

ds.

creative design studio

brand capabilities deck

/2022

about

ds.
creative design studio

contact

hello@dscreative design studio.com
www.dscreative design studio.com

information

instagram.com/dscreative design studio
facebook.com/dscreative design studio

***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
team



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.

our core team



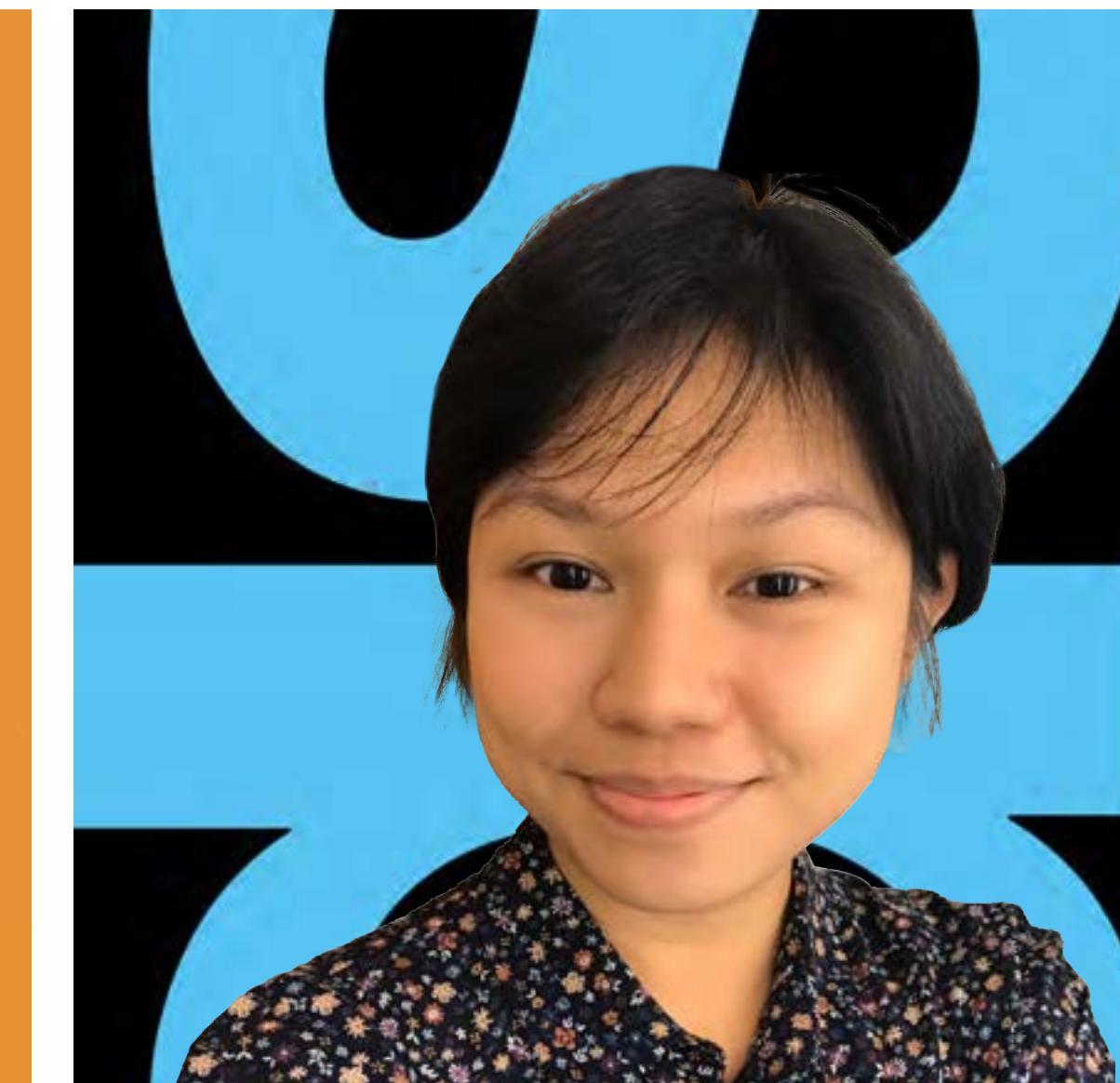
jirah lastima

admin assistant



angelika staruch

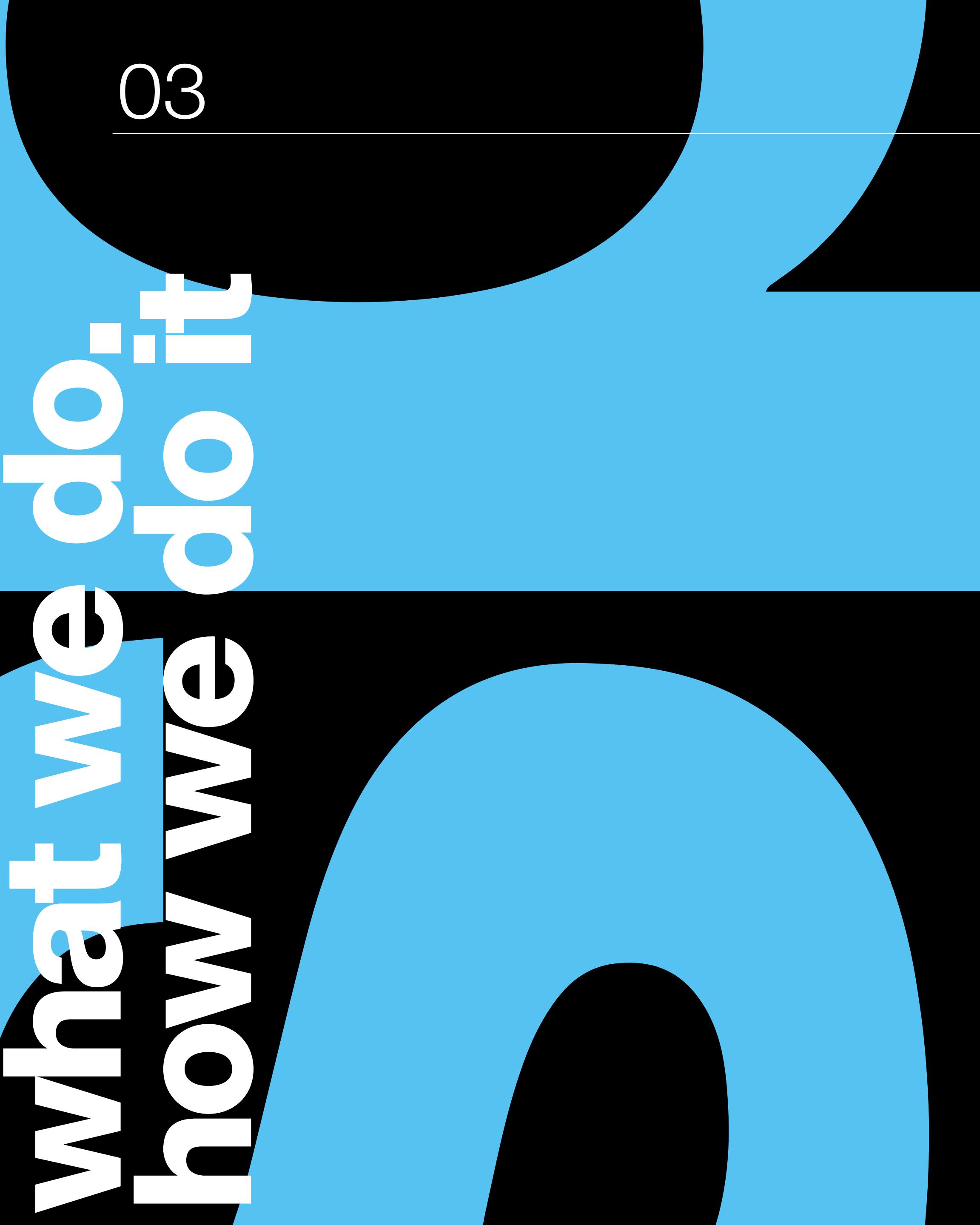
graphic designer



lyza abejuela

graphic designer

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



what we do
what we know

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:

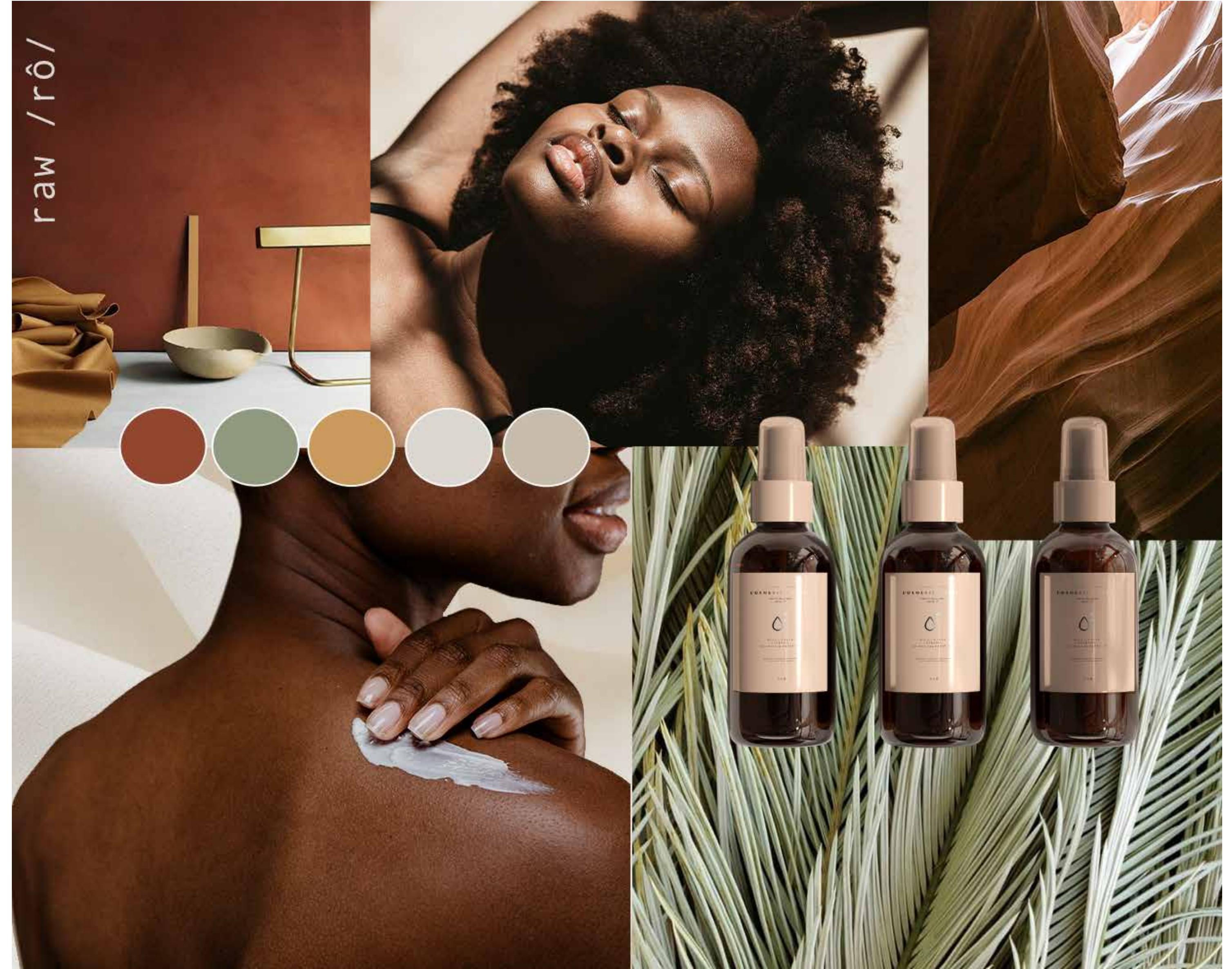
raw is an existing brand that was stuck as a (mostly) men's hair and beard care company. they wanted to switch over to a unisex luxury, all natural skin and hair care brand that not only served customers through expanded products but also through educating and building community so that they are apart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



mood- board



color pallete

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

logo

primary logo

LUXURY SKIN + HAIR

RAW

pack-aging



pack-aging



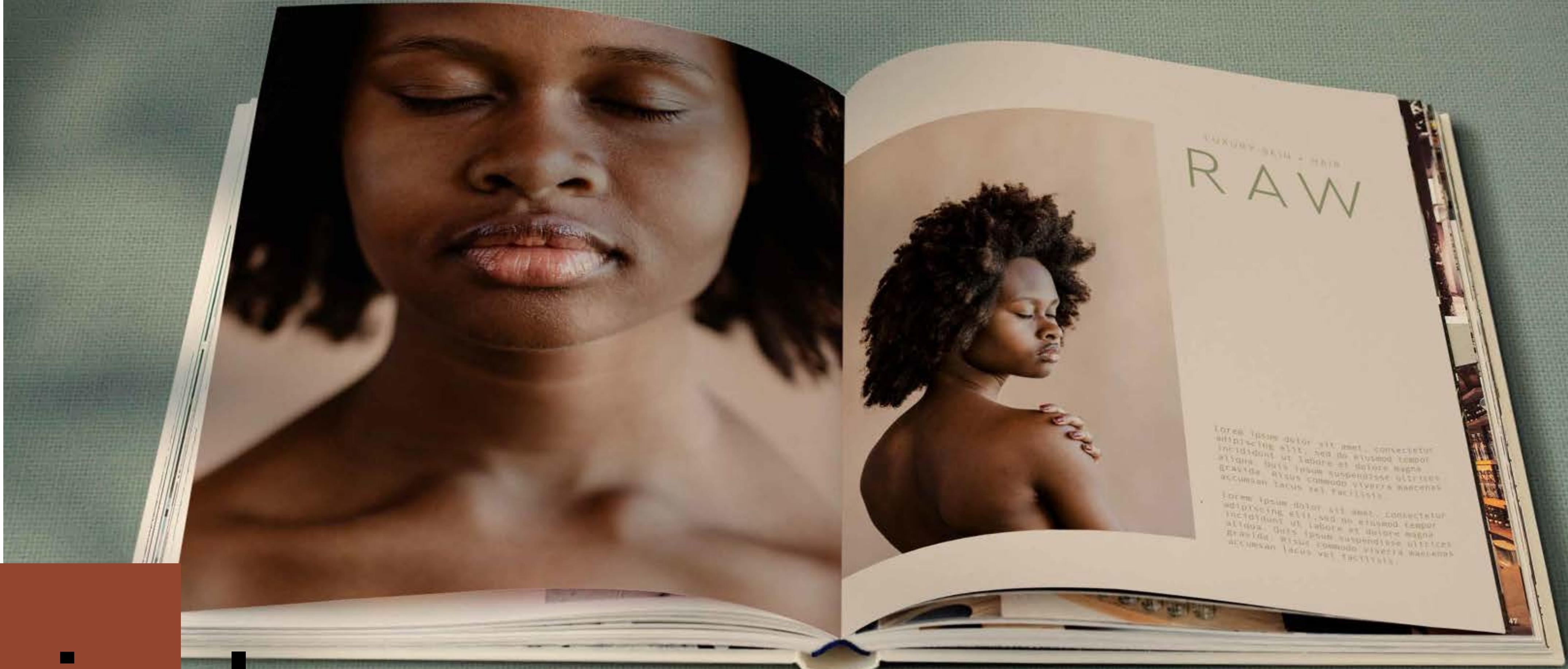
pack-aging



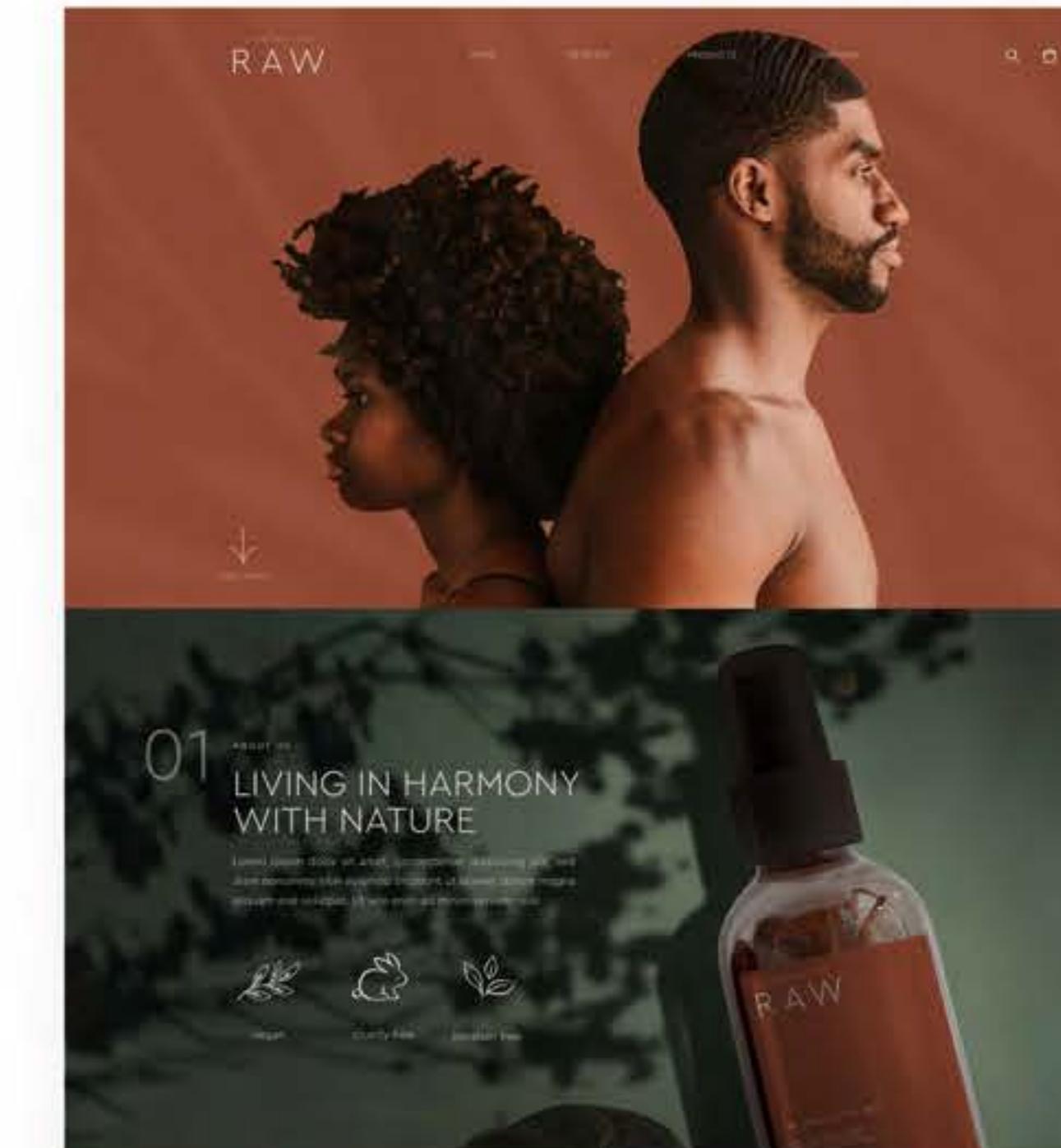
visuals



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, consectetuer 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. duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat



mood- board



color pallette

#ddcfbd

#000000

#ffffff

logos

primary logo

melanintx

M. TX

M E L A N I N T X

submark

M.

M E L A N I N T X

pack-aging



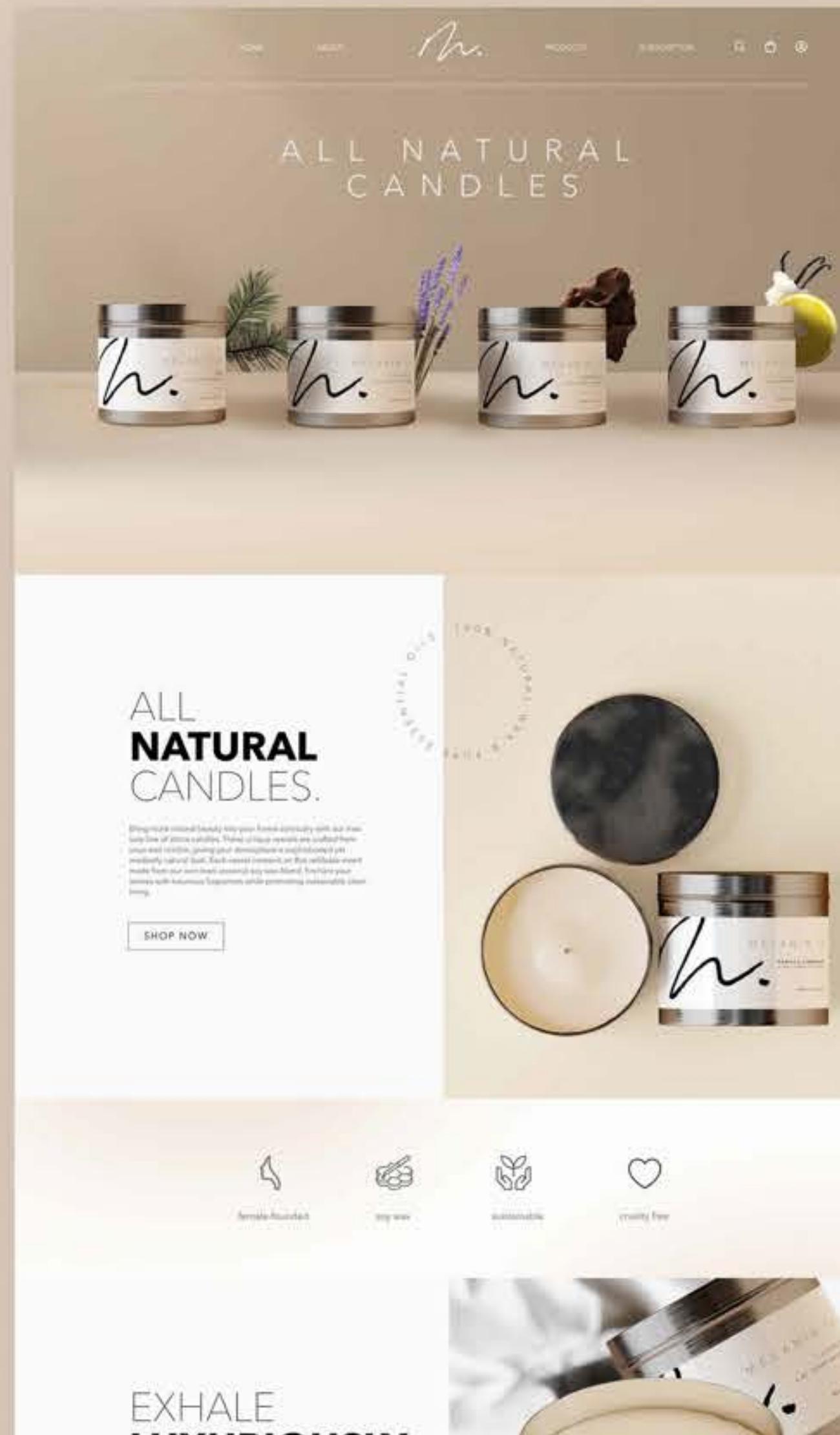
pack-aging



billboard



website



ALL NATURAL CANDLES

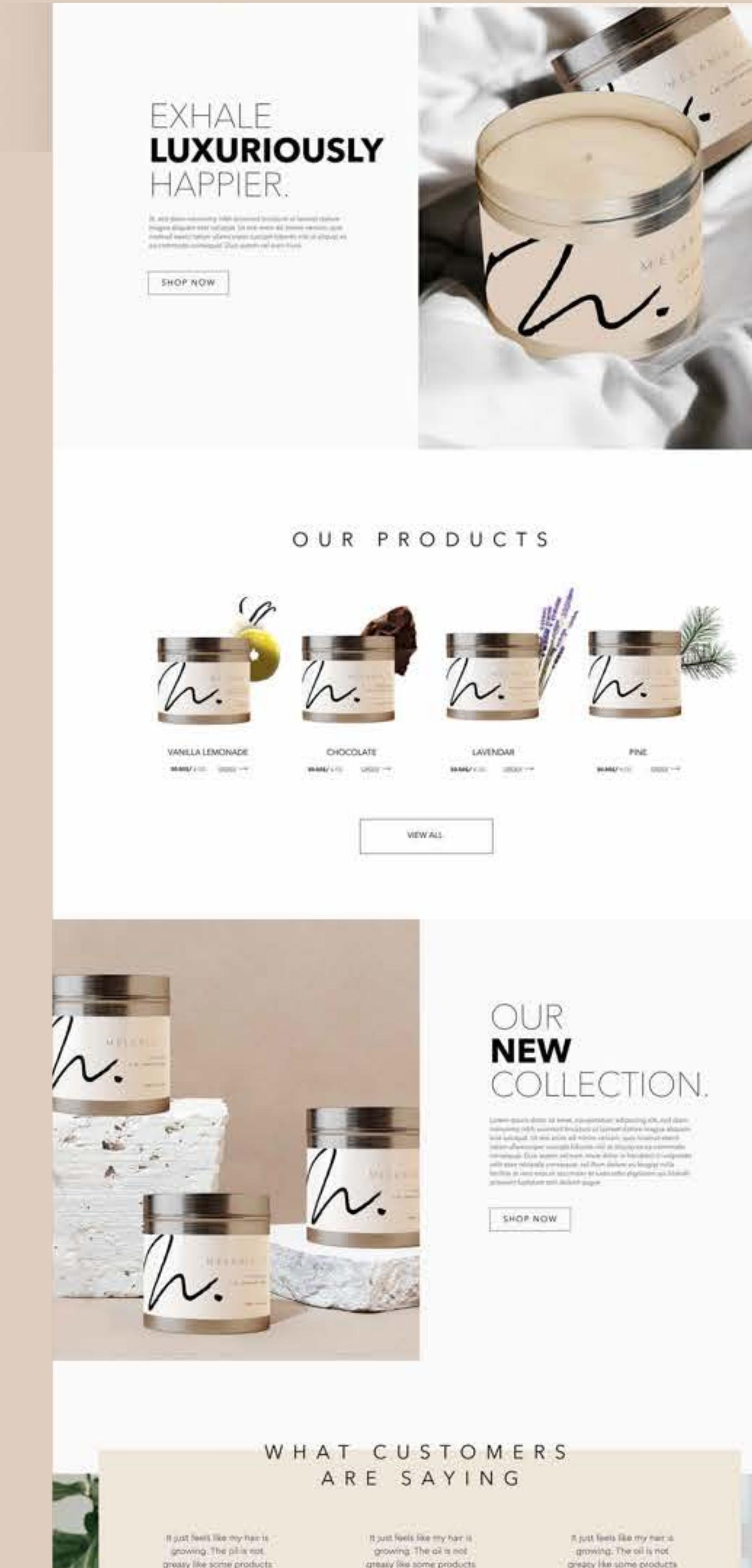
SHOP NOW

ALL NATURAL CANDLES.

SHOP NOW

EXHALE LUXURIOUSLY HAPPIER.

SHOP NOW



EXHALE LUXURIOUSLY HAPPIER.

OUR PRODUCTS

VANILLA LEMONADE

CHOCOLATE

LAVENDER

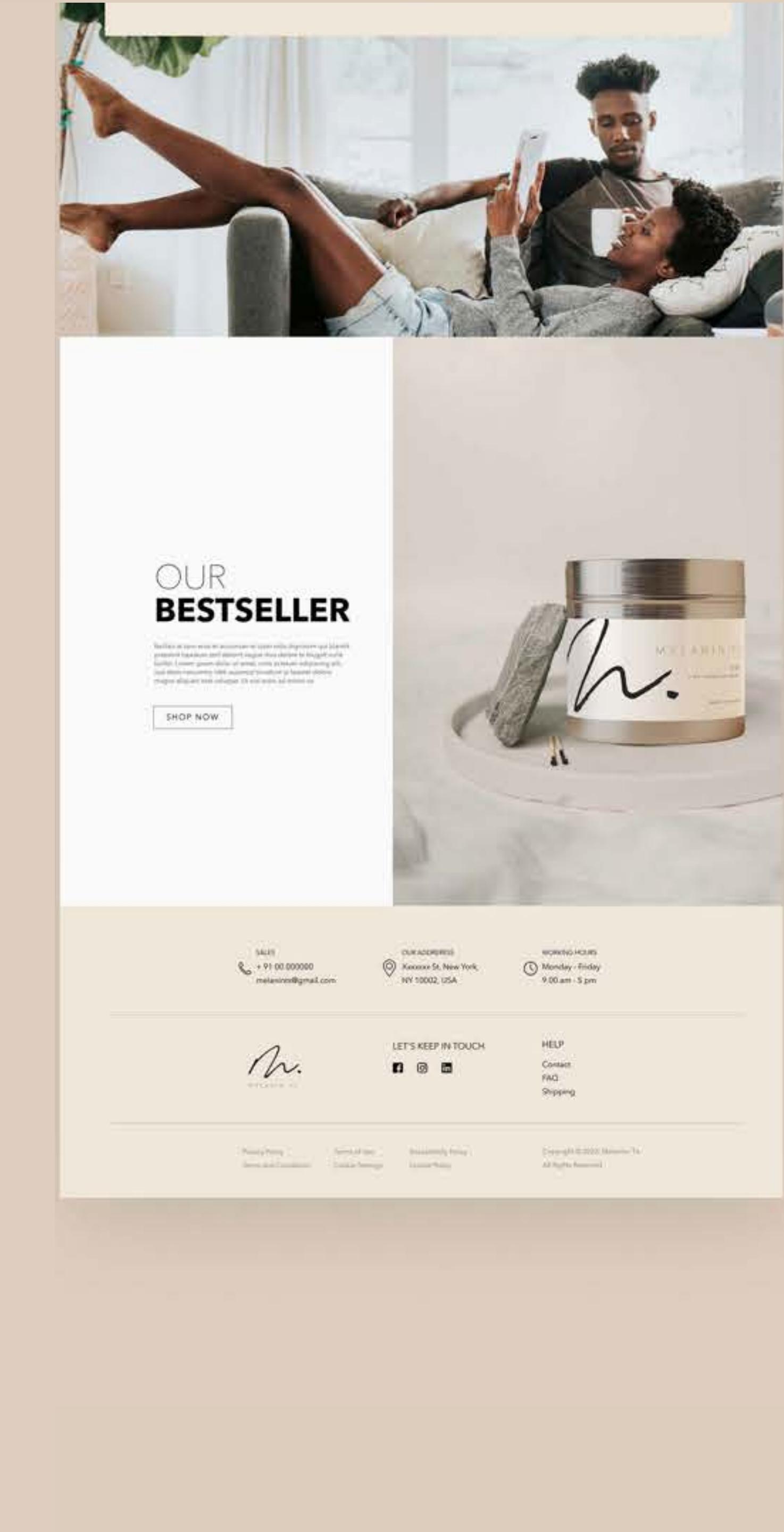
PINE

VIEW ALL

OUR NEW COLLECTION.

SHOP NOW

WHAT CUSTOMERS ARE SAYING



OUR BESTSELLER

SHOP NOW

OUR ADDRESS: Kxxxx St, New York, NY 10002, USA

OPENING HOURS: Monday - Friday 9.00 am - 5 pm

LET'S KEEP IN TOUCH

HELP

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FAQ

Shipping

Privacy Policy

Terms of Use

Disclaimer Policy

Cookie Policy

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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, consectetuer 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. duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat



swerveluxe

mood- board



color pallette



logos

primary logo

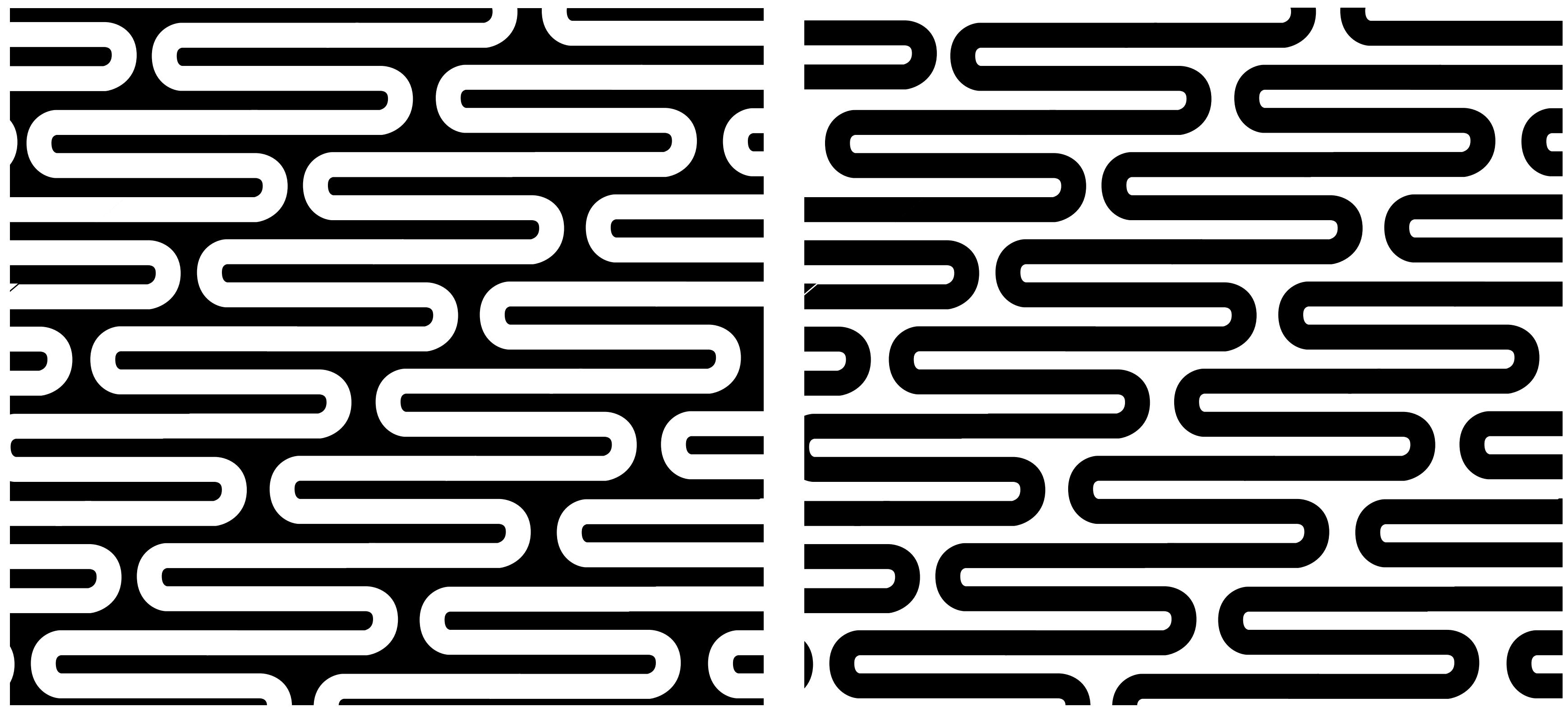
swerveluxe

submark



swerveluxe

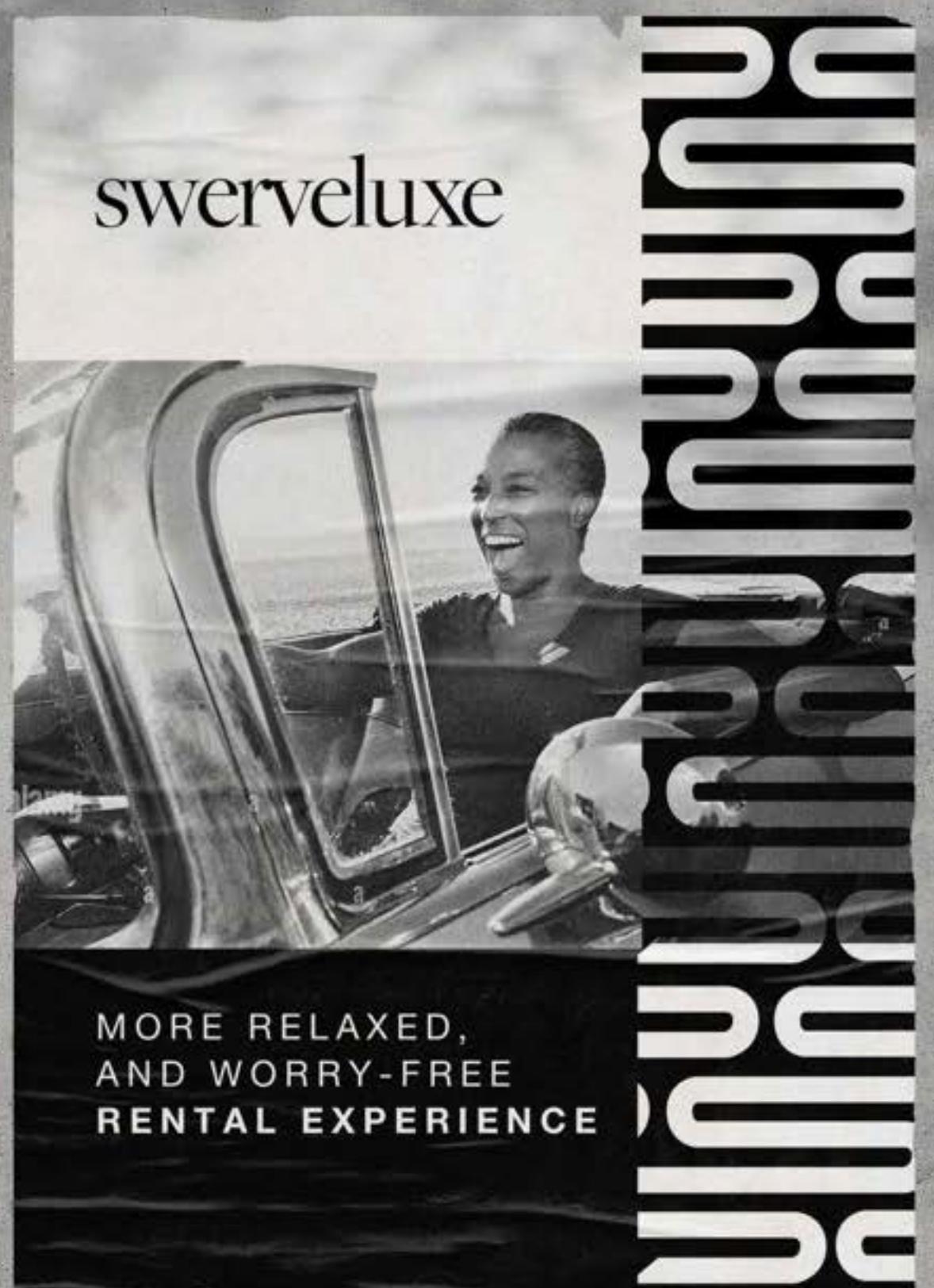
brand elements



brand identity



poster/ billboard



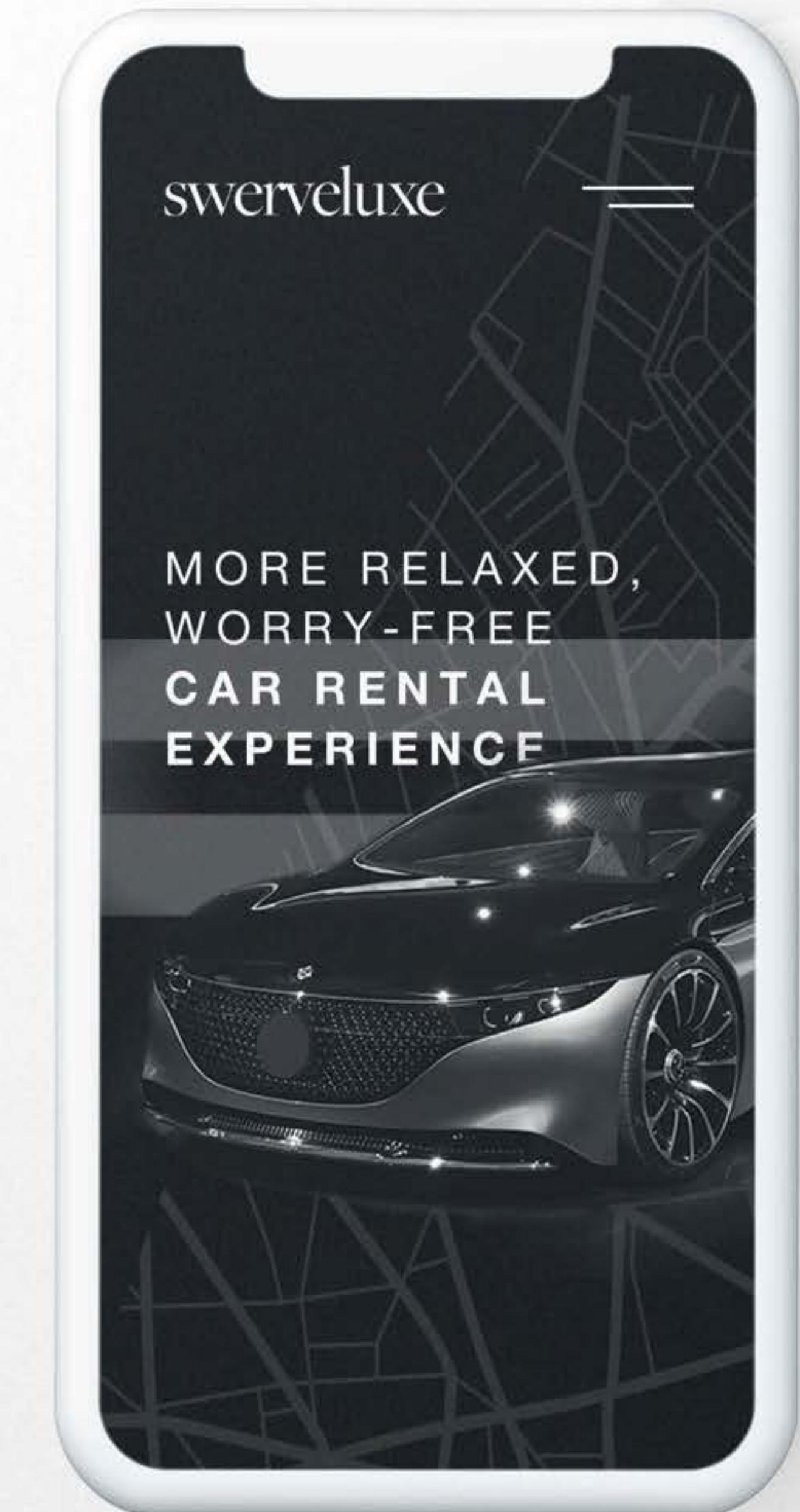
website



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.

The logo for Positive Pot is displayed on a blue background with a repeating circular pattern. The text "POSITIVE POT" is written in a large, bold, white sans-serif font. The letters are arranged in three lines: "POSITIVE" on the top line, "T" and "I" on the second line, and "V" and "E" on the third line. Below the "E" is a white circular outline that extends downwards and to the left, partially enclosing the "P" and "O" of the word "POT" on the line below. The "P" and "O" are also in white.

mood- board



color pallette

C 88 M 67 Y 0 K 0
RGB 100 127 7
#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



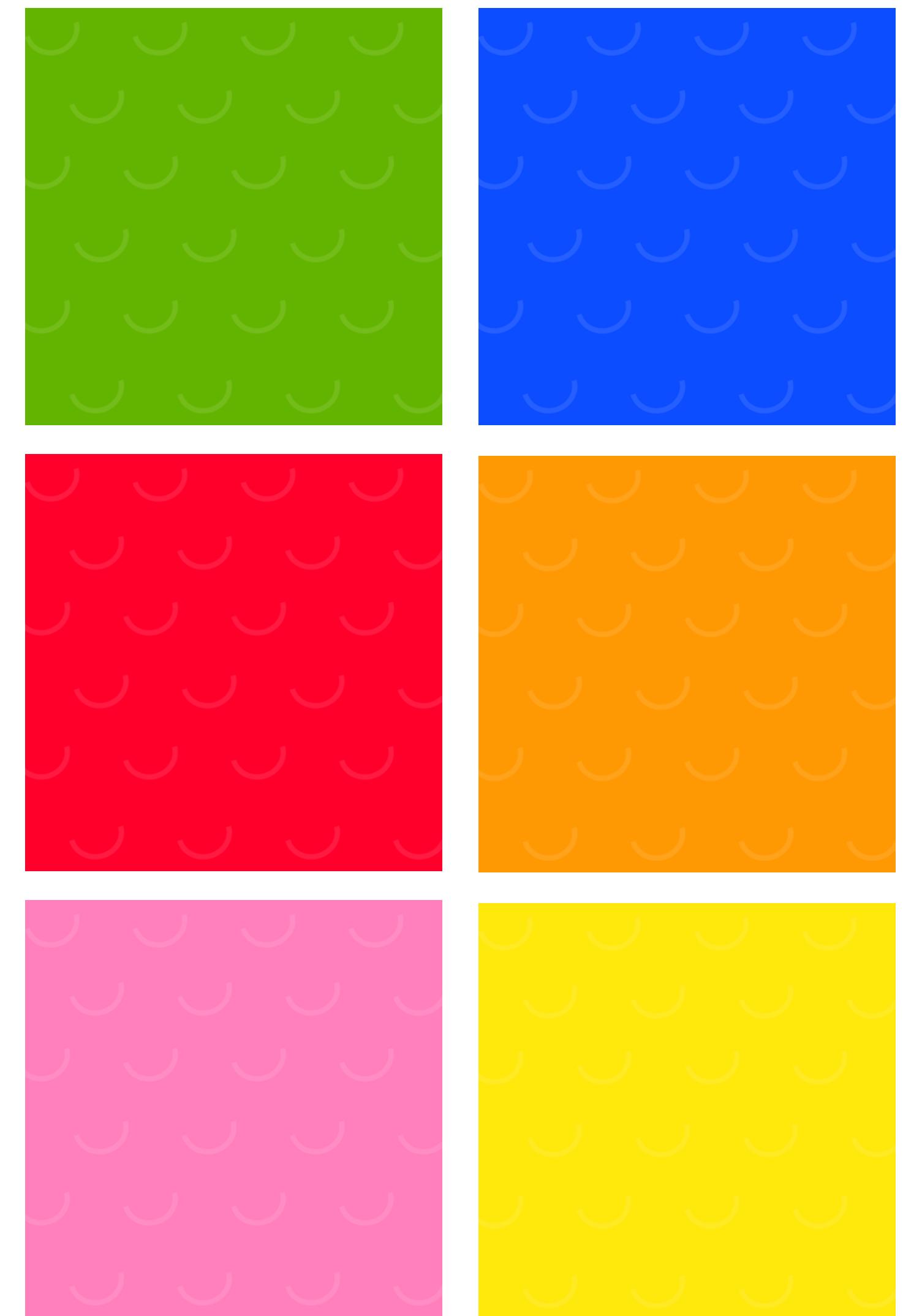
secondary logo



word mark



brand elements



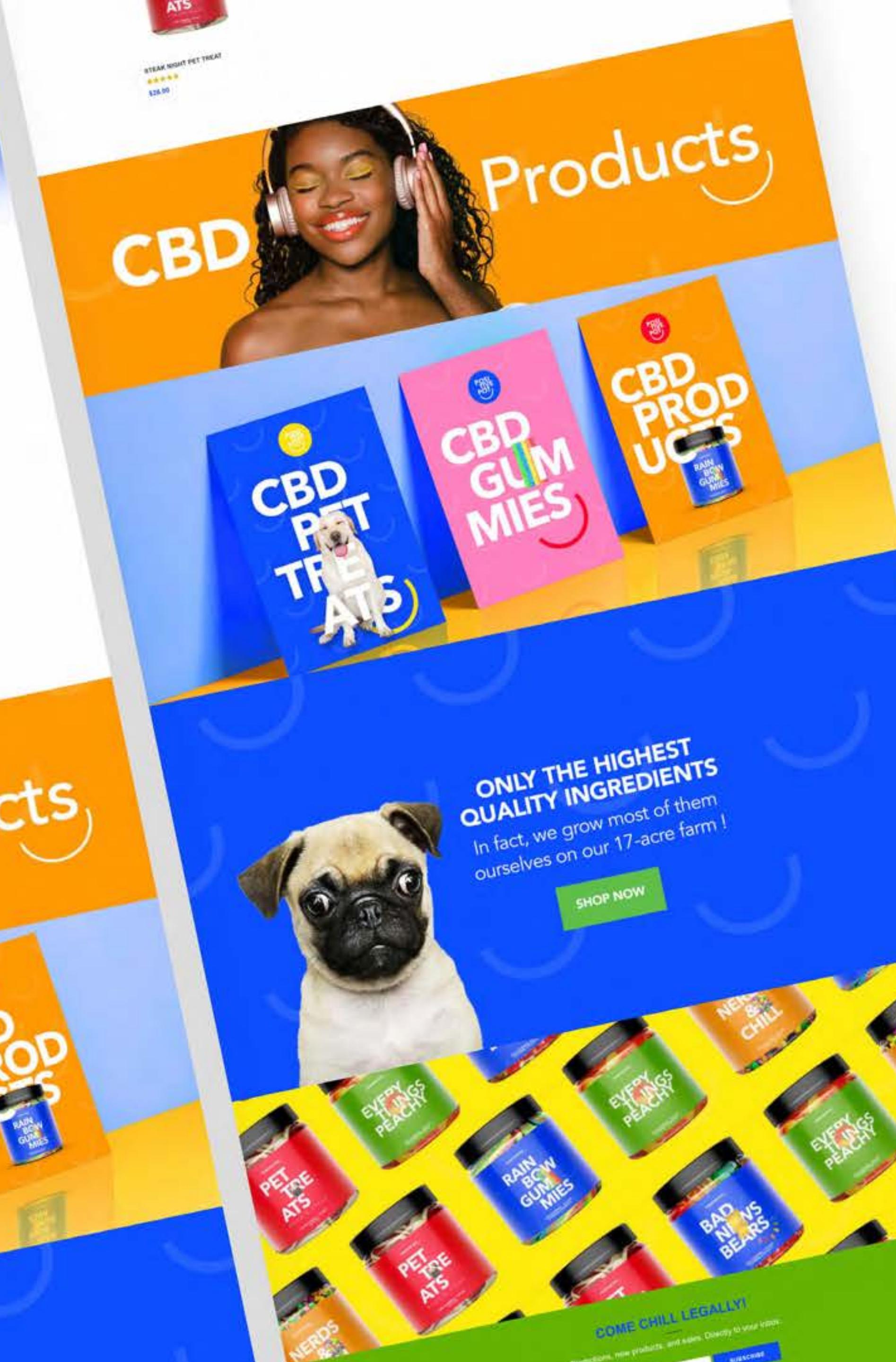
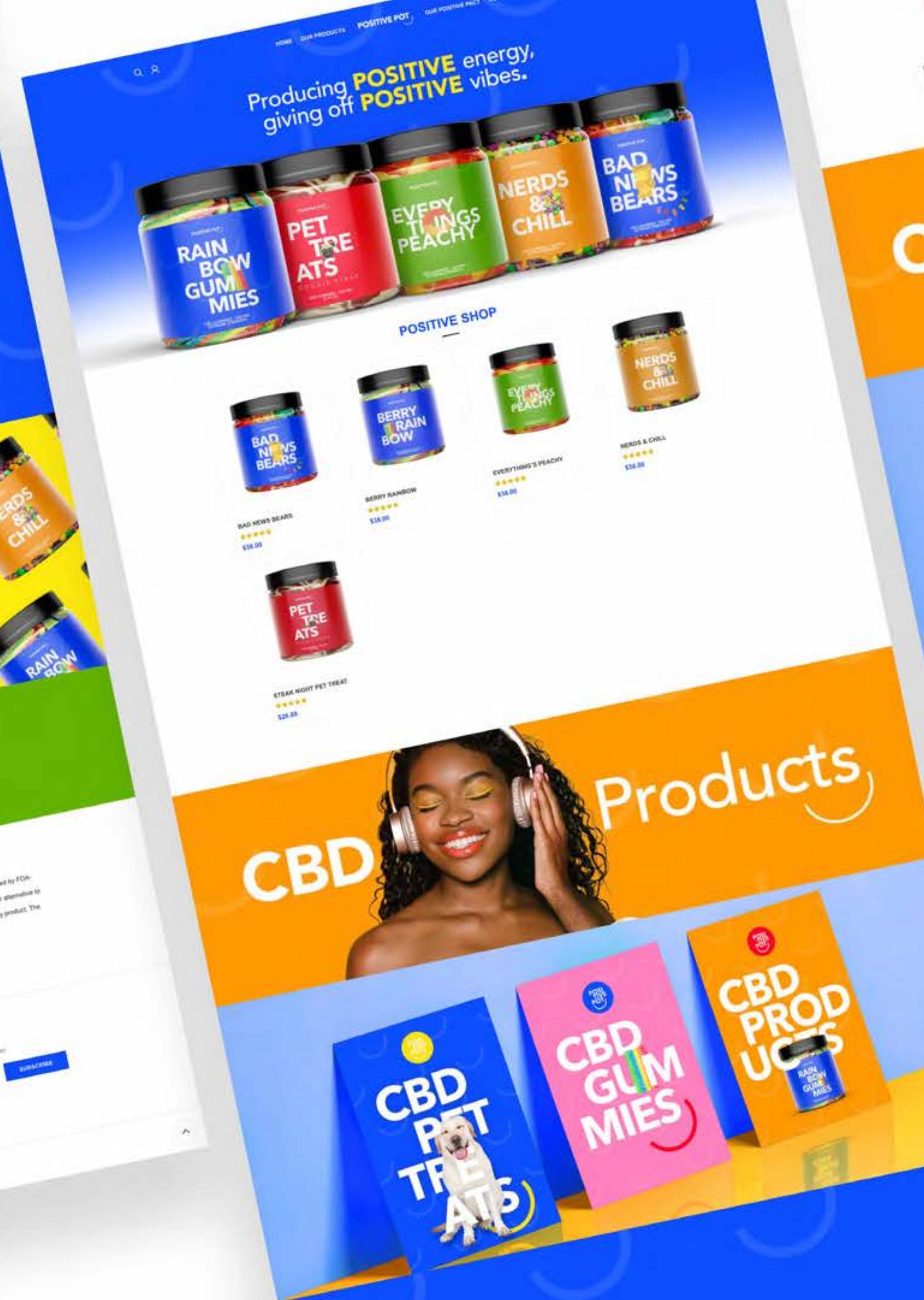
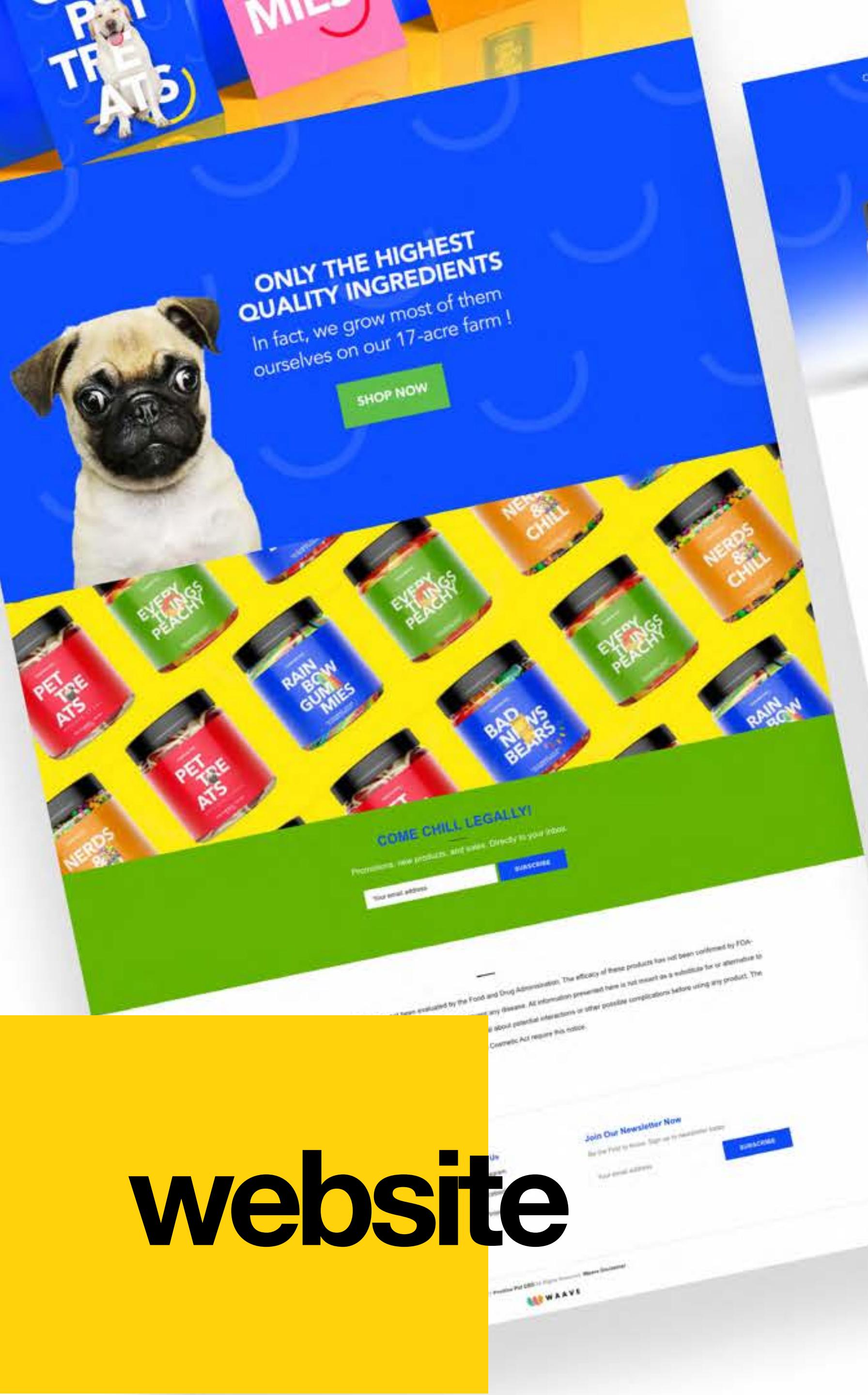
pack-aging



sub- scription box



website





**social
media kit**



donata

donata

cosmetics products

rebranding
packaging design
website

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 pallette

C44M18Y96K3
RGB 162 173 42
#a2ad2a

C73M18Y42K2
RGB 63 156 154
#71c6c6

C100M84Y6K1
RGB 32 57 142
#20398e

C17M22Y41K3
RGB 214 193 157
#d6c19d

C61M44Y100K40
RGB 88 91 24
#585b18

C42M55Y84K51
RGB 102 75 36
#664b24

logos

primary logo



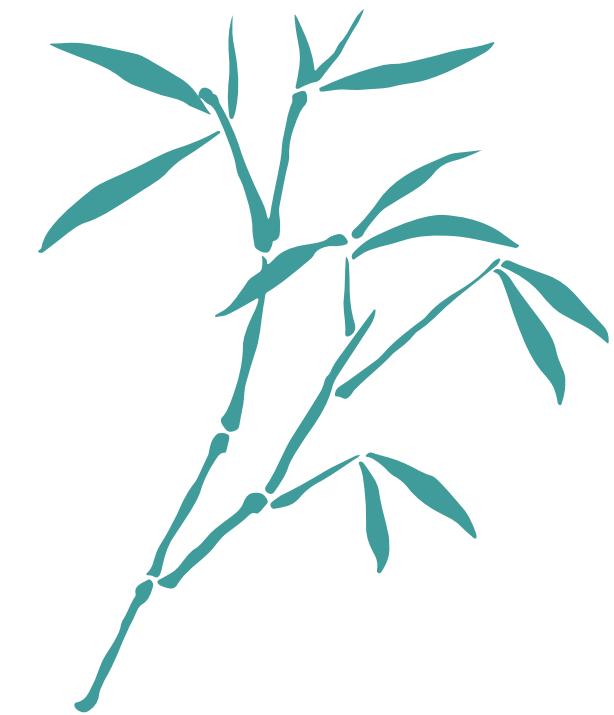
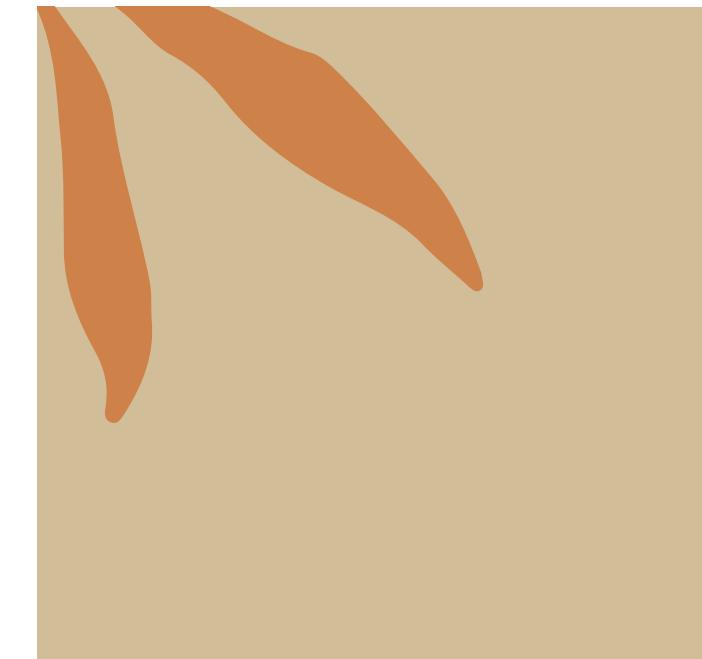
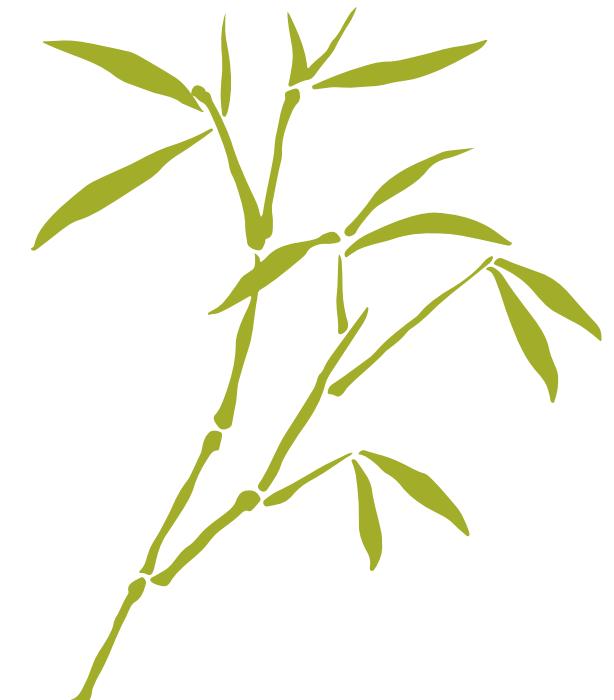
secondary logo



submark



brand elements





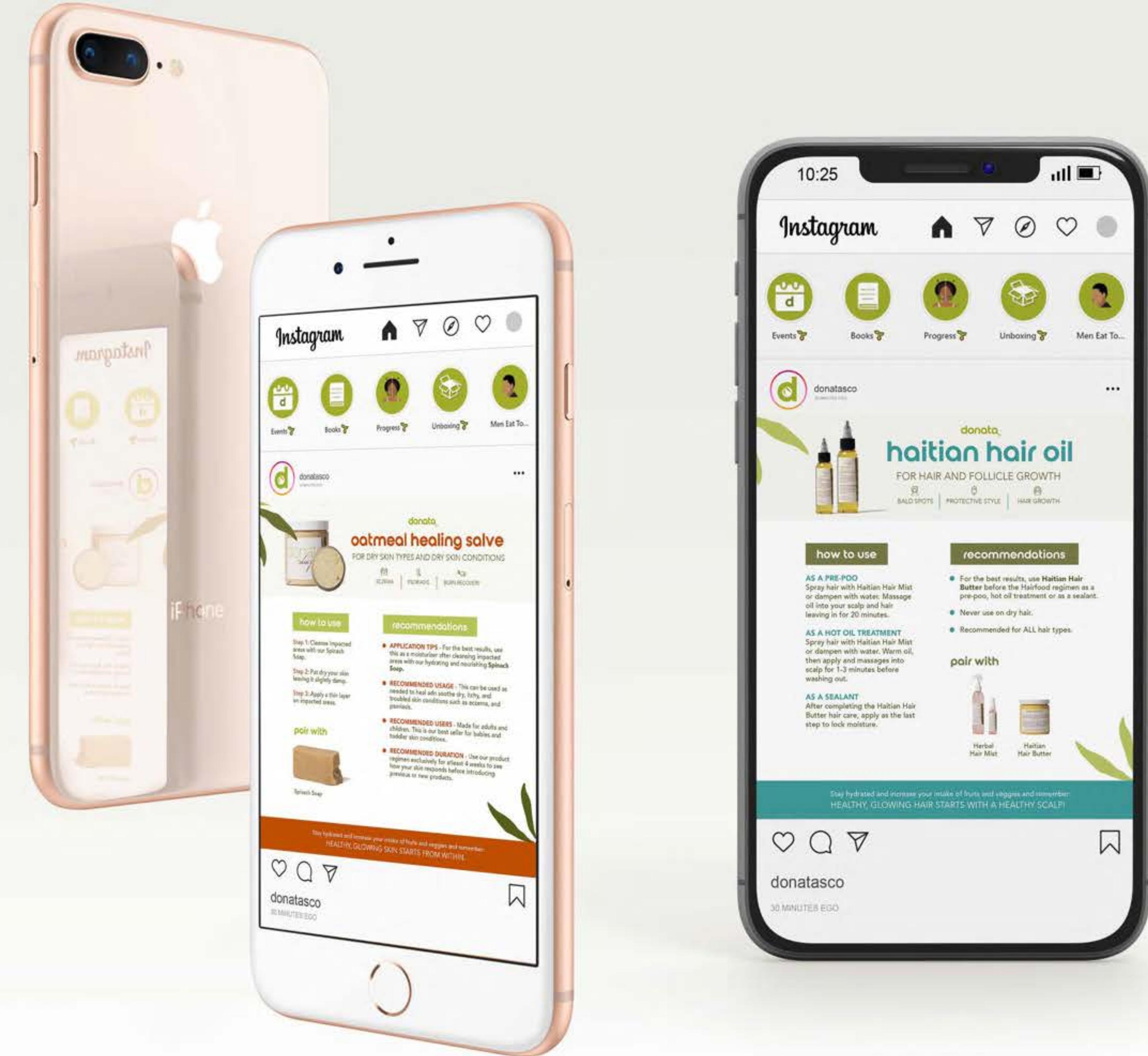
pack-
aging



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 pallette

C1M38Y25K0
RGB 244 174 168
#f4aea8

C26M0Y24K0
RGB 185 235 208
#b9ebd0

C23M12Y1K0
RGB 190 207 233
#becfe9

logos

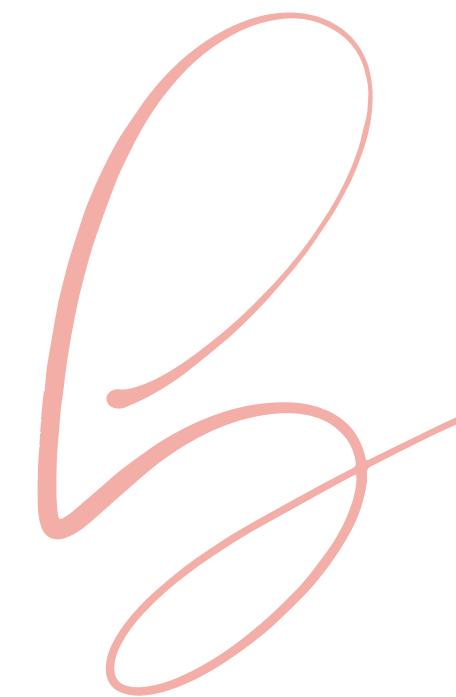
primary logo



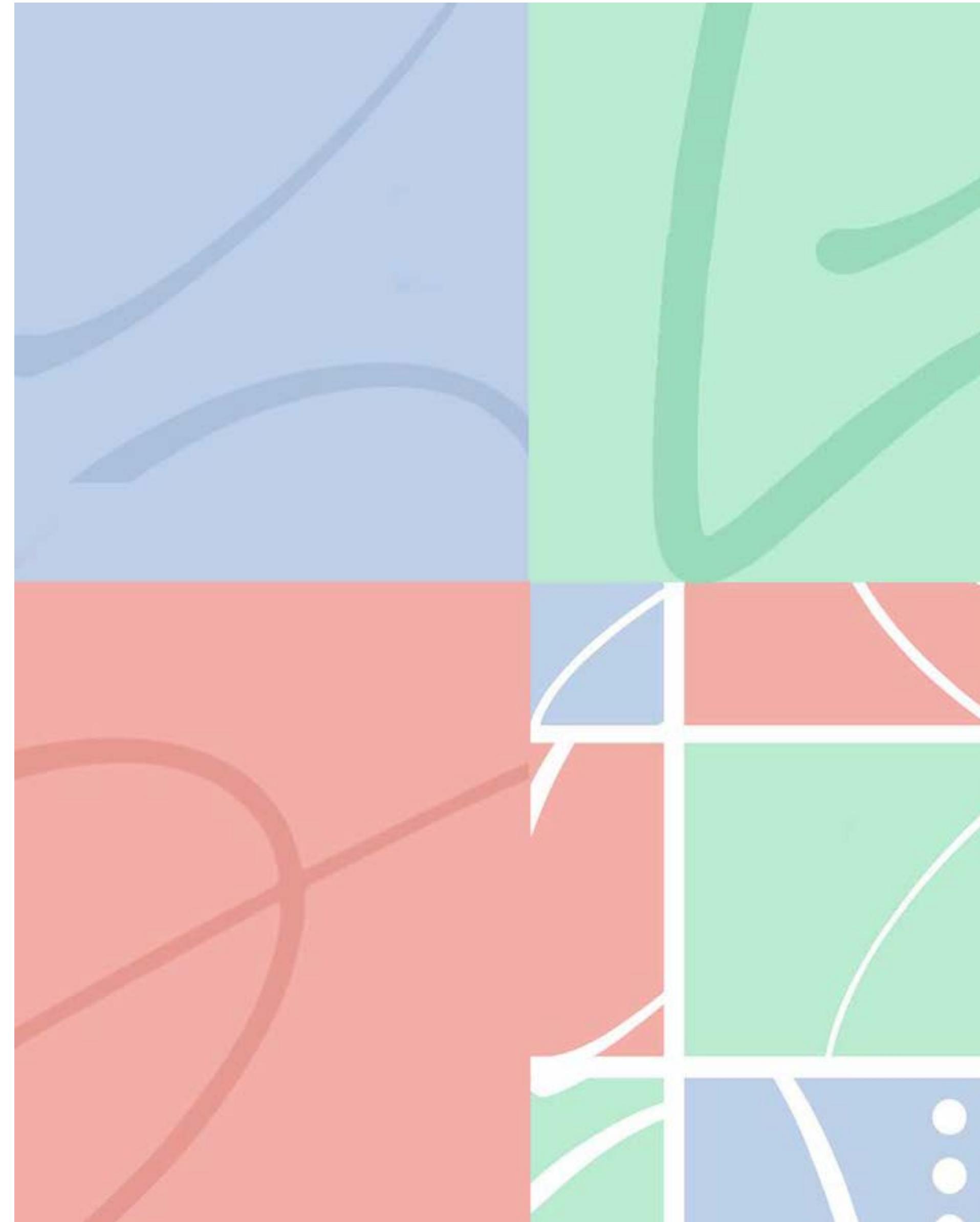
secondary logo



submark



brand elements



packaging design



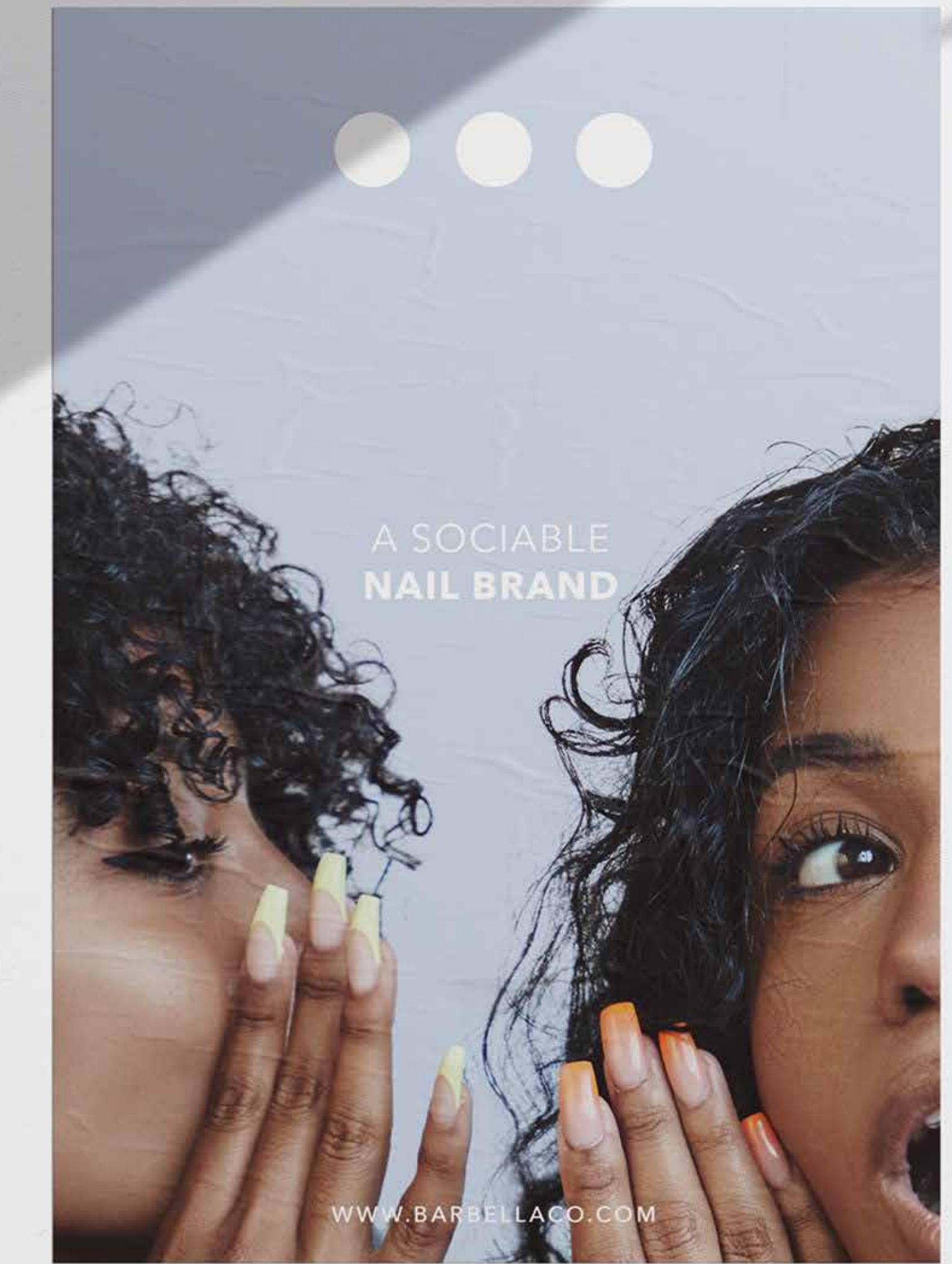




sub- scription box



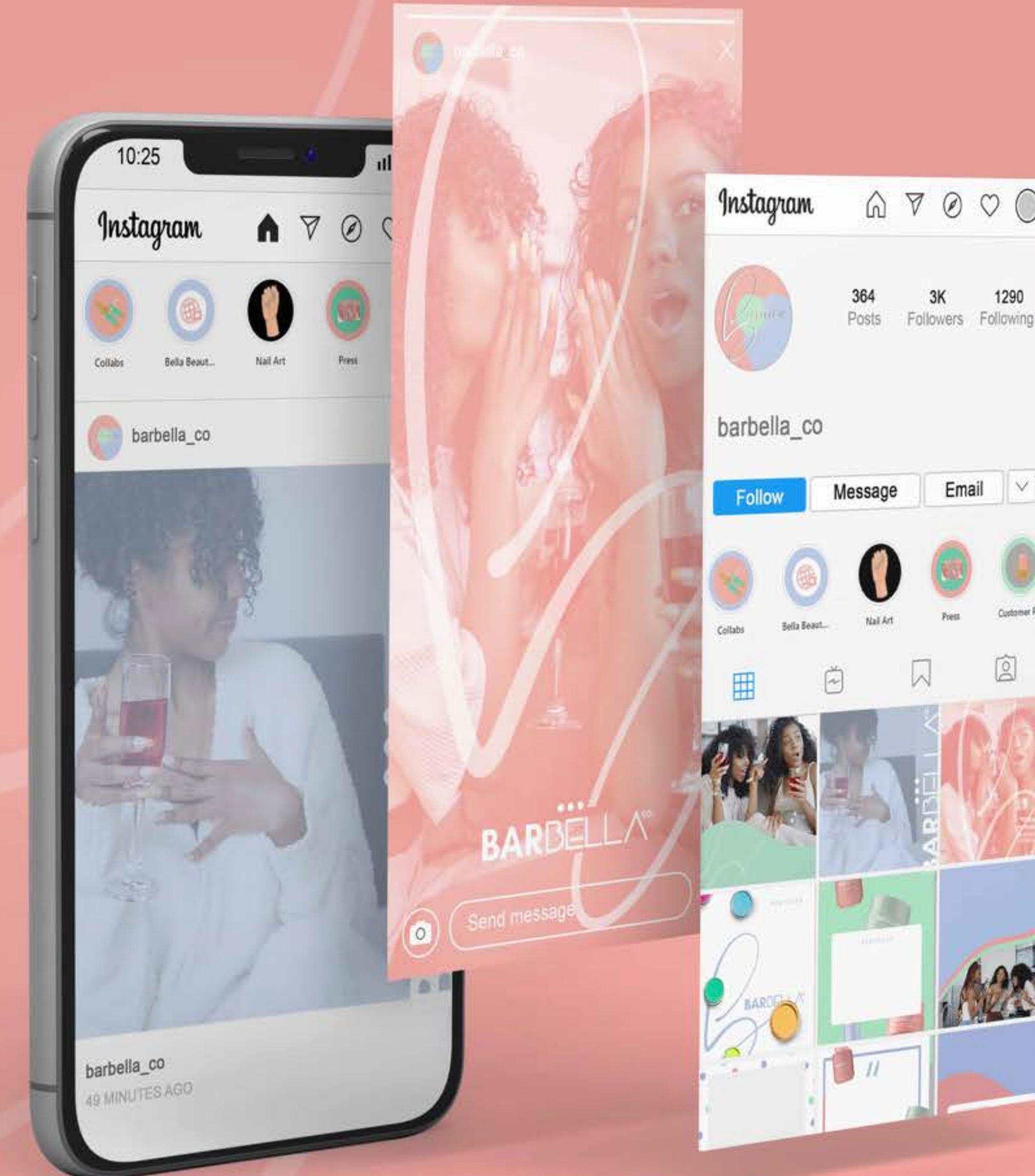
po- sters



AA

website

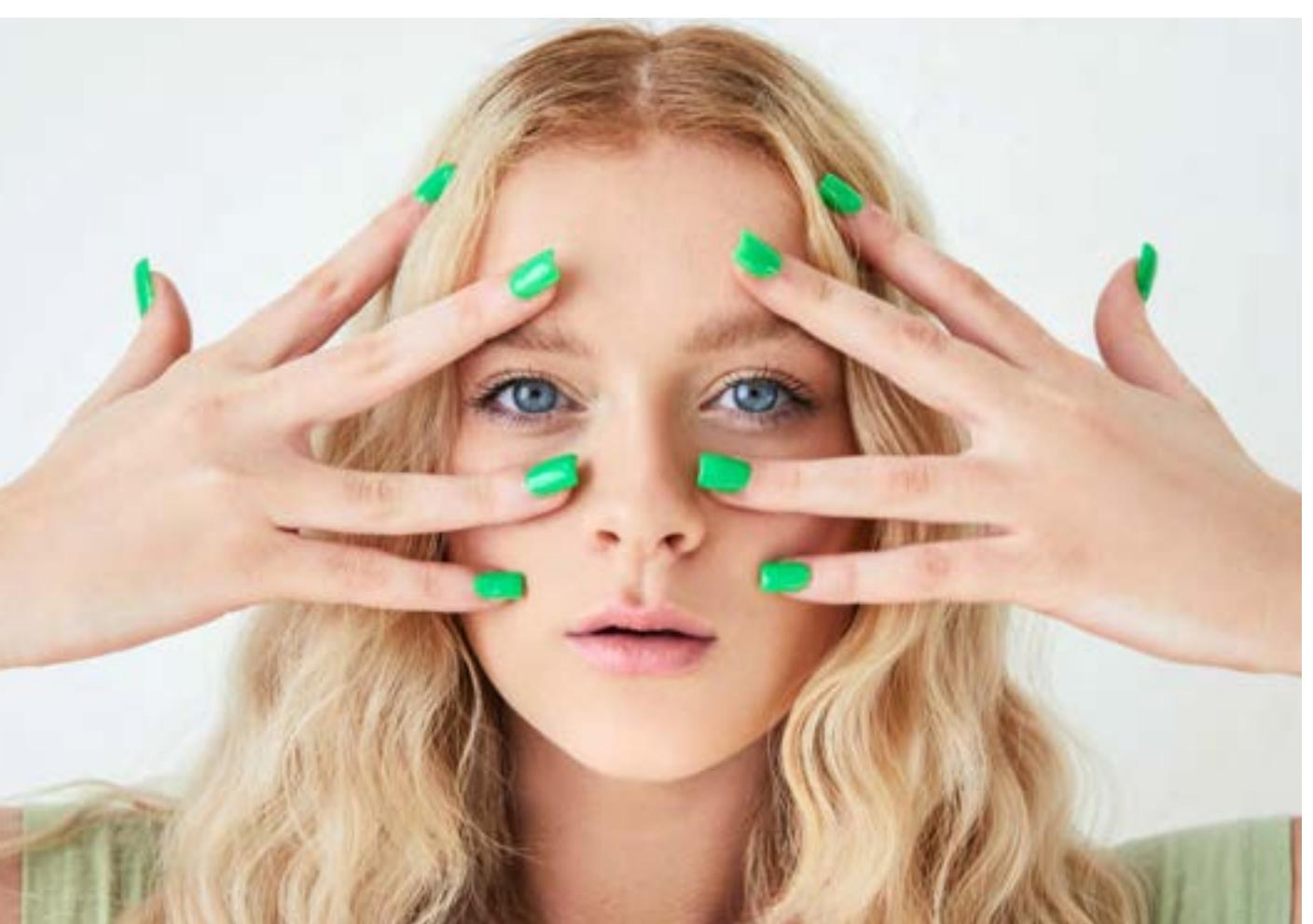
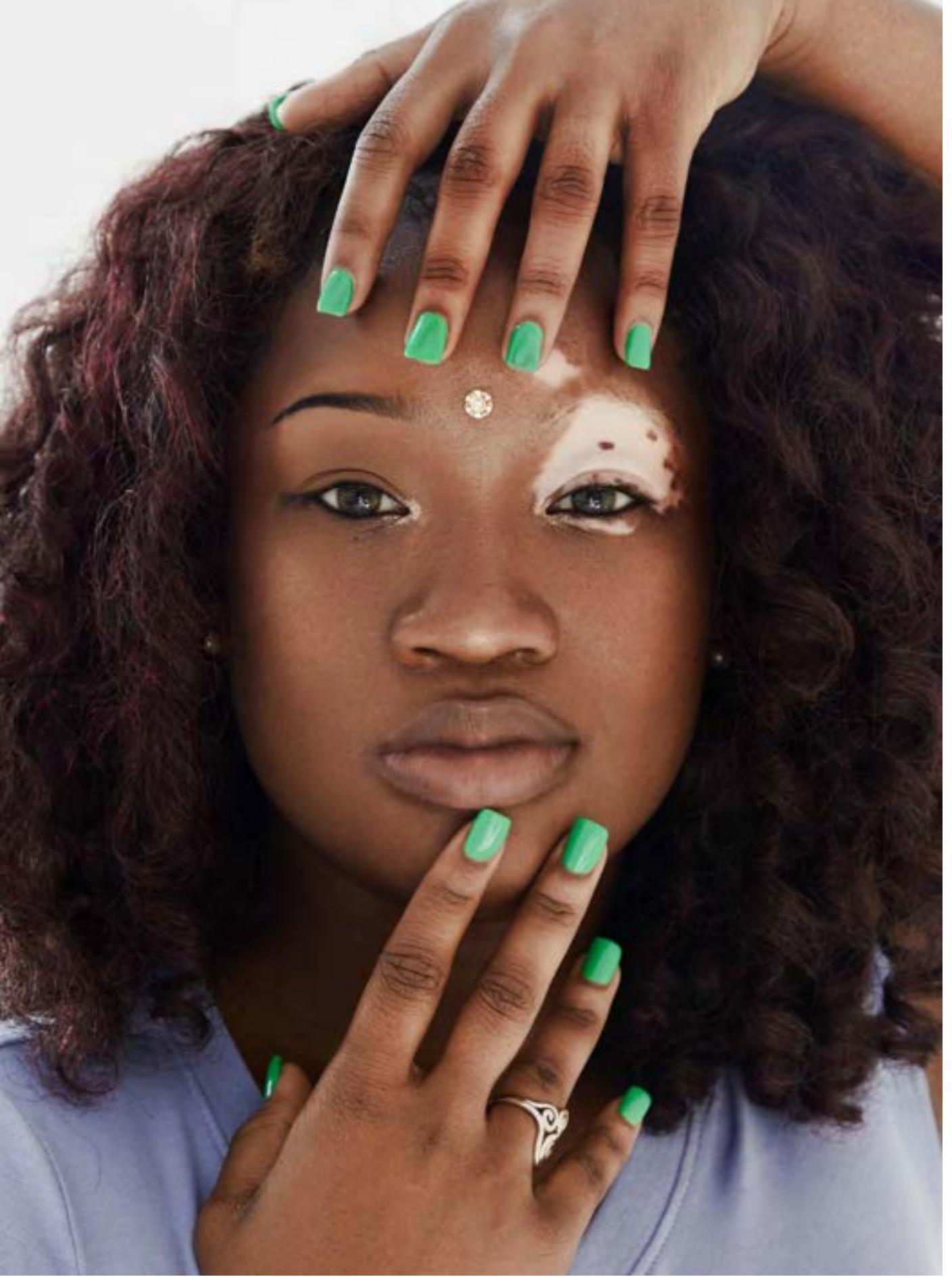




**social
media kit**

photo- graphy





ds.

creative design studio

let's work together

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