrics

Before

&

After



PREMIER
TAX SERVICE

STACKED VERSION



1 COLOR VERSION



YELLOW WAVE

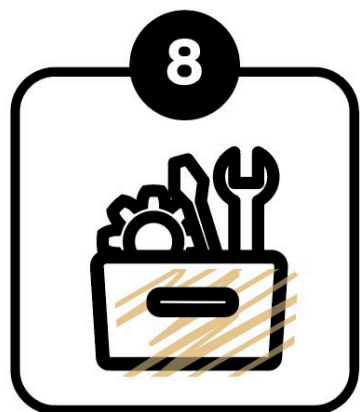


HORIZONTAL VERSION



HORIZONTAL OPTION 2

DELIVER



DELIVER TOOLKIT

Finalize and deliver
your distinctive
brand builder toolkit

BRAND BUILDING TOOLKIT BRAND GUIDELINES



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LOGOTYPES

01. Full Horizontal Logo | 02. Optional Horizontal Logo | 03. Logo | 04. Logo Mark



LOGO CLEARSPACE

APP AVATARS

Social Media | Badges



COLOR VARIATIONS



1-Color
White Background



1-Color
Black Background



3-Color
Gray Background



1-Color
Blue Background

COLOR USED

PRIMARY COLORS

SECONDARY COLORS

DELIVER



CELEBRATE SUCCESS

Your expertly-designed
Brand assets are delivered.
You are now ready to win!



SO, WHAT IS INCLUDED?

- YOUR **NEW LOGO** IN HORIZONTAL & STACKED FORMATS.
- LOGO **COLOR VARIATION** PROOFS & **ICONOGRAPHY**.
- **DISTINCT COLOR PALETTE** WITH PANTONE CALL-OUTS.
- **FONTS & FONT USAGE** GUIDE.
- **STATIONARY MOCK-UPS**, ETC. AS NEEDED.
- 2-3 **MOODBOARDS & MARKET/CUSTOMER** RESEARCH.



BRAND GUIDELINES



BRAND LOGOTYPE

01. Full Logo | 02. Logo Stacked | 03. Logo Symbol Big | 04. Horizontal Option | 05. Tagline



05. Designing your tomorrow, today.

LOGO CLEARSPACE

DEFINITION
Clearspace around the logo ensures that no other graphic elements interfere in the visibility and clarity of the brand mark.

COMPUTATION
Clearspace is determined using the "D" in "DD". Recommended clearspace uses 2 D's stacked as shown.

MINIMUM CLEARSPACE
Minimum clearspace is determined using the height of 1 "D".



TYPOGRAPHY

<https://www.dafontfree.net/trajan-pro-regular/#25999.htm>



Tagline font: Helvetica regular

Designing your tomorrow, today.

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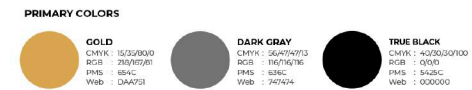
ICONOGRAPHY



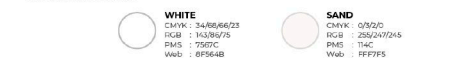
COLOR VARIATIONS



COLOR USED



SECONDARY COLORS



STATIONERY

Envelope | Business Card | Letterhead



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Pricing Plans

	Brand BASICS	MOST POPULAR! Brand PRO	Brand PREMIUM
DISCOVERY & STRATEGY			
Consumer Research		✓	✓
Market Analysis • Research findings presentation		✓	✓
2-3 Mood Boards or 2-3 Trend Boards		✓	✓
LOGO DESIGN			
Project Launch Meeting	✓	✓	✓
Logo Design • 4-5 Logo options • 2-3 Rounds of revisions	✓	✓	✓
Logo Usage Kit	✓	✓	✓
Overarching Brand Design • 3-4 Branding options • 2 Rounds of revisions on 1 final option			✓
FINAL DELIVERABLES			
Consumer/Market Analysis Presentation		✓	✓
Finalized Brand Mood or Trend Boards		✓	✓
Finalized Logo with Logo Usage Kit	✓	✓	✓
Final Branding with Visual Mock-Up Examples	<div>45% SAVINGS!</div> <div>\$1,895</div> <div>\$995</div> <div>TIMELINE: 3 WEEKS</div>	<div>55% SAVINGS!</div> <div>\$5,495</div> <div>\$2495</div> <div>TIMELINE: 4 WEEKS</div>	<div>50% SAVINGS!</div> <div>\$6,995</div> <div>\$3498</div> <div>TIMELINE: 6 WEEKS</div>

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Let's get started building your Tomorrow... **today!**

Thank You!



Joe Campos

PRESIDENT / CEO

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