

Studio ONESIX

Capabilities Deck

Brian Phetmeuangmay

CREATIVE DIRECTOR

David Lee

DIGITAL DIRECTOR

Strategy

Branding

Design

Content

Hey there!

We are Studio ONESIX™

Ever been excited to pursue a dream, but took those steps back because of the fears of not knowing where to start? Studio ONESIX was founded on bridging dreams together to create reality. Venturing outside of what you know can be daunting, until you have a companion to walk with you.

As a Branding Design Agency, we aim to properly equip and construct design systems for your business so that you gain the confidence and blueprints to succeed in the digital space. With a strong transition from the traditional means of business to the digital frontier, we want to be the catalyst that bridges you from startup to success.

Ready to take your first step on a new adventure?

Nice to meet you.

Our History

In this day and age, the visual design of any brand can be the main influence on how an audience perceives them.

Emerging from a decade of visual communications experience, founders, Brian and David have worked with individuals and teams to help cultivate and strengthen their visual branding.

Our goal is quite simple – to create something beautiful that resonates deeply with the client’s values and stories. We do this in an open, transparent, and collaborative process to ensure that the heartfelt emotions connect well from brand to audience.

So, what do we do?

Our Services and Capabilities

We enjoy crafting beautiful, intricate, and meaningful work that encompasses the values and founding stories of a brand, so that it would translate well to their customers. We do this across multiple service avenues to help a brand achieve their goals.

STRATEGY

- Strategy
- Discovery & Research
- Brand Strategy & Architecture
- Content Strategy
- Positioning
- Visual Marketing Campaigns

BRANDING & DESIGN

- Logo & Brand Identity Design
- Brand Style Guides
- Brand Development & Rebranding
- Minor Print Design
- Messaging
- Website Design

DIGITAL DEVELOPMENT

- Website Development (WebFlow, Shopify, Squarespace)
- Responsive Site
- UX/UI
- Information Architecture
- Wireframing

CONTENT PRODUCTION

- Script Development
- Copywriting
- Storyboarding
- Illustration
- Model and Product Photography
- Live-Action Production
- Post-Production
- Promotional and Explanation Video Production

Services and Rates

Brand Strategy	\$1K - \$12K
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Brand Messaging and Positioning	\$1K - \$10K
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Logo Design	\$2K - \$15K
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Brand Style Guides	\$1K - \$10K
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Powerpoint Templates	\$2K - \$4K
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Video Production	\$4K - \$10K
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Website Development	\$4K - \$15K
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Photography Production	\$2K - \$8K
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User Interface Design	\$3K - \$13K
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User Experience Design Sprints	\$5K - \$15K
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Illustration Design	\$3K - 10K
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Social Media Strategy	\$4K - \$10K
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Brand Consultation / Discover Workshop	\$350/hour <i>blended rate</i>
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Our approach: Design Thinking

“He who has a why to live for can bear with almost any how.”

HECTOR GARCIA PUIDCERVER
IKIGAI

Easily understood as, we want to hear the layers of the client’s “why,” so that we can empathize with the stories attached. Grasping the value behind these stories will allow us to curate material that can serve as a bridge to the audience.

Understanding the grounds to reposition a client in will provide an organic connection to it’s intended audience. We want to make sure the needs of the user are met as well as delivering the values of the clients in everything we create. Nothing is more powerful than finally being understood.

How it works

What is design thinking? Design thinking is a way we tackle complex problems by using a step-by-step process that ensures consistent success in our results. How do we do it? The process involves: understanding the needs of both the client and their audience – breaking down the needs to clear goals to meet by the end of the project – reframing the goals in human-centric ways in order to explore all kinds of possibilities – followed by prototyping and testing the end product to affirm its impact.

The process is broken down as follows:

Empathize → Define → Ideate → Prototype → Test

We maintain a consistent quality of work by using this process as a framework for all of our projects. This process allows us to explore complex ideas without straying far from target goals.

The result?

Effective, beautiful and beloved brands.

**Prove it. Let's see some
case studies.**

TinyBot Vinyl

CLIENT

TinyBot Vinyl

SCOPE

Logo Redesign

Brand & Identity Design

CHALLENGE

Create a logo mark, color palette, and typography that more accurately represents the company culture, since the TinyBot Vinyl brand lacked an edge in their visual assets in comparison to their competitors.

OUTCOME

A new brand identity and modernized logo that is vibrant and representative of the products offered by TinyBot Vinyl. A style guide to maintain consistency and direction.



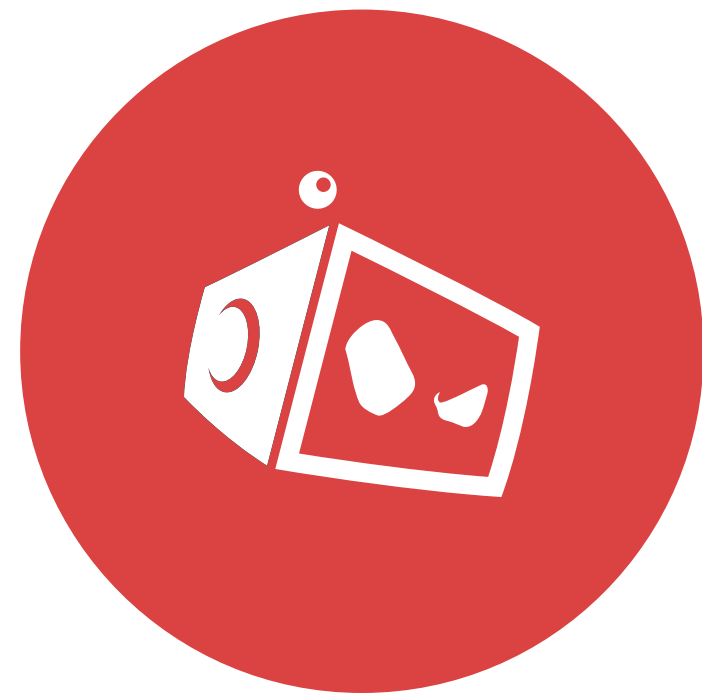
PRIMARY LOGO _____



SECONDARY LOGO _____



ROUND LOGO _____

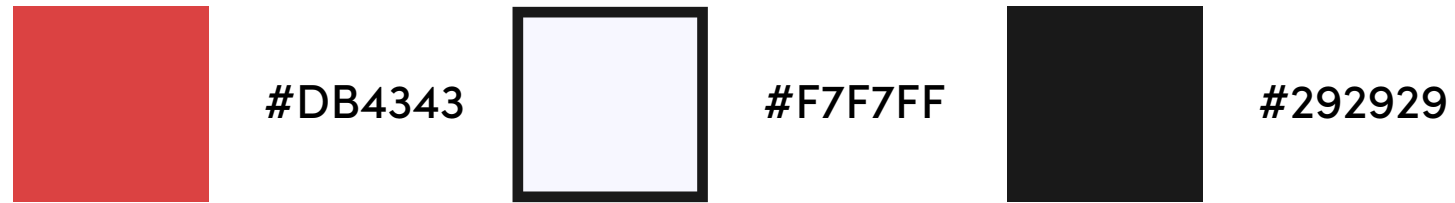


SPACING _____



Allow space around the logo
when using it in any context.

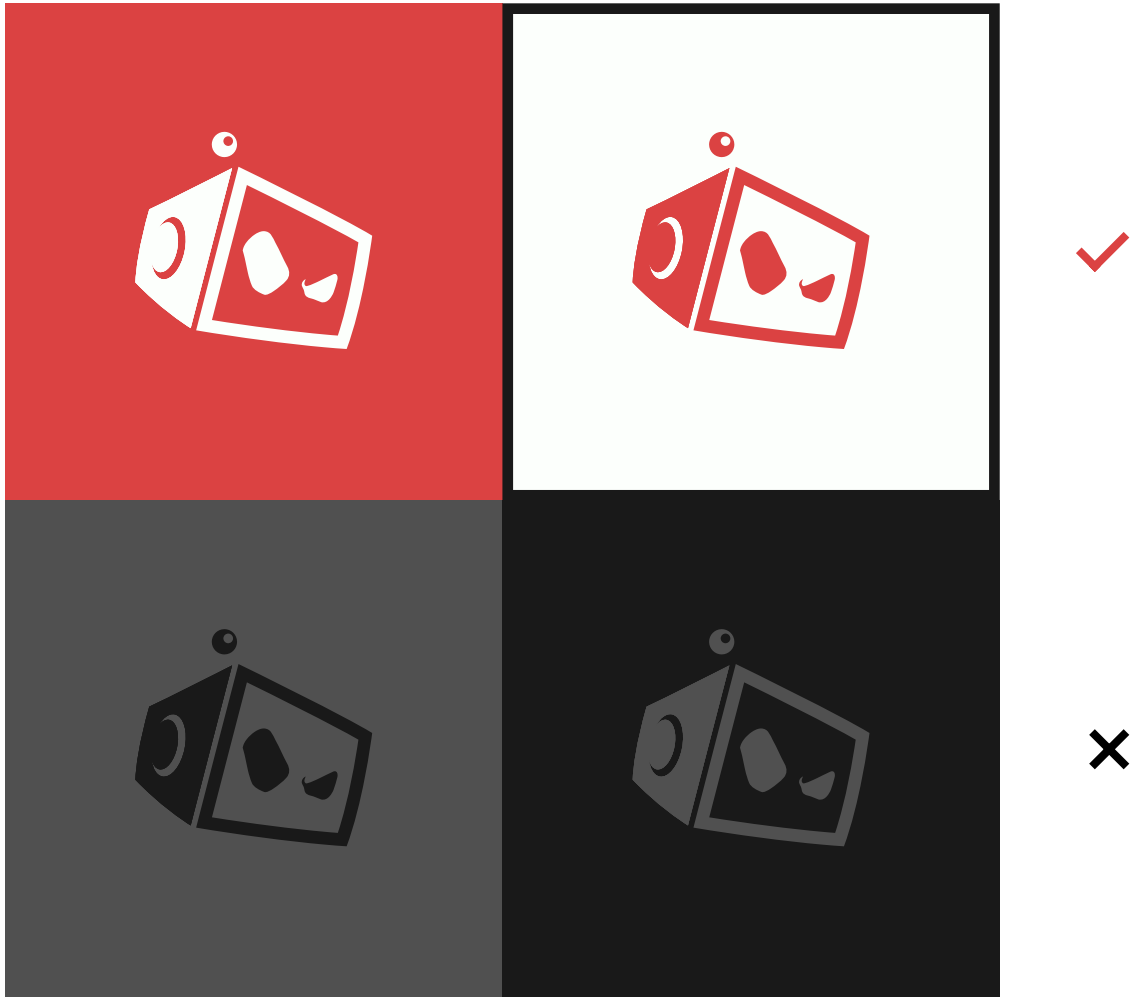
PRIMARY COLORS



SECONDARY COLORS



CONTRAST





LARGE



MEDIUM



SMALL



HORIZONTAL LOGO



VERTICAL LOGO

TYPEFACE

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Sofia Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HIERARCHY

HEADER 1

SUBHEADER

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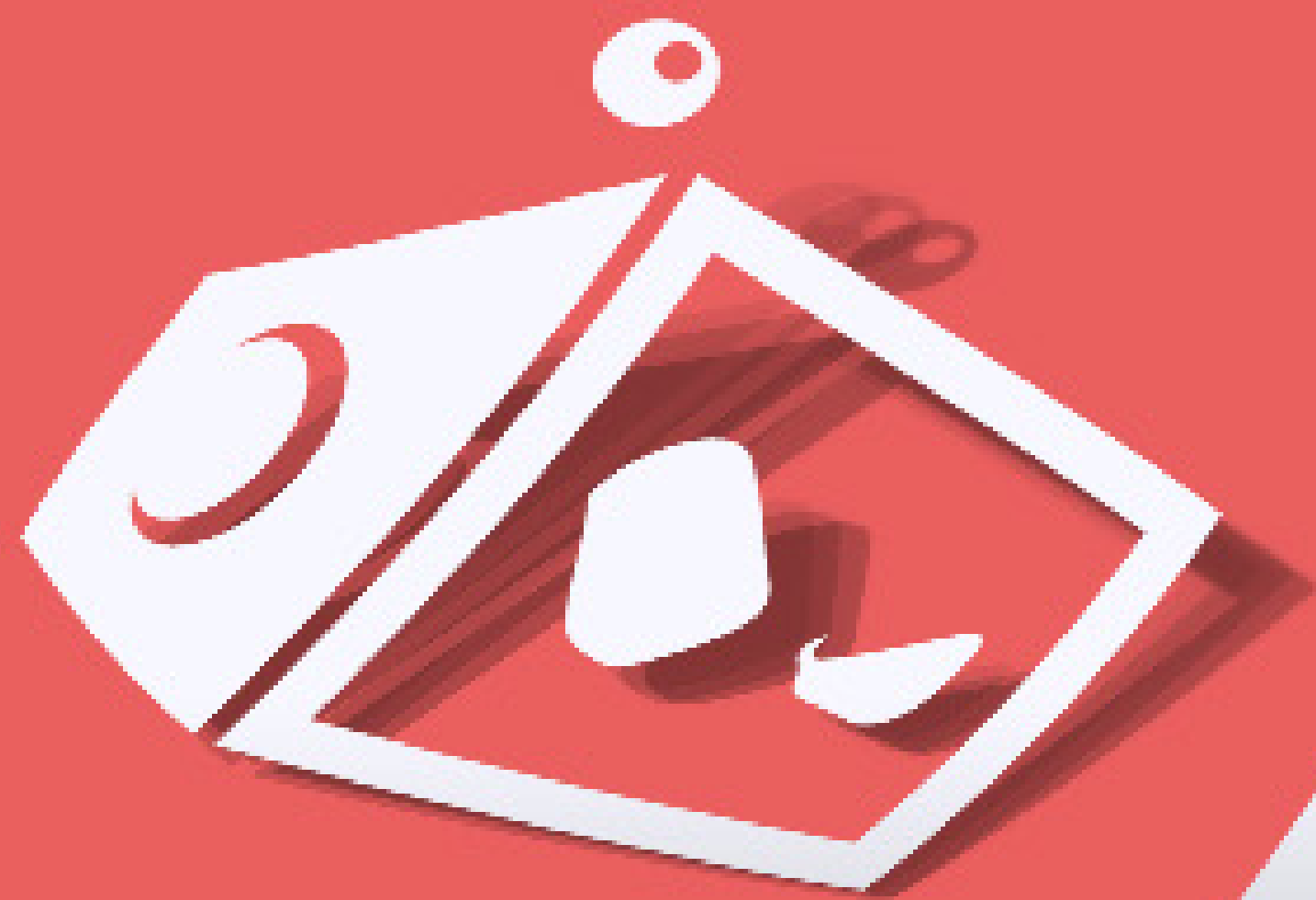
CLICK HERE

BEBAS NEUE

SOFIA PRO (BOLD, 100 KERNING)

Sofia Pro (Medium, 20 kerning) Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

SOFIA PRO (BOLD, 20 KERNING)



TINYBOT



Cafe LA

CLIENT

Cafe LA

SCOPE

Logo Redesign
Brand & Identity Design

CHALLENGE

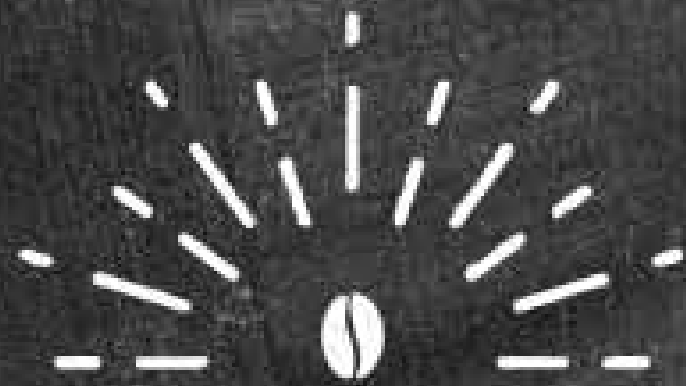
Cafe LA is a cafe located in Shinsaibashi, Japan. The founder, who originates from Los Angeles, CA, needed a strong design foundation for the brand.

OUTCOME

The refreshed Cafe LA brand, paired with a strong design foundation for a consistent brand experience.



ESTD



2021

CAFE LA

COFFEE BAR

SHINSAIBASHI

WEEK 1

CAFE L.A. COFFEE BAR
CAFE L.A. COFFEE BAR
Cafe L.A. CAFE L.A.



WEEK 2



WEEK 3



WEEK 4



FULL LOGO



SECONDARY LOGO



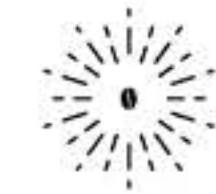
RESPONSIVENESS

LARGEST

MEDIUM

SMALLER

SMALLEST



LA

CONTRAST



SPACING



Allow space around the logo when using it in any context

e.g. wall, banner, etc. as long as 'SHINSAIBASHI' is legible

e.g. whenever you want to include the bean mark, but 'SHINSAIBASHI' isn't legible



e.g. instagram profile picture, caps, pins, chest on T-shirt

e.g. favicon



ESTD 2021

CAFE LA

COFFEE BAR

SHINSAIBASHI

ESPRESSO BAR

ESPRESSO
AMERICANO
TEASPRSSO
MATCHA

CRAFT BEER

BLACK HOUSE
PEANUT BUTTER
MILK STOUT
WANDERLUST
OATMEAL STOUT

COFFEE BAR

SINGLE ORIGIN
POUR OVER
HOUSE BREWED COFFEE
COLD BREW





Meet our team.



Brian Phetmeuangmay

CREATIVE DIRECTOR

This is Brian, the Creative Director of Studio ONESIX. Emerging from a background of photography and video production, his mind works in a way that extracts abstract ideas and translates them into meaningful works of art. With strong influences from music, dance, art, and extreme sports culture, he loves taking creative approaches to projects that highlight brand attributes and yields lasting impact beyond the scope.

As Studio ONESIX's Creative Director, he works with brands to properly understand business goals, help craft a meaningful and impactful project scope, and oversee the process from brief to delivery. With your brand's vision and mission in mind, Brian will be in every phase of your project from proposal to delivery to ensure the creative vision aligns with your brand goals and the needs of your audience. Don't worry, he doesn't bite.

Brian has been respected as a creative director for several projects under brands such as Worship Jesus Bible Church, BONS Lifestyle, Day-O-Productions, and Amugonna; executing magnificent work related to brand identity, photography, visual branding, promotional video content, and organizing creative teams to succeed with cross-functional departments. With over a decade being in the creative industry, Brian understands how to bring light to the small details and connect all the right puzzle pieces for the bigger picture.

Ask him a question. He loves to dive deep into a philosophical answer.



David Joshua Lee

DIGITAL DIRECTOR

Meet David Joshua Lee, mostly referred to as DJL. He is Studio ONESIX's Digital Director. With a deep fascination of all things related to design and tech, he has worn several hats being in the creative industry for half a decade. From graphic designer, production director, photographer, to even eCommerce manager, and UX/UI designer, David has been thrown into the development of several great projects.

With an entrepreneurial spirit, he is drawn to what ideas and tools can help skyrocket a business and create an amazing customer journey—and of course increase revenue. He has worked with several businesses in helping construct the business tone and visual consistency for promotional assets and marketing collateral. From creating engaging concept—wireframe—prototype—production, he loves to push the boundaries and create value with empathy, honesty, and strong integrity.

David is the man that shapes the digital playing field for ONESIX and makes sure other brands get the proper entrance to digital success.

Thank you.