

LET'S WORK TOGETHER.

Start a project:

hello@dgsf.co

A branding agency for thoughtful
businesses, nonprofits & kick-ass
humans of all kinds.

HEY THERE, WE'RE

DGSF

We're a branding agency for thoughtful businesses, nonprofits & kick-ass humans of all kinds.

We believe empathy + strategic insights + curiosity = stellar results. We take the time to understand where your brand currently sits and the problems it faces. Then we come up with creative solutions to move you where you want to go.



Along the way, we're driven by **two guiding principles**:

DO GOOD.



Do good work while also being a good person. Approach every problem with an open mind. Always leave things better than you found them. Be the best part of someone else's day.

STAY FOCUSED.



Bring a strategic mindsight to the problem. Collaborate for better results. Bring more craftsmanship. More care. More kick-ass. Exceed expectations. Get things done in reasonable time.

WE BELIEVE:

Craft is essential.



We want to make sure the stuff we do for you is A+ perfect. Because we're just that way. Everything we do is intentional. There is purpose behind the pixels.

Collaboration is fun.



We like people. Working with us is going to be entertaining, we promise.

Exceeding expectations is important.



We know if you could do it yourself, you probably would. (It costs less, after all.) So we make sure you see the value in the work we do for you.

Strategy is key.



If you get in a rowboat and just start rowing, you'll get A) lost and B) sore arms. So bring a map. And a sail. And a friend to share the work. We're all of that for you.



Curiosity is rad.

It leads to unexpected discoveries and astonishing results. Forget the b.s. about it killing cats. That's just bad press from anti-curiosity nuts. Plus we love cats. And dogs. And the cute little soot sprites from those Japanese animated movies (you know the ones). The world is full of so much amazing stuff.

OUR SERVICES

Whether we're handling your project entirely in house or calling on our talented friends to support, we can do >almost< anything it takes to move your brand from where it is now to where you want it to go.



OUR BREAD & BUTTER

We do this stuff in house:

- Branding & Identity
- Research & Strategy
- Creative Direction & Consulting
- Design Systems
- Experiential Design
- Illustration & Animation
- Packaging
- Website Design & Development



THE CHERRY ON TOP

We work with experts on:

- Content Strategy
- Copywriting
- 3D Design
- Photography
- Videography
- SEO

PROCESS OVERVIEW

Process is our best friend.

And we think you and Process have a lot in common—you both want to get stuff finished as efficiently as possible. So let's introduce you to each other.

While no two projects are alike, we've hit the same beats enough times to know what generally lies ahead. Here's what a typical project looks like.



1 Us <> You: It Begins

You reach out, we reach out, someone has reached out: bing, bang, boom, we're all on a zoom call. We ask some questions, you ask some questions, and we talk about your goals and dreams. And maybe about what we all had for breakfast. If it's a good fit, we move on to Step 2.

2 Paperwork *(Hint: Check Your Email)*

Once we understand your needs, we'll put together a proposal and timeline for your review. From there, we'll answer any questions you have, and we'll be happy to jump on a follow up call, as needed. If you approve the plan, we'll share a contract for signature and collect a deposit.

3 Discovery & Audits

Who are you? Where are you now? Where do you want to go? We'll dig in with you to thoroughly understand your problem before we start designing solutions. This step is crucial, as what we learn here will inform everything that comes next. Some clients want to skip this step, but trust us. It's necessary.

4 Mood (We <3 Mood)

For any design project, whether a business logo or a rock poster, we'll pull reference imagery to determine potential directions. Your job? Be honest, and don't be afraid to tell us you love Helvetica (who doesn't?) and hate puce (we get it; it's a divisive color).

5 The Work–Work Happens

Yes, the other steps are also work. But this is where your project really comes to life. Our strategy is executed. Color palette is examined. Typography joins the party. All brand touch-points get their due. You join us to review our work at regular intervals. Ultimately? Logos happen. Content happens. Websites happen. Magic (dare we say?) happens.

6 File Handoff & High Fives

We made a thing; now it's time for us to give you the keys to the thing. We'll provide you brand guides, style guides, logo files, tutorials—whatever assets were agreed to in Step 2. While we all might take a moment to relax and order a second round of chips and salsa for the table, we hope this isn't the last time we see you.

OUR CLIENTS

They say the proof is in the pudding.*

For us, the proof is in the wide range of industries we’ve worked in—like tech, nonprofit, real estate, publishing, and more. See the work for yourself on the following pages. (Also, if you’re in the dessert category, give us a call. We’d love to add you to our portfolio.)

**Actually, they used to say “the proof of the pudding is in the eating.” Then they shortened it.*



WE’VE WORKED WITH:

a2e	Fieldin	Nest Global
Akasa	Gramor Development	Ongoing Operations
ARC	Hines	Pinterest
Bessemer Venture Partners	Human Capital	Platform
CBRE	Intuit	Quantum Capital Partners
Chan Zuckerberg Initiative	LeapYear	ROW DTLA
Community Co-Pack	LinkedIn	Sam Harris
Coda Equities	Med Tech Solutions	Susan Cain
Evolv AI	Meta	VetsAid
FICPFM	Mobilize Recovery	Waking Up

CLIENT

West Edge

As LA's largest mixed-use project, West Edge features residential units, creative offices, restaurants, and retail shops. Our goal was to create a vibrant sense of place, while uniquely messaging the distinctive offerings available within the project.

As our engagement continues, we've helped evolve the West Edge brand to support each leasing team as they navigate an ever-changing market landscape.

We did:

- Branding
- Copywriting
- Leasing Enablement
- Marketing Materials
- Wayfinding
- Web Design
- Web Development



WEST EDGE

Lookbook



SITE PLAN

A curated experience

OFFICE AND RESIDENTIAL	
200,000	600
SF OF OFFICE	APARTMENTS

TRAFFIC VOLUME	
48,000	58,000
TRAFFIC VOLUME ON THE INTERSECTION OF OLYMPIC & BUNDY	METRO TRAFFIC ON THE EXPO LINE

KEY	
Retail	Stairs
Restaurants	Elevators
Office Lobby	Escalators
Residential	Violet Area
Retail Pedestrian Access	Third Party Delivery and Side Share
Retail Parking Ingress/Egress	Parking
Exclusive Retail Patio Areas	Traffic Light
Accessed Storefront	

LEVEL 2

Retail suite sizes and dimensions subject to change.

WEST EDGE



11

An unparalleled opportunity.


From casual to

WEST EDGE


Fencing






6
RESTAURANTS & BARS



Grab-n-go
food & drink







WEST | EDGE

WESTEDGELA.COM



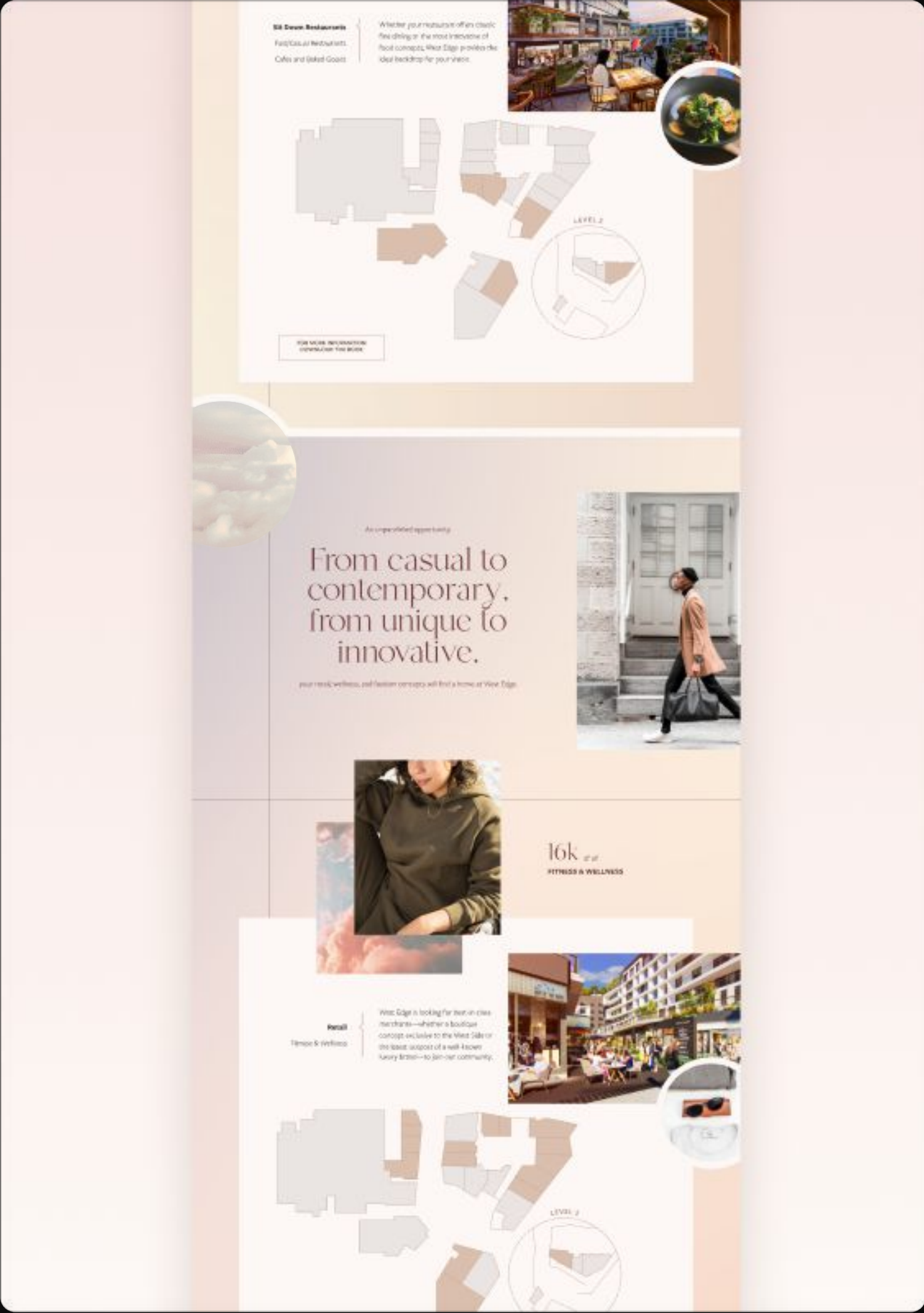
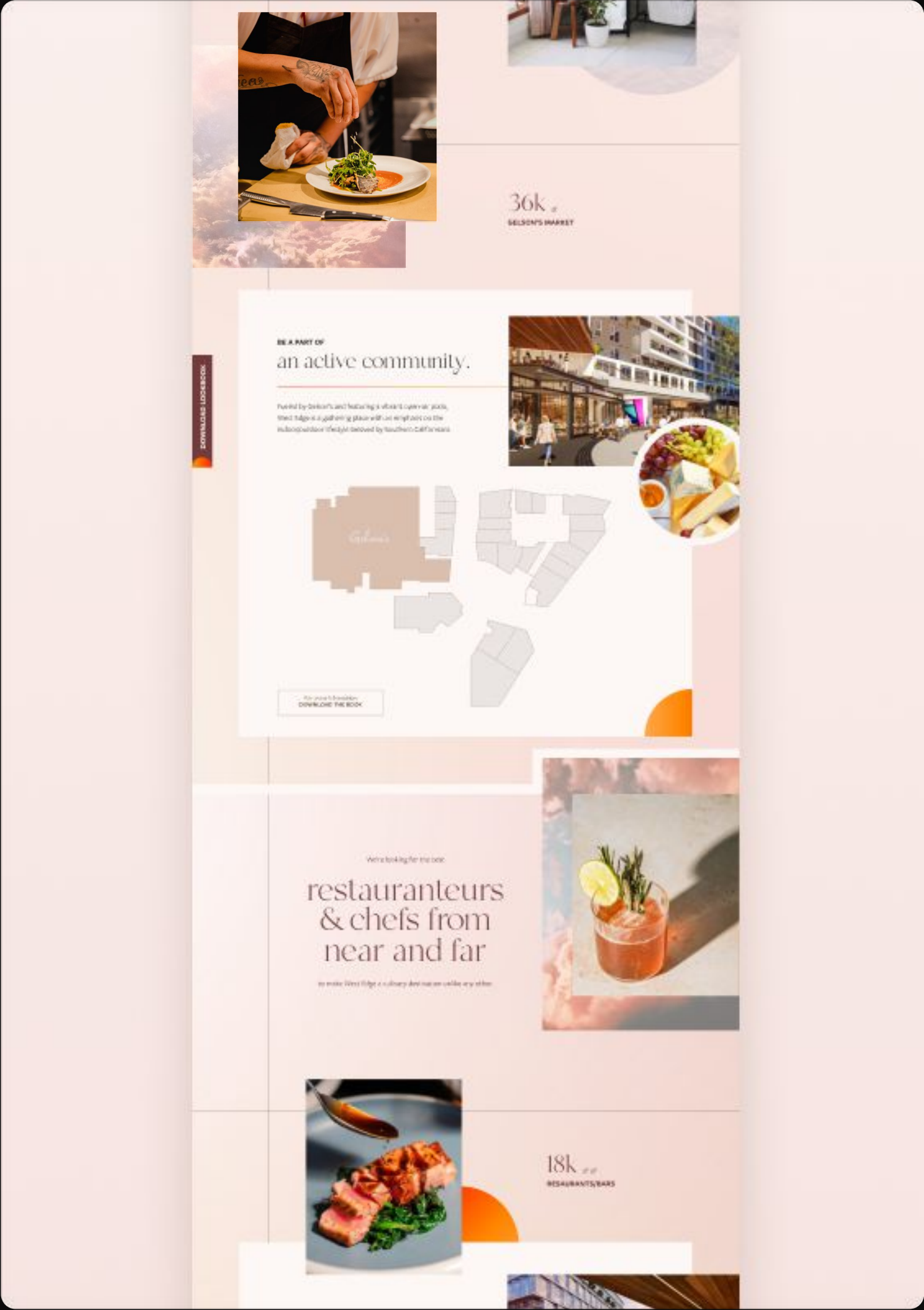
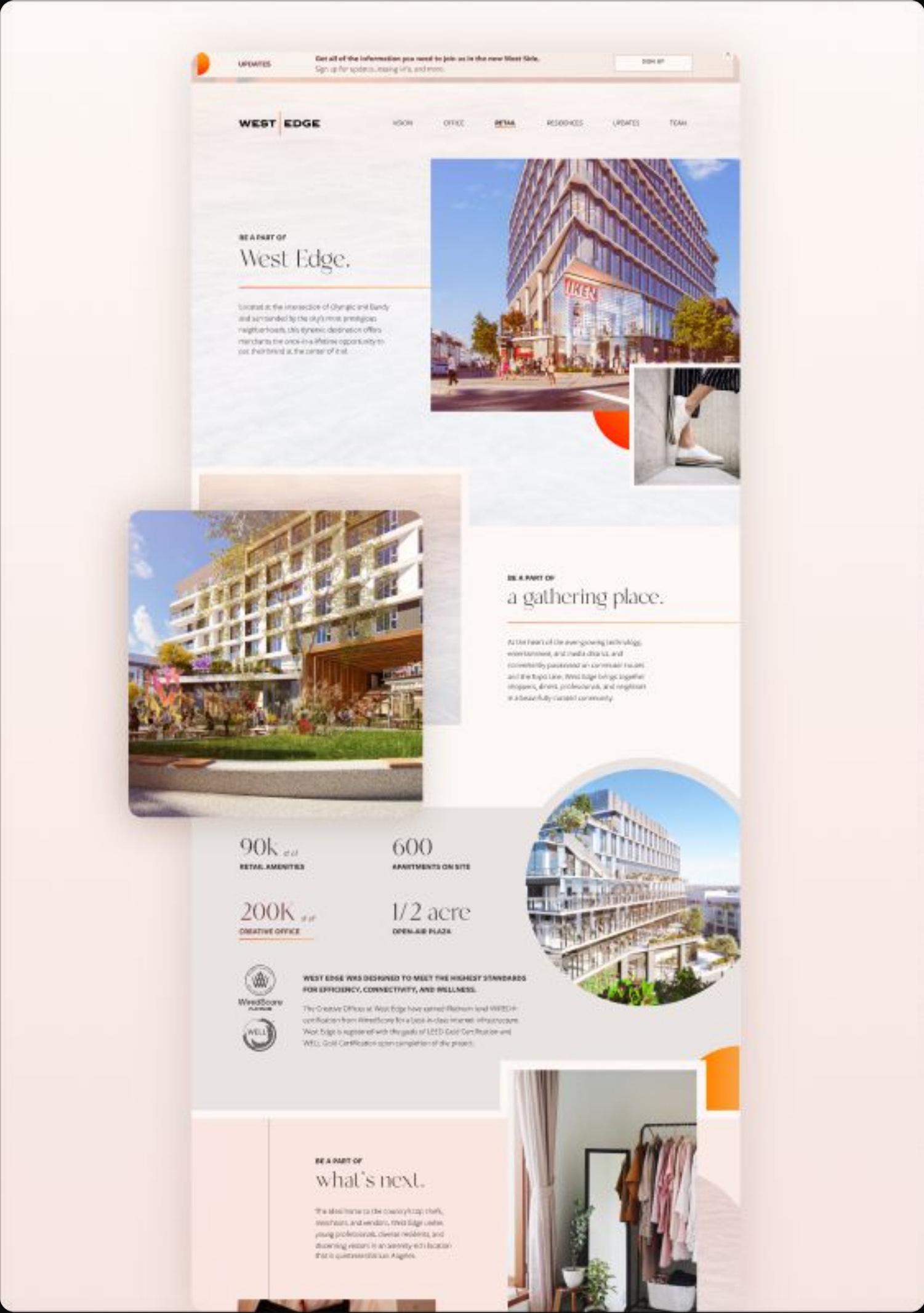
RESIDENCE

High-end retail
& accessories



WEST EDGE

Website



CLIENT

LeapYear

LeapYear is a large-scale data collection and machine learning company that builds privacy, security, and data access technology. It's complicated stuff. We worked closely with their team to communicate this tech-heavy brand to target audiences in a clear, concise manner.

Key to the effort: a shift to solutions-based messaging with digestible visuals that communicate instantly while highlighting core offerings in a fresh, succinct way.

Update: In February 2023, LeapYear achieved their acquisition goal (success!), and they are now a part of Snowflake Inc.

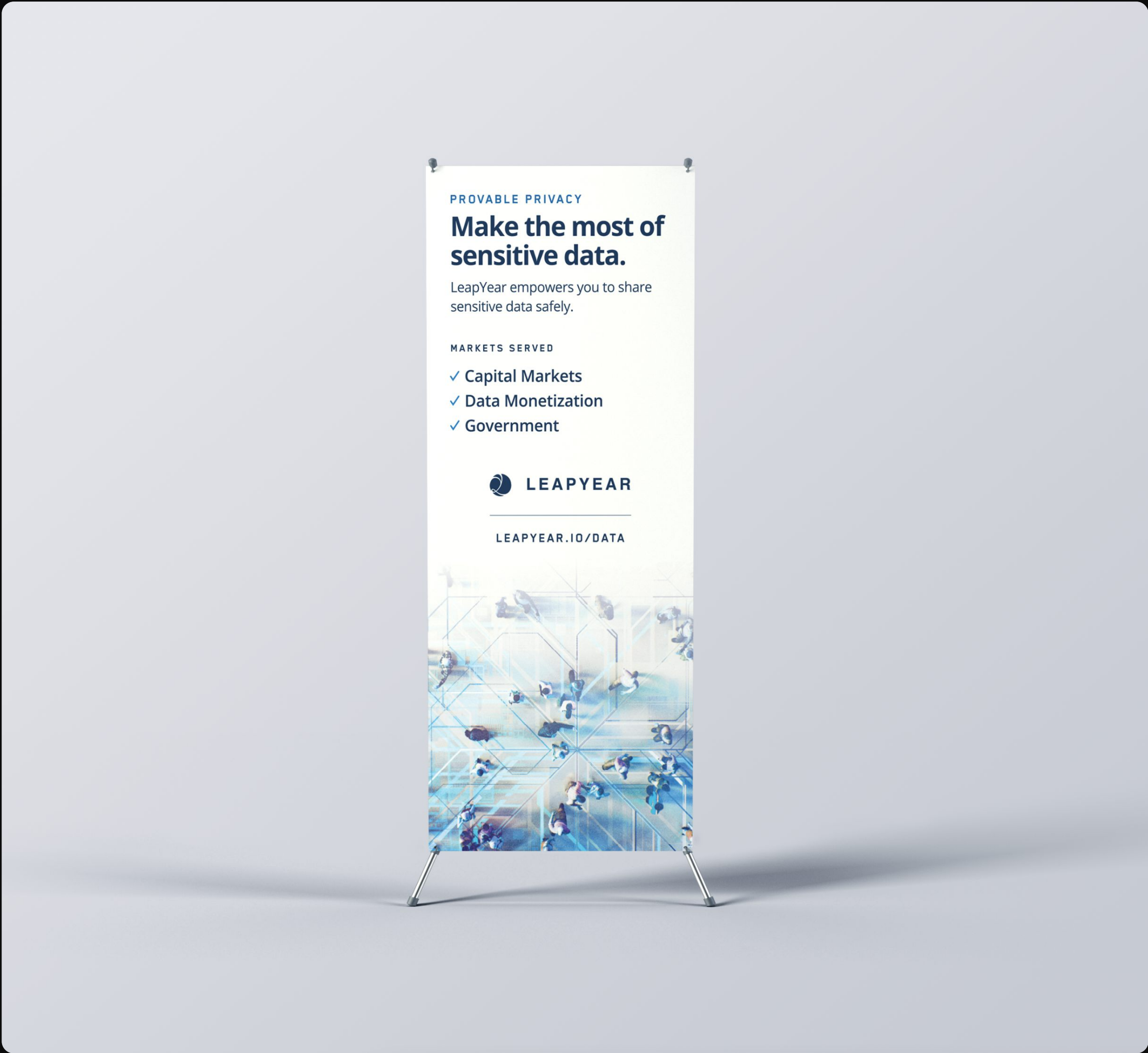
We did:

- Branding
- Content Architecture
- Digital Advertising Design
- Marketing Materials
- Messaging Strategy
- Web Design
- Web Development



LEAPYEAR

Imagery and Signage



LEAPYEAR

Case Study and Ad Design

CASE STUDY | MARKET COLOR

LEAPYEAR

Discover market color

LEAPYEAR

CUSTOMER SNAPSHOT

Market Color for Opaque Markets

AUGUST 2022

MARKET COLOR FOR OPAQUE MARKETS

OUR CUSTOMER

Our customer is a market infrastructure firm. They provide trade processing and analytics solutions to the global OTC derivatives market.

Over 2,500 counterparties use their infrastructure to connect and process hundreds of thousands of trades. This firm was set up to make the OTC derivatives market simpler, cheaper, and more transparent.

LEAPYEAR

MARKET COLOR FOR OPAQUE MARKETS

THEIR CHALLENGE

The core purpose of any financial market is to enable price discovery. Because OTC derivatives are, by definition, decentralized, this makes price discovery onerous.

It's an opaque market. Price discovery for illiquid, infrequently traded instruments makes the market even grayer.

LEAPYEAR

MARKET COLOR FOR OPAQUE MARKETS

THEIR CHALLENGE CONT.

Using these rules reduced the granularity of the price data and prevented granular and timely analysis of pricing data. This diluted the value of our customer's analytics provided to their clients.

As it's hard to price something you can't see, our customer's clients needed insights for its trading, risk, and finance functions.

LEAPYEAR

MARKET COLOR FOR OPAQUE MARKETS

THE OUTCOMES

Our customer needed to balance two conflicting goals.

On the one hand, they needed to service their clients' needs for more granular information. On the other, they had to protect the privacy of their customers' trades and strategies.

LeapYear, a privacy-enhancing technology company, was chosen because of a unique approach that solved both goals.

LEAPYEAR

MARKET COLOR FOR OPAQUE MARKETS

THEIR CHALLENGE CONT.

To shine some light on the opaque parts of OTC derivatives, our customer offered market-data products. However, to protect the privacy of trading counterparties, our customer used the traditional statistical disclosure limitation rules (often called N-K rules).

Examples include 5/15, 5/25, and 6/30, where the first number, the n (5 or 6 in the examples), is the minimum number of participants and, the k (15, 25, or 30 in the examples), is the minimum count of trades from all participants.

LEAPYEAR

LEAPYEAR

Discover market color

READ CASE STUDY

Discover market color

Join the leaders. Bring new color and provable privacy to capital markets.

READ CASE STUDY

LEAPYEAR

LEAPYEAR

Discover market color

Do you want to unlock more insights from opaque markets?

FIND OUT HOW

Discover market color

Do you want to unlock more insights from opaque markets?

FIND OUT HOW

LEAPYEAR

MARKET COLOR FOR OPAQUE MARKETS

THE OUTCOMES

Compared to our customer's existing static rules-based approach, deploying LeapYear's software produced these outcomes.

With LeapYear, this market infrastructure firm could give their clients more precise price discovery and market color in a privacy-preserving way. Also, this helped them achieve their mission of creating a simpler, cheaper, and more transparent OTC derivatives market.

2.5X MORE INSTRUMENT COVERAGE

4X MORE FREQUENT REPORTING

<5% RELATIVE ERROR RATE FOR IMPROVED ACCURACY

PROOF QUANTIFIED PRIVACY PROTECTION

LEAPYEAR

MARKET COLOR FOR OPAQUE MARKETS

01. Discover color in opaque markets

Over-the-counter derivatives trading is a market where financial instruments trade outside formal exchanges. This makes price discovery opaque.

With LeapYear, our customer brought color to illiquid markets by enhancing the mean-price discovery designed into their data analytics products. In addition, they set a new market standard by adding transparency with more frequent price information.

02. Build modern monetization products

Static rules-based approaches blocked our customer from offering their clients the granularity, price discovery, and flow information they needed.

With LeapYear, our customer provides its clients with more granular information coupled with proof of privacy protection. Now, they can offer modern, high-value monetization products.

Innovate without friction

Innovative technology doesn't have to cause organizational friction. We kickstart our engagements using our time-series evaluation tool. LeapYear installs in any environment, including on-premise, cloud, and hybrid.

LeapYear leaves your existing business rules alone. Or, if you prefer, you can replace your static rules with LeapYear's dynamic privacy algorithms.


LEAPYEAR

Discover market color

Schedule a demo with our team today.

BOOK A DEMO

LEAPYEAR

 LEAPYEAR

PRODUCTUSE CASESCAREERSABOUTRESOURCES

REQUEST A MEETING

Get more from your sensitive data


Gain unparalleled access and real-time insights, monetize data that was never able to be monetized before, and make more money—all while remaining secure and compliant.

WHY LEAPYEARCAPITAL MARKETS

Gain unprecedented access to your franchise data.

Generate value across equities, FICC, PB, custody and more, without privacy risk.

LEARN MORE



UNLIMITED FLOW
OF DATA ACROSS DESKS

Data we help bring to market

while staying secure and compliant.

BankingLEOREITSISUSDEBT+SERVICESMORBIORTAACREITSVESTIBHEALTHCAREROSATELLITECONSECTETURLIFE+SCIENC
HEALTHCAREAIRSPACESEARBAD77IFE+SCIENCESRMDXAHEEDGE*FUND\$ASAMPBANKINGLEOREITSISUSDEBT+SERVICES
BANKINGLEOREITSISUSDEBT+SERVICESMORBIORTAACREITSVESTIBHEALTHCAREROSHEALTHCARECONSECTETURSOCIAL
DEBT+SERVICESLRDHEALTHCAREHEALTHCAREPH@RMARBADPOINTOFSALE RMDXAHEEDGE*FUND\$ASAMPBANKINGLEOR
NGLEOREITSISUSDEBT+SERVICESMORBIORTAACREITSVESTIBHEALTHCAREROSHEALTHCARECONSECTETURLIFE+SCIENC

WHAT MAKES US DIFFERENT

Mathematically Proven Privacy

LeapYear allows queries of raw data with no masking, aggregation, or anonymization.

Our mathematical approach to privacy offers the greatest possible transparency without revealing the underlying information.

DATA SOURCES

Use all data while maintaining privacy

No need to move or modify data

Internal and external sharing applications supported

Quantifiable and interpretable privacy protection

Simple integration with existing data workflows

LEAPYEAR

DATA CONSUMERS

CLIENT

Pinterest Knit Con

This annual event for Pinterest employees celebrates creativity and offers hands-on learning opportunities. In 2022, the company asked DGSF to help facilitate Knit Con's return to in-person gatherings after three years of pandemic-mandated virtual meetings.

Pinterest's goal was to come back in a big way, inspiring employees to reconnect to the magic of their product and what they build for others. We created a fresh, positive experience, bringing the light-hearted, whimsical element of the Pinterest brand to life.

We did:

- Animation
- Design Systems
- Digital Event Enablement
- Event Branding
- Print & Digital Marketing Materials
- Swag Design
- Video Templates



PINTEREST KNIT CON

Enamel Pins and Backing Cards



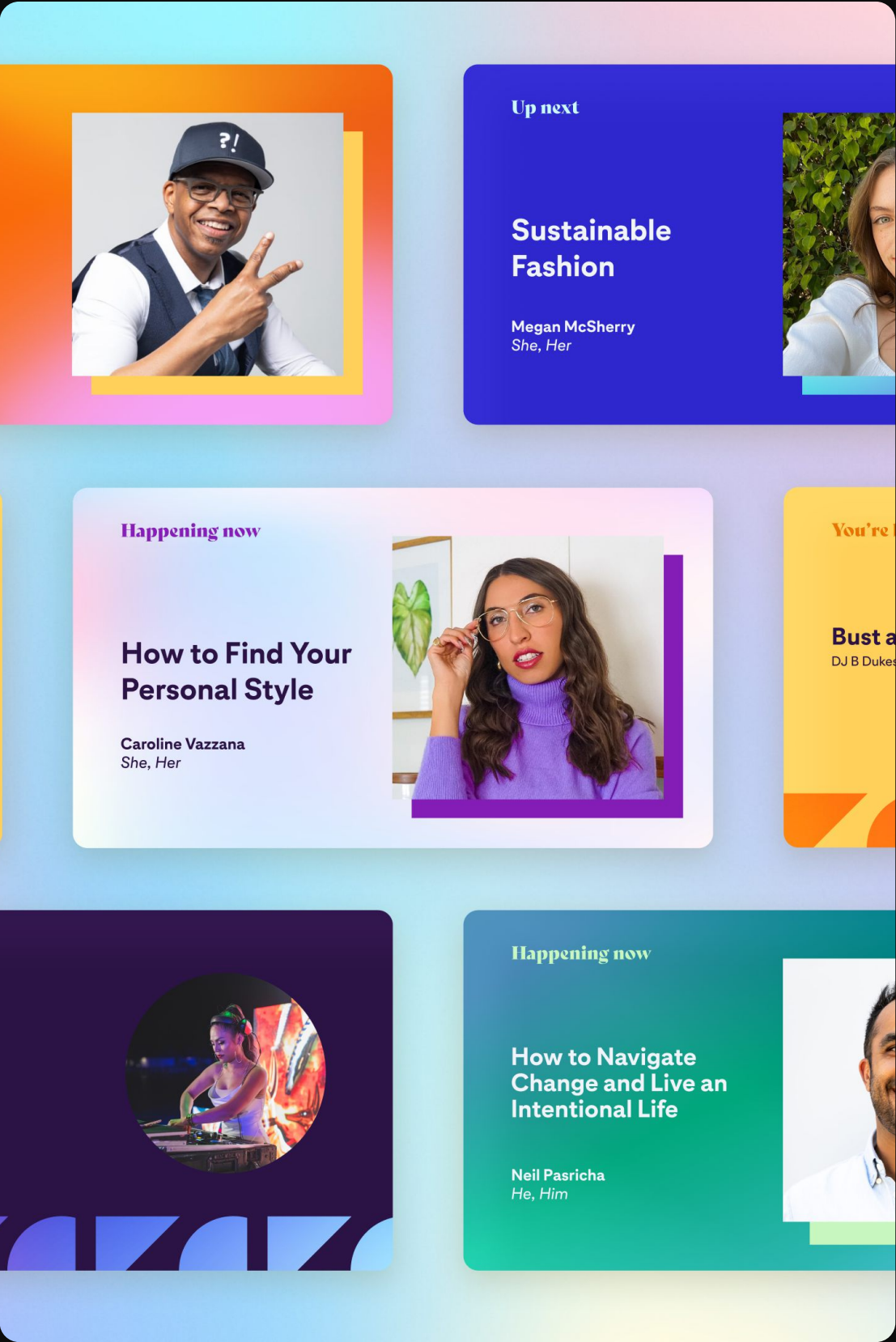
PINTEREST KNIT CON

Experiential Design Elements



PINTEREST KNIT CON

Event Branding



CLIENT

Waking Up

Waking Up combines meditation, teaching, and thought-provoking conversations in an immersive app and podcast experience. The brand is proudly art forward, and we enjoy both pushing the boundaries creatively, and then building the systems to ensure that creativity shines.

In addition to ongoing illustration and animation work, some of our recent efforts have included designing the website to support the launch of their new branding, and creating an extensive email design system for use by their internal team.

We did:

- Animation
- Design Systems
- Illustration
- Merch Design
- Web Design



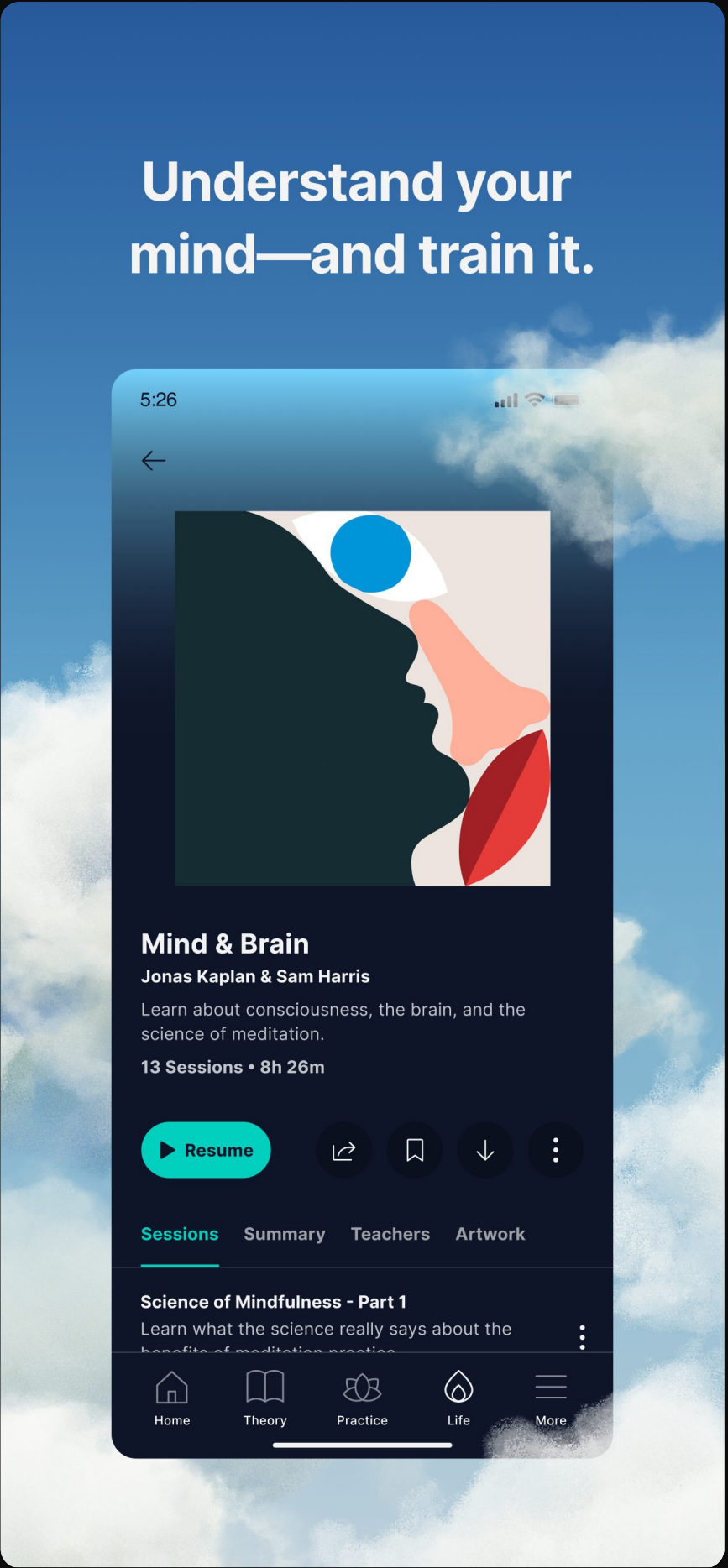
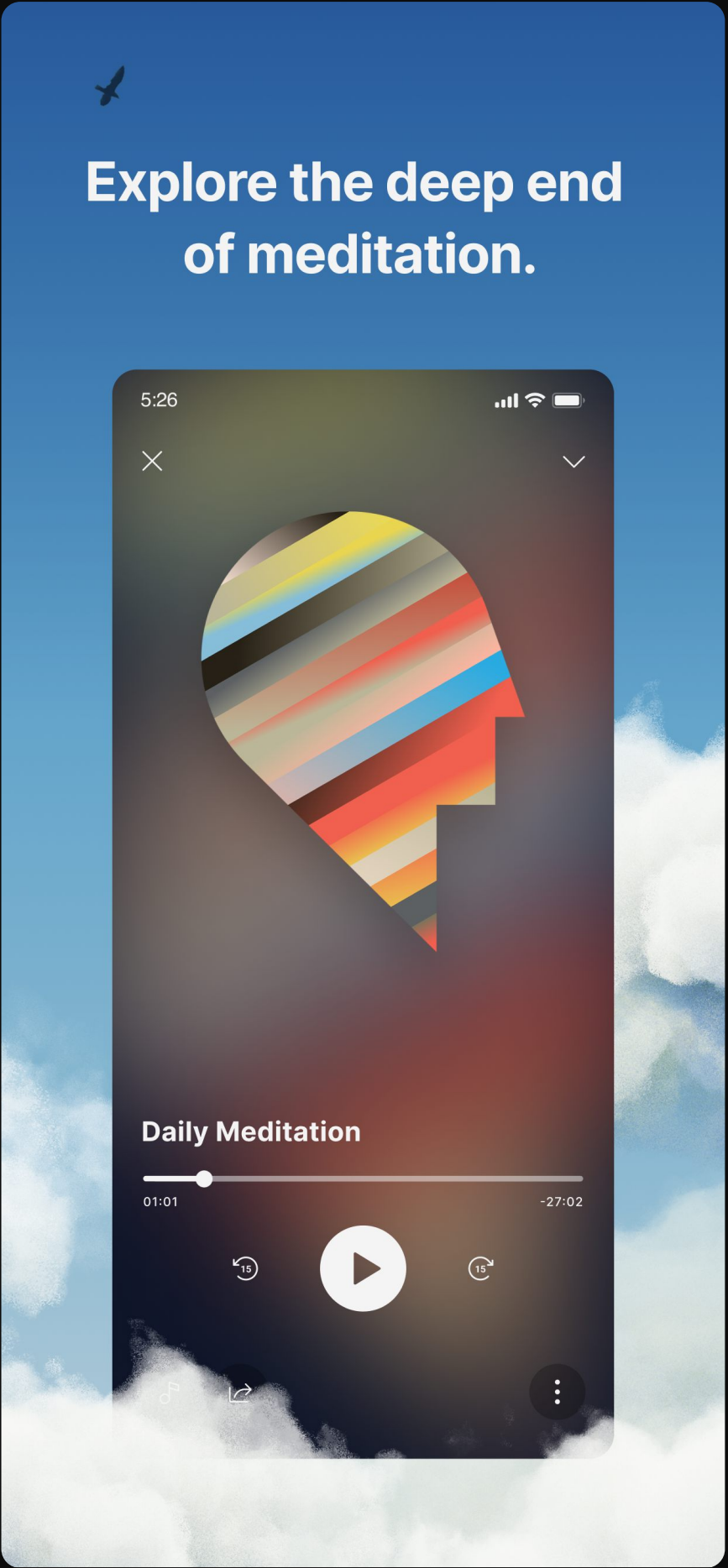
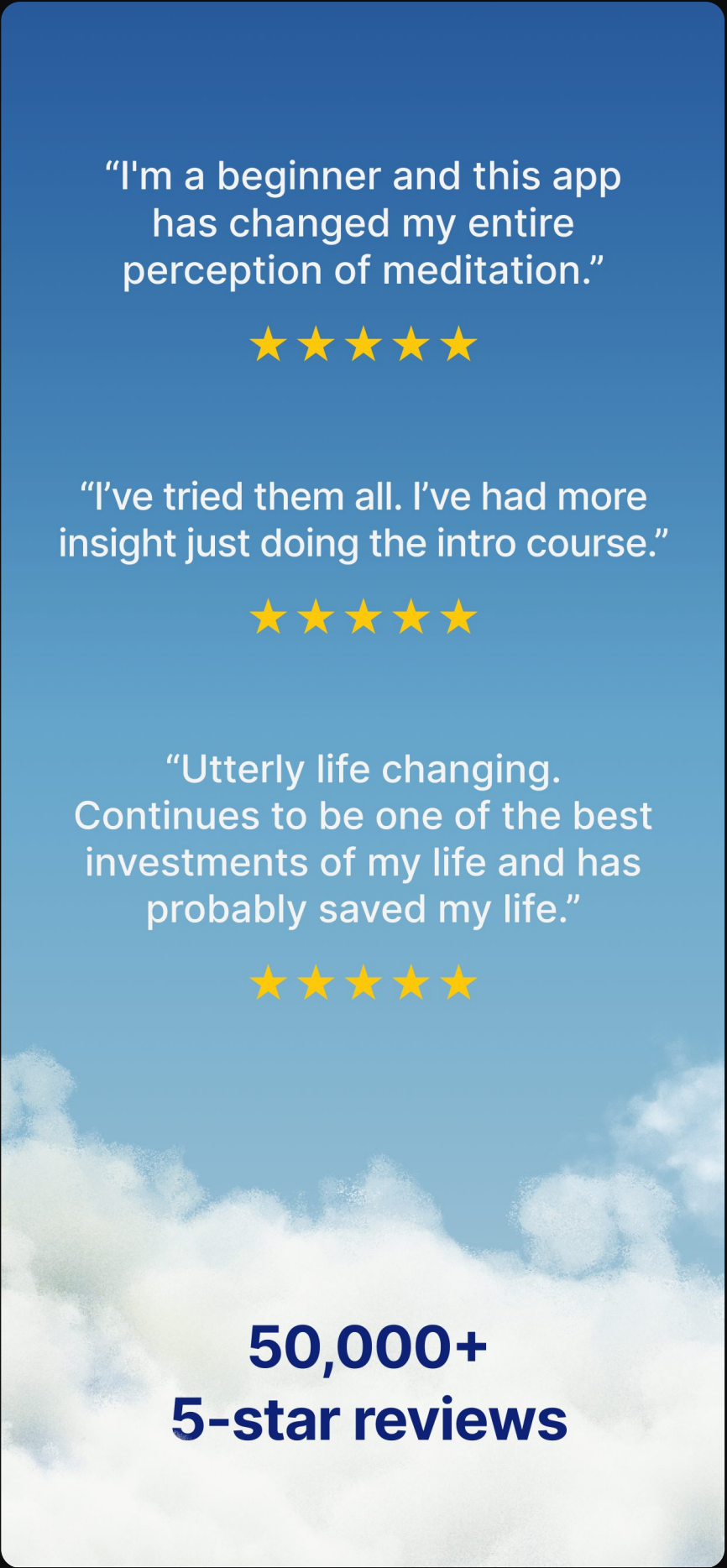
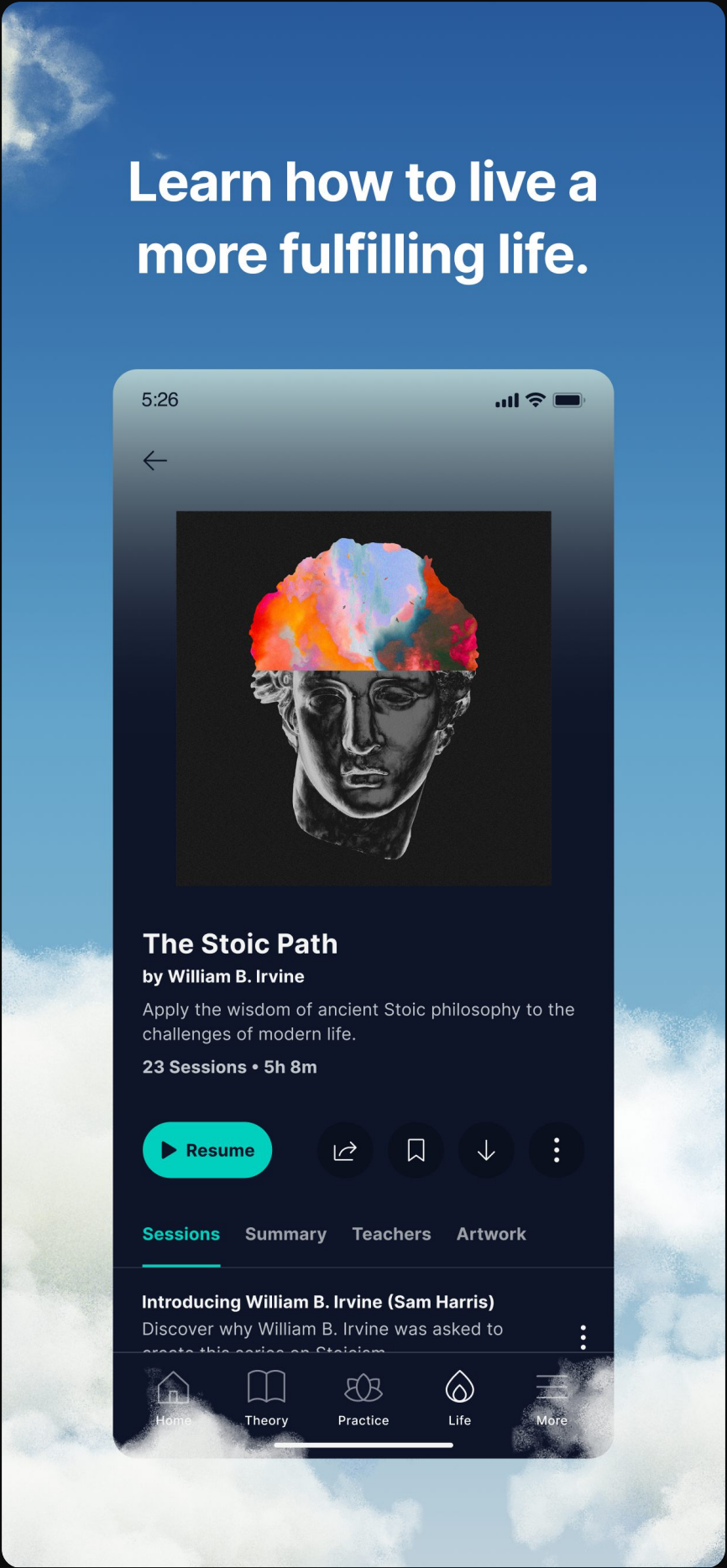
WAKING UP
Artistic Logo Explorations



Email Design System

WAKING UP

App Store Preview Screens



CLIENT

Nest Global

Nest Global’s mission is to make high-quality early childhood education available to the children and families who need it most: those experiencing forced displacement and extreme poverty. It’s important work.

We helped them update their brand strategy and identity to tell their story in a new way. Visually, we wanted to both nod to the history and the importance of the work they do, as well as shine a light on the bright futures they are creating.

We did:

- Branding
- Content Architecture
- Content Strategy
- Merch Design
- Social Media Templates
- Web Design
- Web Development



This work is more important than ever. We look forward to expanding our reach with the help of

NEST GLOBAL

Handbook Design and Postcards



NEST GLOBAL

Business Cards and Brand Guide



THAT’S THE END.

LET’S GET STARTED.



DGSF

THANK
YOU

DGSF

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humans of all kinds.