

THE CLIENT

Castelazo Content

castelazocontent.com

Castelazo Content is a global content strategy, development, and marketing firm specializing in whitepapers, blogs, bylined articles, and other thought leadership content that generates leads and converts leads into clients.



new logo



original name + logo



new envelope



new business identity

TESTIMONIAL

"I UNEQUIVOCALLY RECOMMEND MISS DETAILS DESIGN (MDD) FOR BRANDING, IDENTITY, AND DESIGN WORK. HERE ARE THE TOP THREE REASONS WHY:

1) BEFORE WORKING WITH MDD I WAS SKEPTICAL OF THE VALUE OF "BRAND" AND "IDENTITY" — I HAD ALWAYS BEEN MUCH MORE FOCUSED ON TANGIBLE THINGS LIKE HOW MY BUSINESS CARD LOOKED AND FELT TO ME. THE BRANDING AND IDENTITY PROCESS WITH MDD HELPED ME DISCOVER THINGS ABOUT MY BUSINESS THAT CLEARLY RESONATE WITH MY TARGET AUDIENCE, BUT I HAD NEVER ARTICULATED BEFORE. IT WAS A POWERFUL INTROSPECTIVE EXERCISE THAT MY TEAM AND I NEVER WOULD HAVE DONE IF IT WEREN'T FOR MDD'S DIRECTION. THE END RESULT IS A BRAND IDENTITY THAT TRULY SPEAKS TO MY PROSPECTS.

2) MDD WAS CLEARLY FOCUSED ON HELPING US ACHIEVE OUR GOALS AND, TO THAT END, REGULARLY OVER-DELIVERED.

3) TANYA IS REALLY SMART. SHE SPEAKS OUR LANGUAGE. THE CONVERSATION WAS NEVER ABOUT DESIGN FOR DESIGN SAKE BUT ABOUT THE VALUE IT WOULD DELIVER."

M. CASTELAZO

THE TARGET MARKET

Start-ups to Fortune 500 corporations, non-profit foundations to governmental agencies. Their market focus is in the technology and finance industries.

CHALLENGE

The company name Castelazo Marketing was confusing since it lumped them in with general marketing services and they found their audience did not clearly understand their unique positioning. The original brand image, although unique, was slightly too feminine for their predominantly male audience, and the functionality of the design was difficult to use across different platforms. They were looking for a new name, tagline and brand image that reflected their laser focus on content strategy and development, and their unique skillset of translating complex information into content that resonates with the target audience.

STRATEGY

Beginning with naming and tagline workshops, we worked with the Castelazo team and developed the new name and tagline of Castelzo Content, translating insights into results. The new name and tagline speaks about their unique value in the market and made their services easily understandable. From there, we worked on creating a brand personality that told the story of who they are and what they do. The new personality and image needed to be unique and authentic, and we developed meaningful designs that supported their smart and insightful voice.

BRANDING CASE STUDY



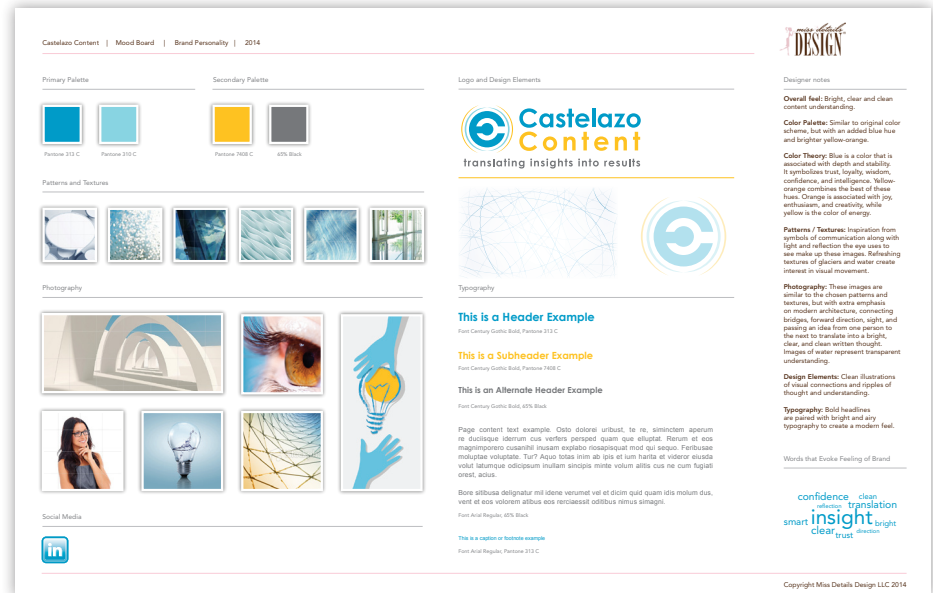
RESULTS

The overall feel of the new brand is modern, bright, clear and energetic. To bridge the original and new brand, the updated color palette is a clearer version of the original color scheme.

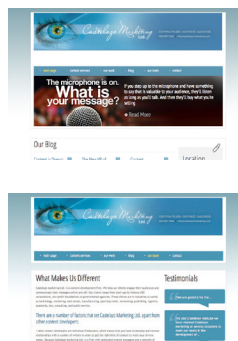
Imagery and textures emphasize communication, connection, transparency and reflection.

The new logo mark is memorable and communicates the depth of understanding they have for their client content and subtly demonstrates that Castelzo Content resonates and connects with the audience.

Castelzo Content has a new brand image both online and offline, and has a new set of tools and filters with which to connect with their prospects and clients.



new moodboard



before



after

new website

CONTACT US

We invite you to contact us and see what Miss Details Design can do to transform your brand.



thank you card + envelope