

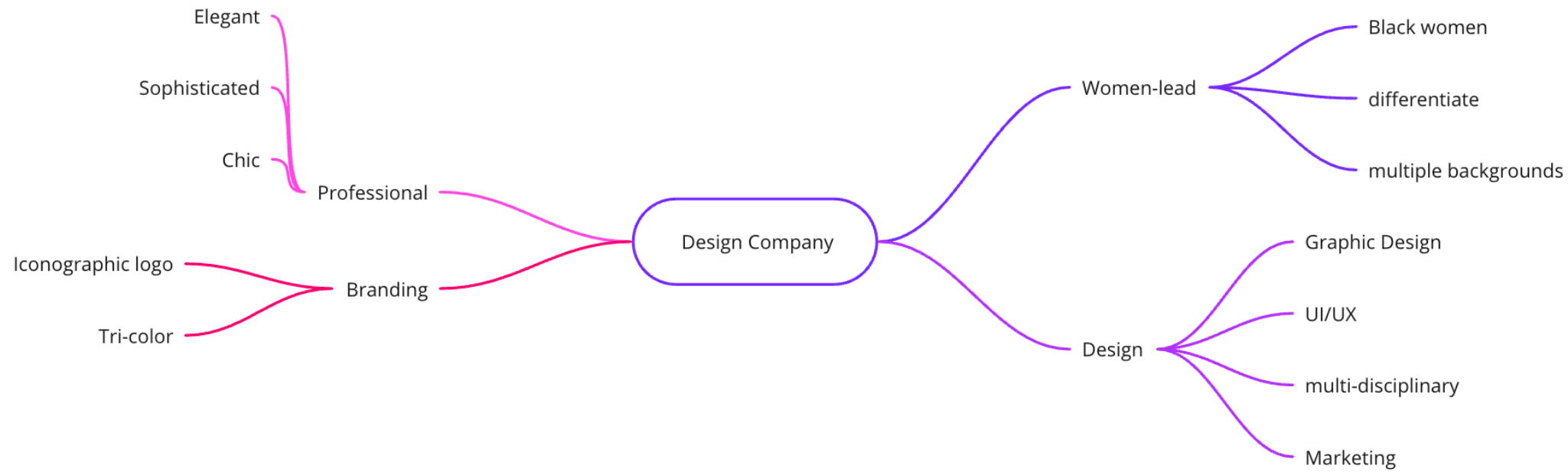


Kayla Anderson | GRDS 376 | Process Book

The Big Idea

A multi-disciplinary design studio, which would combine graphic design, and UI/UX. Includes the creation of graphics and brand identity, products, packaging, websites, advertising, typography, user interface, and user experience design and research.

Mind Mapping



Industry Research

ANAGRAMA

A specialized brand development and positioning agency providing creative solutions for any type of project. Their services reach all of the branding spectrum from strategic consulting to fine tune brand objectives for the company to logotype, peripherals and captivating illustration design.

Services:

- Copywriting
- Graphic Design
- Editorial
- Illustration
- Web Design

Pentagram

Pentagram is a multi-disciplinary, independently owned design studio. Their work encompasses graphics and identity, strategy and positioning, products and packaging, exhibitions and installations, websites and digital experiences, advertising and communications, data visualizations and typefaces, sound and motion.

Services:

- Brand Identity
- Signage
- Typography
- Industrial Design
- Motion Graphics
- Architecture
- Sound Design
- Packaging

WONDERLAND

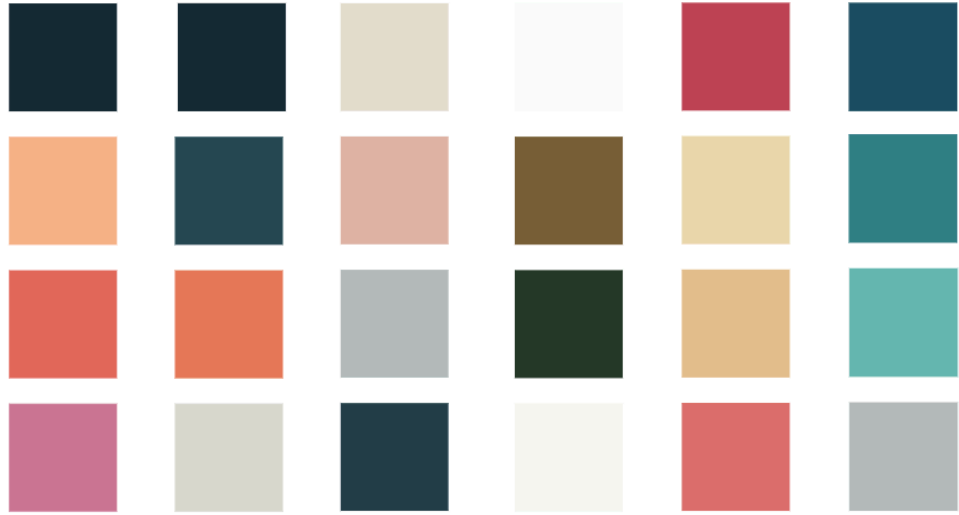
We're a mission to create digital experiences that have a meaningful impact on the world and people. Experiences that feel and act differently. Experiences that stand out and create meaning. We focus on the innovative, ensuring that everything we do creates value for our clients and improves the experiences people have with their brands.

Services:

- Brand Design
- Experience Design
- Strategy & Data

Explorations

COLOR EXPLORATION



TYPE EXPLORATION

Gravesend Sans Light Arboria Book Ofelia Display Regular

TRITONE TRITONE TRITONE
 TRITONE LAB TRITONE LAB

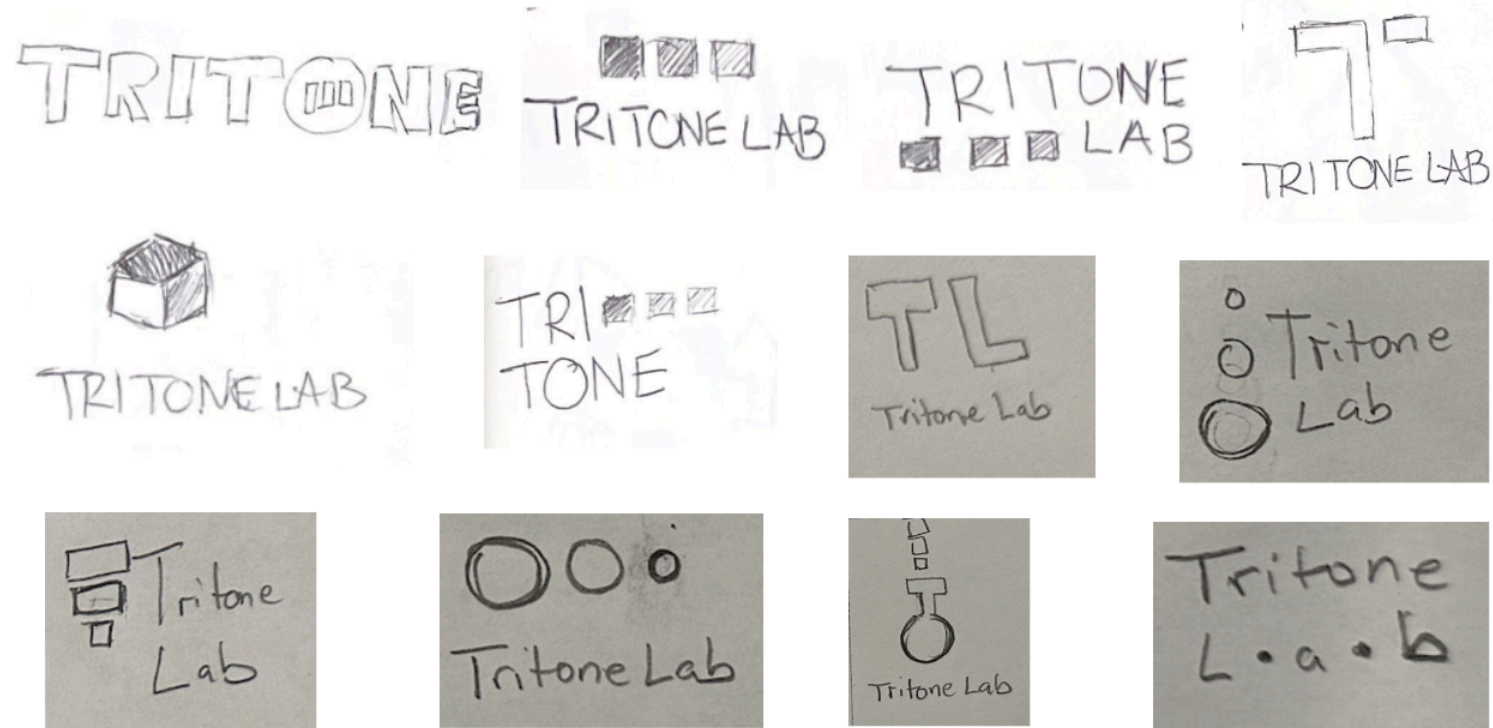
Quicksand Regular [Similar fonts & pairings](#) Poppins ExtraLight Montserrat ExtraLight

We are a team of brand strategists, designers and researchers driven by a common goal of elevating your business. Through our work, we intend to inspire women of color all around the globe to make their marks in the design field.

Tritone Lab

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LOGO EXPLORATION



Style Tile



ARBORIA BOOK
+
Poppins Regular

HEADING

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#2A4F60



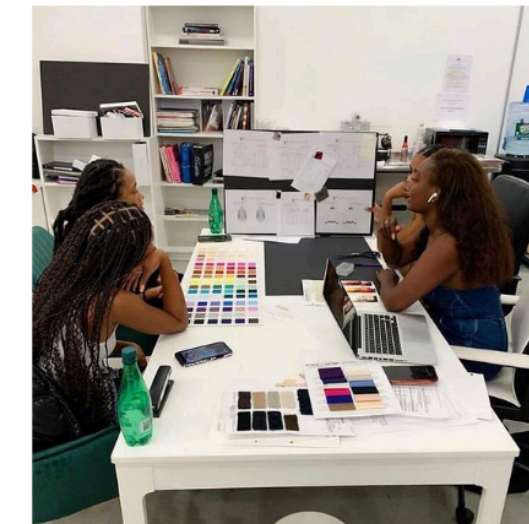
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Spread One

WE AIM TO INSPIRE, DEFY, AND IMPACT

Tritone Design Collab is a studio for design, brand innovation, and marketing. We specialize in creating experiences that lead to results that can't be ignored. In an ever-changing world, we aim to work with brands that defy expectations and leave a positive impact.

As Black women, this is important to us because we have to defy other's expectations of us daily. The reality is, we are our ancestors wildest dreams, so we take our work here at Tritone seriously. We are determined to challenge the status quo through odd-defying concepts, designs, and results.



OUR VISION

We multi-disciplinary design studio, specializing in graphic design, UI/UX, and marketing. The scope of our work includes the creation of graphics and brand identities, products, packaging, websites, advertising, typography, user interface, user experience design and research. The firm would also assist brands in their marketing endeavors by supporting their sales efforts, and building brand awareness.

OUR APPROACH

The secret to our exceptional designs and overall client satisfaction is our strategic approach. Before we design, our researchers and analysts delve into the emotional drivers of your audience to better understand what they want and need. Our strategists then develop a defined set of objectives for creating successful designs, campaigns, and brands.

OUR MISSION

We are a team of brand strategists, designers and researchers driven by a common goal of elevating your business. Through our work, we intend to inspire women of color all around the globe to make their marks in the design field.

WHY WE'RE UNIQUE

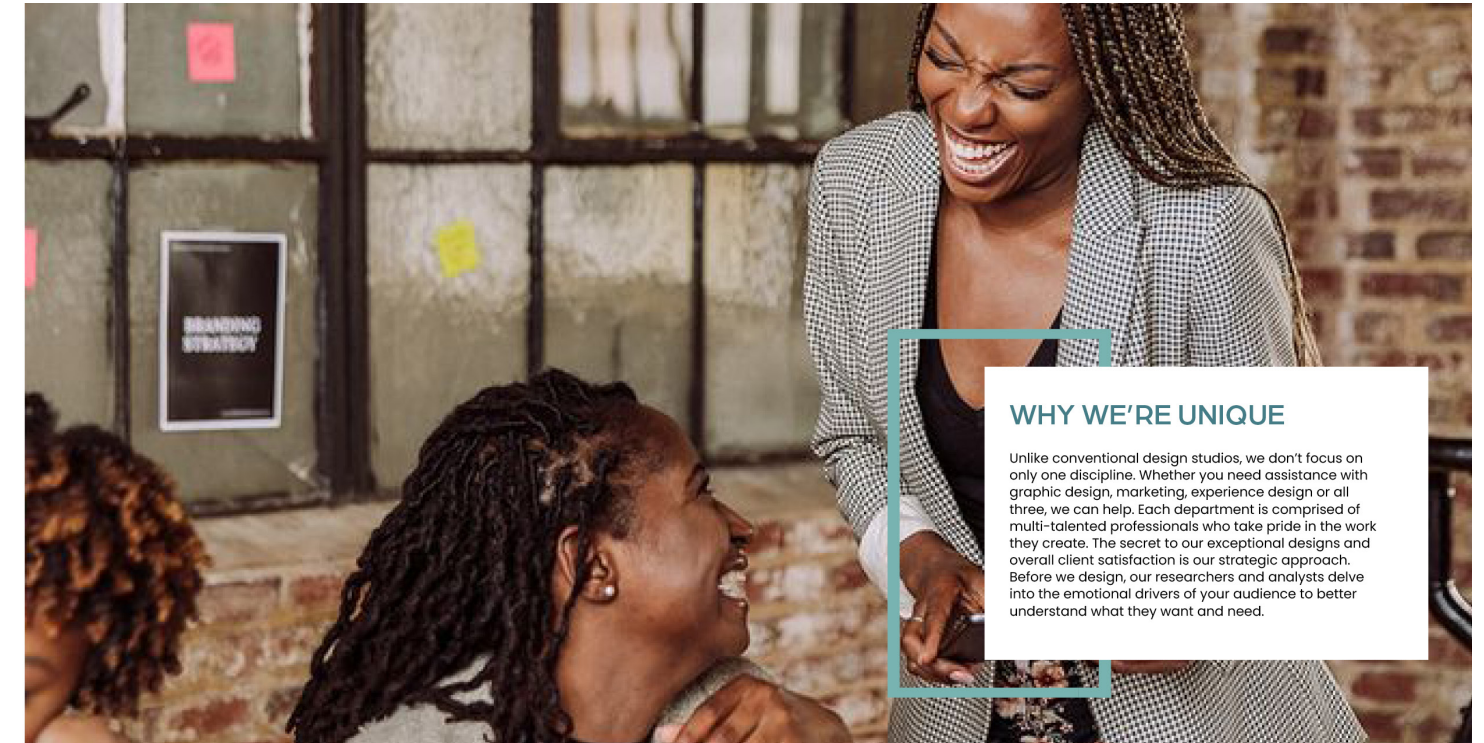
Unlike conventional design studios, we don't focus on only one discipline. Whether you need assistance with graphic design, marketing, experience design or all three, we can help. Each department is comprised of multi-talented professionals who take pride in the work they create.

Version 1

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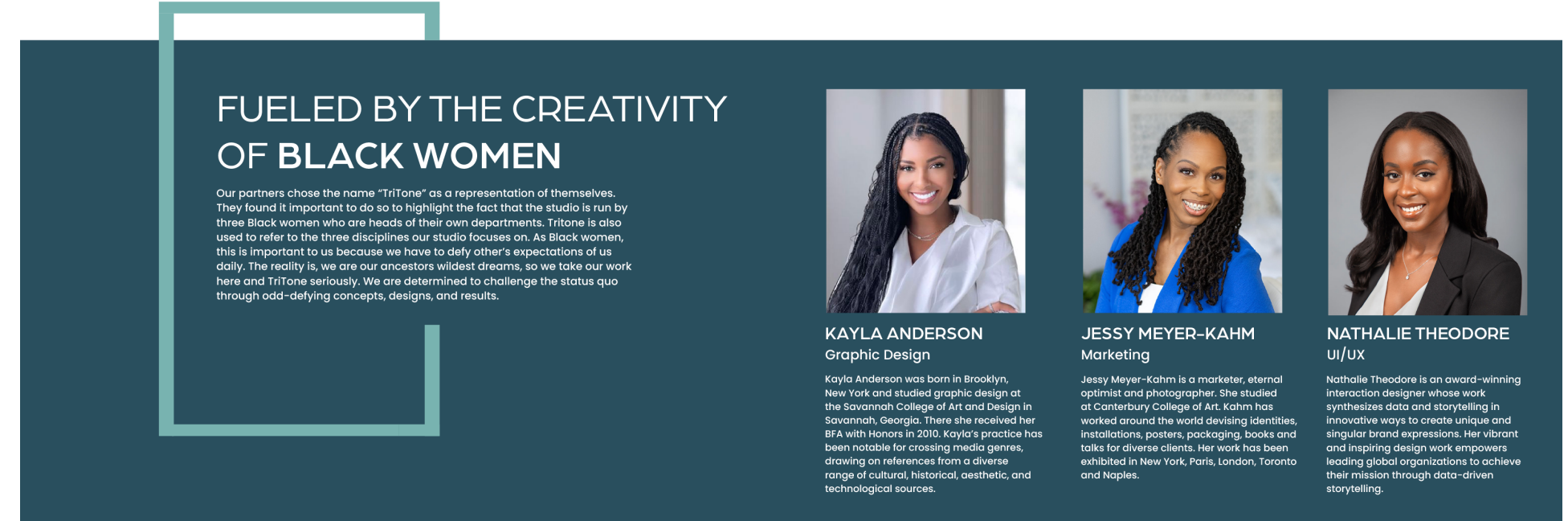
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Version 2

Spread Two



Version 1



Version 2

FUELED BY THE CREATIVITY OF BLACK WOMEN

KAYLA ANDERSON



JESSY MEYER-KAHM



NATHALIE THEODORE



FUELED BY THE CREATIVITY OF BLACK WOMEN

Our partners chose the name "TriTone" as a representation of themselves. They found it important to do so to highlight the fact that the studio is run by three Black women who are heads of their own departments. Tritone is also used to refer to the three disciplines our studio focuses on. As Black women, this is important to us because we have to defy other's expectations of us daily. The reality is, we are our ancestors wildest dreams, so we take our work here and TriTone seriously. We are determined to challenge the status quo through odd-defying concepts, designs, and results.



KAYLA ANDERSON
Graphic Design

Kayla Anderson was born in Brooklyn, New York and studied graphic design at the Savannah College of Art and Design in Savannah, Georgia. There she received her BFA with Honors in 2010. Kayla's practice has been notable for crossing media genres, drawing on references from a diverse range of cultural, historical, aesthetic, and technological sources.



JESSY MEYER-KAHM
Marketing

Jessy Meyer-Kahm is a marketer, eternal optimist and photographer. She studied at Canterbury College of Art. Kahm has worked around the world devising identities, installations, posters, packaging, books and talks for diverse clients. Her work has been exhibited in New York, Paris, London, Toronto and Naples.

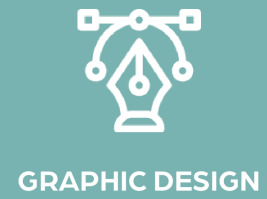
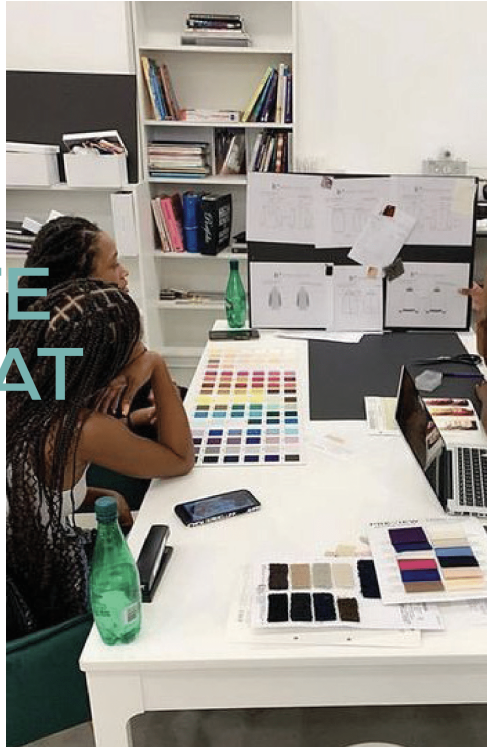


NATHALIE THEODORE
UI/UX

Nathalie Theodore is an award-winning interaction designer whose work synthesizes data and storytelling in innovative ways to create unique and singular brand expressions. Her vibrant and inspiring design work empowers leading global organizations to achieve their mission through data-driven storytelling.

Spread Three

WE ARE
PASSIONATE
ABOUT WHAT
WE DO



GRAPHIC DESIGN



MARKETING



UX/UI DESIGN

Version 1

OUR SERVICES

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GRAPHIC DESIGN	MARKETING	UX/UI DESIGN
Identity + Packaging	Campaign Development	User Research + Testing
Visual Language	Market Positioning	Digital Product Design
Art Direction	Content Strategy	UI/UX Design
Content Creation	Experiential Design	Web + Mobile Development
Guidelines + Systems	Social Media Marketing	Motion Graphics

Version 2

Spread Four

GRAPHIC DESIGN

- PACKAGING
- PRODUCT DESIGN
- TYPOGRAPHY
- EDITORIAL DESIGN
- MOTION GRAPHICS
- BRAND IDENTITY
- SIGNAGE



Version 1

GRAPHIC DESIGN

Prime Video

Our developed a brand refresh for Prime Video that highlights this incredible array of entertainment and positions the streaming service as an immersive home for fandoms of all types. The branding uses the "dimple" of the iconic Amazon smile as a catalyst to move viewers through an infinite ripple of their favorite content.



Bowl & Basket

We presented ShopRite's new own brand for high quality food – called Bowl & Basket. With a fresh and elevated design, Bowl & Basket disrupts the look of this category, presenting a new opportunity for consumers to resonate with a design-forward family of products.



Jim Beam

Jim Beam's rich history and inviting personality was muted by generic category tropes. To serve all the needs of a modern brand, we set about recrafting and simplifying the brandmark. For the Jim Beam white bottle, everything that made it iconic was already there in two centuries of label design. Using traditional methods, we honored seven generations of distilling, carefully redesigning each element and returning the bottle to its original white color.



Fired Up! Ready to Go!

TriTone worked closely with Cooper Cafritz to realize her vision for this book, which was published days before she died. The title is a play on President Barack Obama's iconic campaign chant and a disaster. In 2009, more than 300 works were destroyed in a fire at Cooper Cafritz's home. The title captures Cooper Cafritz's feisty, resilient spirit, as well as the political themes represented in much of the art.

Version 2

Spread Five

MARKETING

- CAMPAIGNS
- EXPERIENTIAL DESIGN
- CONTENT MARKETING
- CONTENT CREATION
- SEO



Version 1

MARKETING

Jean-Michel Basquiat: King Pleasure

The TriTone team developed the visual identity for Jean-Michel Basquiat: King Pleasure, including the exhibition graphics and promotional campaign, merchandise and book design. The cohesive system complements the striking exhibition design by the architect Sir David Adjaye OBE, which shares the artist's story and works in a series of thematic galleries and immersive spaces, including recreations of Jean-Michel's childhood home and Great Jones Street studio.



WITNESS

Based on the philosophy of 'make the truth visible', the new identity for WITNESS is designed to encourage collaboration and participation. Cropped shots of people's eyes from around the world, processed with a halftone dot technique are also placed around the logo - a simple but extremely effective device which holds the viewer's gaze. Imagery plays a key part in the identity, with a combination of reportage shots and portrait photography.



Rolling Stone: 50 Years

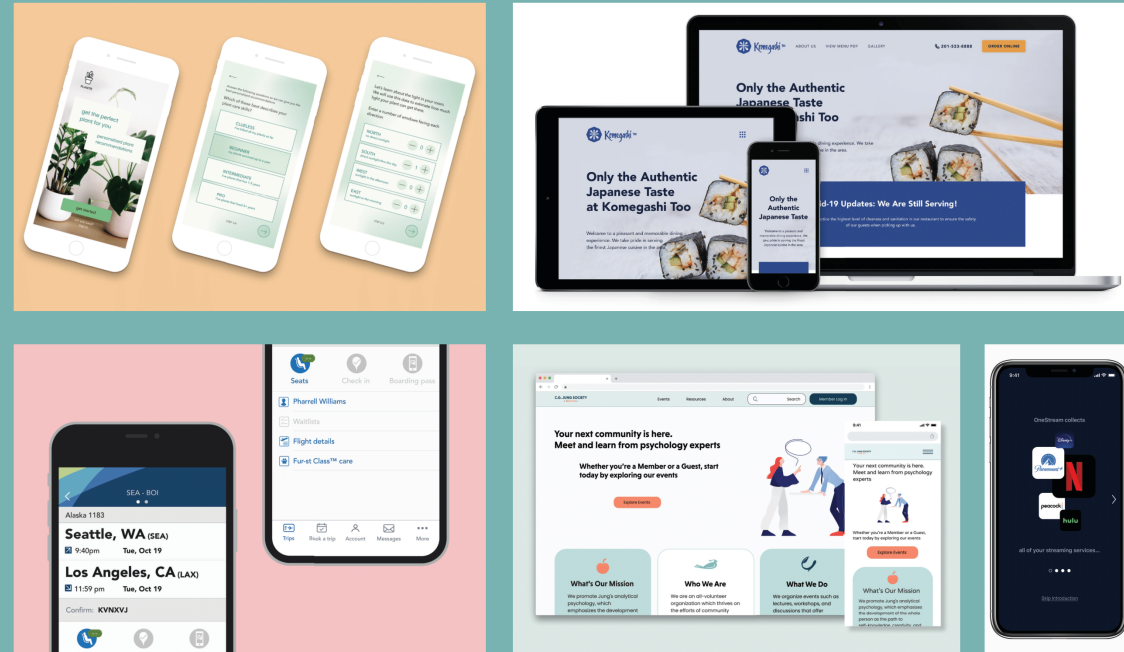
Tritone has designed Rolling Stone: 50 Years, an exhibition at the Rock and Roll Hall of Fame and Museum that explores the history and legacy of the groundbreaking magazine. The designers worked closely on the design of the exhibition with Jann Wenner, Rolling Stone's renowned co-founder, publisher and editor-in-chief. Spread across the top three levels of the museum, the show presents a series of environments inspired by the structure of the magazine itself.

Version 2

Spread Six

UX/UI DESIGN

- RESEARCH
- APP DESIGN
- WEB DESIGN
- USABILITY TESTING



Version 1

UI/UX DESIGN

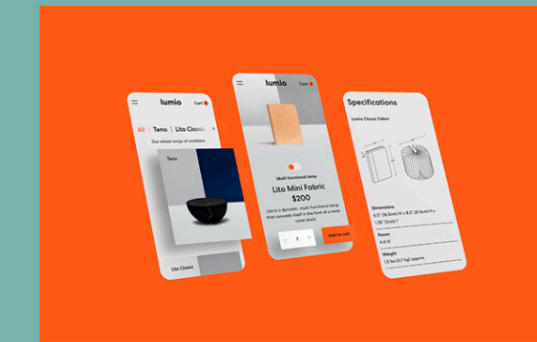


Hum by Colgate

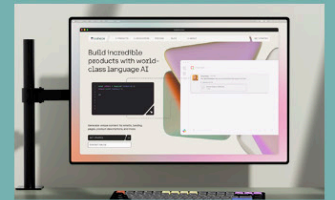
Inspired by the actual sound of the electric toothbrush, our design tells a more sensorial story through visual language using details that focus on a clean, inviting experience. The identity plays off the rounded shape of the brush. Whereas the power button becomes a device to lead you through the Hum experience in a thoughtful, playful way. The design speaks to people with telescopic exterior packaging opening to reveal the 'sounds like smiles' strapline as the product is unboxed. The repeating m's of the 'hummmmm' name promotes the product attributes, looking like a set of teeth and also emulating the sound of the toothbrush.

Lumio

Lumio began as a single-product brand. We needed to create a commercial strategy and a naming system for new products, complementing with a brand experience that is evolving into a new concept. For the website we focused on user experience and storytelling, letting the customer feel excited and be drawn to the eye-catching products. We changed the brand narrative introducing interactions and videos highlighting product features. We also considered the possibility of the brand adding more products in the future and being easily adapted with their own stellar introduction.



Version 2



Cohere

Our design team needed to create a brand that could match Cohere's offer of game changing, useful language AI. The new identity centres on the concept of 'new nature', introducing the fluidity and imperfections of nature to the rationality and efficiency of computing. It's designed to allow people and computers to learn in tandem, ultimately changing the relationship between humans and machines.

Spread Seven



Version 1

WORK WITH US



8832 Hue Boulevard
Atlanta, GA, 30016
(770) 773-3676
office@tritondesigncollab.com
www.tritondesigncollab.com



Version 2

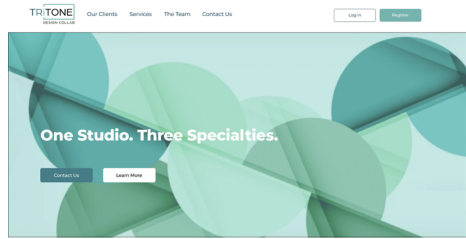
WORK WITH US



New York
220 Central Park South
New York, NY 10019
+1 (212) 456-7890
newyork@tritondesign.com

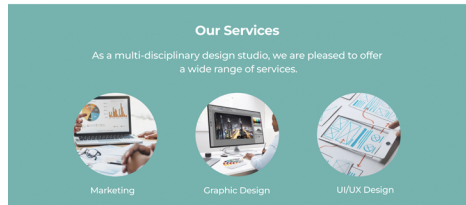
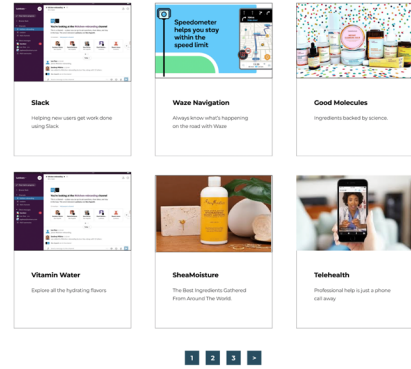


Atlanta
675 W Peachtree St NE
Atlanta, GA 30308
+1 (404) 456-7890
atlanta@tritondesign.com



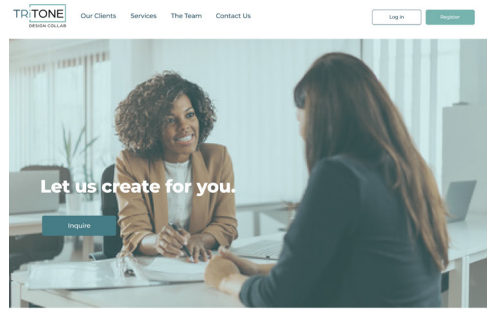
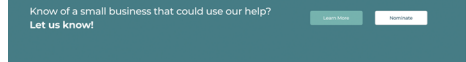
Success Stories

At Tritone, we're satisfied only when our customers attain their vision for success, and we work diligently to ensure it. Here, you'll find examples of clients who were able to extend their reach and drive success using our digital marketing solutions.



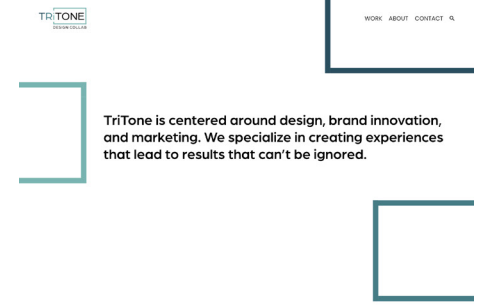
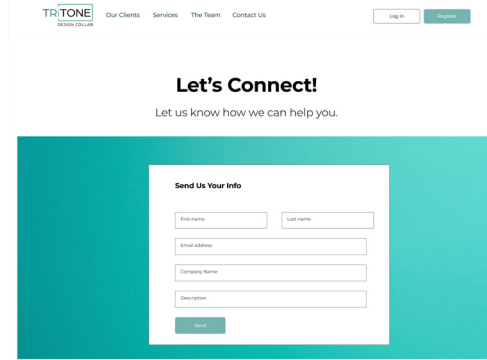
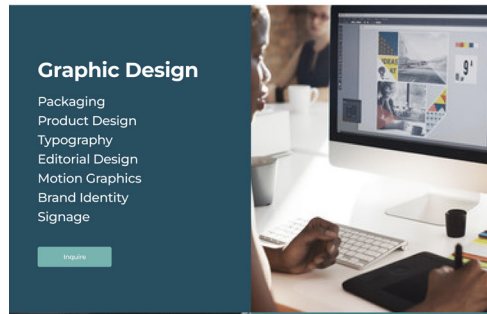
Meet the Partners

Tritone is fueled by the creativity and design knowledge of three Black women. Being the first Black women-led design firm is a honor that they don't take lightly. Learn more about their individual journeys.



Let us create for you.

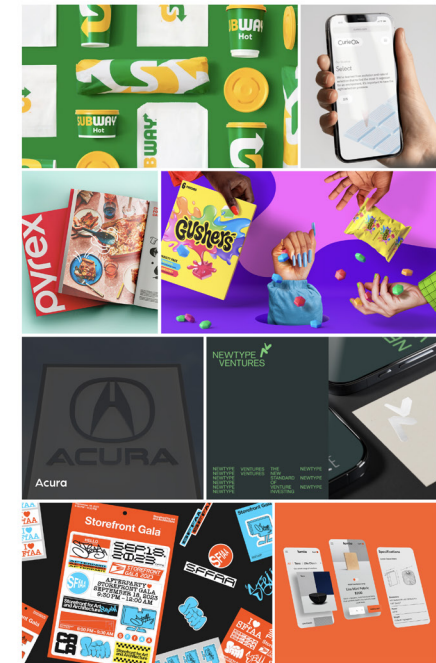
Services



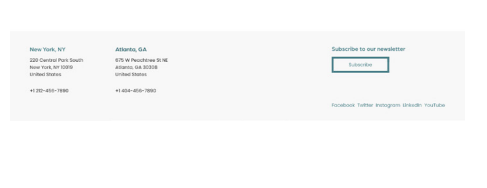
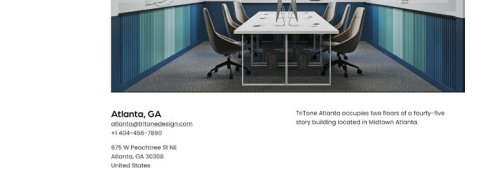
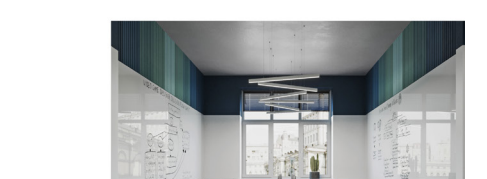
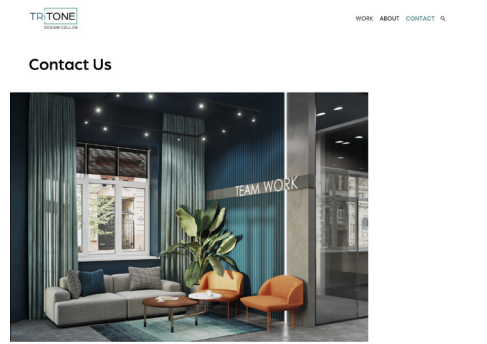
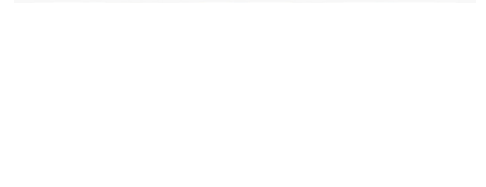
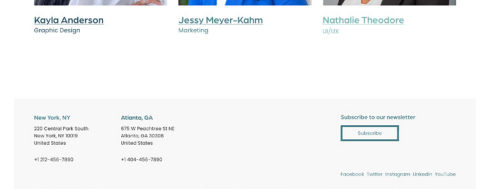
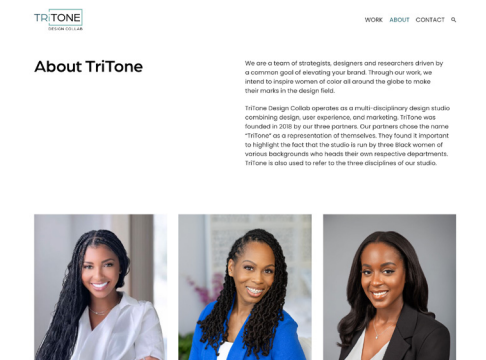
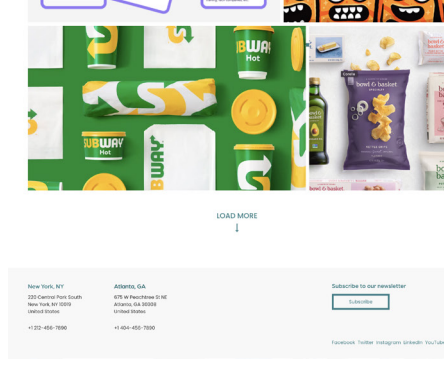
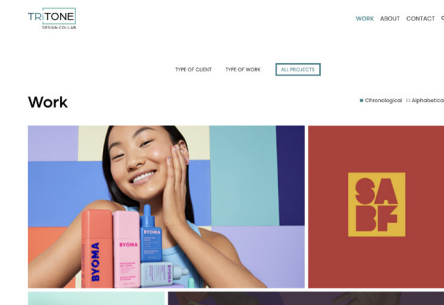
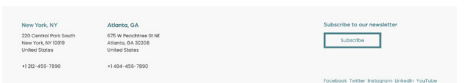
We offer expertise in:



Brands we've helped grow



View All Projects



Initial Web Pages

Revised Webpages