

**L/brary.**

# Capabilities

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**Chase Conching**  
CREATIVE DIRECTOR

LIBRARY CREATIVE  
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[www.librarycreative.co](http://www.librarycreative.co)

**Strategy   Design   Digital   Experience**



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# About Us



# Aloha!

We are **Library Creative**.

Our mission is simple – consistently deliver ideas and executions that matter and exceed client expectations. Everything we do, we do in an open, transparent and collaborative environment.

As part of the aio family of companies, Library Creative is proud to exemplify Hawaii's local values around the world.

Our name is an extension of our design philosophy:

**We create, curate,  
and collect our  
clients' stories.**



## Our History

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Established in 2018 in Honolulu, Hawaii, Library Creative is a close-knit team of world-class creatives, driven by the desire to use design to enhance our communities.

Led by Creative Director Chase Conching, Library Creative has helped dozens of local, national and international brands with award-winning custom design solutions.

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ABOUT US



aio Media Group



aio Family of Companies



**ABOUT US**

# Partial Client List

**Accumulus Advisors**

**aio**

**Air Service Hawaii**

**Aloha Festivals**

**Aloha United Way**

**Aloha VIP**

**American Heart Association**

**Assets Schools**

**Banzai Sushi Bar**

**Carbon Lighthouse**

**Carmel Partners**

**Chamber of Commerce of Hawaii**

**Chaminade University**

**Chapman University**

**Chelsea Group, Limited**

**CommPac**

**Corporate Environments International**

**d.k. Restaurants**

**DB Insurance Group**

**Eggs 'n Things**

**Fair Wind Cruises**

**First Hawaiian Bank**

**First Insurance Company of Hawaii**

**Four Seasons Resort Lānaʻi**

**GIFT Foundation of Honolulu**

**Hāmākua Institute**

**HanaPohaku**

**Harold Castle Foundation**

**Hawaii Agricultural Foundation**

**Hawaii Family Advocates**

**Hawaii Keiki Project**

**Hawaii Surf Room**

**Hawaii Symphony Orchestra**

**Hawaii's Contractors**

**HTH Asset Management**

**HTH Foundation**

**Holu**

**Hospice Hawaii**

**HPM Hawaii**

**In Line Flooring**

**Island Air**

**Island Lava**

**Jimmy Case**

**Kahala Mall**

**Kalakaua Gardens**

**Kama'aina Kids**

**Kamehameha Schools**

**Kaneohe Ranch**

**Kapolei Commons**

**Kaua'i County**

**Listing Loop**

**Lunalilo Home**

**MALDEF**

**Market City Shopping Center**

**McDonald's of Hawaii**

**Merrie Monarch Festival**

**MLB**

**Moana Events**

**Moms in Hawaii**

**MyGoCenter**

**Na'i Aupuni**

**Native Hawaiian Education Council**

**Pacific Telecommunications Council**

**Pan-Pacific Festival**

**Pow! Wow! Hawaii**

**Redfin**

**Rehabilitation Hospital of the Pacific**

**Ritz-Carlton Luxury Row**

**Safeway**

**Shidler Group**

**Starwood Hotels & Resorts**

**T Galleria**

**United Healthcare**

**United Laundry Services**

**Walmart**

**Wine Travel Bag**



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# **Our Capabilities and Services**





# Our Capabilities and Services

Library Creative is a full-service branding, graphic and web design agency. We help brands achieve their goals with strategy, design, development and customer experience.

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## STRATEGY

- STRATEGY
- DISCOVERY & RESEARCH
- USER EXPERIENCE
- BRAND STRATEGY & ARCHITECTURE
- POSITIONING
- CONTENT STRATEGY
- MARKETING CAMPAIGNS

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## BRANDING & DESIGN

- BRAND DEVELOPMENT & REBRANDING
- LOGO & ID SYSTEMS
- BRAND STYLE GUIDES
- MESSAGING
- ILLUSTRATION
- COLLATERAL, PRINT & PACKAGING
- INFORMATION DESIGN
- ENVIRONMENTAL DESIGN
- ICONOGRAPHY

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## DIGITAL DEVELOPMENT

- WEBSITE DESIGN & DEVELOPMENT
- E-COMMERCE SOLUTIONS
- UX/UI
- INFORMATION ARCHITECTURE
- WIREFRAMING
- PROTOTYPES

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## EXPERIENTIAL DESIGN

- EVENT DESIGN AND LOGISTICS
- TOUCH POINT IDENTIFICATION AND DESIGN
- WAYFINDING
- PRODUCT SOURCING



**Thank You.**

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