



# brand capabilities deck

/2022

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## about

ds.  
creative design studio

## contact

hello@dscratedesignstudio.com  
www.dscratedesignstudio.com

## information

instagram.com/dscratedesignstudio  
facebook.com/dscratedesignstudio

*they* help you disrupt your  
industry, *we* help you tear  
a hole in the **universe.**

that's **ds. creative design studio.**

01

who  
are we?



we are a comprehensive branding agency that partners with deeply purpose driven, cpg brands that want to tear a hole in the universe by creating authentic, dynamic and impactful branding partnerships.

### our philosophy

*at ds creative design studio, we believe that branding at its deepest core mirrors us as people and our deepest need to make, fulfilling lasting connections with one another and the root of those connections is aligned authenticity and truth.*

02

meet  
the CEO



## diamond sands

lead strategist & creative director

diamond sands is a thought leader in the branding industry. with **10 years** of hands-on experience under her belt serving **60+ clients**, she uses her expertise to bridge the gaps between brands and the people they want to impact and connect with.



02/1

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## our core team



**jirah lastima**

admin assistant



**angelika staruch**

graphic designer



**lyza abejuela**

graphic designer

**we also work with a rolodex of developers and strategist on our client projects.**

**meet  
the team**

ds creative design studio focuses on the evolution and expansion of brands by exploring three distinct categories of work:

*brand evaluation*

*brand expression*

*brand execution*

at ds, we clarify visions and values. magnify messaging. refine aesthetics.

*brand evaluations* are designed to strengthen and solidify brand foundations through research, analysis, and strategy. each ds brand evaluation focuses on brand identity development, brand substance, and brand clarity.

*brand expression* is designed to re-imagine and refine each brand's mission, vision, values and overall strategy, through voice and visuals. each ds brand expression is a visual representation of hours, weeks, and months of research, preparation, development, and design.

*brand execution* is designed to present and portray the truest elements as the physical manifestations of each brand we work alongside. ds brand execution is achieved through comprehensive web development, packaging design, brand campaigns and collateral.



# raw

rebranding  
packaging design  
website

## skin + hair care company

comprehensive rebranding: brand evaluation, expression and execution

### problem:

raw is an existing brand that was stuck as a (mostly) men's hair and beard care company. they wanted to switch over to a unisex luxury, all natural skin and hair care brand that not only served customers through expanded products but also through educating and building community so that they are apart of the foundation that allows their customers to ultimately live healthier lives.

### solution:

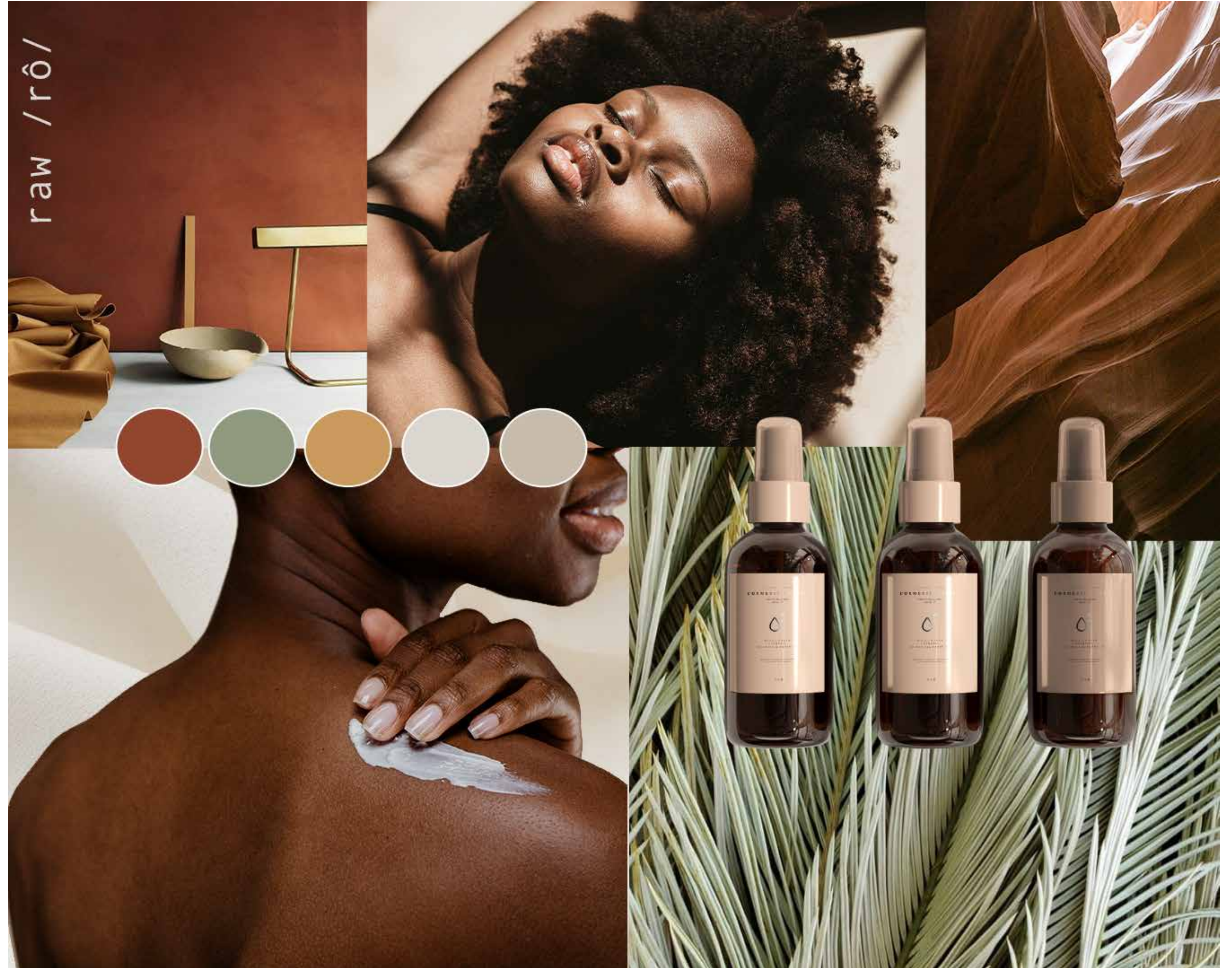
we took them through our brand evaluation process which, through research and analysis of their competitors and audience, led us to the gaps and opportunities in the market. from this we found the key differentiating factors for them to anchor their messaging and positioning into, along with their values and beliefs, giving the brand it's own piece of real estate in the holistic-luxury skincare dtc/cpg market and a clear path to communicating and building relationships with the audience through their brand voice. we then created a strategy informed brand image and identity that is the perfect mix of warm, luxury and inviting.

LUXURY SKIN + HAIR

# RAW



# mood- board





# color pallette

C 29 M 75 Y 80 K 29  
RGB 147 70 47  
#92462f

C 1 M 14 Y 92 K 0  
RGB 255 214 14  
#dcd7d1

C 46 M 28 Y 51 K 10  
RGB 144 154 127  
#909a7f

C 23 M 23 Y 32 K 4  
RGB 200 188 172  
#c8bcac

C 19 M 39 Y 67 K 7  
RGB 202 154 94  
#ca9a5e



primary logo



# pack- aging





pack-  
aging





**pack-  
aging**





visuals



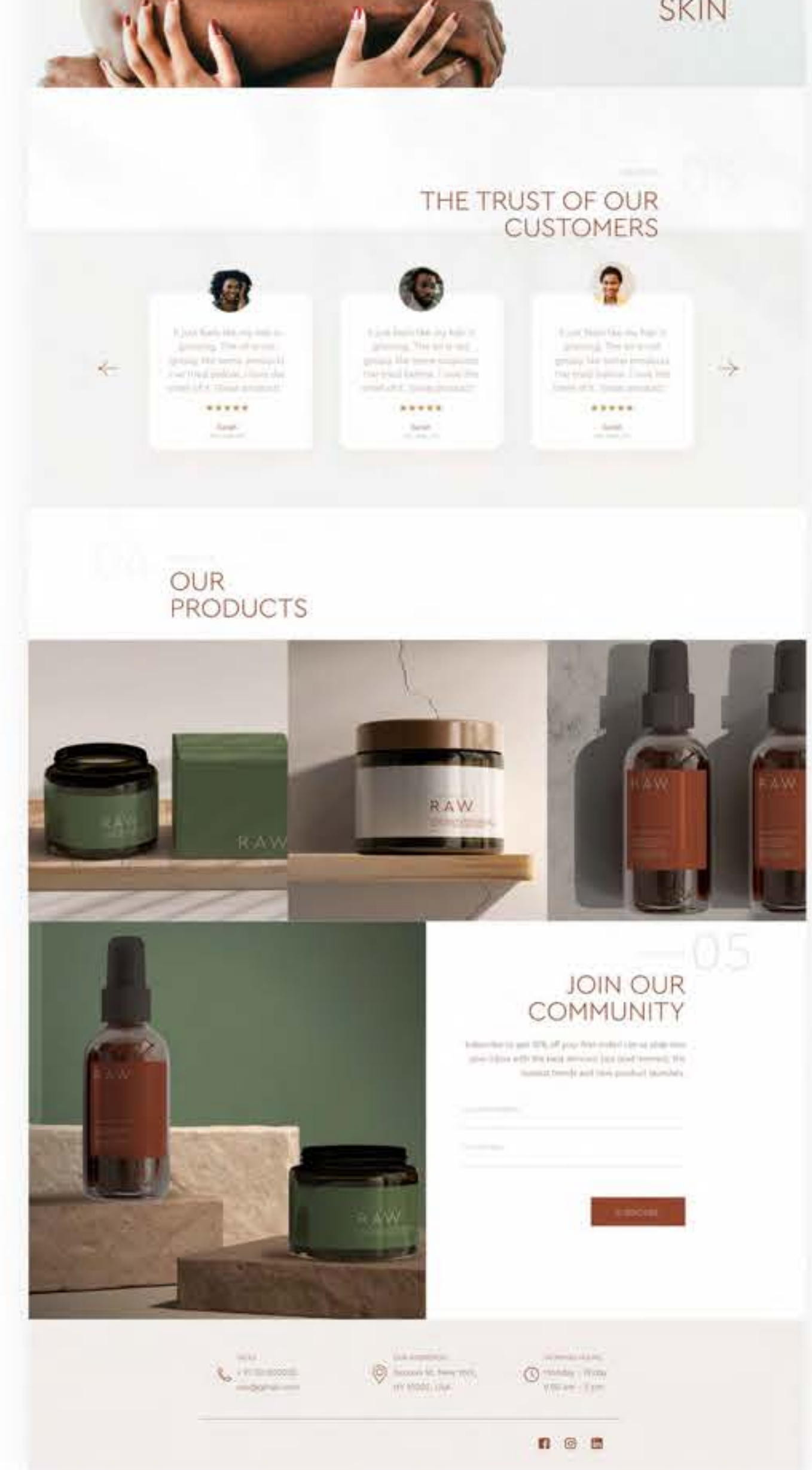
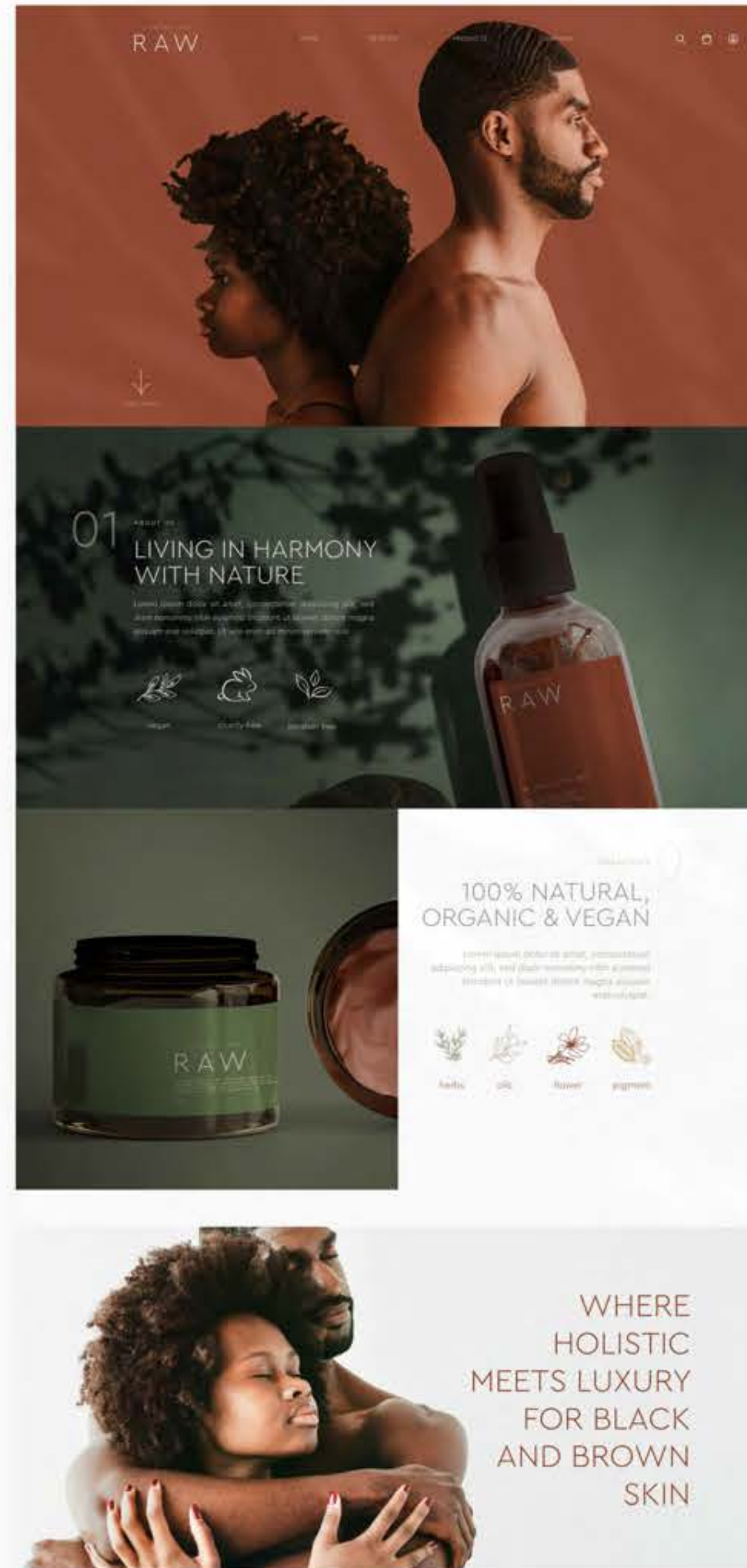


visuals





website





# melanin tx

## aroma therapy brand

branding  
packaging design  
website

### problem:

melanin tx is a black and woman owned luxury aroma therapy brand that believes in living happier, better quality lives. rooted in psychology + science, these products are custom designed to boost your mental health and escape your day to day, giving you the opportunity to exhale happier.

### solution:

lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. dui autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat





# mood- board



# color palette

#ddcfbd

#000000

#ffffff

logos

primary logo

melanin tx

M. TX  
M E L A N I N T X

submark

M.

M E L A N I N T X



**pack-  
aging**



# pack- aging



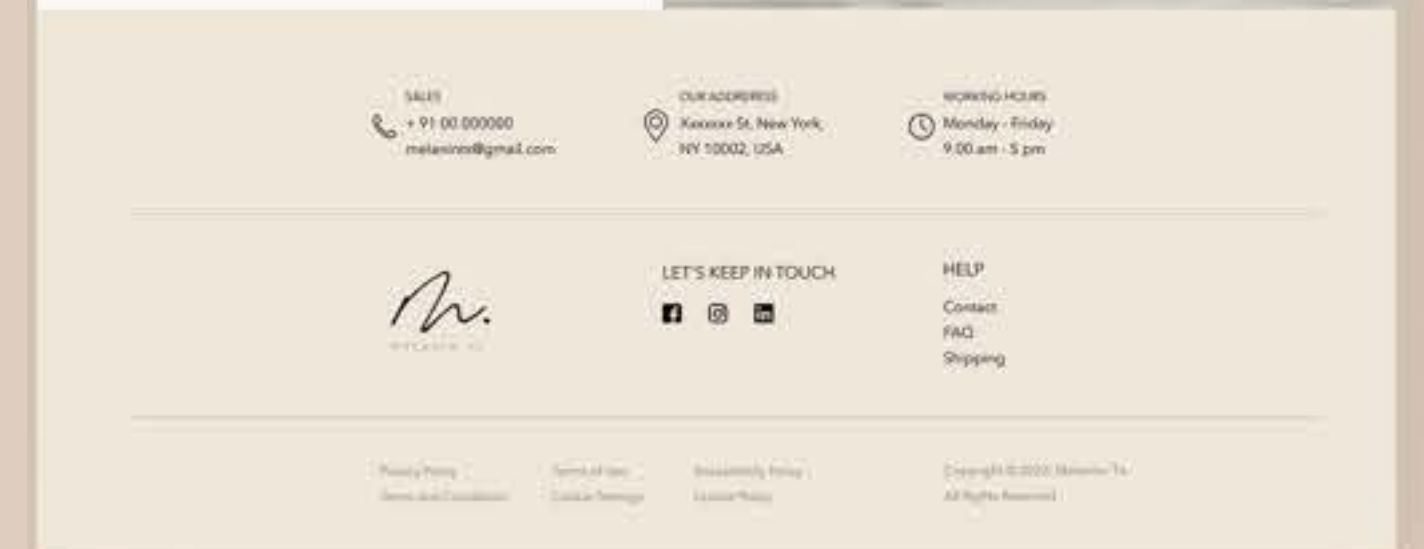
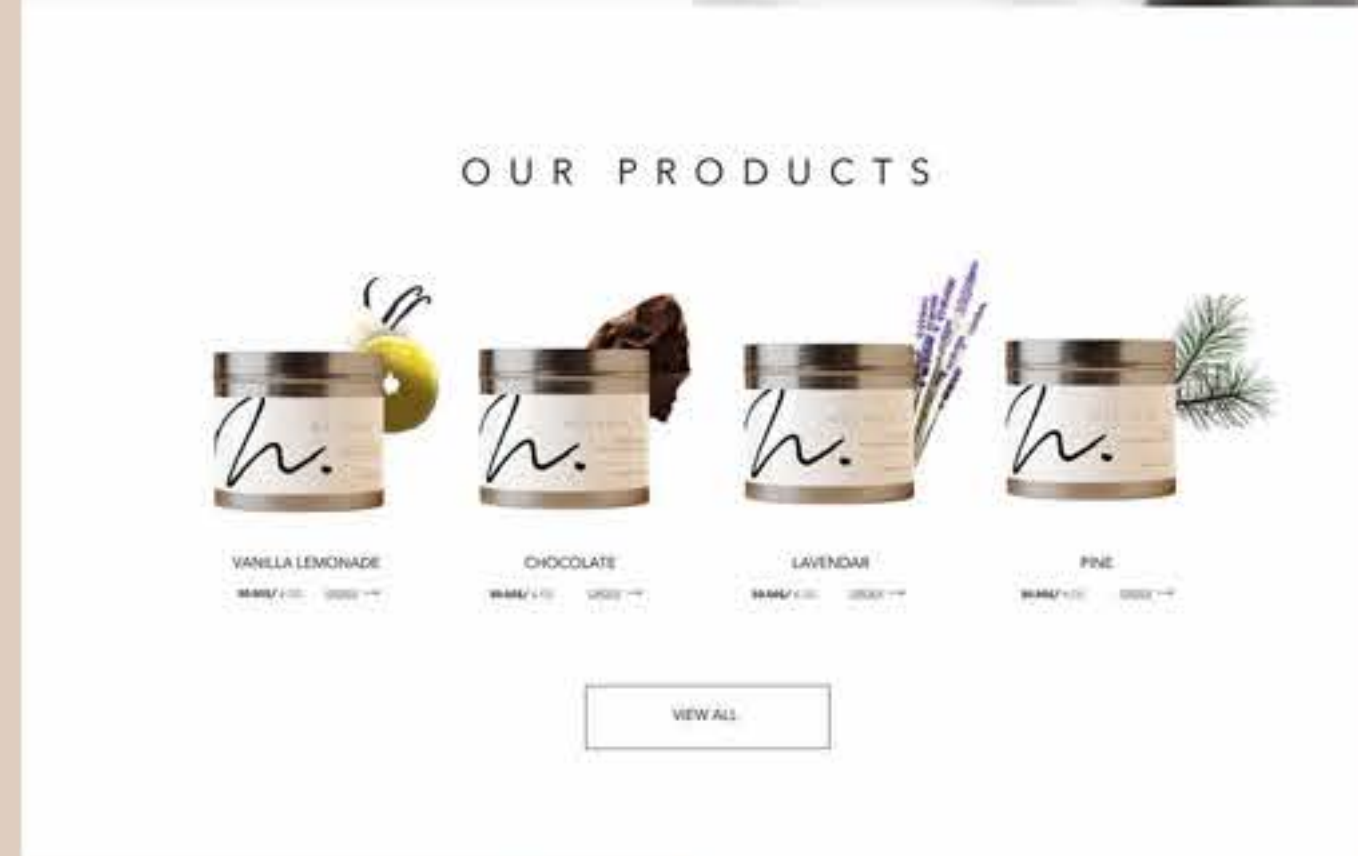


billboard





# website





# swerveluxe

auto rental company

branding  
packaging design  
website

## problem:

swerve luxe is a luxury auto rental company that believes in a more relaxed and worry-free rental experience. With seamless processes, detailed service, luxury vehicles and access to your own personal concierge to unlock exclusive spots and events; we welcome you to relaxed luxury.

## solution:

lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. dui autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat





mood-  
board





# color palette





logos

primary logo

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swerveluxe

submark

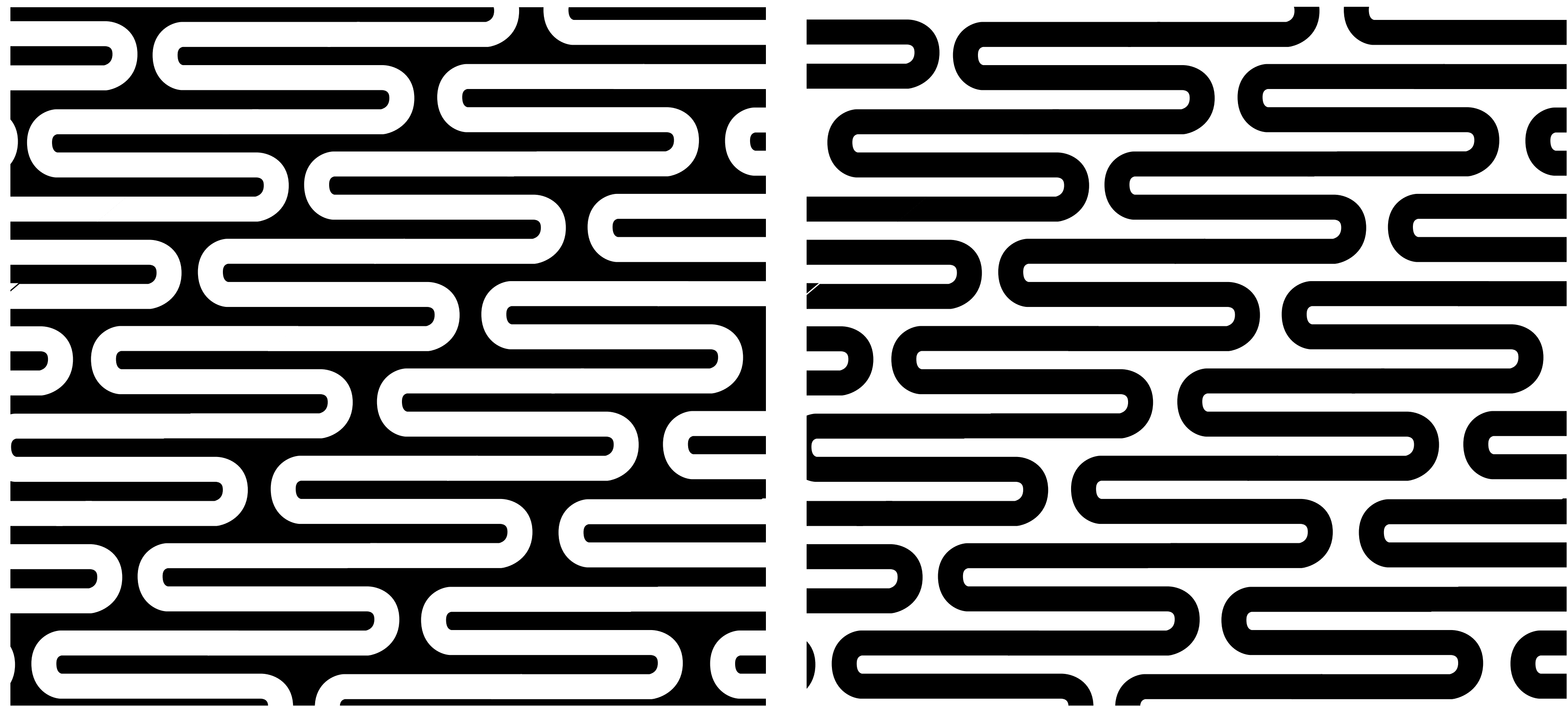
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swerveluxe

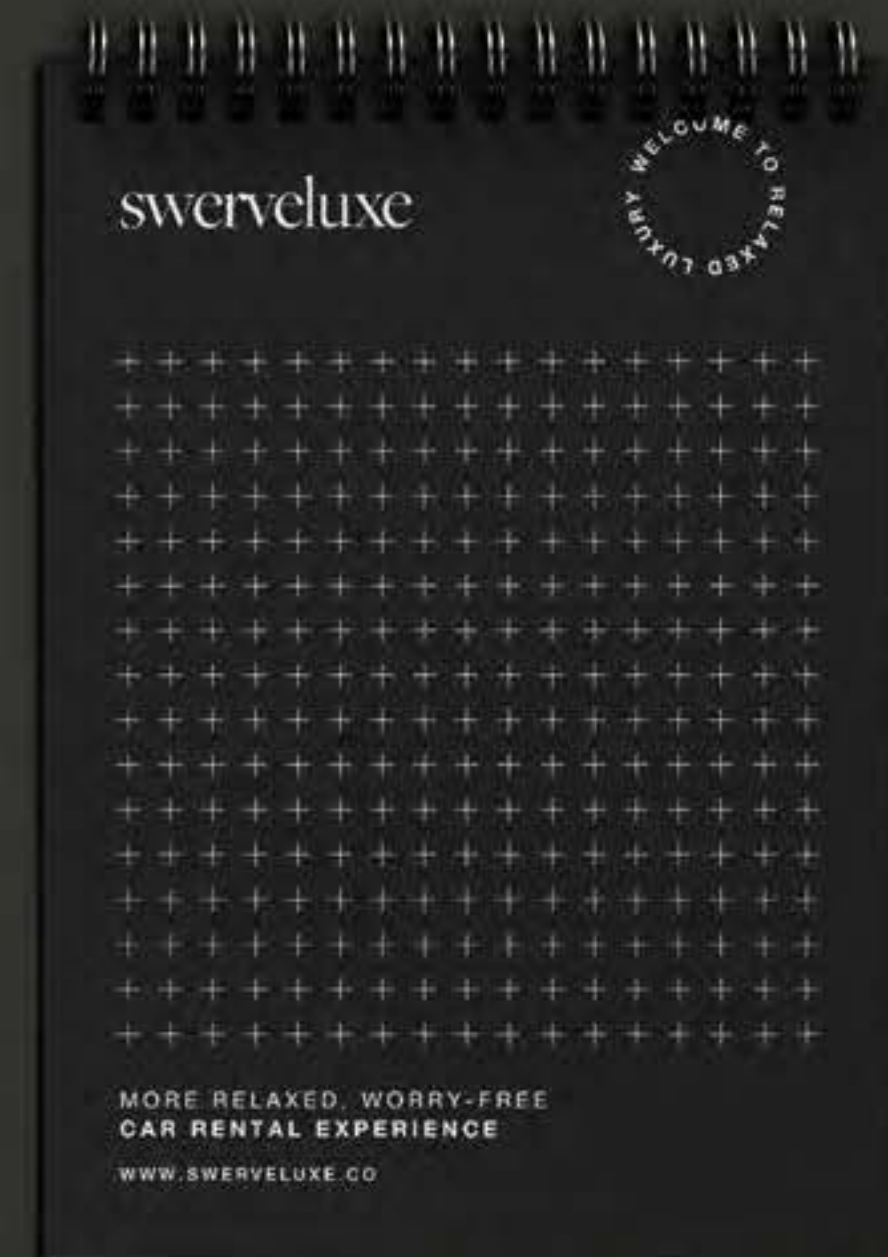


**brand  
elements**



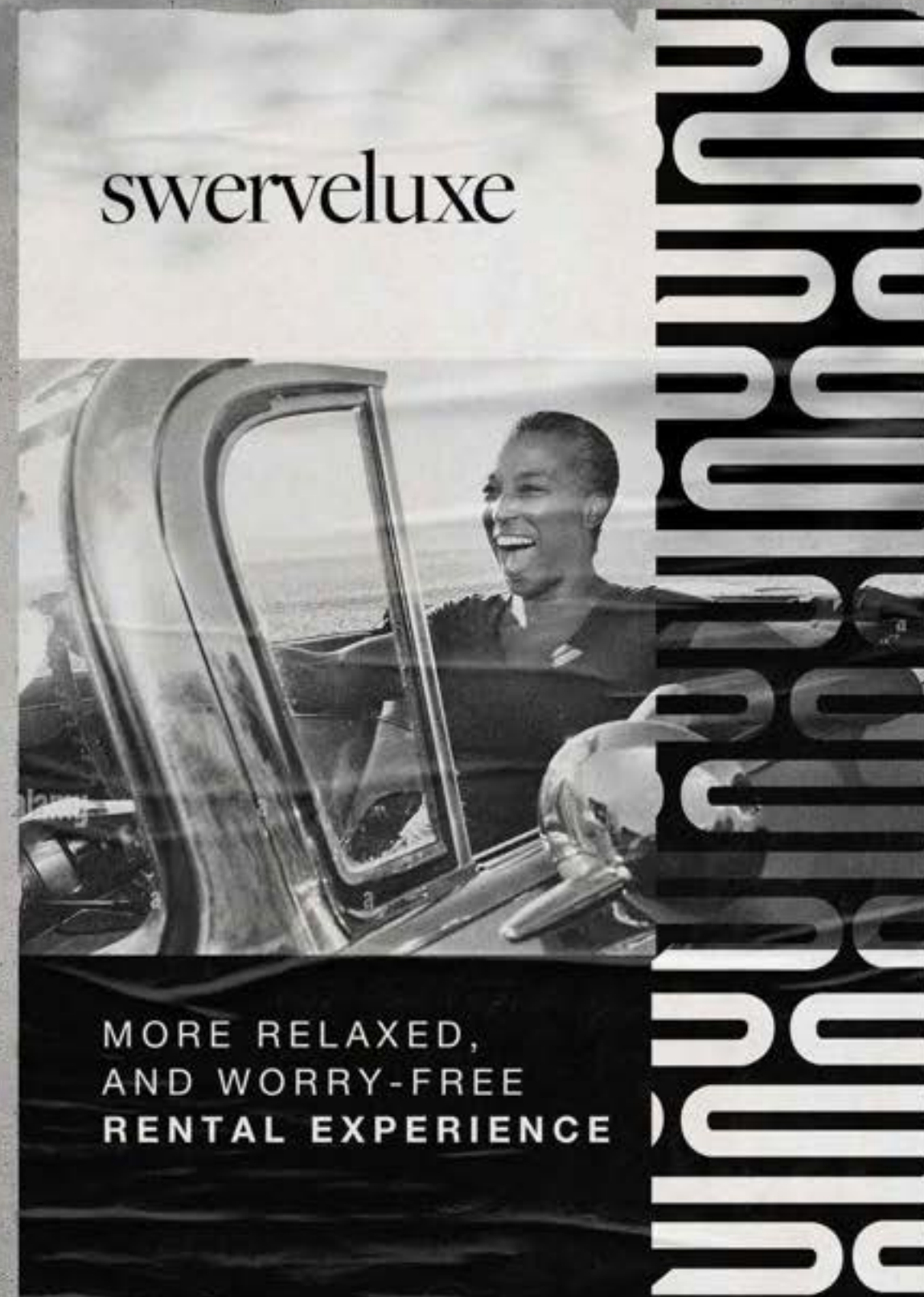


# brand identity





# poster/ billboard





website

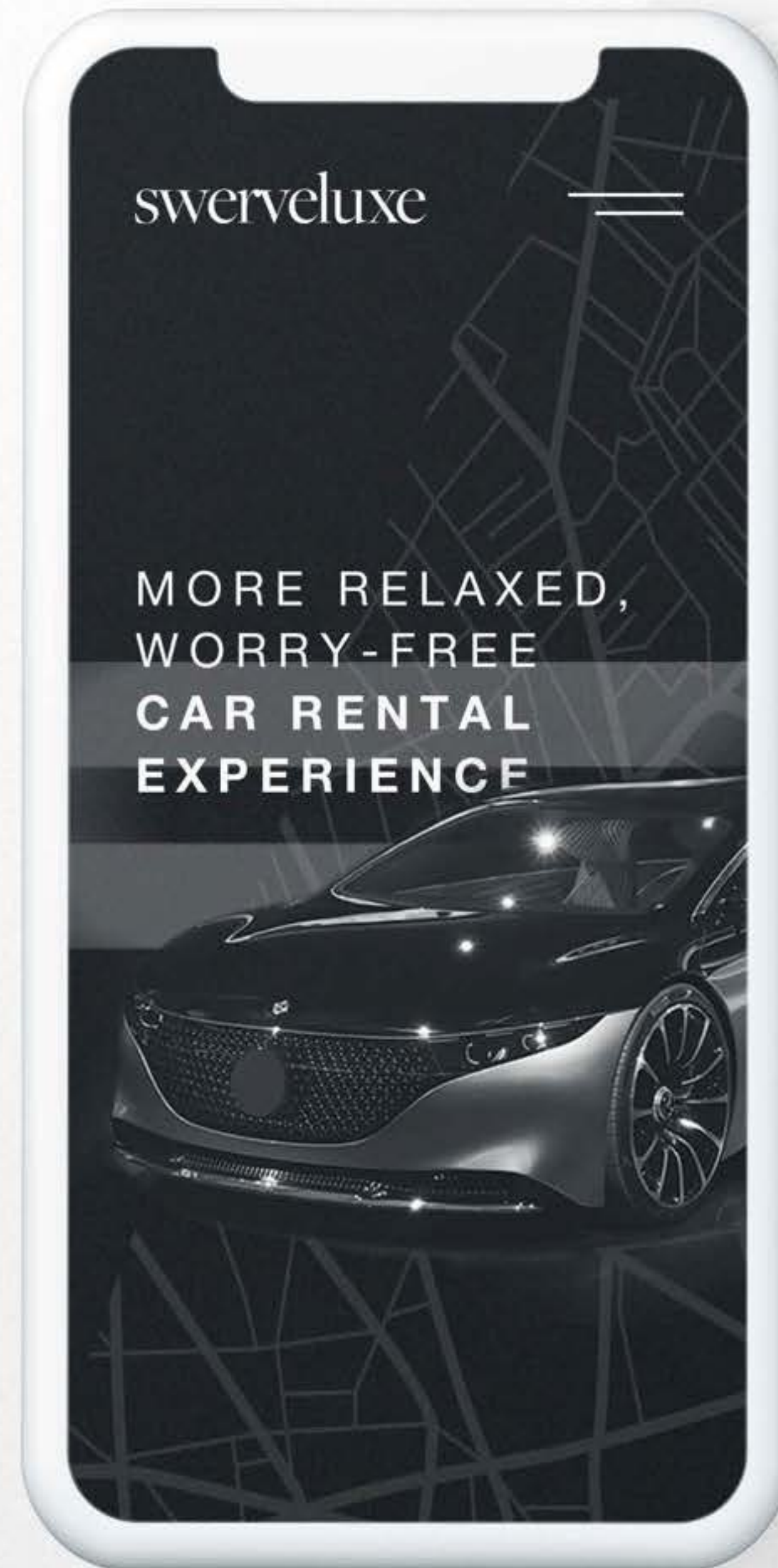
swerveluxe

MORE RELAXED,  
WORRY-FREE  
CAR RENTAL  
EXPERIENCE





**mobile  
version**





# positive pot

rebranding  
packaging design  
web design  
social media kit

## CBD products

### problem:

positive pot is a woman owned cbd product brand. it had a nice visual brand identity, but something was missing. while it was nice and aesthetically pleasing, it was generic and it did not captivate, connect to nor speak to the audience efficiently. this, we realized almost immediately, was mostly because they had no strategy or plan in place to actually translate visually.

### solution:

work through a brand strategy process to really get to the depths of who the audience is, the brand persona, messaging.

POSI  
TIVE  
POT

A large white smiley face graphic, consisting of a wide, curved line for a mouth and a partial circle for the top of the head, positioned below the text "POSI TIVE POT".



# mood- board





# color palette

C 88 M 67 Y 0 K 0  
RGB 100 12 77  
#0c4dff

C 0 M 95 Y 75 K 0  
RGB 255 0 43  
#ff002

C 0 M 63 Y 11 K 0  
RGB 255 128 166  
#ff80a6

C 0 M 17 Y 92 K 0  
RGB 255 210 11  
#ffd20b

C 0 M 58 Y 94 K 0  
RGB 255 131 3  
#ff830



# logos

primary logo



secondary logo

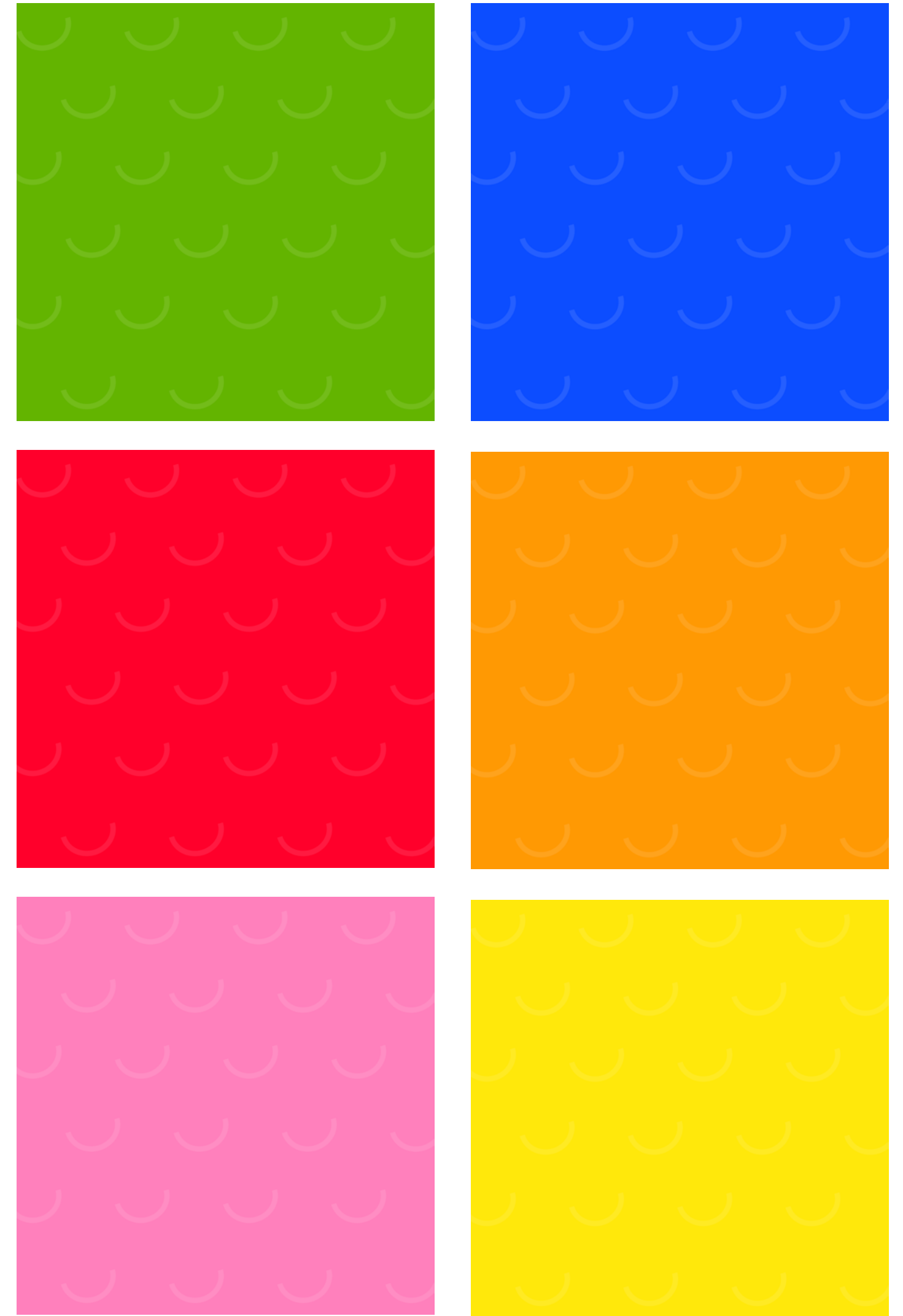
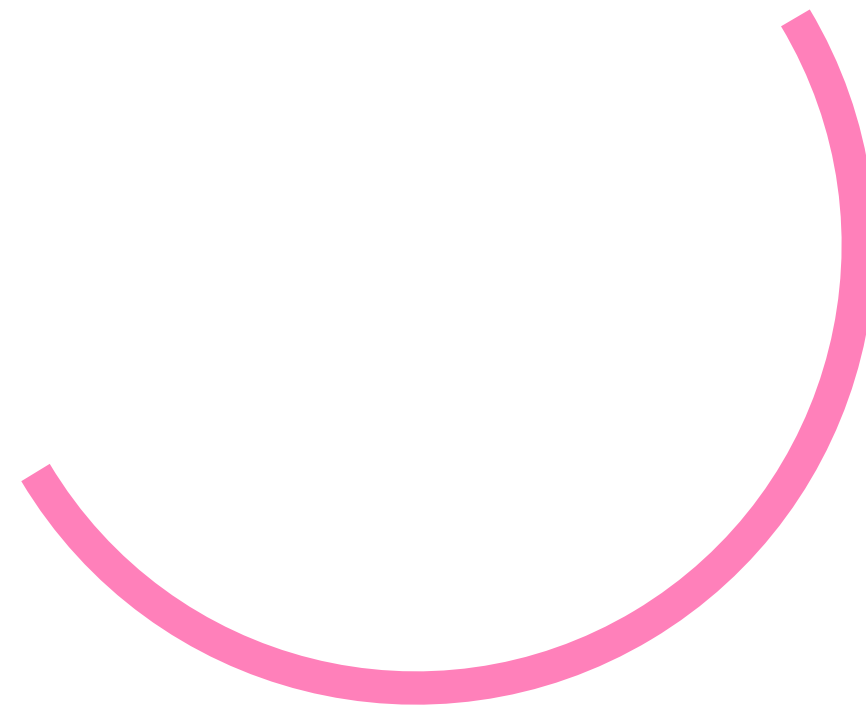


word mark





# brand elements





pack-  
aging



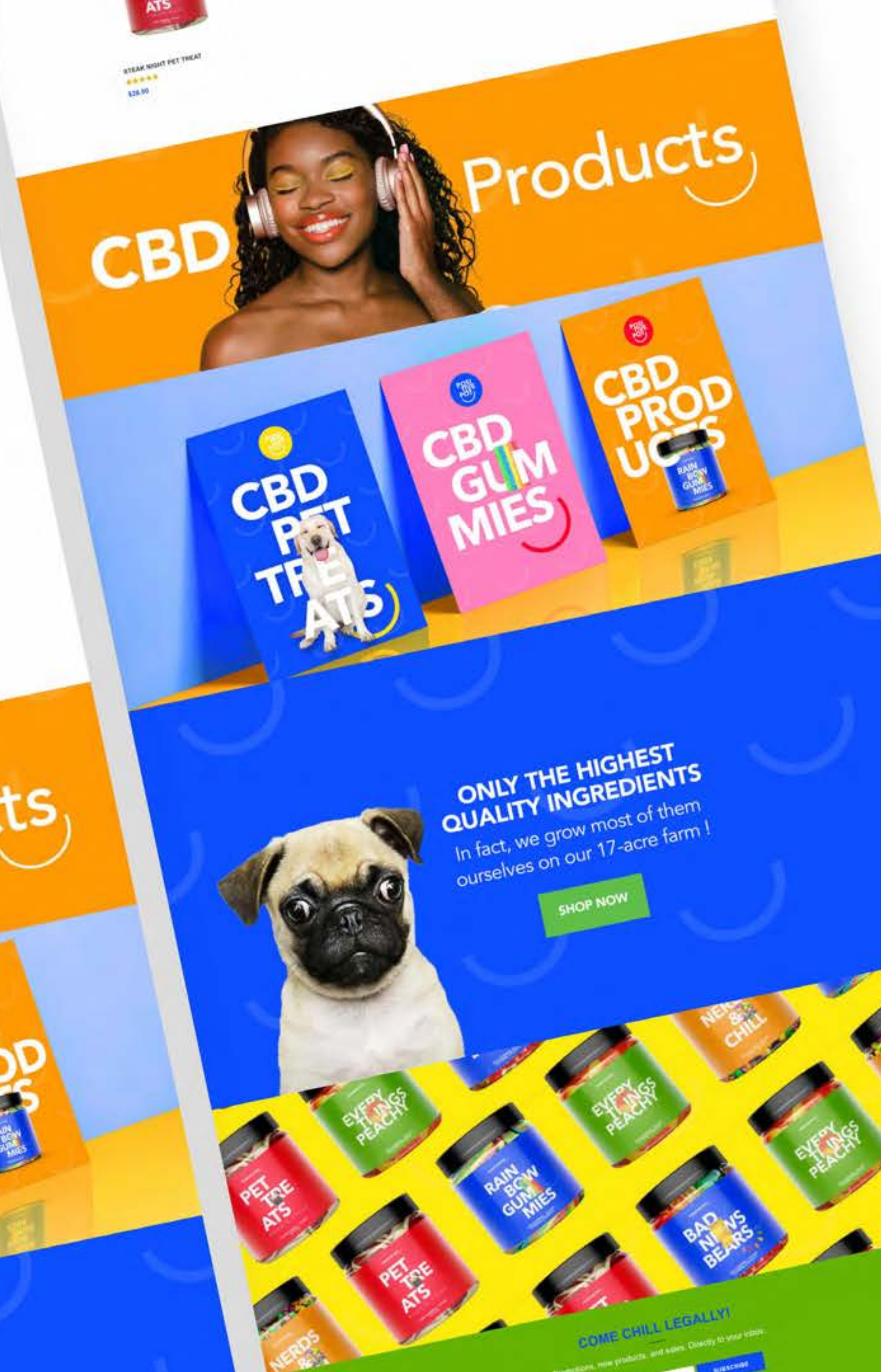
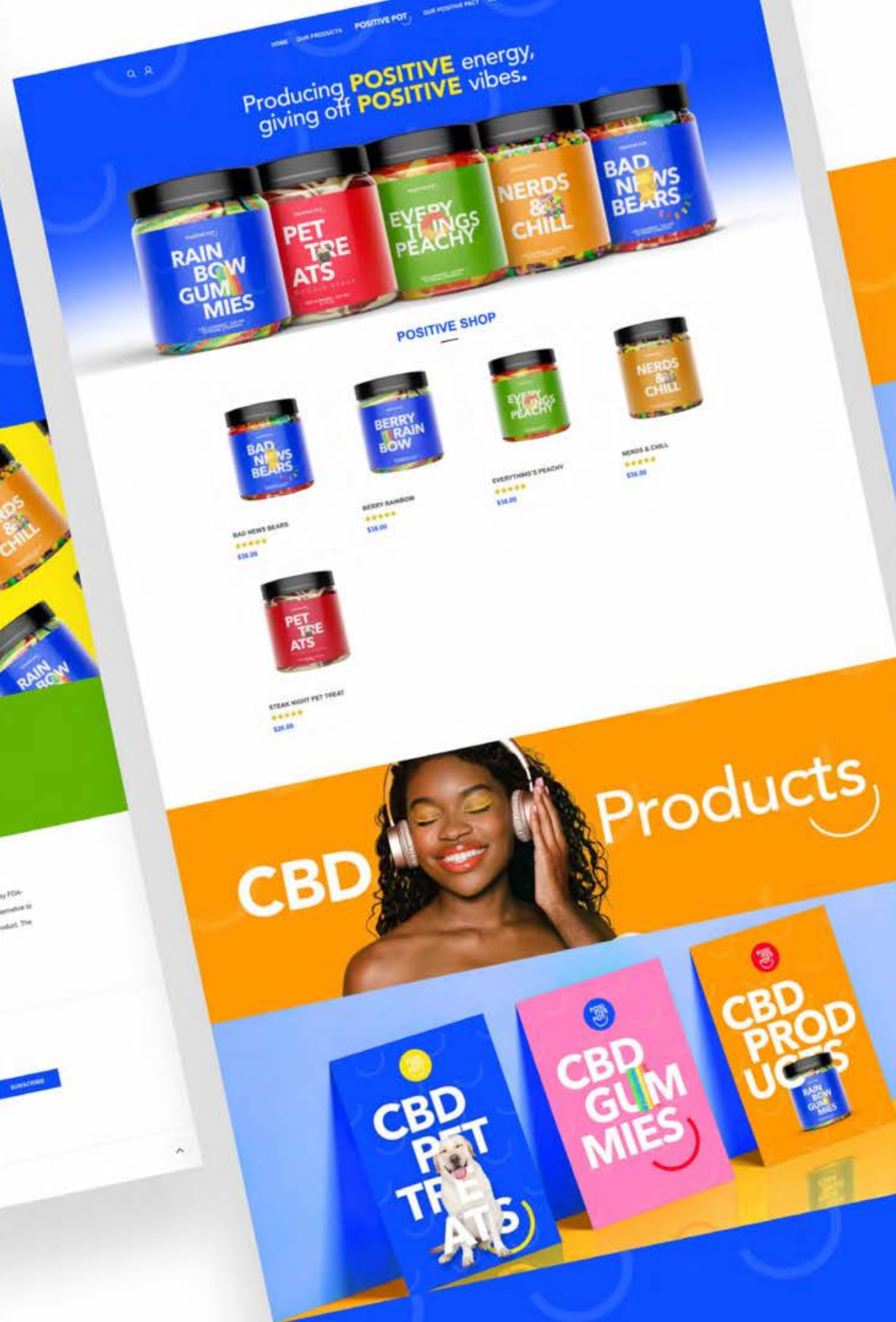
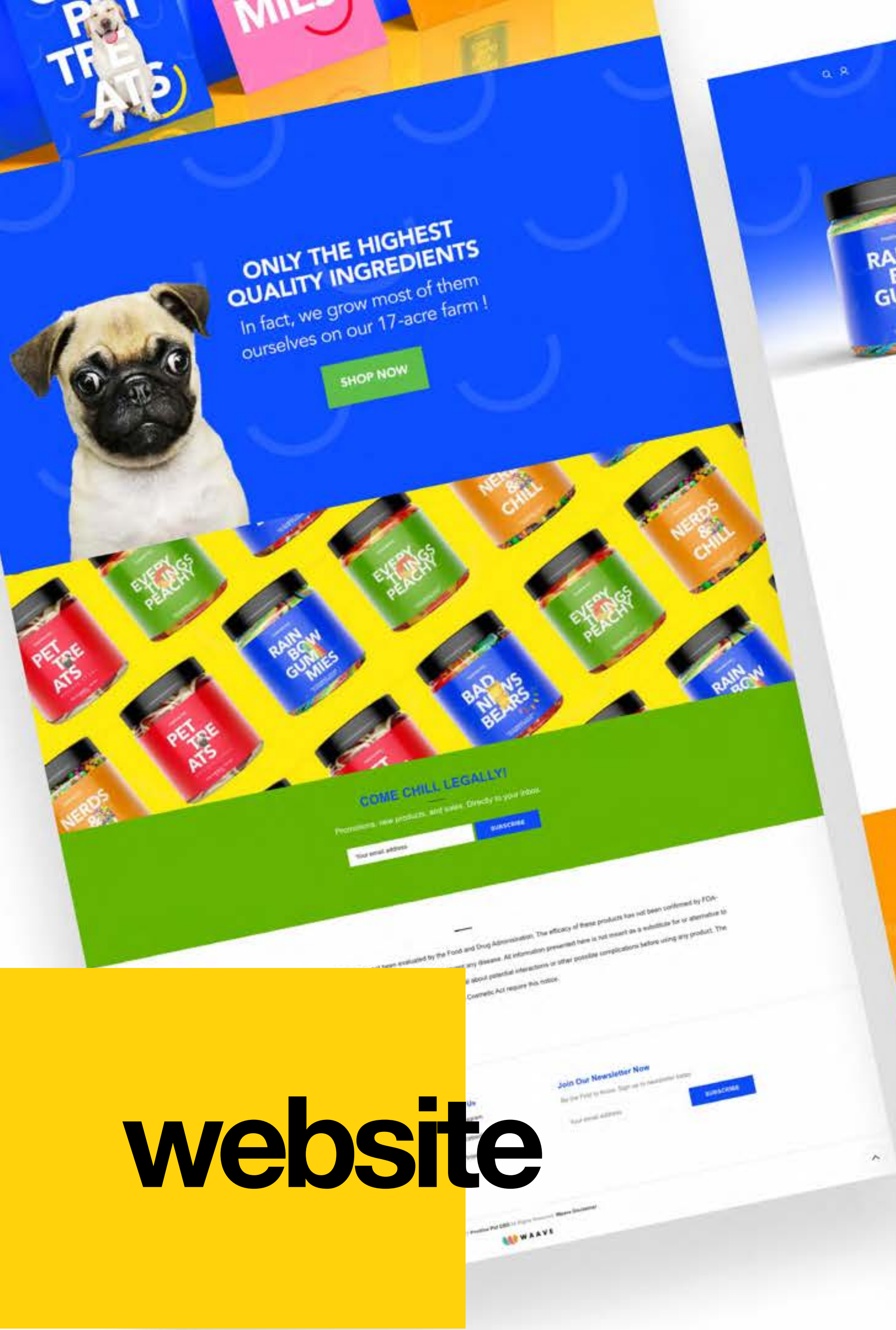


# sub- scription box

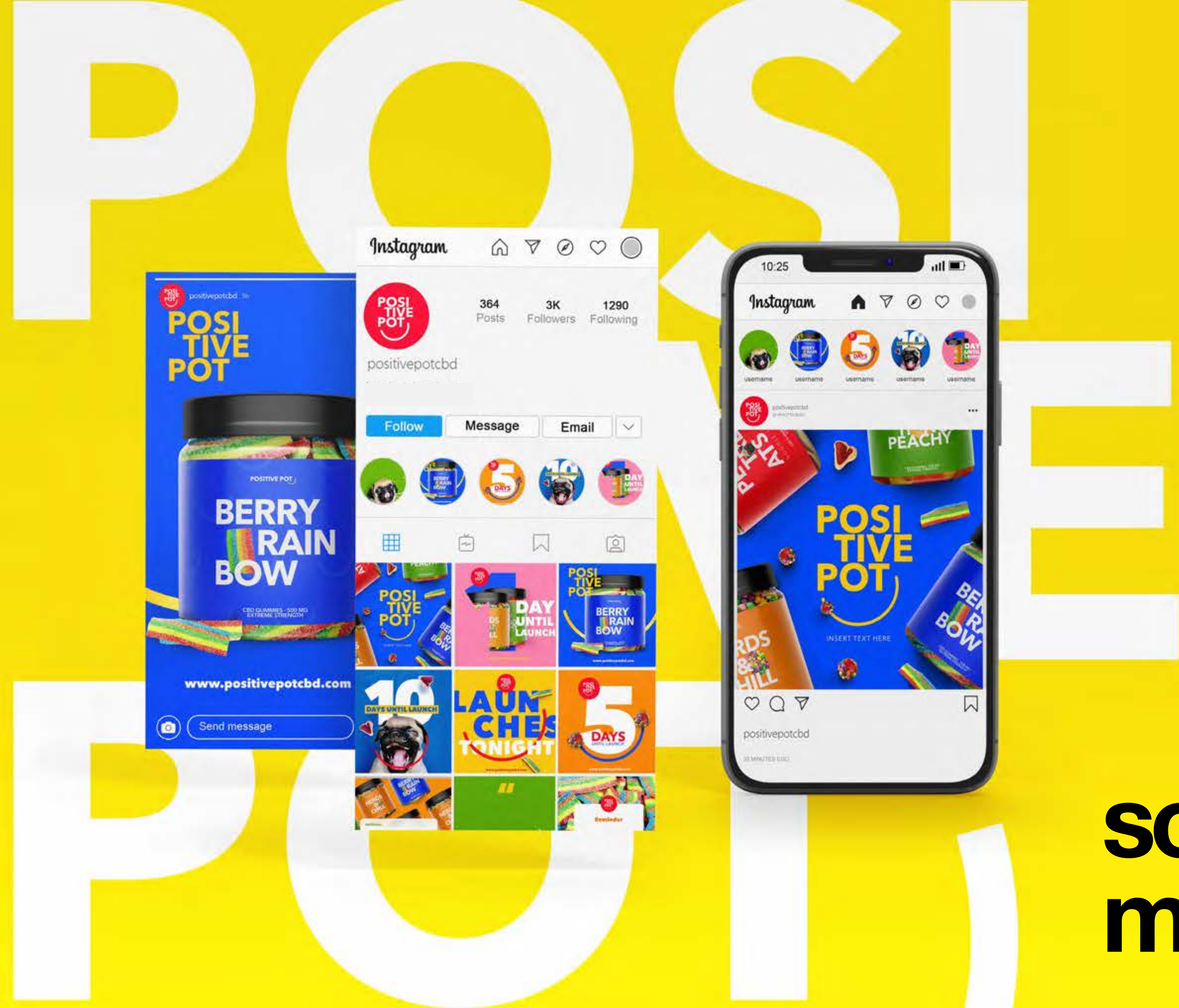




website







**social  
media kit**



# donata

# donata

rebranding  
packaging design  
website

## cosmetics products

### problem:

donata is a holistic skincare brand that is deeply rooted in family, community and spirit. while they experienced major growth in 2020 they knew that in order to be retail ready they needed to have a tight, next level brand identity and retail ready packaging so that they could continue to improve their customer experience, customer relationships and also be prepared for large retailers with retail ready packaging.

### solution:

we went through a brand strategy process making sure the foundation was solid, created a bold, contemporary identity that continues to captivate their customers and elevate their look across all media and lastly created retail ready packaging that allows them to stand out amongst their competitors on the shelves.



**mood-  
board**





# color palette

C 44 M 18 Y 96 K 3  
RGB 162 173 42  
#a2ad2a

C 73 M 18 Y 42 K 2  
RGB 63 156 154  
#71c6c6

C 100 M 84 Y 6 K 1  
RGB 32 57 142  
#20398e

C 17 M 22 Y 41 K 3  
RGB 214 193 157  
#d6c19d

C 61 M 44 Y 100 K 40  
RGB 88 91 24  
#585b18

C 42 M 55 Y 84 K 51  
RGB 102 75 36  
#664b24



logos

primary logo



secondary logo

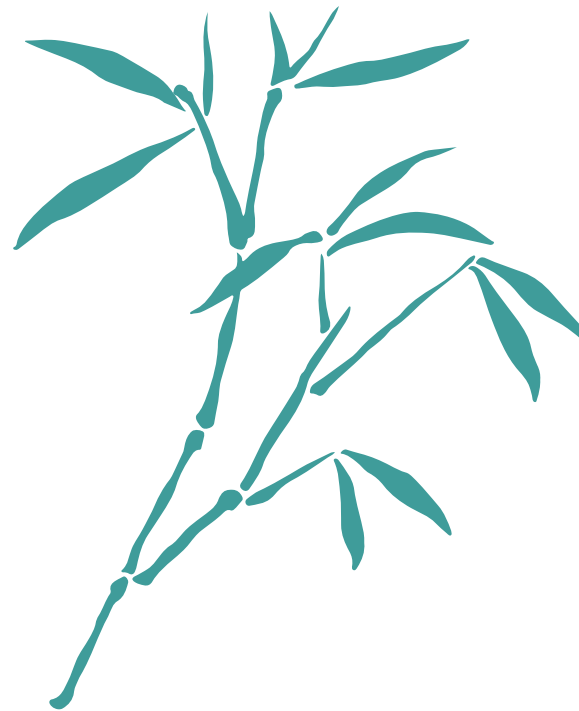
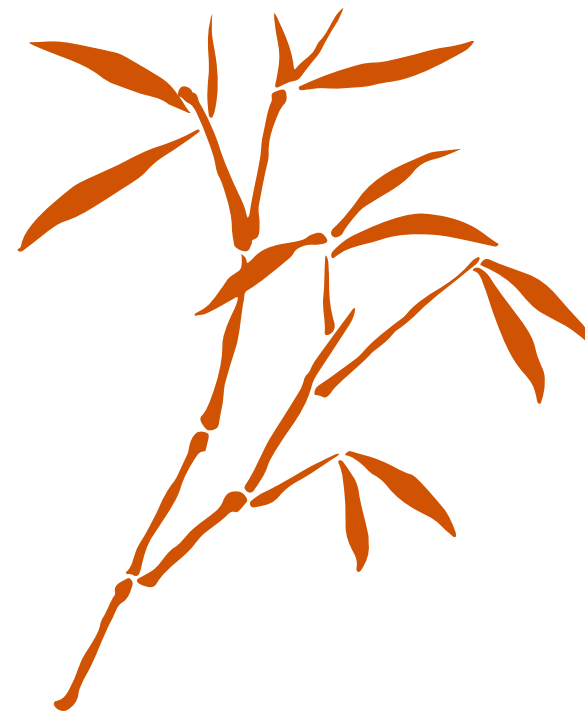


submark





# brand elements







pack-  
aging



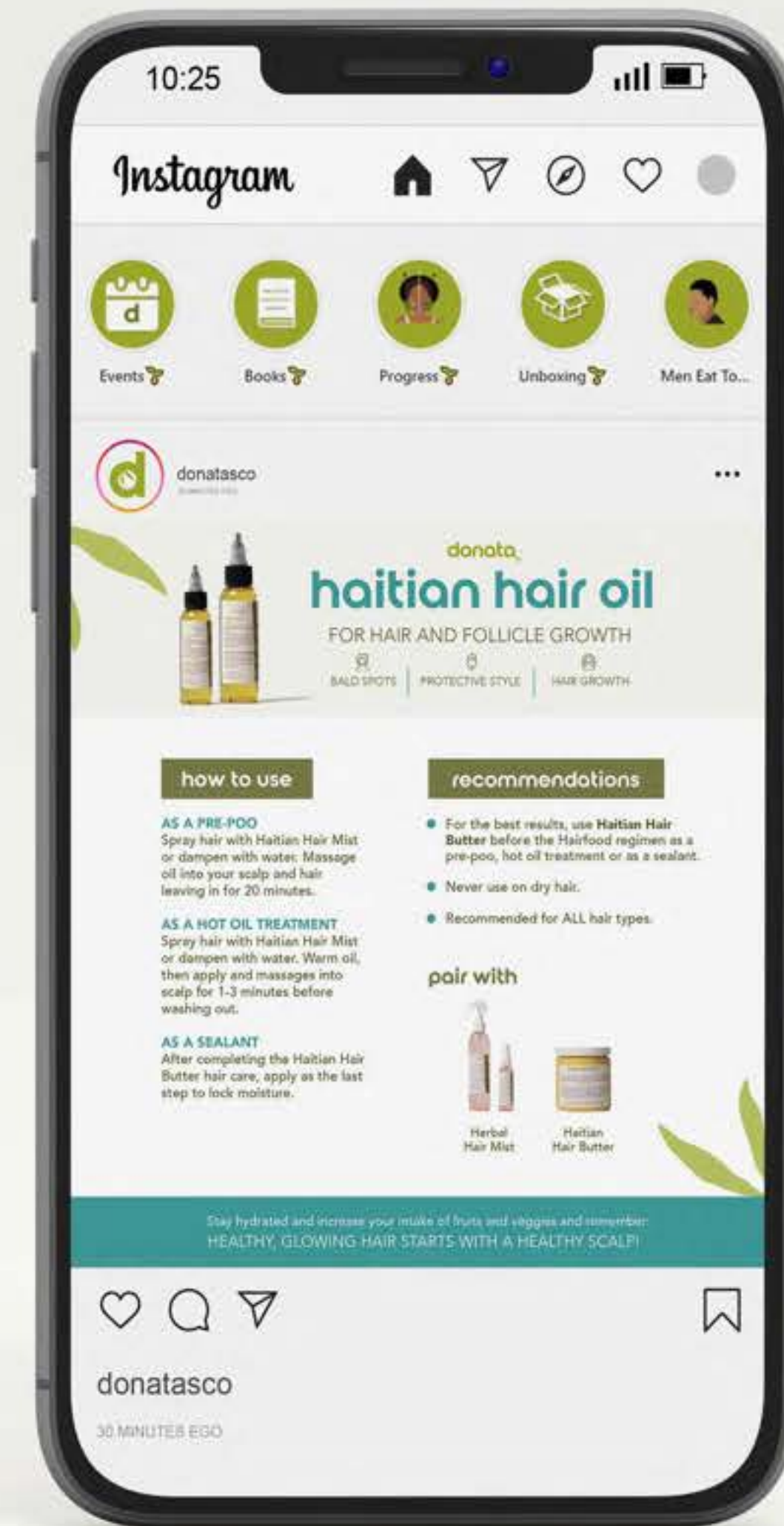


# sub- scription box





# dm cards





# pack-aging











**soaps**





**t-shirts**



# barbella co

rebranding  
packaging design  
web design  
social media kit

## cosmetics products

### problem:

barbella co is a woman owned, black owned cruelty free nail brand. as a newer brand in the niche, they didn't have a cohesive identity nor did they understand how to translate who they were to their audience as a sociable nail brand. apart from the fact that they had not partnered with branding professionals before, they had never gone through a strategy process that pulled the correct data so that they could have a solid brand identity that spoke directly to the audience in the ways that best fit them.

### solution:

created a bold, feminine brand identity through strategy that allows the brand to be presented cohesively across all brand channels and to speak clearly and be heard clearly by the audience.





# mood- board





# color palette

C1M38Y25K0  
RGB 244 174 168  
#f4aea8

C26M0Y24K0  
RGB 185 235 208  
#b9ebd0

C23M12Y1K0  
RGB 190 207 233  
#becfe9

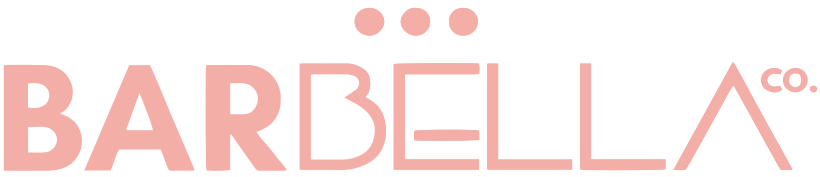


# logos

primary logo



secondary logo

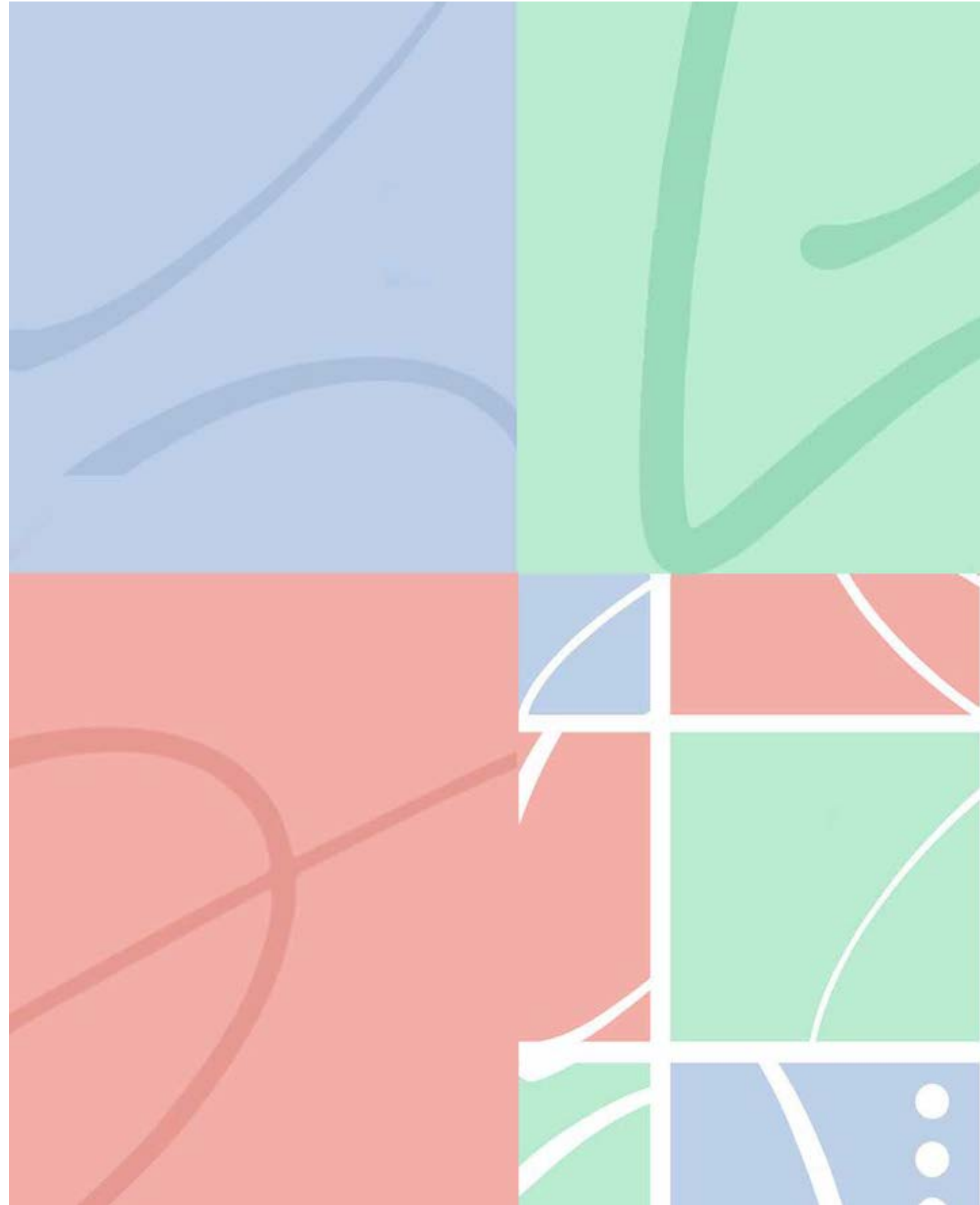


submark





# brand elements





# packaging design











sub-  
scription  
box





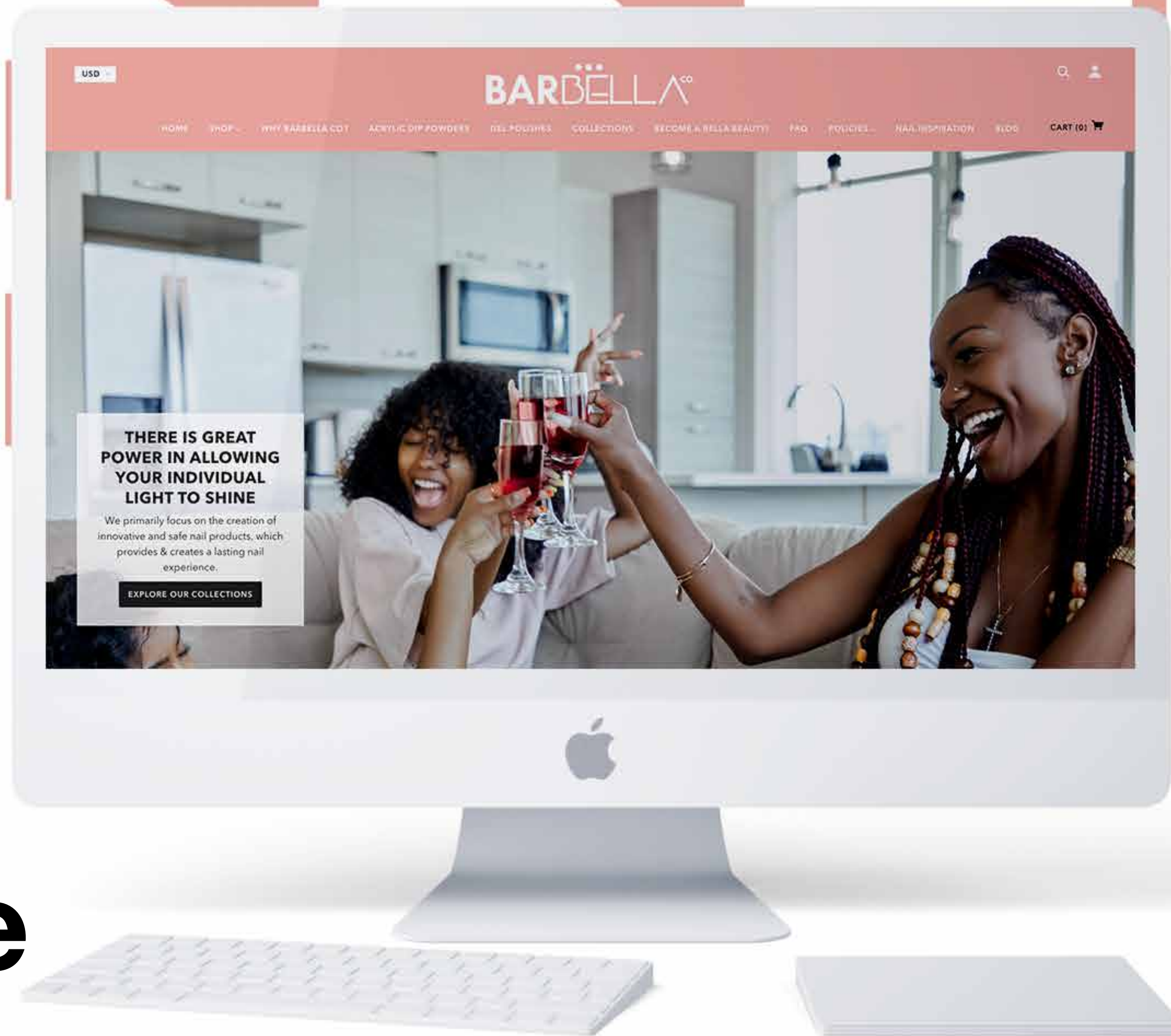
po-  
sters





# A

website







**social  
media kit**

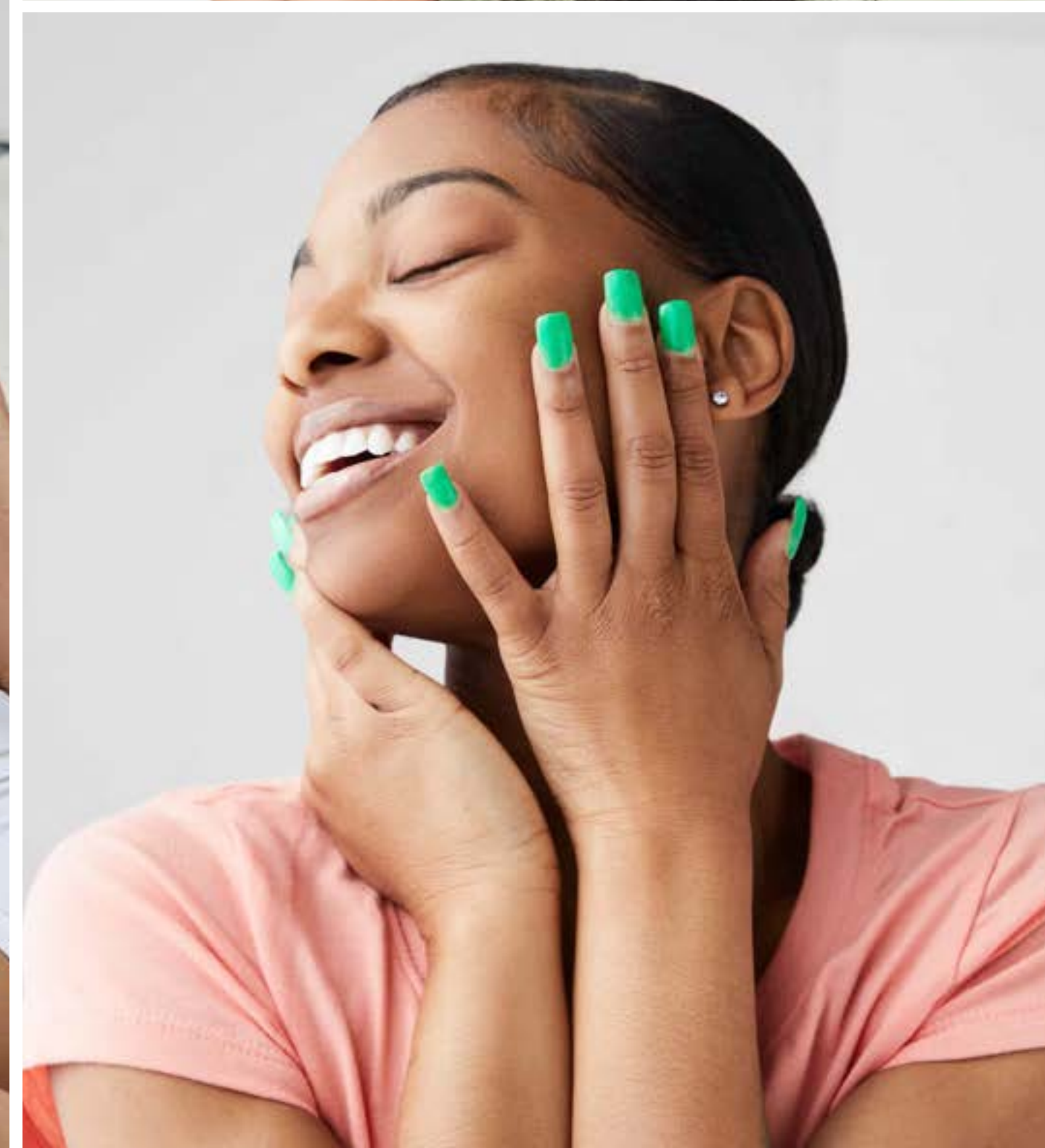




**photo-  
graphy**











**let's  
work  
together**

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**about**

ds.  
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**contact**

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**information**

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