



**who's that?**

## 01. **About Who's That?**

Who's That? is a Detroit-based branding studio and retail design consultancy dedicated to learning about, crafting and sharing the visual identities of our next-generation businesses and cultural institutions.

We partner with founders and makers in apparel, food and beverage, and lifestyle goods manufacturing – seeking to truly understand not just their product or service, but also their distinct passions and motivations.

Together, we connect makers with brands and brands with people, providing seamless creative direction, design, and production services across print, web, and environmental spaces.

## 03. Services

### Branding

Brand Identity Systems  
Brand Guidelines  
Logo Design  
Tone & Manner  
Naming & Concept Development

### Print

Stationery Systems  
Packaging Design  
Infographics/Data Visualization  
Editorial Design  
Publication/Cover Design

### Web

Website Design  
Responsive Design  
UX Design  
Email Marketing Design  
Social Media Design

### Environmental

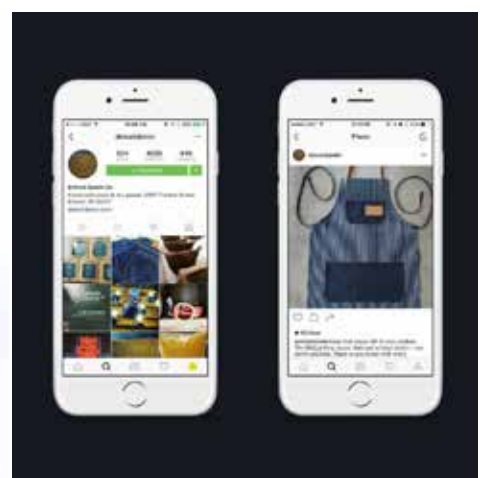
Wayfinding  
Signage & Facade Design  
Event Design  
Visual Merchandising  
Interior Branding

### Creative Direction

Photography Art Direction  
Video Art Direction  
Illustration Art Direction  
Campaign Direction

04. Case Studies: Retail







04. Case Studies: Food/Restaurant









04. Case Studies: Makers





**IRON COAST**  
VISUAL CONTENT PRODUCERS



## 05. Contact

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