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— Q. Ouyi Theodore
FOUNDER AND CREATIVE DIRECTOR OF
THE BROOKLYN CIRCUS

Vision. It's the primary human sense; the terms with which we both define and describe the world around us. For decades, the [REDACTED] brand has redefined the vision of a generation, showing us the world in ways we never could have imagined. Through its history, however, the brand has remained largely invisible. Everybody knows about [REDACTED], but the public's associations with the brand are somewhat limited. The name holds a nigh infinite well of marketing potential, but only with expert guidance and a superior vision will it ever be fully realized. The time has come for the world to stop seeing through the brand, and to start looking at it in its full spectrum.

Onetwentsix is the company to recreate the brand, and its co-founders — Jon Contino and Matt Gorton — are the two eyes through which the world will view the new [REDACTED]. The design studio provides visual and aesthetic solutions of a caliber unrivaled by even their largest and most well-established competitors. Their consistency of quality and innovation, across all mediums, is unmatched in their field, and the firm's ability to create vision and history for a brand is without equal.

"We have personal stake in every project that comes in here." —Matt Gorton

What sets Onetwentsix apart from their competitors is the tight, inline structure of their design and branding team. Every aspect of the business, from consultation through execution, is handled directly by its co-founders, Jon and Matt. There is no dilution in the process. Projects at Onetwentsix pass through the bare minimum of hands, so even the smallest details go through the rigorous quality control of the studio's principal visionaries.

Together, Jon and Matt have the ability to see more than what they are presented with, or are asked to accomplish. Extensive, laborious research goes into

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whatever job they take on. The company never just mechanically plugs out functional design, but rather, it takes an active role in creating history. *"It's hands on. It's us immersing ourselves in your company."* —Jon Contino. Their unique design and branding instincts allow them to see beyond your vision to present the [REDACTED] brand to the world in ways you'd never have imagined.

Onetwentsix sees your brand's potential to become ubiquitous. To achieve its maximum effectiveness in reaching consumers, the brand must become ingrained into the global consumer lexicon. People don't reach for a tissue, they use a Kleenex. They don't patch scrapes with adhesive bandages; they use Band Aids. No one wants surround sound; they want Dolby. This instant, unanimous association of brand to product is our goal for the new [REDACTED] — making the name so entrenched in the popular subconscious that people are unable to separate the concepts. We have the ideas and the tools to make this possible, and together we can see this vision become a reality.

"As a company they've set the bar that we use across the board to work with anyone in this business. They are so easy to work with, they have great ideas and are very patient in dealing with us as clients to understand our vision. Matt and Jon are the kind of people you want on any team you are building...consistent and refreshing in the same breath." —Q. Ouyi Theodore, Founder of The Brooklyn Circus