

Think.  
Design.



**SUPERBRAND.**

---

We're building a better designed  
world one brand at a time.

---

**Capabilities**

SuperBrand is an L.A. based *multi-disciplinary brand messaging and design studio* helping companies become industry leaders. We've helped everyone from B2Bs to E-commerce to Non-Profits level up their communication and design to stand out in their field.

# OUR THREE PILLARS

## Strategy

Market research

Customer profiles,  
segmentation and  
definition

Naming

Positioning

## Identity

Brand Story

Mission, vision,  
values

Messaging

Tone-of-voice

Taglines

Branded copy

## Design

Design research

Mood boards/  
design comps

Logo design

Website design

Social media,  
online ads

Packaging design

# WE WORK WITH...

Direct to consumer brands

E-commerce

B2B

CPG

Non-Profit

# OUR SUPER SAUCE

## Experience

As Superbrand, we've worked with 60+ companies in both the B2B and D2C spaces

20+ years in advertising and branding with legacy and startup brands

Focus on companies that need results without the bloat of large agencies

## Process

A clearly defined process that outlines the flow of work from start to end of project

Faster turnarounds allow companies to move efficiently through the process and begin utilizing their brand for targeted marketing immediately

Work with limited number of clients to provide the best experience and output for each project

## Pricing

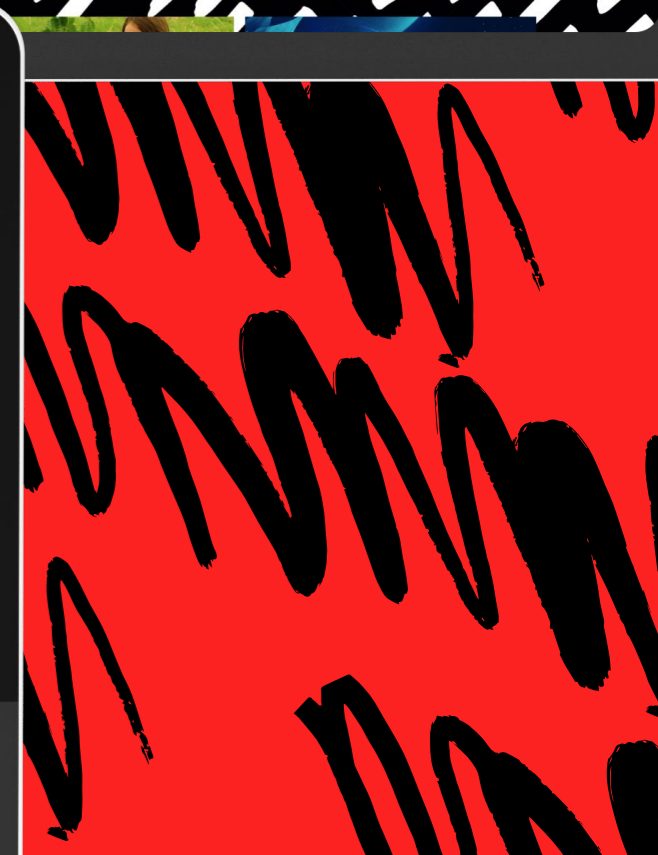
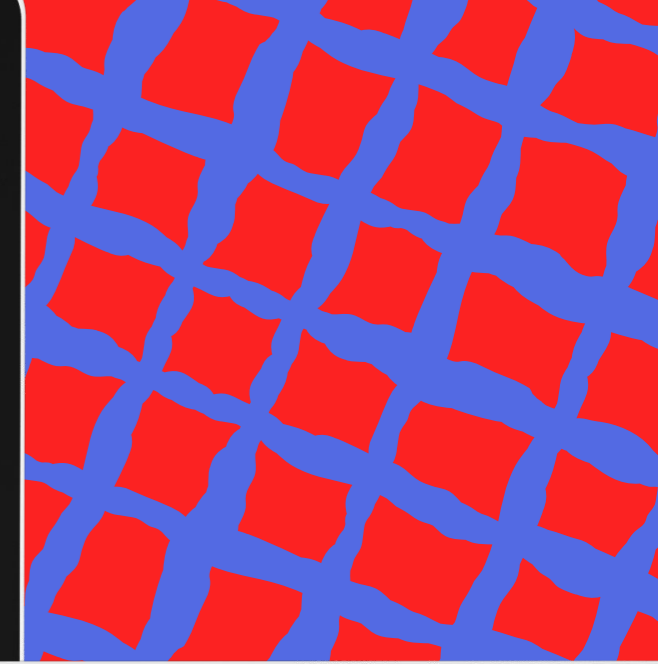
Project based pricing so clients know exactly what they're getting at every stage of their project

Competitive pricing to accommodate businesses at their unique stage of growth

Nonprofit arts organization promoting films as an educational medium for kids of all ages.



EVERYTHING IS WELCOME. EVERYONE IS CELEBRATED.



# ***Project Summary***

SuperBrand refreshed NYICFF's brand messaging and identity to better reflect its history and offerings. We also created a new digital identity and social media templates so they can immediately begin marketing their new festival and programs.

- Refresh brand identity
- Segment their customers and stakeholders and define the message for each segment
- Create exciting new messaging and copy
- Design a new landing page and social media templates

# Brand Messaging

20



Slide 4:3 - 9



Slide 4:3 - 14



Slide 4:3 - 52



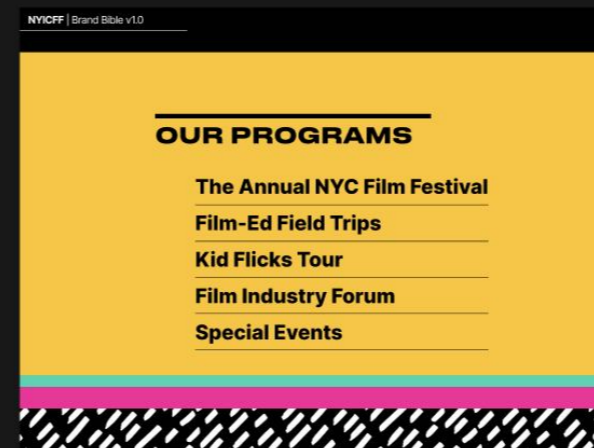
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Slide 4:3 - 10



Slide 4:3 - 15



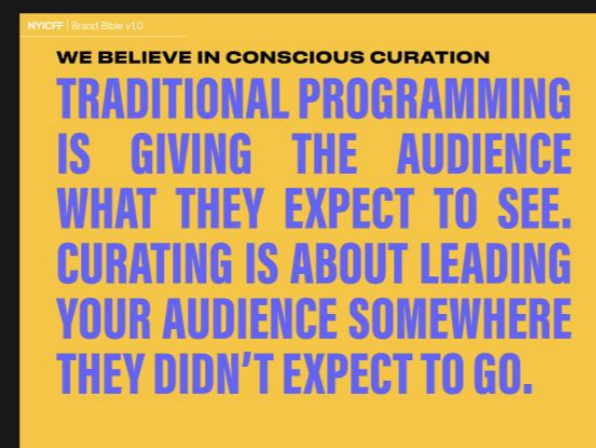
Slide 4:3 - 22



57



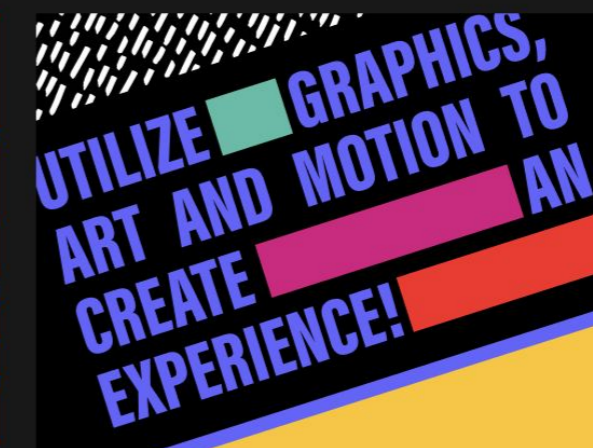
Slide 4:3 - 29



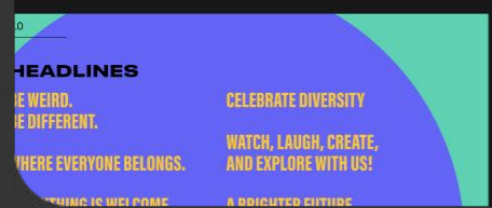
Slide 4:3 - 53



Slide 4:3 - 44



57



Slide 4:3 - 78



Slide 4:3 - 77



Slide 4:3 - 79





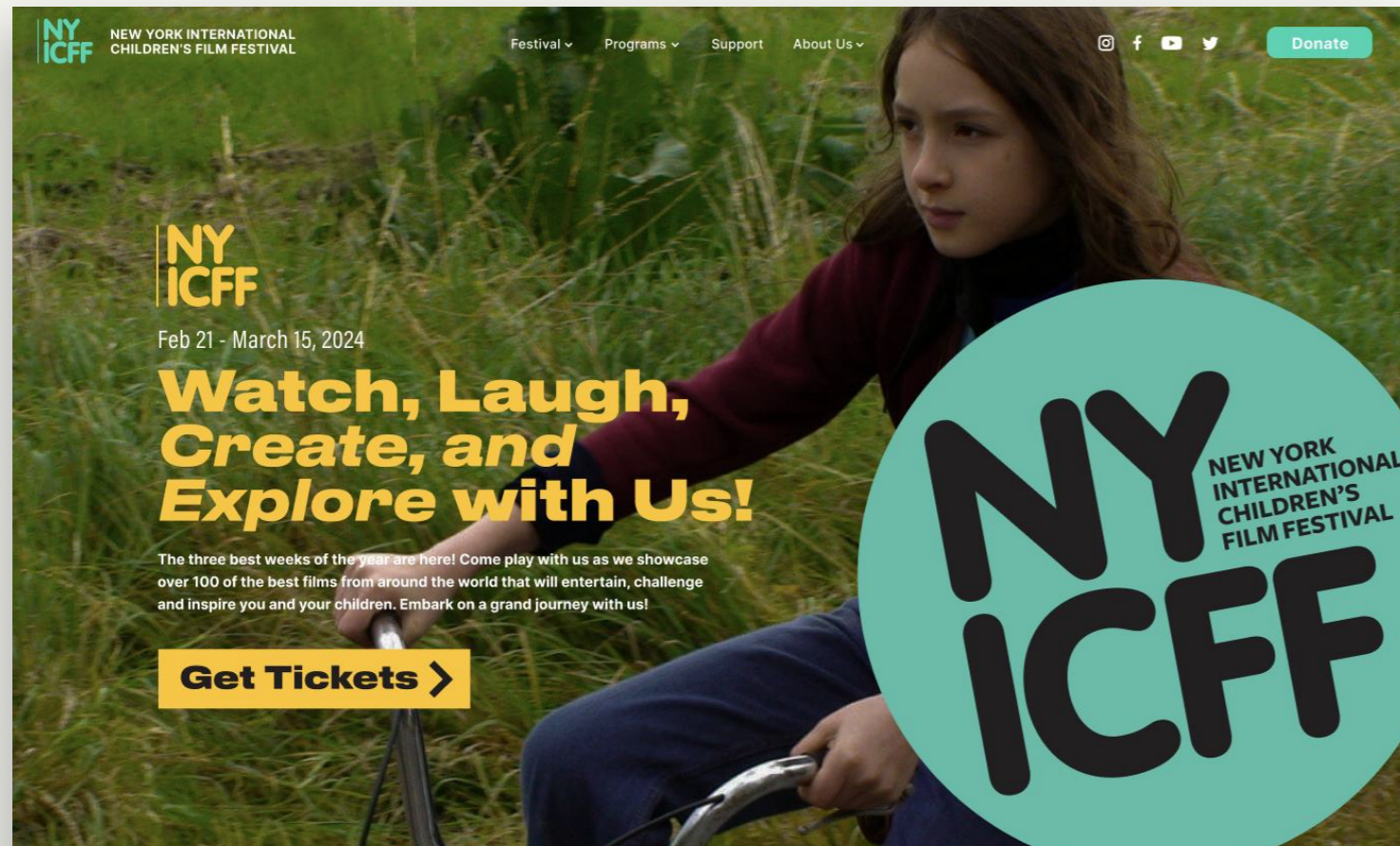
**Brand Identity**



THE V  
BEST  
OF IN  
ANIM  
LIVE  
FILMS



# Website Landing Page Design



NY ICFF  
NEW YORK INTERNATIONAL CHILDREN'S FILM FESTIVAL

Festival ▾ Programs ▾ Support About Us ▾

Instagram Facebook YouTube Twitter

Donate

NY ICFF  
Feb 21 - March 15, 2024

## Watch, Laugh, Create, and Explore with Us!

The three best weeks of the year are here! Come play with us as we showcase over 100 of the best films from around the world that will entertain, challenge and inspire you and your children. Embark on a grand journey with us!

Get Tickets >

NY ICFF NEW YORK INTERNATIONAL CHILDREN'S FILM FESTIVAL



## Our Mission

NYICFF's mission is to create and foster a more diverse and intelligent film culture for children by creating programs designed to celebrate unique, historically excluded voices and inspired storytelling.

We believe great films offer a lens through which young people can better understand themselves and the reality of others.

LEARN MORE >

## Our Programs

### ✓ The Annual NYC Film Festival

For three magical weeks every year, our unique, Oscar qualifying film festival brings enthusiastic audiences of kids, families, educators, and artists to venues throughout NYC where they can experience our hand-picked films in a fun, interactive environment.

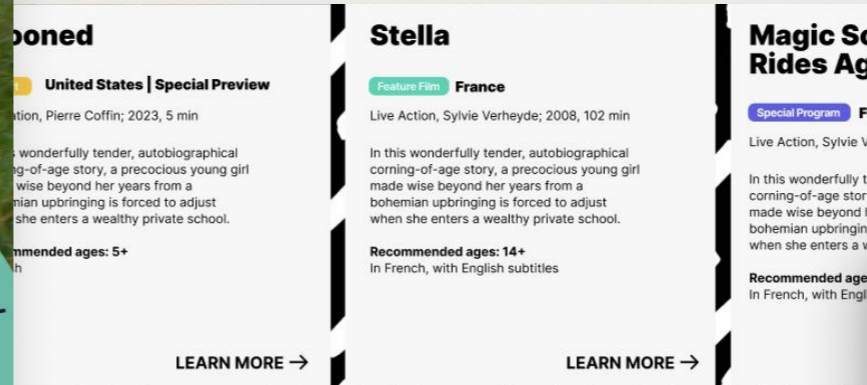
LEARN MORE >

### > Film-Ed Field Trips

### > Kid Flicks Tour

### > Film Industry Forum

2024 FILMS



**Unlabeled**  
United States | Special Preview  
Live Action, Pierre Coffin; 2023, 5 min  
wonderfully tender, autobiographical coming-of-age story, a precocious young girl made wise beyond her years from a bohemian upbringing is forced to adjust when she enters a wealthy private school.  
Recommended ages: 5+


**Stella**  
Feature Film | France  
Live Action, Sylvie Verheyde; 2008, 102 min  
In this wonderfully tender, autobiographical coming-of-age story, a precocious young girl made wise beyond her years from a bohemian upbringing is forced to adjust when she enters a wealthy private school.  
Recommended ages: 14+  
In French, with English subtitles

**Magic School Bus Rides Again**  
Special Program | France  
Live Action, Sylvie Verheyde; 2008, 102 min  
In this wonderfully tender, autobiographical coming-of-age story, a precocious young girl made wise beyond her years from a bohemian upbringing is forced to adjust when she enters a wealthy private school.  
Recommended ages: 14+  
In French, with English subtitles

LEARN MORE >



## News & Events



Special Preview Screenings

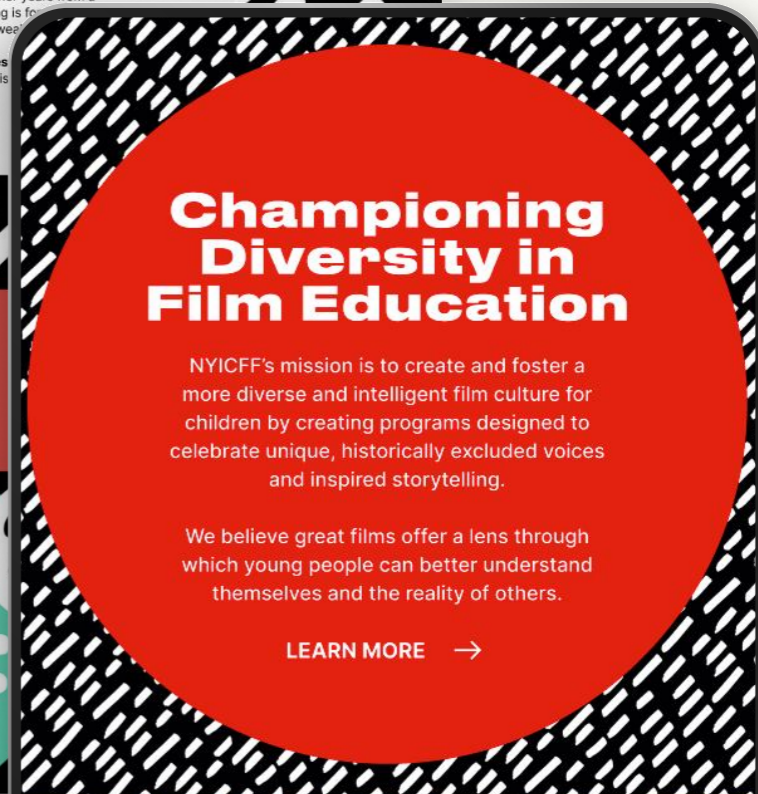
Our special event series ran through December—thank you to all who joined us for previews, Q&As, and more.

LEARN MORE >

25 Years of NYICFF

Our special event series ran through December—thank you to all who joined us for previews, Q&As, and more.

LEARN MORE >

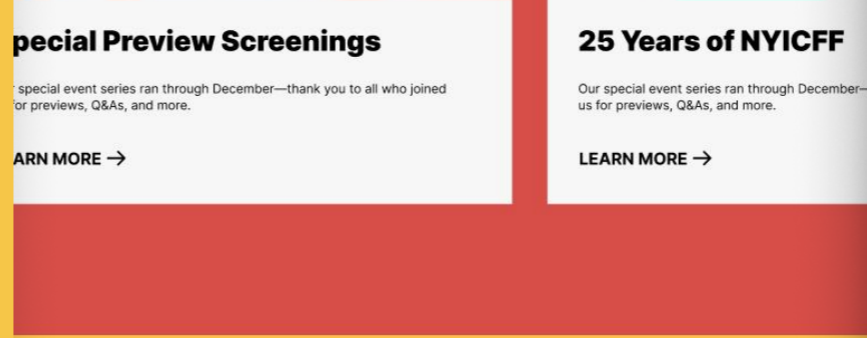


## Championing Diversity in Film Education

NYICFF's mission is to create and foster a more diverse and intelligent film culture for children by creating programs designed to celebrate unique, historically excluded voices and inspired storytelling.

We believe great films offer a lens through which young people can better understand themselves and the reality of others.

LEARN MORE >



## Your Support Opens Doors for Young Minds

NYICFF programs expand children's sense of self and their place in the world. We can't do it without the support of our donors, members and sponsors!

Donate

Get today and help us continue to provide amazing opportunities and experiences to children around the world.

LEARN MORE >

Become a Member

Get early access tickets, exclusive merchandise and more while supporting our mission year round.

LEARN MORE >

Sponsor

Join our esteemed sponsors and

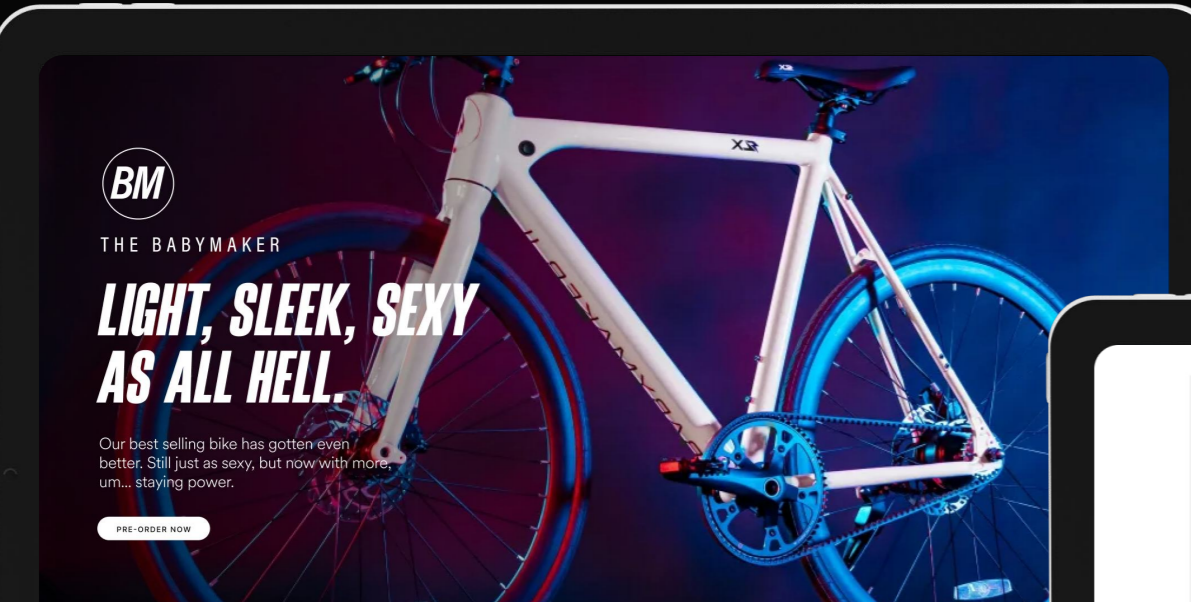
LEARN MORE >



# SUPERHUMAN

UNLOCK THE SUPERHUMAN IN YOU...

E-Commerce, Direct to Consumer ebike and sports equipment brand.



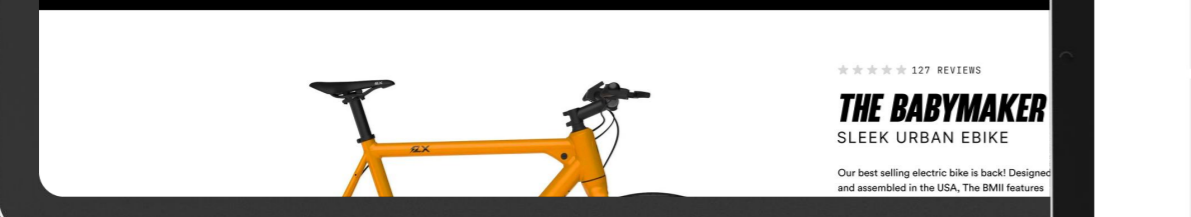
**BM**  
THE BABYMAKER

## LIGHT, SLEEK, SEXY AS ALL HELL.

Our best selling bike has gotten even better. Still just as sexy, but now with more, um... staying power.

[PRE-ORDER NOW](#)

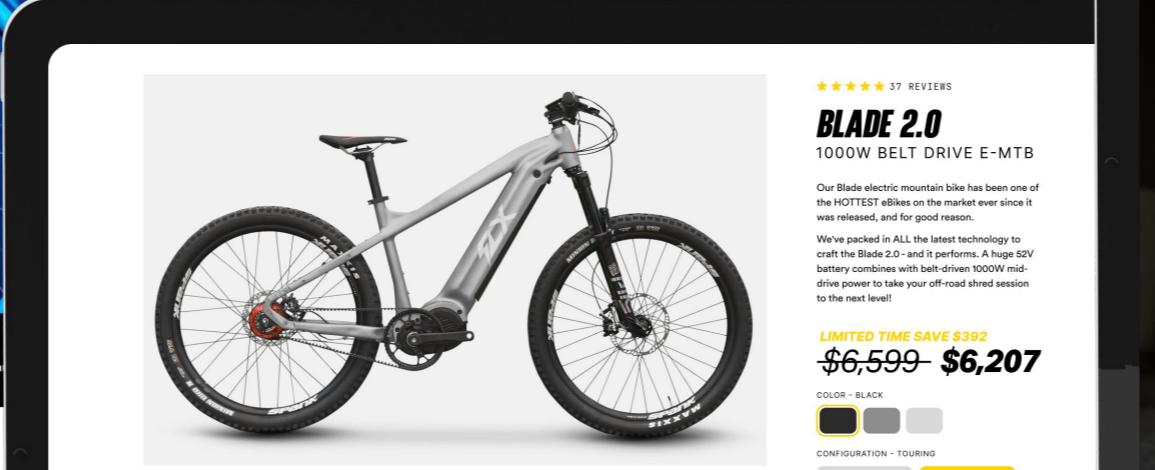
- ⚡ Designed and Assembled in the U.S.A.
- ⚡ Up to 70 Miles on a Single Charge
- ⚡ Our Best Selling Ebike
- ⚡ 1 Year Minimum Warra and Support



★★★★★ 127 REVIEWS

### THE BABYMAKER SLEEK URBAN EBIKE

Our best selling electric bike is back! Designed and assembled in the USA, The BMII features



★★★★★ 37 REVIEWS

### BLADE 2.0

1000W BELT DRIVE E-MTB

Our Blade electric mountain bike has been one of the HOTTEST eBikes on the market ever since it was released, and for good reason.

We've packed in ALL the latest technology to craft the Blade 2.0 - and it performs. A huge 52V battery combines with belt-driven 1000W mid-drive power to take your off-road shred session to the next level!

**LIMITED TIME SAVE \$392**  
~~-\$6,599~~ **-\$6,207**

COLOR - BLACK

CONFIGURATION - TOURING

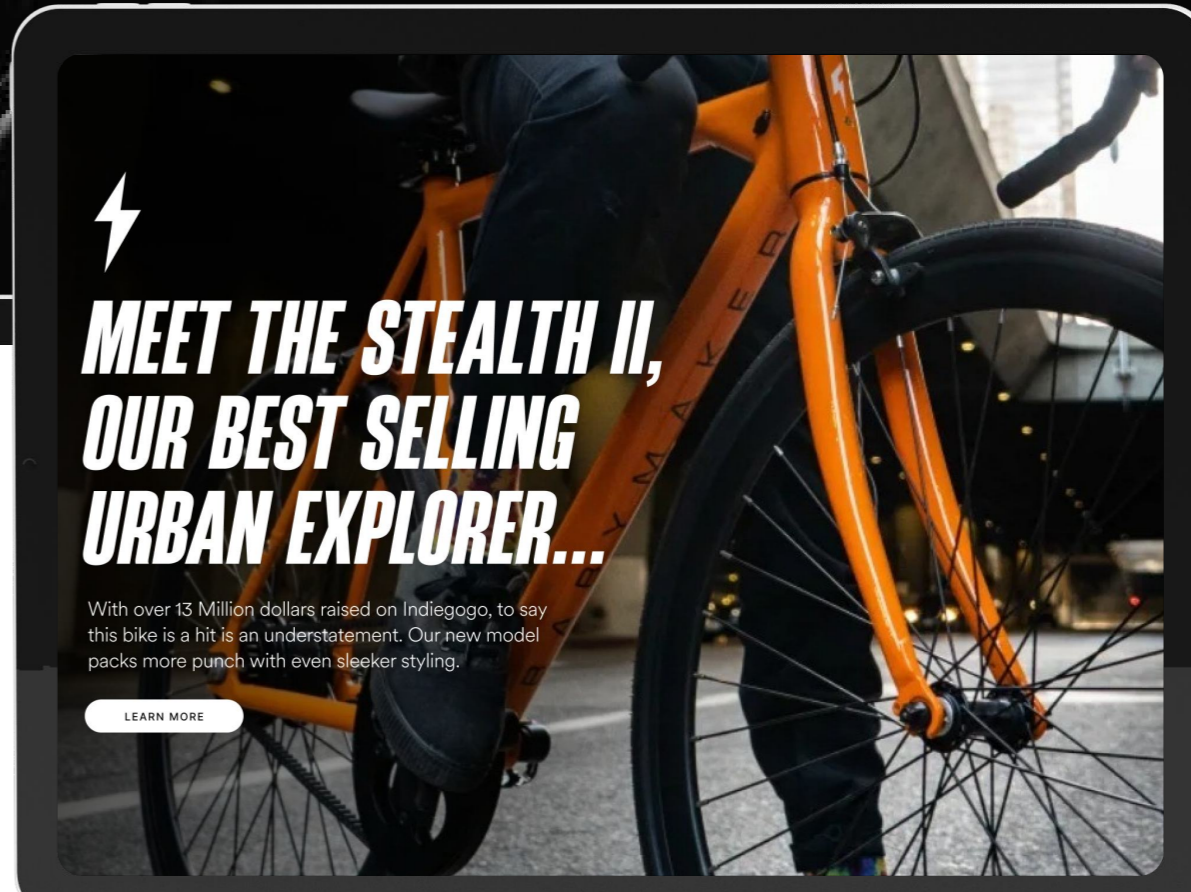

[STANDARD](#) [TOURING](#)

[PRE-ORDER NOW](#)

🚚 Yes! We deliver - Shipping is free to the continental U.S.A. [Learn More...](#)

[Size Guide](#)

- ⚡ 28 MPH TOP SPEED
- 📍 50 MILE RANGE
- 🔋 52V 510WH BATTERY
- 🏋️ 48 LBS



⚡

## MEET THE STEALTH II, OUR BEST SELLING URBAN EXPLORER...

With over 13 Million dollars raised on Indiegogo, to say this bike is a hit is an understatement. Our new model packs more punch with even sleeker styling.

[LEARN MORE](#)

# ***Project Summary***



Superbrand was asked to rename and rebrand FLX bike which had built a strong business utilizing Indiegogo and Kickstarter. They now needed to build a more sustainable brand presence and set the company up to increase loyalty with a more focused meaningful brand and message.

- Renaming
- Brand messaging and story
- Brand identity and design
- Site design and online user experience

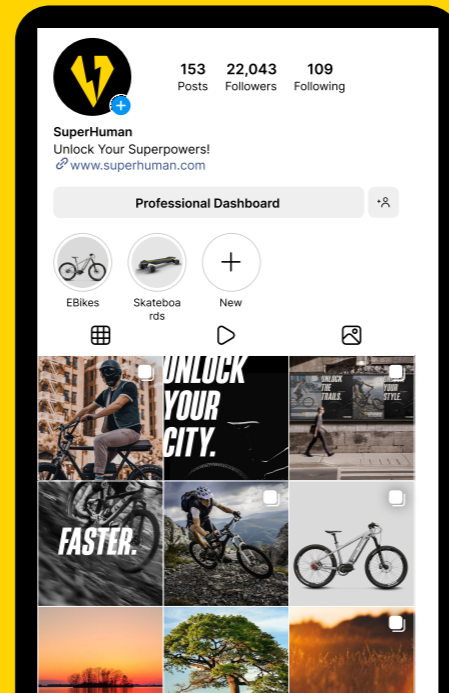
# Brand Identity



## Primary Color Palette



## Instagram



## Key Typography

**SUPERHUMAN**

Aeternus Heavy | Height 500 Italic

### Our Mission

At SuperHuman, we're committed to bringing you superior e-bikes and skateboards that help you unlock your superpowers and experience life without limits.

Circular Pro Bold

Circular Pro Book

At SuperHuman, we're committed to bringing you superior e-bikes and skateboards that help you unlock your superpowers and experience life without limits.

Circular Pro Regular

# UI Design / Shopping Experience



★★★★★ 37 REVIEWS

## BLADE 2.0

1000W BELT DRIVE E-MTB

Our Blade electric mountain bike has been one of the HOTTEST eBikes on the market ever since it was released, and for good reason.

We've packed in ALL the latest technology to craft the Blade 2.0 - and it performs. A huge 52V battery combines with belt-driven 1000W mid-drive power to take your off-road shred session to the next level!

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COLOR - BLACK



CONFIGURATION - TOURING

STANDARD

TOURING

PRE-ORDER NOW

 Yes! We deliver - Shipping is free to the continental U.S.A. [Learn More...](#)

[Size Guide](#) 

 28 MPH  
TOP SPEED

 50 MILE  
RANGE

 52V 910WH  
BATTERY

 WEIGHS 64  
LBS

## Mobile Web Design

FREE SHIPPING ON ALL EBIKES IN THE CONTINENTAL U.S.!

☰ **SUPERHUMAN** 🛒 CART


SEARCH 🔍

What's on sale? Get'em while they're HOT! »

# UNLOCK YOUR POWER TO FLY...

Redesigned from the ground up, the new Weapon X delivers more power, more speed and more adventure...

PRE-ORDER NOW





LIMITED TIME SAVE \$392  
~~\$6,599~~ **\$6,207**

COLOR - BLACK

CONFIGURATION - TOURING


STANDARD TOURING

 Yes! We deliver - Shipping is free to the continental U.S.A. [Learn More...](#)

[Size Guide](#) 

PRE-ORDER NOW

## BLADE 2.0 FEATURES



### 1000W BAFANG ULTRA MOTOR

Packing **1500W peak power**, this workhorse is a serious performer. An intelligent torque sensor gauges how much pressure you apply to each pedal and makes sure that you receive exactly the right amount of power, exactly when you need it.

The **500/**  
as si  
Pair  
**Drive**  
intui  
be.



SAAS, Site management platform in the construction space

**Ironclad Builders 63 sites**

**Sites score** Last calculation: 01/01/2021 | 16:00 [View all sites](#)

**84** Overall score From last week Type Sites

**Observation (last 2 weeks)**

**58** Total

- 5 Life treating
- 5 Major
- 5 Moderate
- 5 Minor
- 5 Resolved

**Workers**

**1375** Present

- 14 Missing documents
- 2 Safety orientation
- 11 OSHA/SST
- 1 Mandatory documents

**Safety Checklists** This week [View all](#)

- 15 Completed
- 5 In progress
- 3 To do

**22 Permits** [View all](#)

- 17 Valid

**COI**  
Certificate of Insurance Complete

**Completed**

**Attendance & Headcount Log**  
Mike Johnson | 01/14/24

6/6 Items

**In Progress**

**Daily Site Operations Log**  
Mike Johnson | 01/14/24

4/6 Items

**In Progress**

**Incident & Hazard Reporting Log**  
Mike Johnson | 01/14/24

3 Issues 3/6 Items

**Hector Gomez**  
July 17, 2024 All signed Approve

**Julia Smith**  
July 17, 2024 All signed Approve

**Raul Alexander**  
July 17, 2024 All signed Approve

**Jeffery Rawlins**  
July 17, 2024 All signed Approve

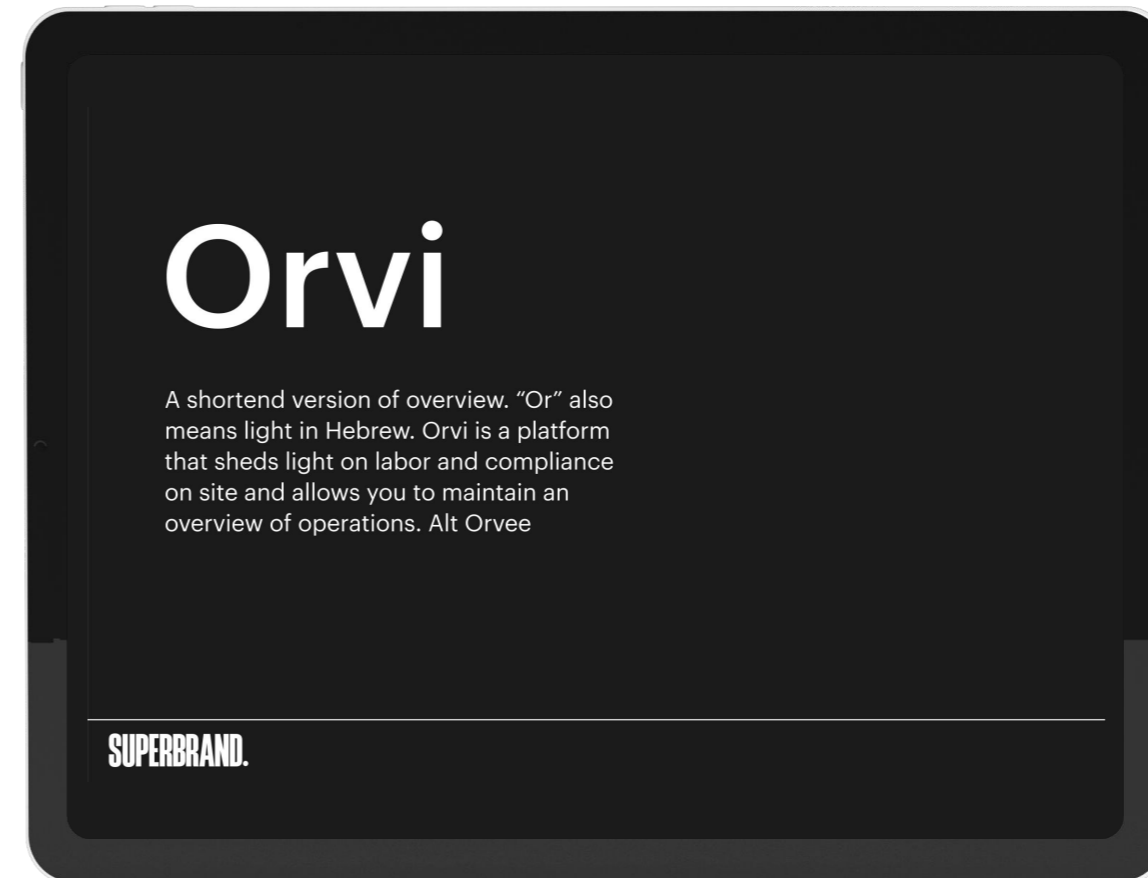
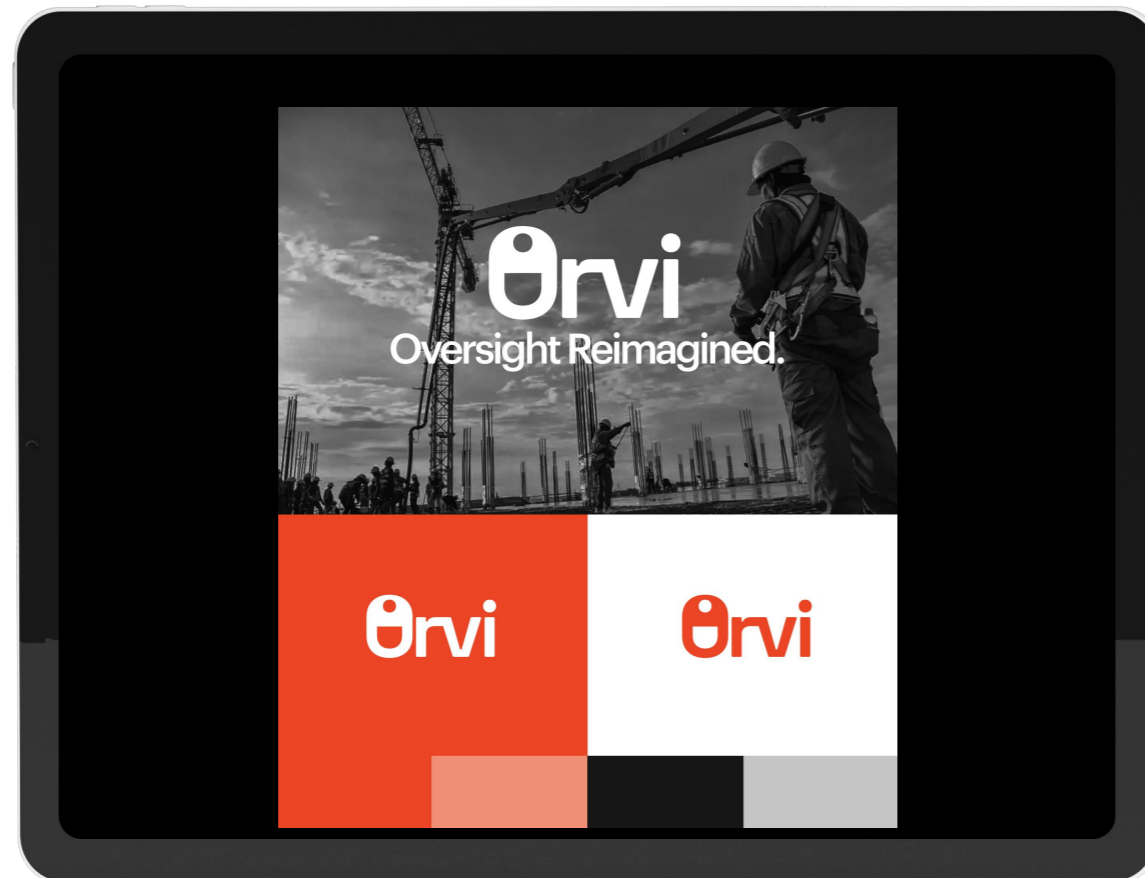
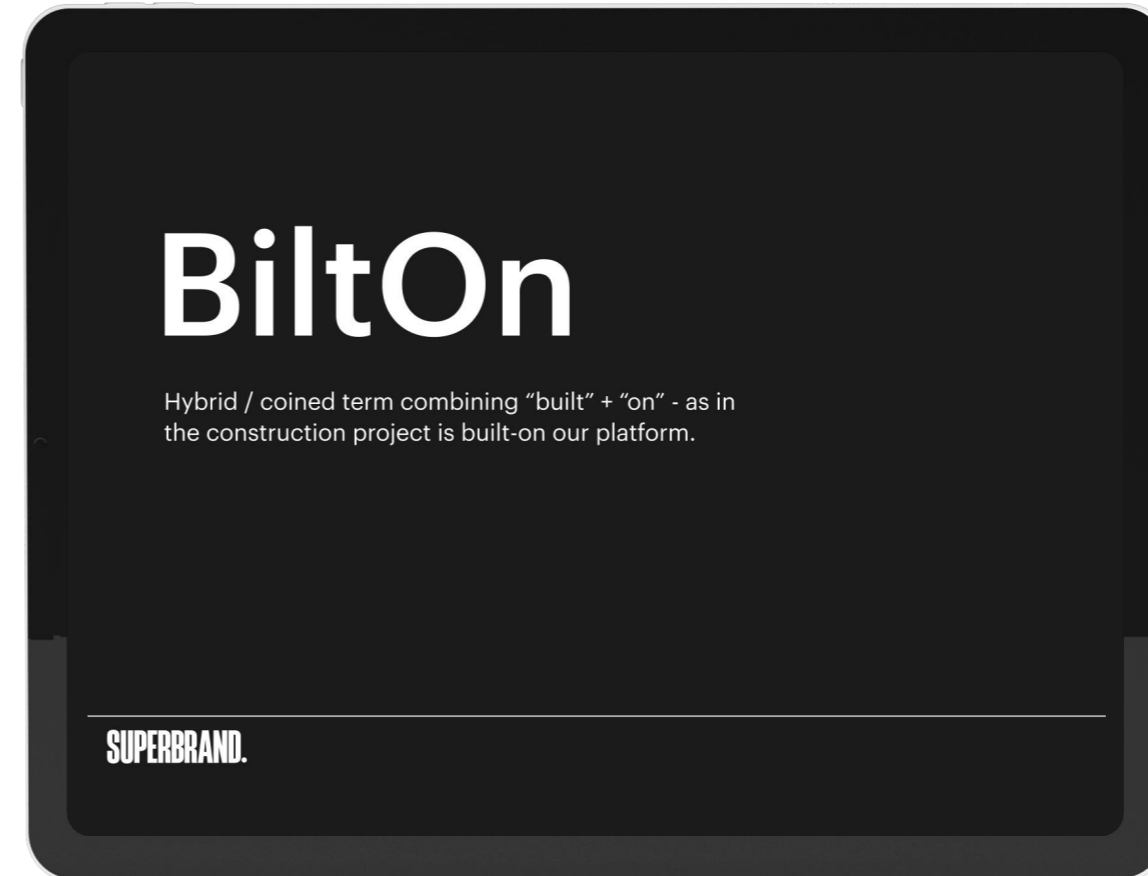
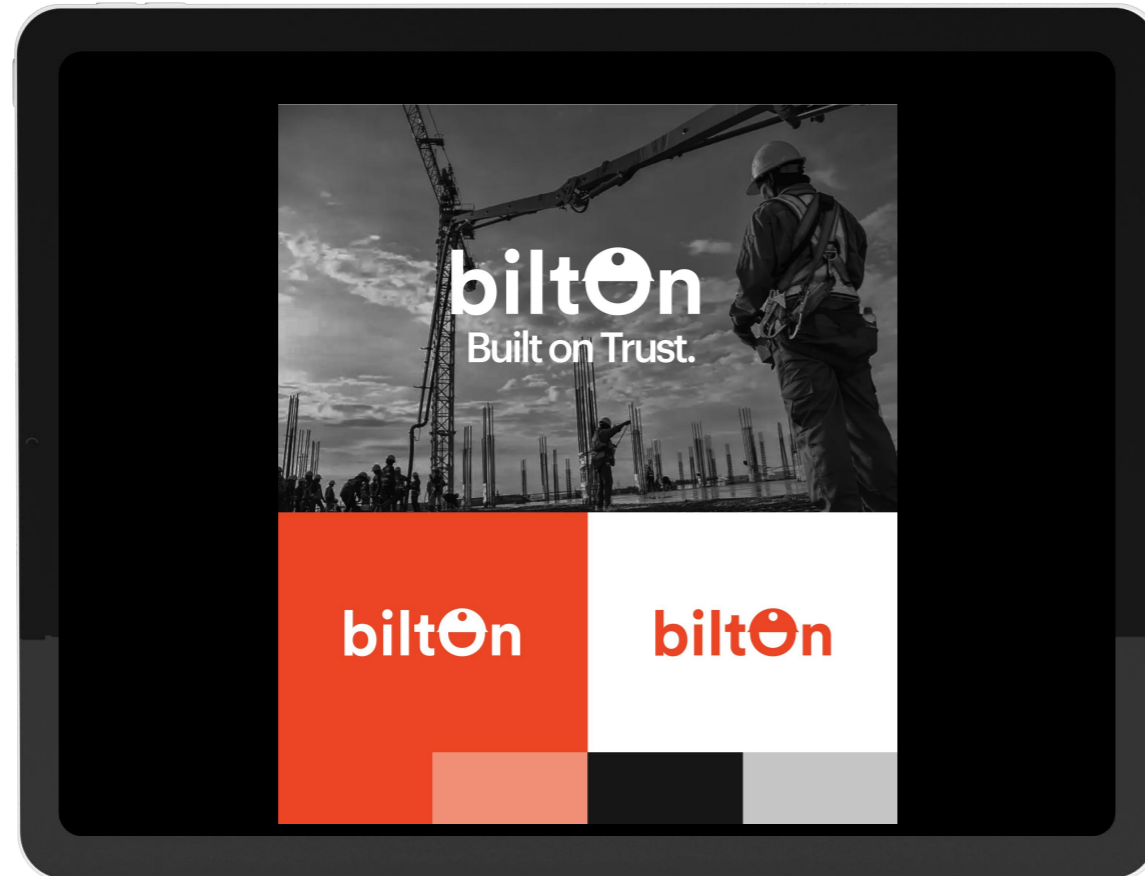


# ***Project Summary***

BiltOn (formerly Beti) is an Israeli SAAS company providing construction site management software. To expand into the U.S. market, they needed to rename their company to better compete in the U.S. market and create a re-focused company message.

- Renaming
- Brand messaging and story
- Brand identity and design
- Marketing assets (brochures, conference booth design, online ads, etc.)

# Naming



# Brand Identity

## 01 Logo

Main Logo (Light)



## 02 Colors

Biton's color palette centers around the key colors of Black and Gold.



#000000

#

#F3EFE1

#FAF8F2



## 03 Usage

Biton's logo is always either Black and Gold, or White and Gold. Never use any other color combination.



BiltOn



BiltOn



~~BiltOn~~



~~BiltOn~~



## 03 Usage

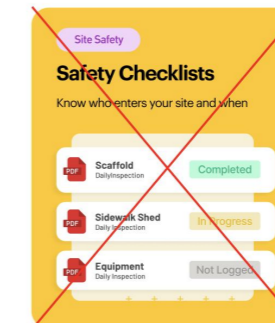
### Color Dos and Don'ts

Never put white text on a gold background



~~Button~~

Never use a gold background where there are lots of other colors in the design



# Brand Identity

## 05 Typography

Our hero font for most assets will be Graphik by Commercial Type foundry. It is a neo-grotesque sans serif font that's modern, professional and extremely readable at all weights.

Graphik Light  
Graphik Regular  
Graphik Medium  
Graphik Semi Bold  
Graphik Bold



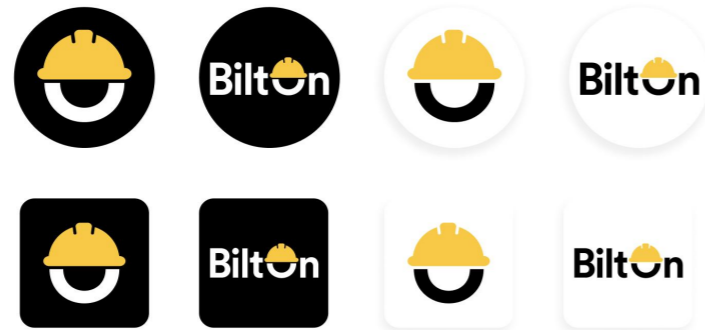
## 05 Typography

BiltOn's logo is based on Circular Font by Lineto type foundry. The font will not be used in any other assets. You can recognize the font by its distinct curve in the lowercase "t".



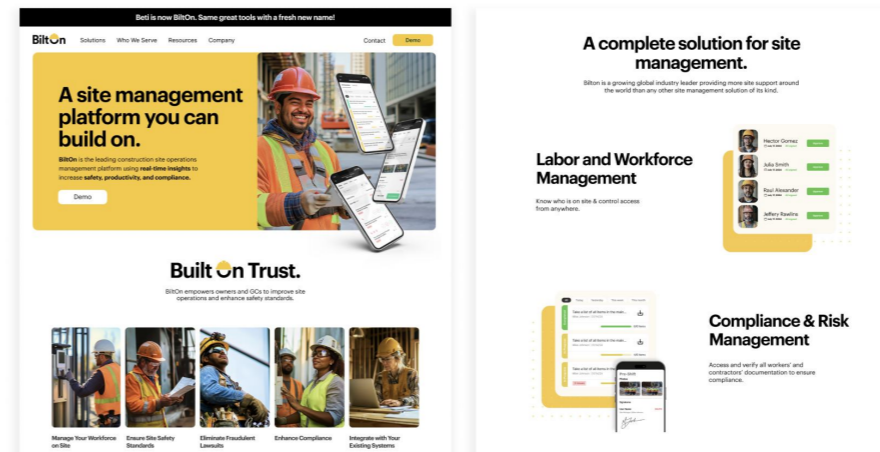
## 04 Social Icons

For all social icons you may use either the O icon or the full logo inside a circle based on readability and platform



## 08 Brand in Use

An example of how the BiltOn website follows the brand rules.



# Website Design

**Beti is now BiltOn! Learn about the latest improvements.**

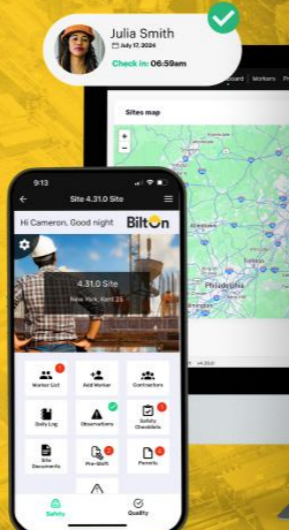
**BiltOn** Solutions Who We Serve Resources Company

CONSTRUCTION OPERATIONS SOFTWARE

## The one solution for labor, risk and compliance.

BiltOn is your single comprehensive solution that enhances labor and workforce management, reduces litigation risks, and enforces compliance across all your projects.

[Request a Demo](#)



## Built Trust.

BiltOn empowers owners and GCs to enhance operational efficiency and standstill litigation across all projects.



### GCs

Ensure project efficiency and reduce site risks with a scalable operations management solution.

[LEARN MORE →](#)



### Owners

Gain complete project visibility and real-time insights for better decision-making.

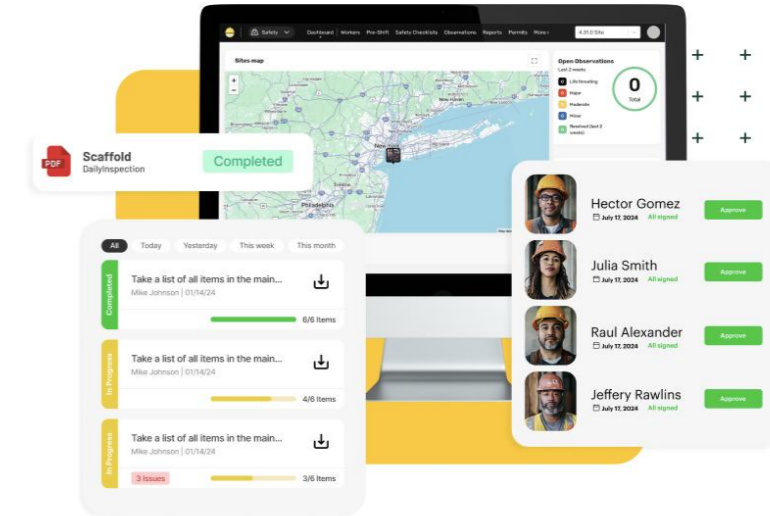
[LEARN MORE →](#)

### SITE OPERATIONS MANAGEMENT SOFTWARE

## One solution for workforce, safety, and compliance.

BiltOn is a premium end-to-end site operations solution that empowers Owners and GCs to centralize project data to effectively manage and lower risk across every project.

[Request a Demo](#)

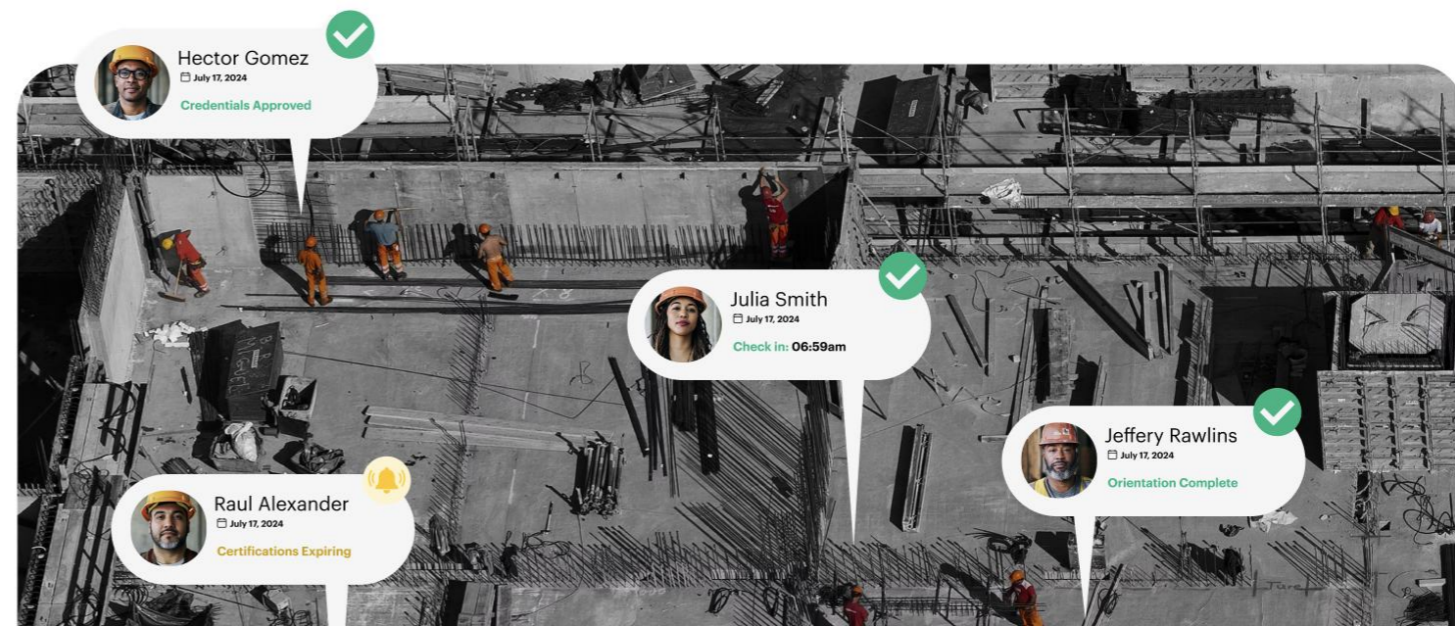


### TRUSTED BY INDUSTRY LEADERS



## Stay on top of site operations and ensure every project is fully compliant.

With BiltOn's all-in-one solution, you can centralize essential data from every project, automate workflows, and proactively mitigate risk.



**SUPERBRAND.**

**Thank you!**

**Contact: [olivia@superbrand.la](mailto:olivia@superbrand.la)**

**[Book a Meeting](#)**