

About Us

We partner with each client to fully understand its brand and goals, we build effective growth strategies based on those goals, and craft exceptional creative work that supports those strategies. We believe in completely cohesive visual brands and have the knowledge and skill set necessary to create them. Our design work includes logos, identities, websites, posters, publications, products, interiors, books, signage, and events.

Ours is a team approach and our clients are with us every step of the way. This reflects our belief that great brands are authentic brands and that authenticity can only happen when our clients can openly share their passions, ideas, and stories.

We are Candor. Our job starts with listening.

People

Jasmine Takanikos

PRINCIPAL, CREATIVE STRATEGIST

For almost two decades, Jasmine has worked with both established brands and small businesses to develop brand strategy, integrated marketing, strategic planning, business development, creative direction, and digital strategy projects.

Jasmine is the creator of the global workshop and lecture series, **BrandHuman** centered around the importance of building lasting relationships with one's core constituencies through the exploration of the self. She also created and teaches the course "Centering Your Brand" at **PARSONS The New School of Design**.

Michael Molloy

PRINCIPAL, CREATIVE DIRECTOR

Michael has been designing brand experiences for over a decade for both internationally recognized companies and startups. His work has been published in books, blogs, and publications worldwide.

Michael is also a founding member of **Meters for Mike**, an annual charity swim advocating for brain trauma research and survivors. The race has become the largest open-water swim on the East Coast, and continues to grow every summer.

Select Clients

Adidas
Bliss Lau
Inc. Magazine
Jet.com
Jonathan Mehring
New Balance
NY Red Bulls
Oprah Magazine
Soho House

Industries

Art
Beauty
Education
Fashion
Film
Food
Jewelry
Health & Wellness
Hospitality
Music
Non-profit
Photography
Real Estate
Retail
Sportswear
Technology

Press

NPR
Undo-Ordinary Magazine
Refinery29
Los Logos7
The Washington Post
Juxtapoz Magazine
Brand New, a division of UnderConsideration

Strategy & Design

We offer a range of services that allows us to create comprehensive brands from just an idea, to provide new strategies for established brands looking to grow, or to execute the expert design needed to realize a vision.

Whether our clients know what they need, don't know where to start, or are somewhere in between, we work with them to define their specific objectives and then go to work to achieve those objectives.

Some of our capabilities include: