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for your story

SERVICES

Art Direction

HotSpring



ART DIRECTION: HotSpring

The Strategic Marketing firm HotSpring “sees the world of marketing as a set of dynamic and constantly-evolving inter-relationships. . . .” So, it only makes sense that they want their own brand to be simultaneously flexible and consistent. The logo and good-old-fashioned stationery programs, various website versions, brochures, blogs, and e-mailers evolve as necessary while still capturing the soul of the HotSpring brand. Our ongoing art direction helps them stay true to themselves—always improving, while keeping core visual values intact. For HotSpring site-seeing, check out our Case Study section.

What we did:

- Logo, Letterhead and identity program both for traditional printers and for HotSpring to mail, as templates, as Word documents.
- Website (and updates).
- Case Studies—as spiral-bound books, pdfs, e-mailers.
- Assorted studies and surveys.

