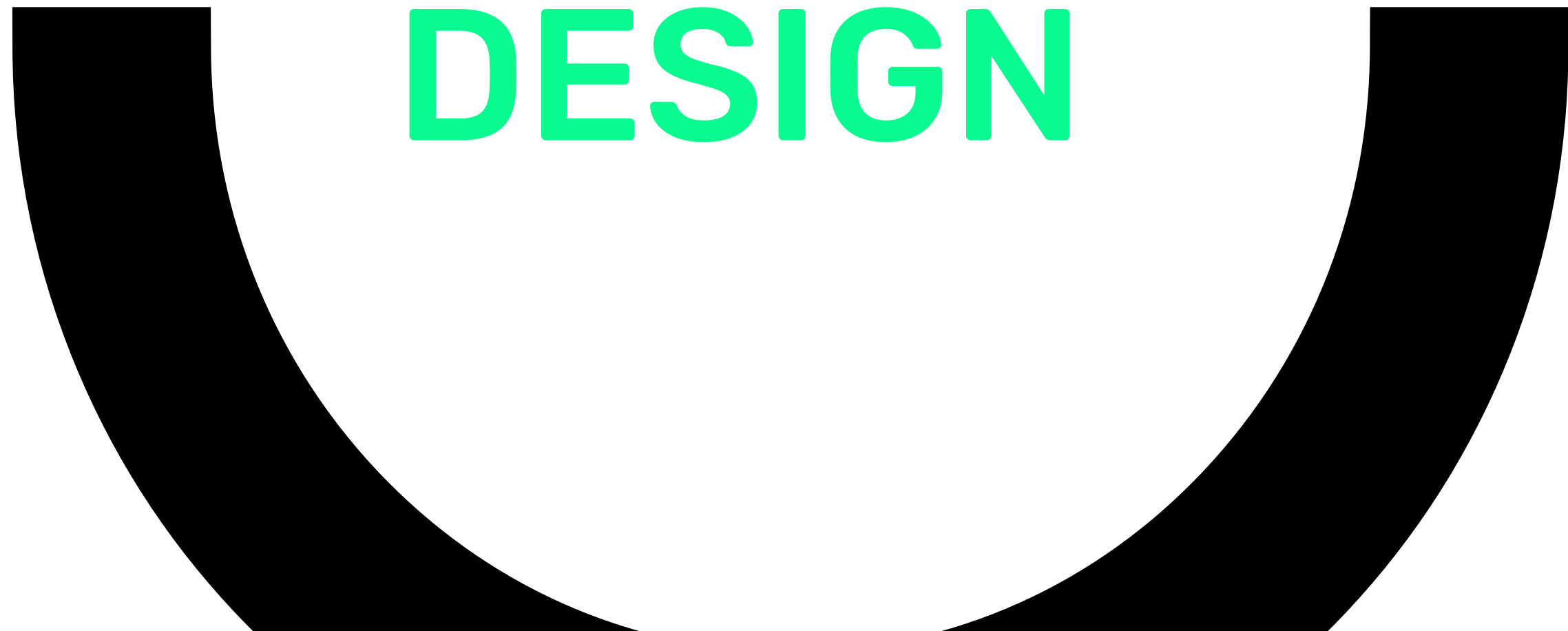


**CUT /  
THRU**



**STORY**



**DESIGN**

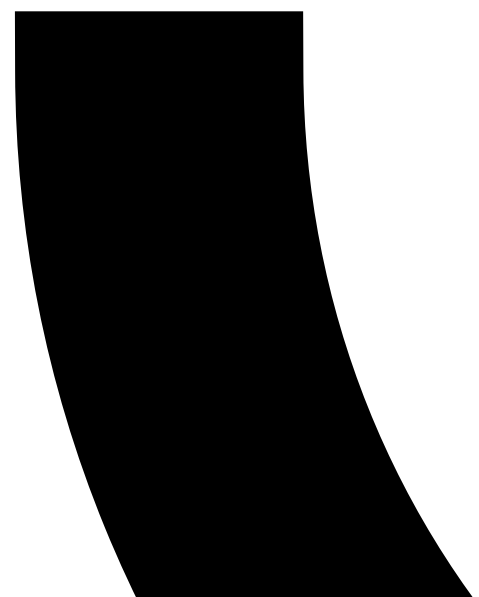
CUT /  
THRU



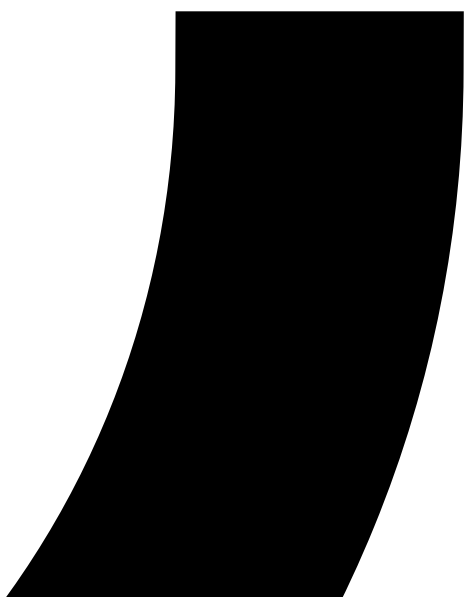
**STORY**

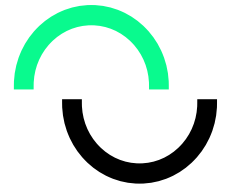


Derive **Insight** > Deliver **Impact**

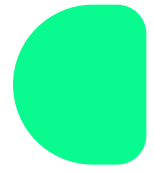


**DESIGN**





# ENERGIZE



► Ideation



Identity

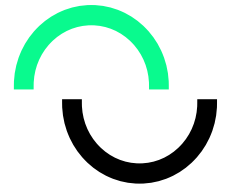


Presence

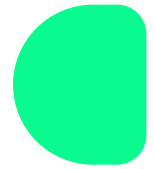


## From ideating





**ENERGIZE**



Ideation



**Identity**



Presence

to visualizing

ENERGIZE

VENTURES

GRADIENT

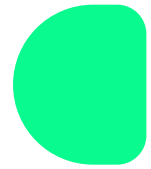
PRODUCTION-READY BADGE

SECONDARIES

The collage displays various design assets: a vertical color gradient from purple to blue, a large production-ready badge with the letter 'E' in the same gradient, a set of secondary colors (purple, blue, dark blue, black, grey), and several icons including a bar chart, a downward arrow, a square with a downward arrow, a cluster of lines, and a stylized arrow.



# ENERGIZE



Ideation

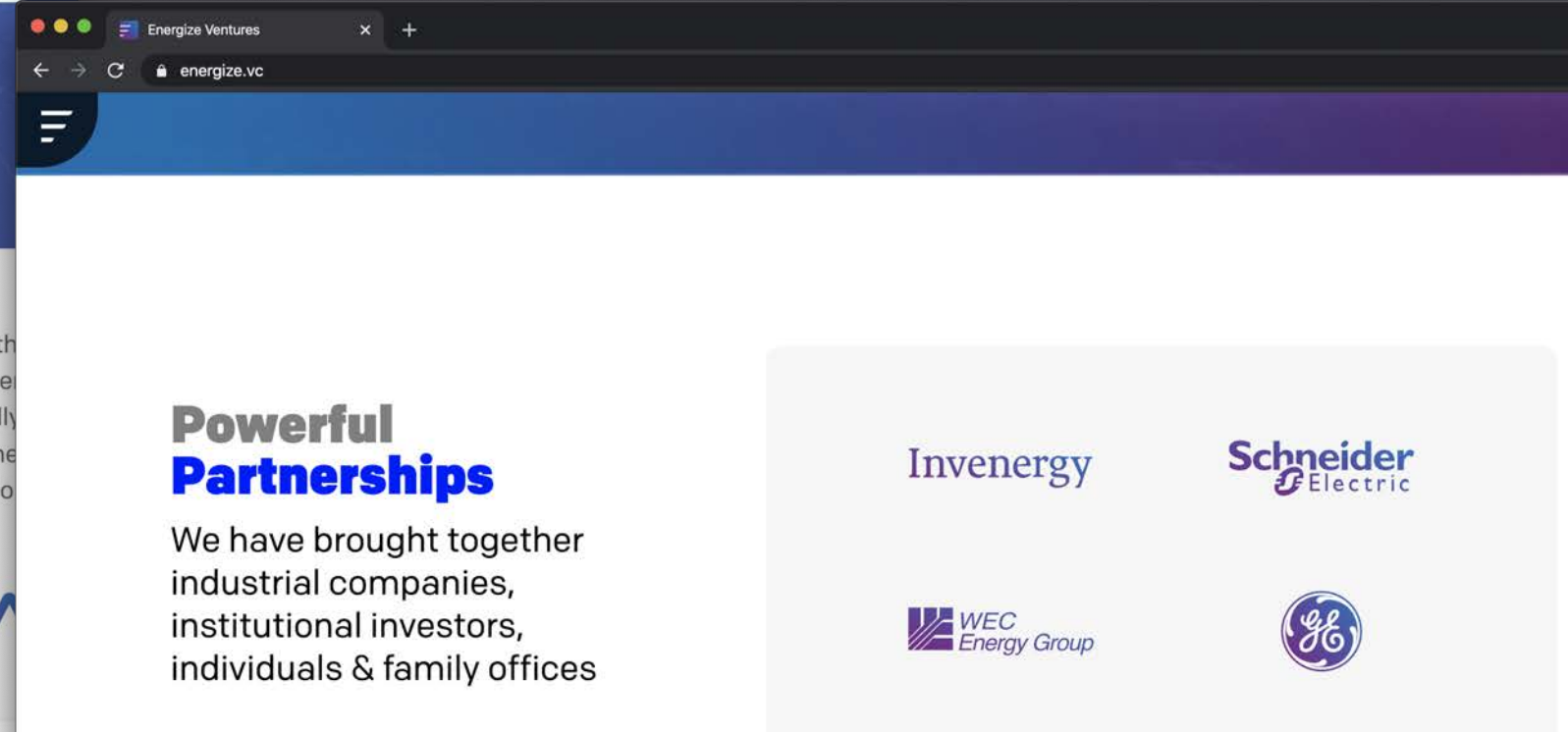
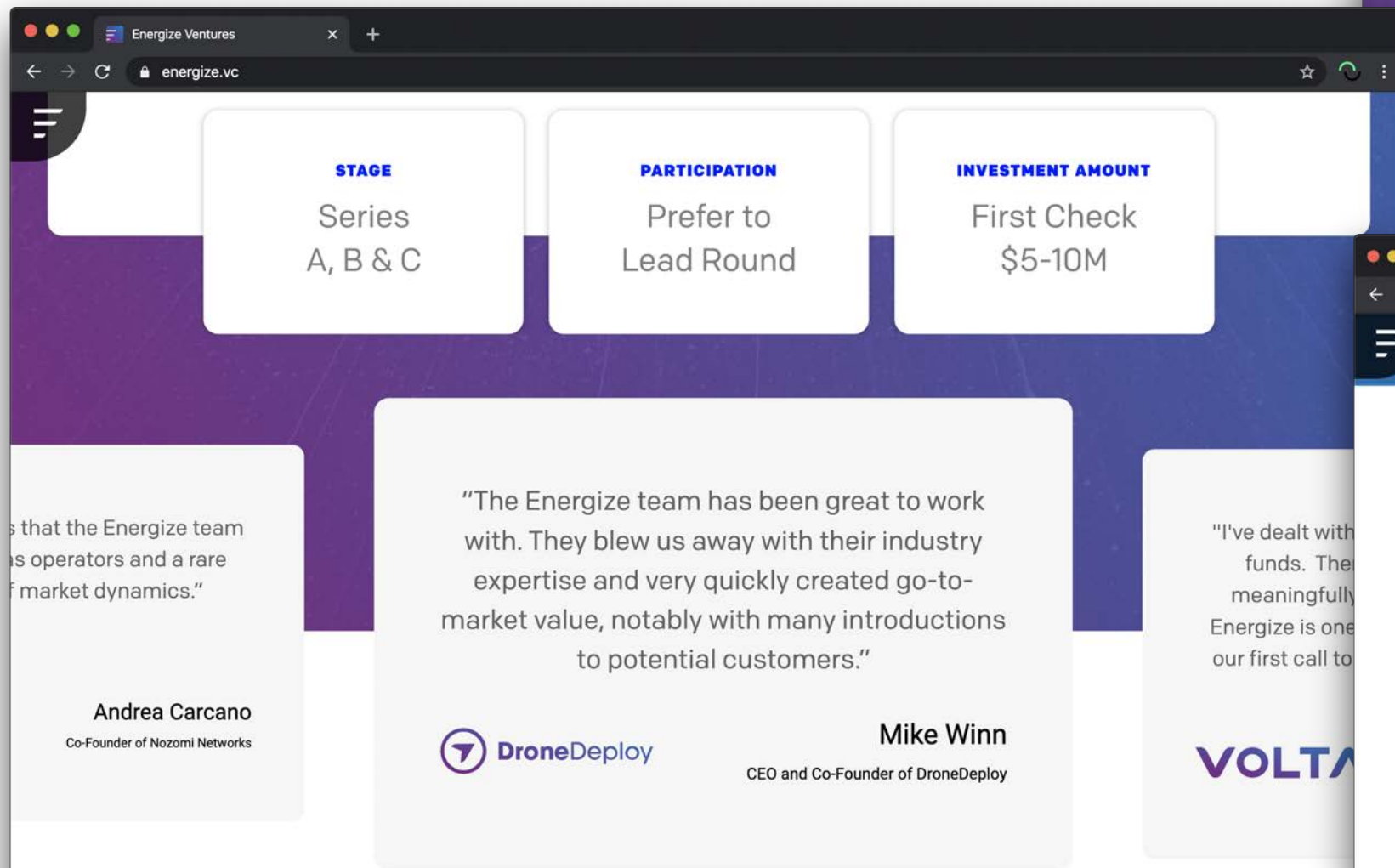


Identity

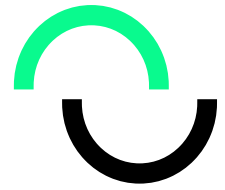


Presence

## to launching







# ENERGIZE



Ideation

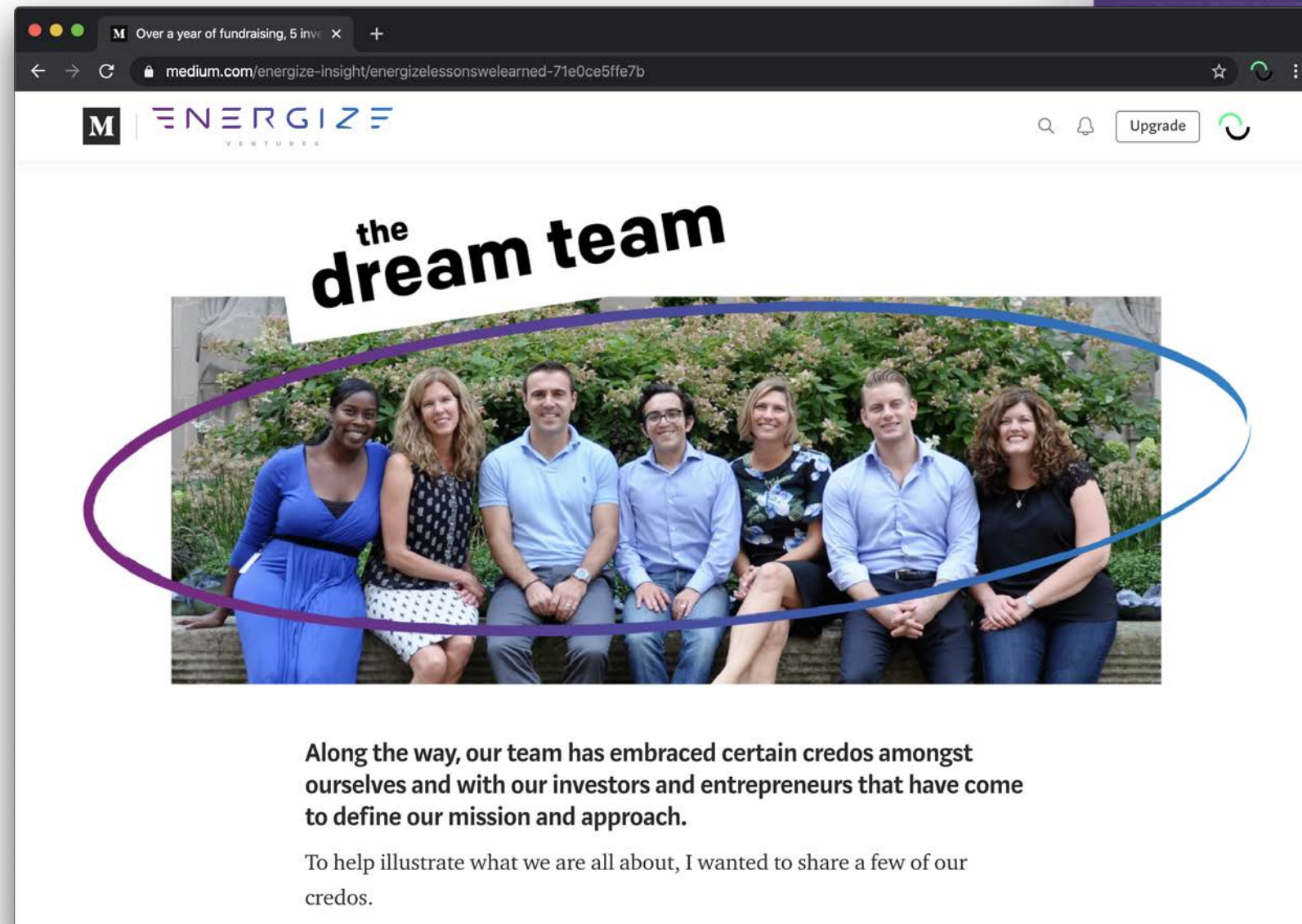


Identity

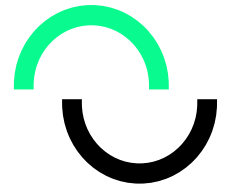


▶ Presence

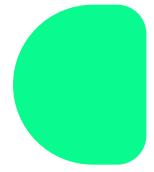
## to amplifying







**ENERGIZE**



Ideation

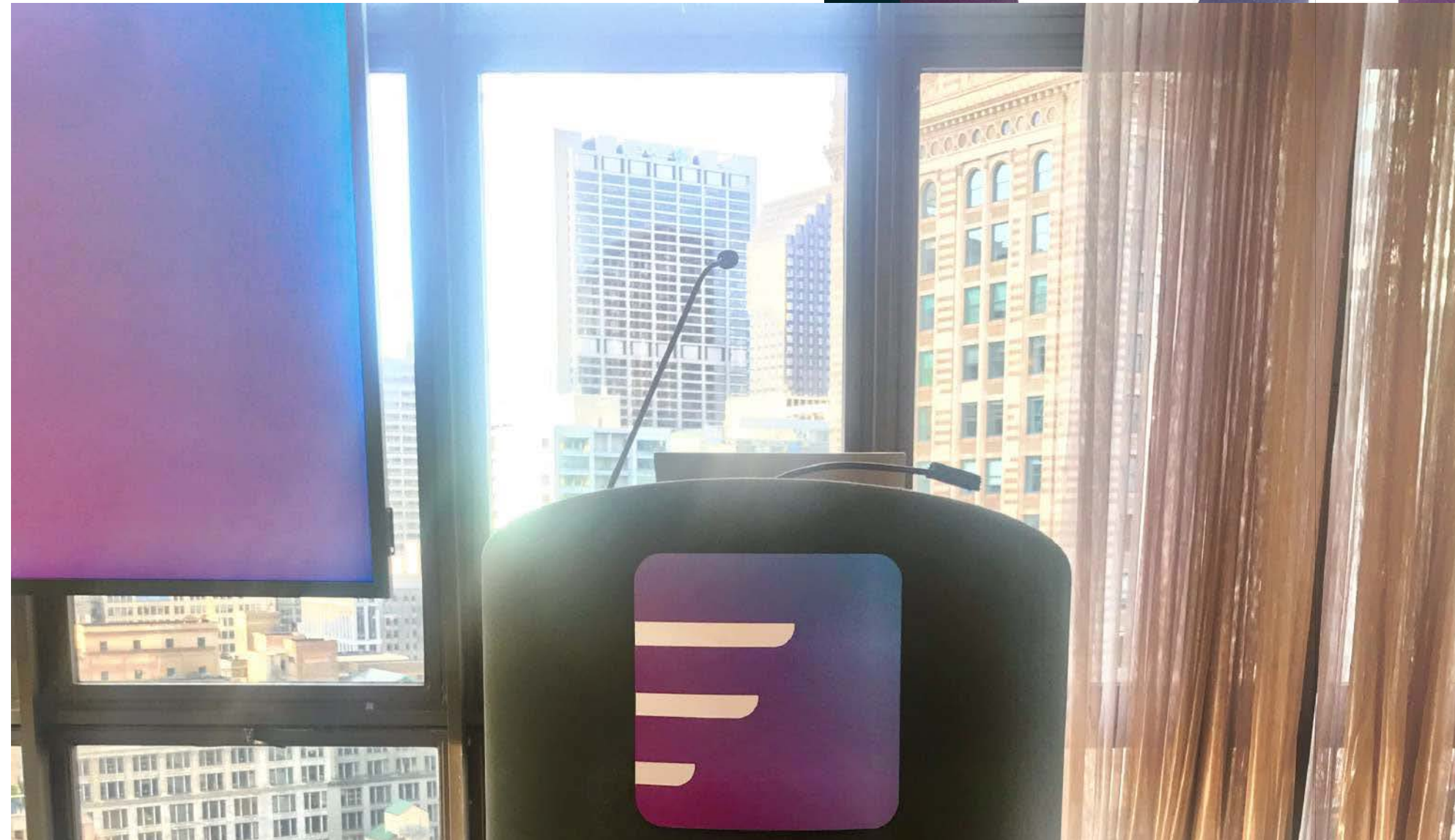


Identity

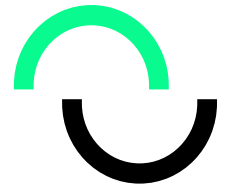


**Presence**

**to amplifying**





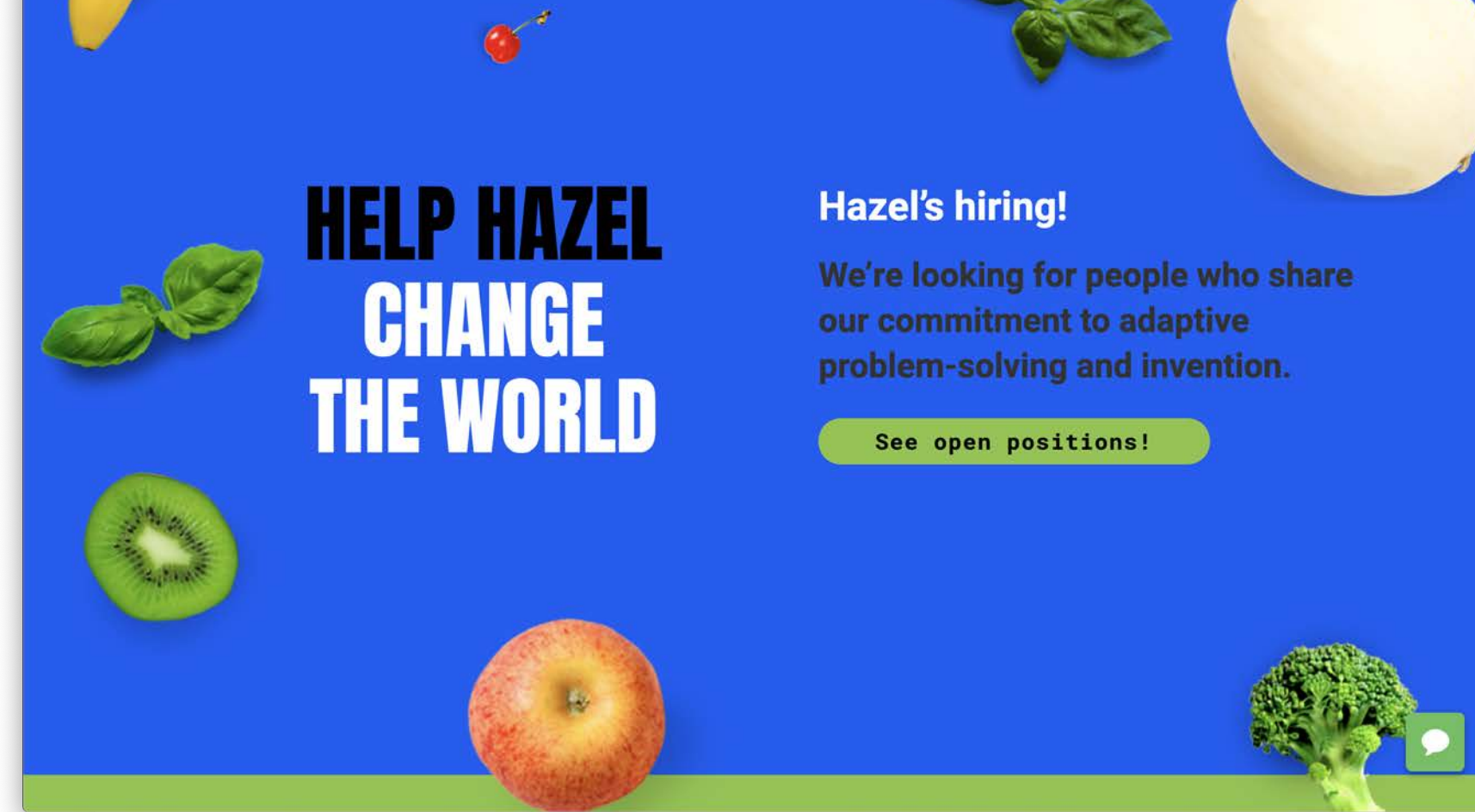
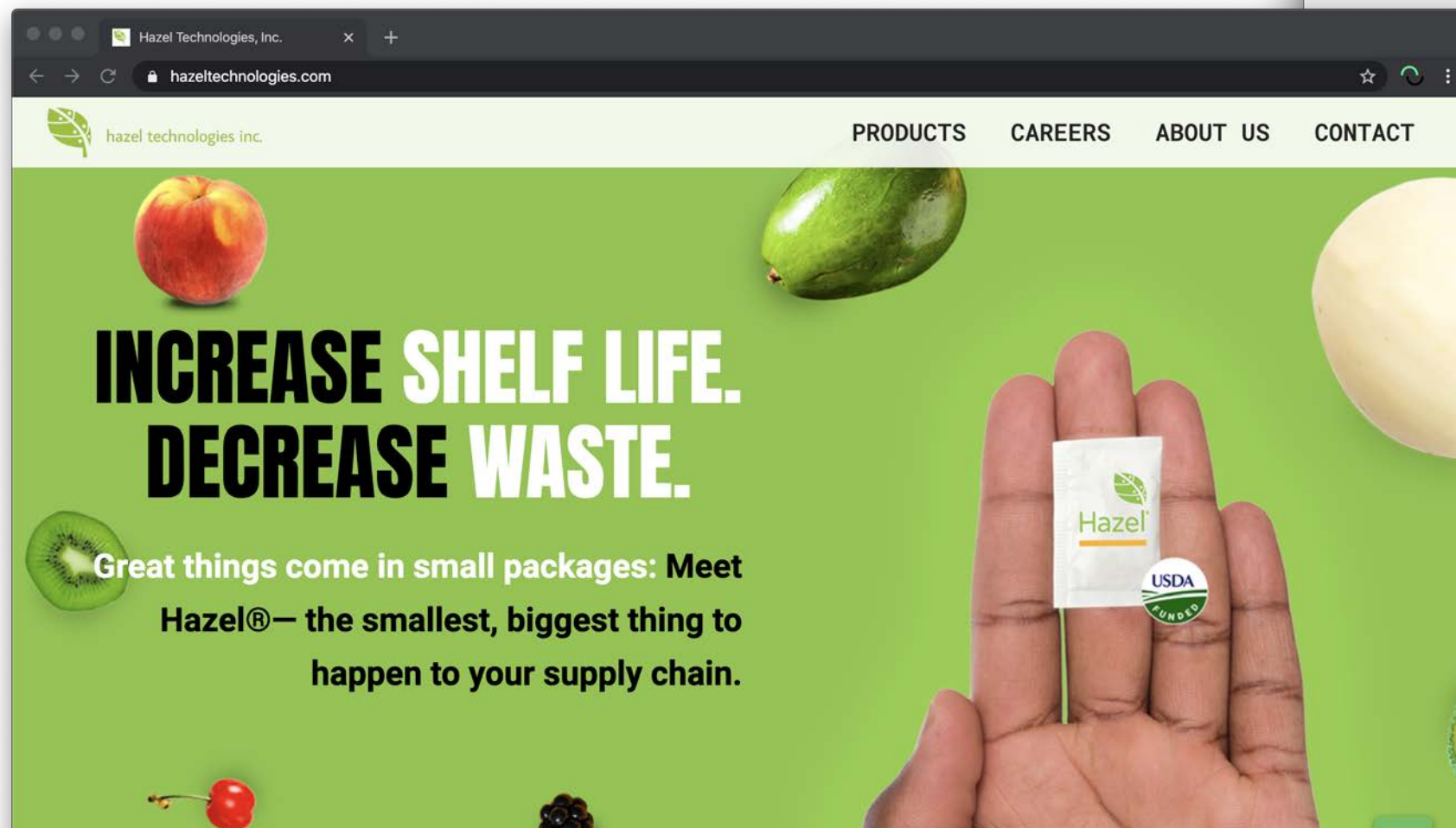


# HAZEL TECHNOLOGIES

► Presence

Site  
redesign

Cool-ateral

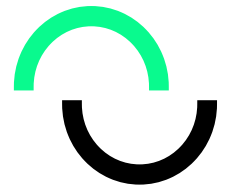


## SAVING MADE SIMPLE

Simply toss in box, and you're ready to go!







# HAZEL TECHNOLOGIES

Presence

## Impactful Info

### Cool-ateral

An ecosystem of sales collateral and content that could coexist & stand on their own while driving leads & reinforcing their brand.



**21 DAYS OF STORAGE**

Days	Firmness (W/O)	Firmness (W/)	Stem Grading (W/O)	Stem Grading (W/)
0	100	100	100	100
3	80	90	100	100
6	60	80	100	100
9	40	70	100	100
14	20	60	100	100

**18 DAYS OF STORAGE**

Days	Chlorophyll (W/O)	Chlorophyll (W/)	Respiration (W/O)	Respiration (W/)
0	200	200	300	300
6	150	180	250	250
12	100	160	200	200
18	80	140	150	150

**2.5x** Less browning  
**55%** More chlorophyll content, and better "light green" color  
**90%** Lower respiration rate

**28 DAYS OF STORAGE**

Days	Color (W/O)	Color (W/)	Firmness (W/O)	Firmness (W/)
1	10	10	4.5	4.5
8	15	15	4.0	4.0
14	20	20	3.5	3.5
21	25	25	3.0	3.0
28	30	30	2.5	2.5

**2x** Increased shelf life  
**25%** Improved post-storage firmness  
**50%** Weight loss reduction  
**50%** Disease occurrence reduction

**See what Hazel®Okra can do for your supply chain**

- Protect**: Hazel®Okra can release 1-MCP for up to two weeks. Works under a wide range of storage conditions (2°C–22°C).
- Maintain**: Longer shelf life & higher post-storage quality. Protects against cold-chain breakage.



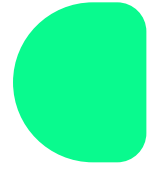
# INVENERGY SAM™



▶ Ideation



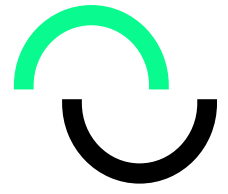
Alignment



Energy giant Invenergy was looking to get organized with their Search, Access, Management system (SAM).

We helped visualize, hone, and spread the SAM story org-wide.





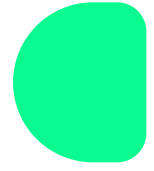
**INVENERGY SAM™**



**Ideation**



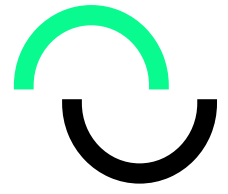
Alignment



**Samm**







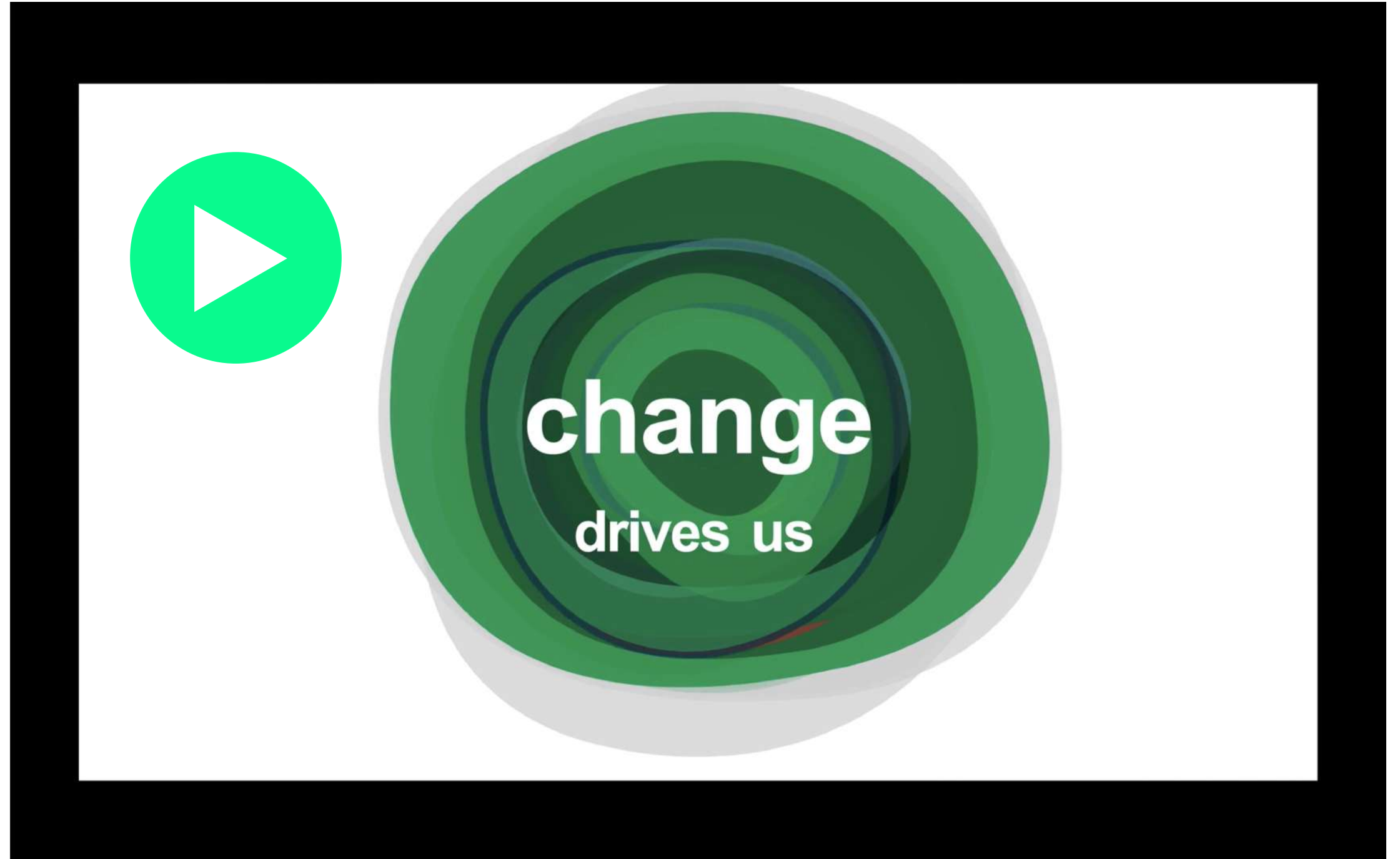
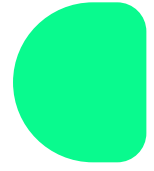
# INVENERGY SAM™

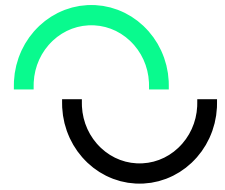


Ideation



▶ Alignment





# REBRAND: **CDJ TECH** TO **AZUL<sup>3D</sup>**



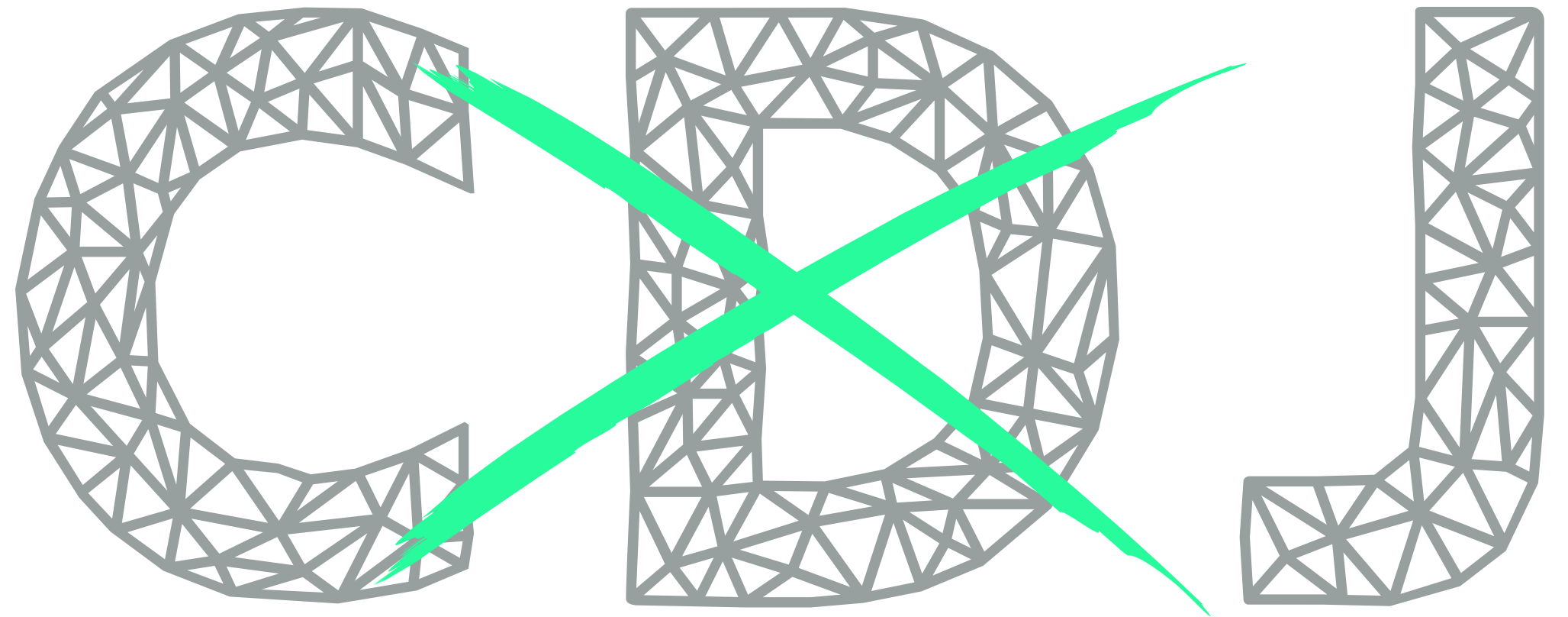
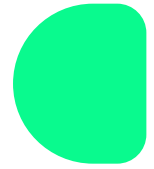
▶ **Old brand: CDJ TECH**



Ideation



New Brand



TECHNOLOGIES

CDJ needed a new identity to match the sea-change they knew they were going to bring.



# REBRAND: CDJ TECH TO AZUL<sup>3D</sup>

Old brand: CDJ TECH

► Ideation

New Brand



A Z U L<sup>3D</sup>



A Z U L





# REBRAND: **CDJ TECH** TO **AZUL<sup>3D</sup>**



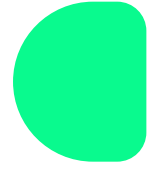
Old brand: CDJ TECH



Ideation



**New Brand**



A Z U L <sup>3D</sup>



# REBRAND: **CDJ TECH** TO **AZUL<sup>3D</sup>**



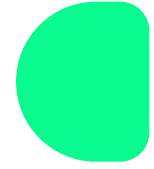
Old brand: CDJ TECH



Ideation

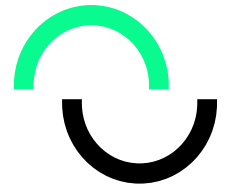


**New Brand**



A Z U L <sup>3D</sup>



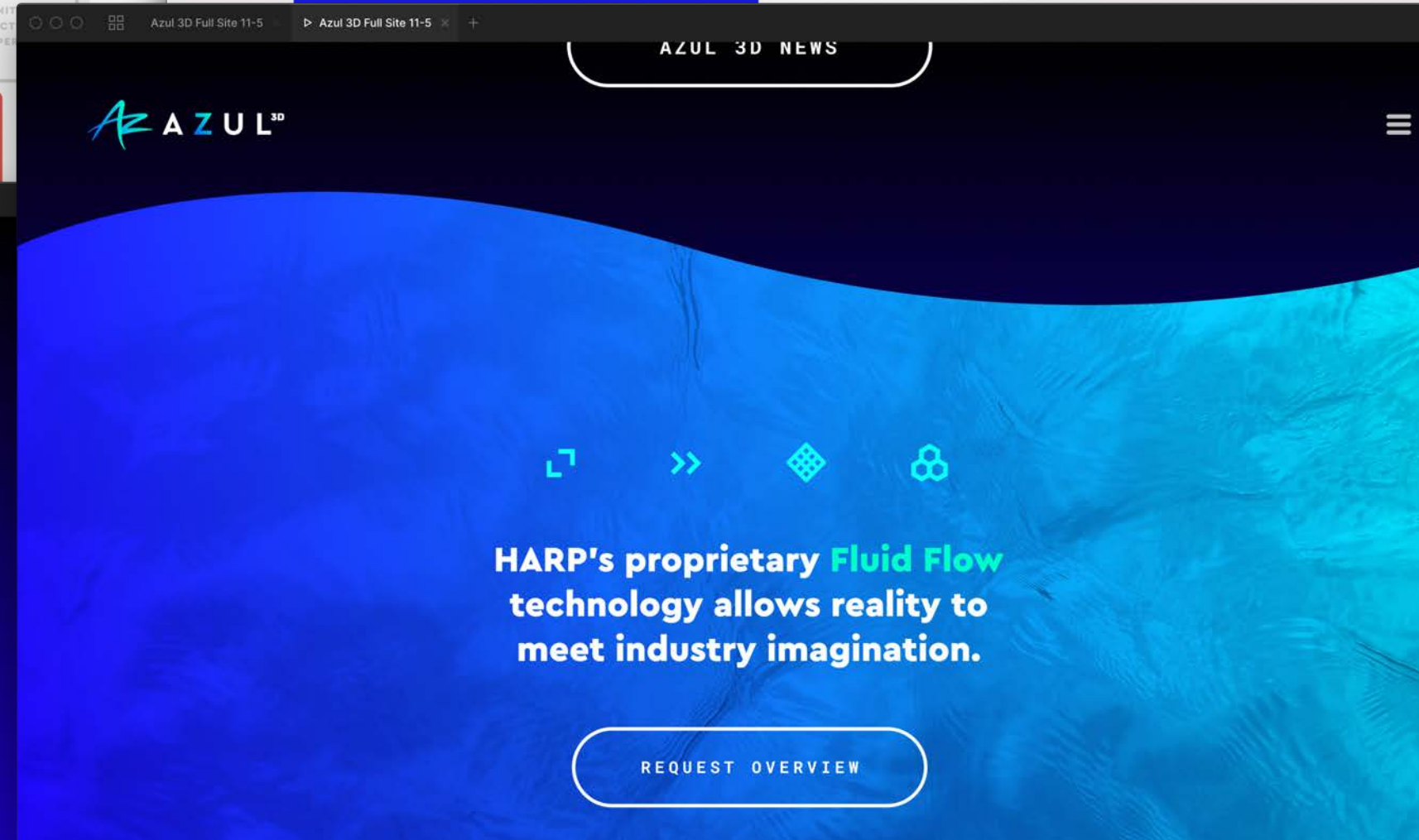
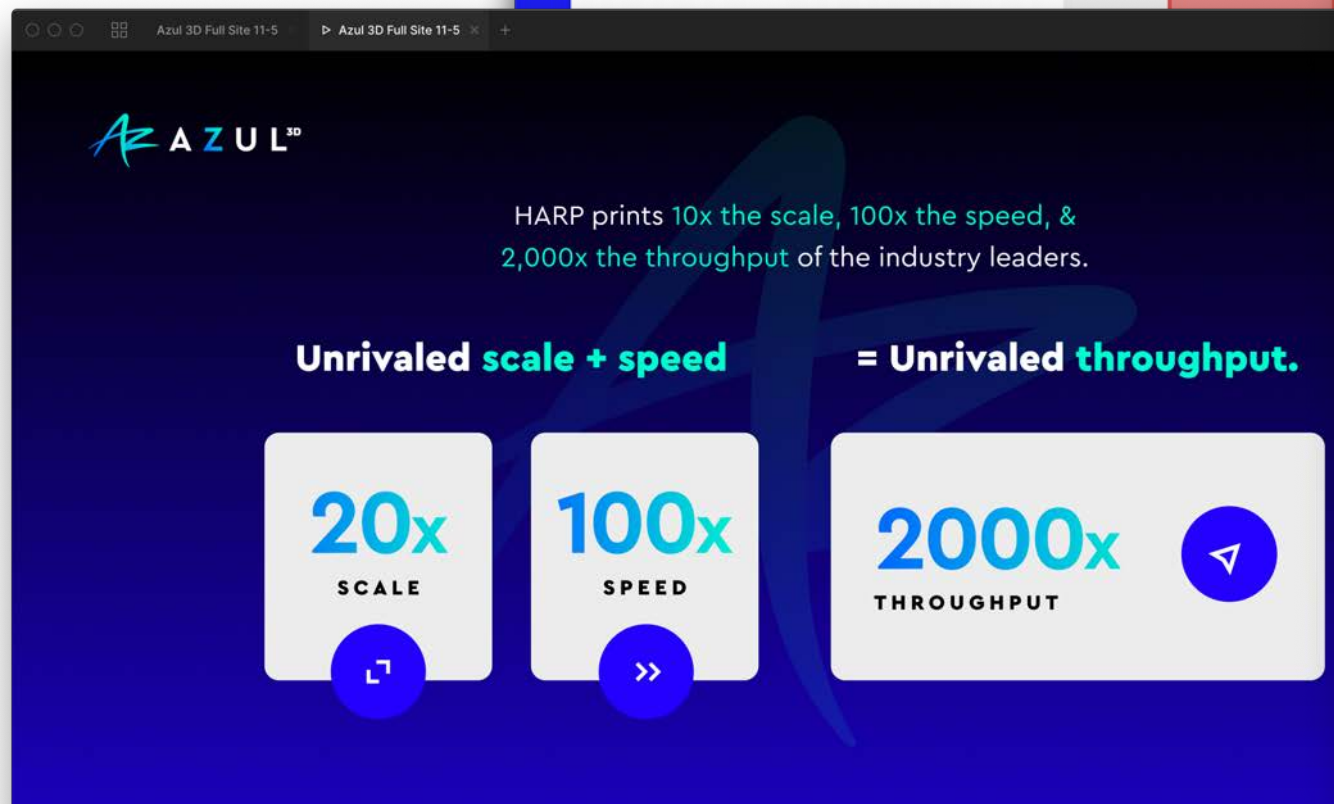
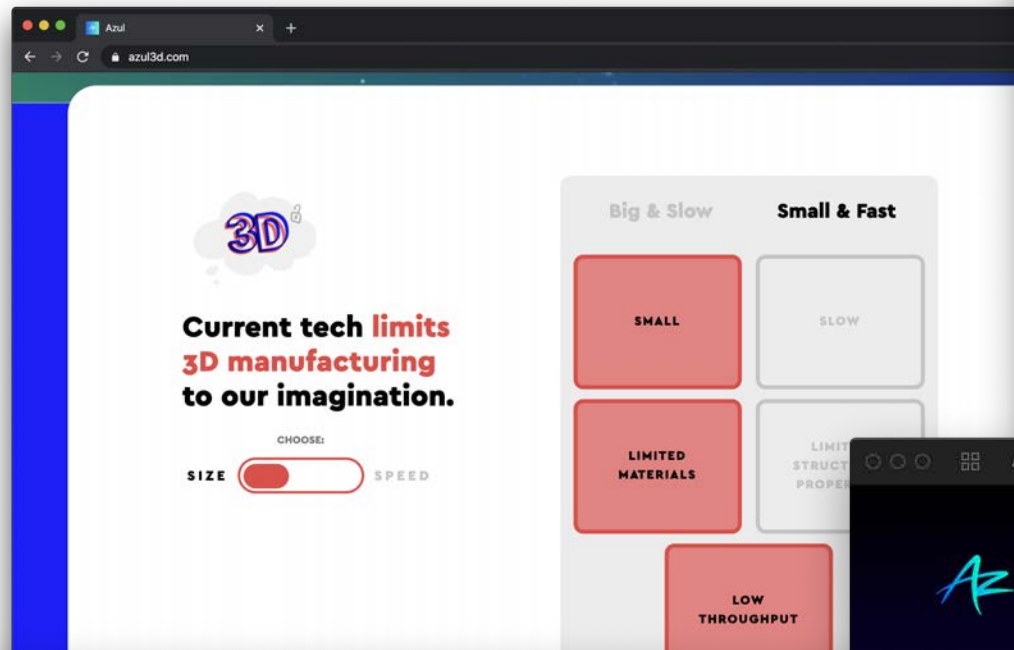
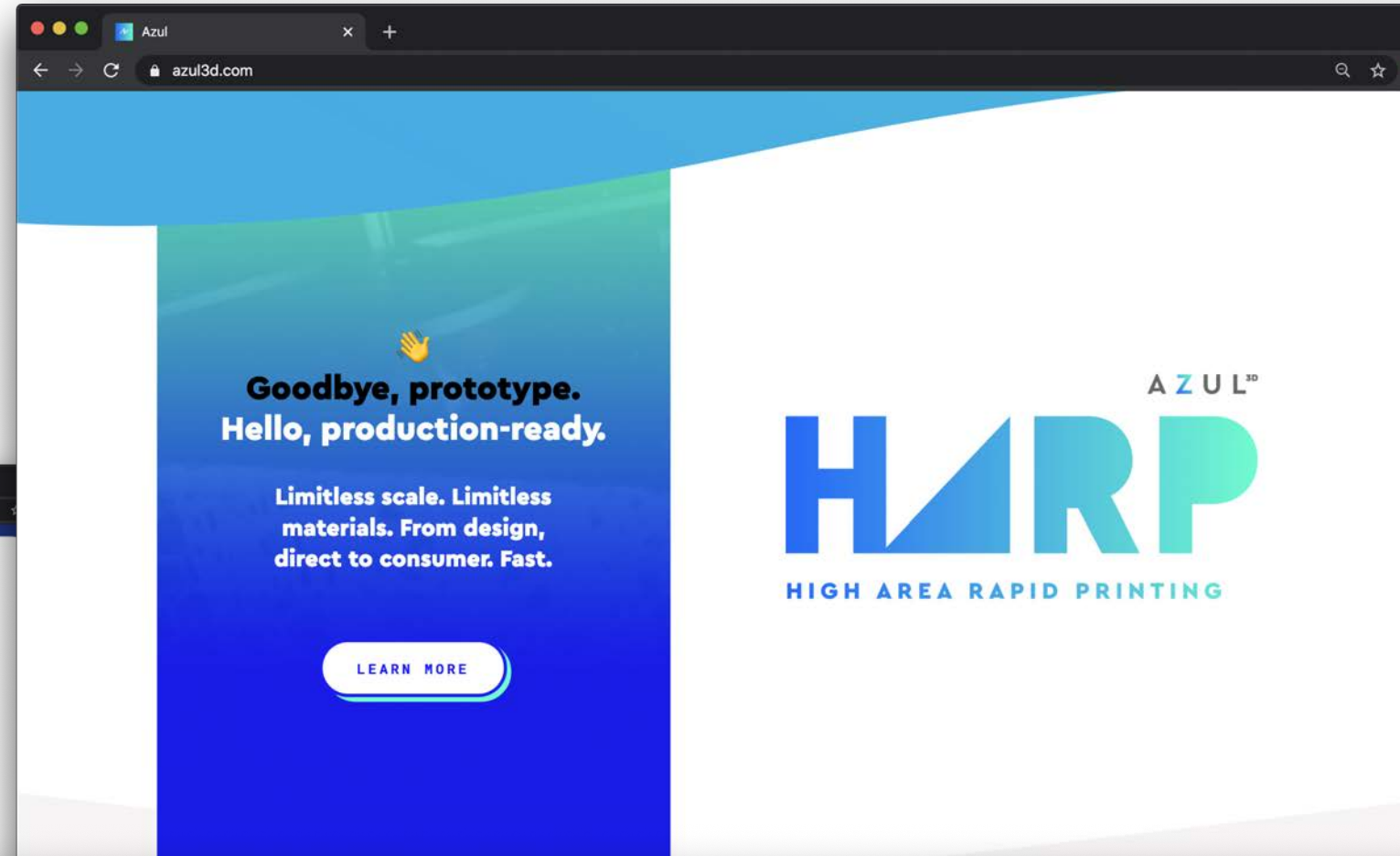


# REBRAND: CDJ TECH TO AZUL<sup>3D</sup>

Old brand: CDJ TECH

Ideation

▶ New Brand



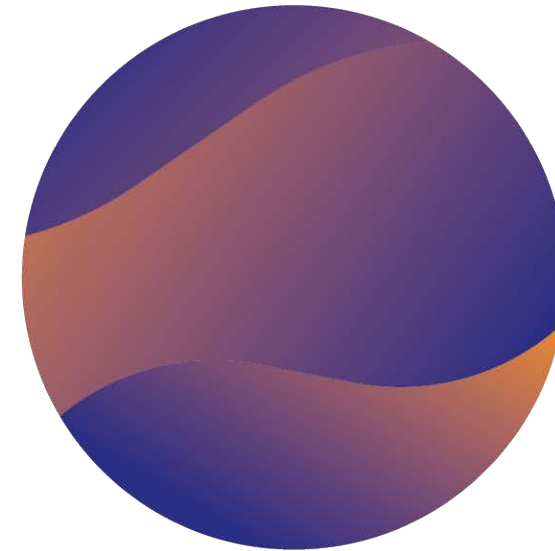




**BRAND: BUOYANT VENTURES**

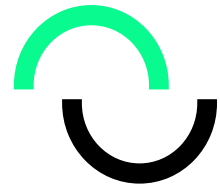


▶ Brand + Messaging



**BUOYANT**

**V E N T U R E S**



# BRAND: BUOYANT VENTURES

## ▶ Brand + Messaging

**BUOYANT VENTURES**

**Susan Appleseed**  
Managing General Partner  
88.899.8888 / xyz@buoyant.vc

Buoyant.vc  
S. Wacker Drive, Suite 2760,  
Chicago IL 60606

**Overview**  
Fund Type: Venture Growth  
Fund Size: \$XXX  
Focus: Lorem Ipsum dolor sit amet  
GP Commitment: Lorem Ipsum dolor sit amet  
Minimum Commitment: \$000,000,000

**Highlights**

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**BUOYANT VENTURES**

INVESTMENT THESIS:

**Bolder Solutions**

Climate solutions driven by technology & business innovation

Technology & business innovation

ESG IMPACT MEASUREMENT

TALENT & DIVERSITY

Industries most affected by climate change

Market & Policy

PLATFORM SUPPORT

**Team**

dolor sit amet, dipiscing elit, sed tempor incididunt ut re magna aliqua.

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**Susan Appleseed**  
Managing General Partner

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**Susan Appleseed**  
General Partner

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**Susan Appleseed**  
General Partner & Head of Platform

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**BRAND: BUOYANT VENTURES**



**▶ Brand + Messaging**

