

CLARITY

CREATE

Our Clarity Create division is dedicated to providing our clients with thoughtful, professional, & lasting design. It all starts with discovery where, together, we uncover your needs and craft the experience to deliver to your audience.



DISCOVERY



BRANDING



PRINT



MESSAGING



MOTION



VIDEO



WEBSITE



APP



eCOMMERCE



SYSTEM



COMMUNITY

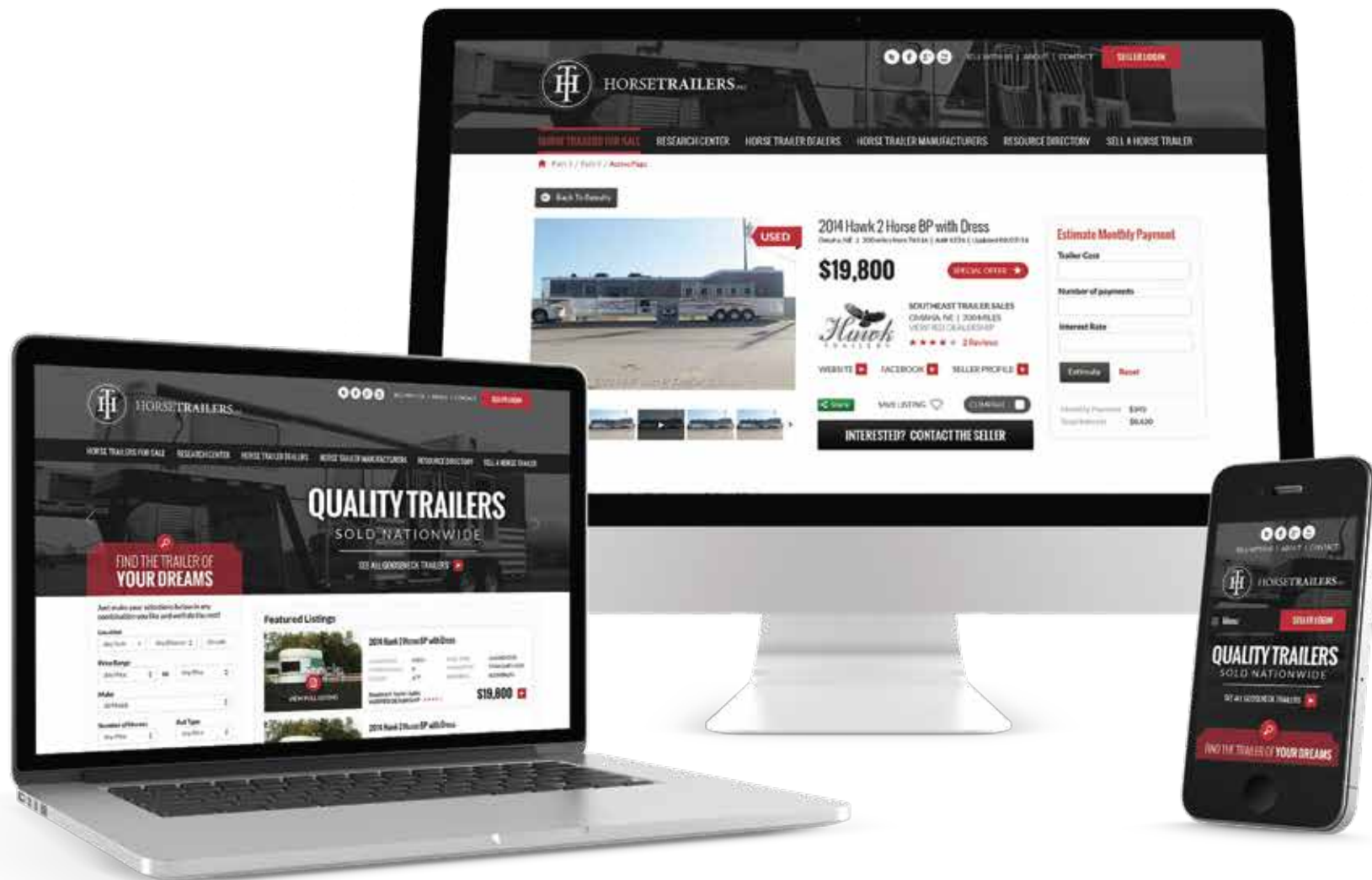


ILLUSTRATION

Client // HorseTrailers.net

HorseTrailers.net came to Clarity needing a fresh take on a traditional market. Buying and selling horse trailers is nothing new to those in the business, but this isn't an average business. Built with the modern rancher in mind, this eCommerce community provides the platform for buyers, sellers, and manufacturers to interact with each other from across the nation.





WEBSITE



53%
WESTERN

32%
ENGLISH

15%
WESTERN
& ENGLISH

DID YOU UTILIZE THE INTERNET
IN YOUR SEARCH FOR

YES

85%

Were you able to find
all the information you
were seeking online?

1/3

NO

74%
Horse Trailer
Classified Site

42%
General Equine
Classified Site

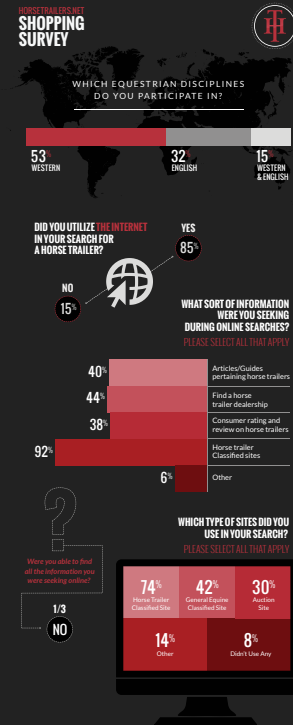
30%
Auction
Site

14%
Other

8%
Other



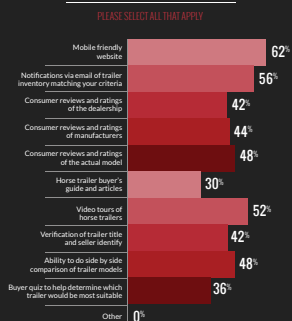
PRINT



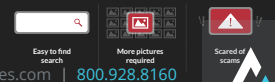
DID YOU ENCOUNTER ANY OF THE FOLLOWING ISSUES WHEN USING THE HORSE TRAILER CLASSIFIED WEBSITES?



WHICH OF THE FOLLOWING FEATURES WOULD YOU FIND USEFUL AND UTILIZE WHILE SHOPPING FOR A HORSE TRAILER?



PLEASE PROVIDE ANY ADDITIONAL FEEDBACK OR INFORMATION YOU WOULD LIKE TO SHARE BELOW.



www.Clarity-Ventures.com | 800.928.8160

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SURVEY RESPONDENTS WERE NOT COMPENSATED OR INCENTIVIZED FOR PARTICIPATION



PRINT



Client // L&F Distributors

"Let's teach people about our beers." That's what L&F said when they came to Clarity. We responded with a fun and intuitive way to visually tour their collection of national brews. From a custom search filter that uses interactive graphics, to a food pairing module that recommended beers with your meals, to an entire section dedicated as an academy...visitors would come to this site and gain an abundance of knowledge and help them more thoroughly enjoy their drinks.





WEBSITE



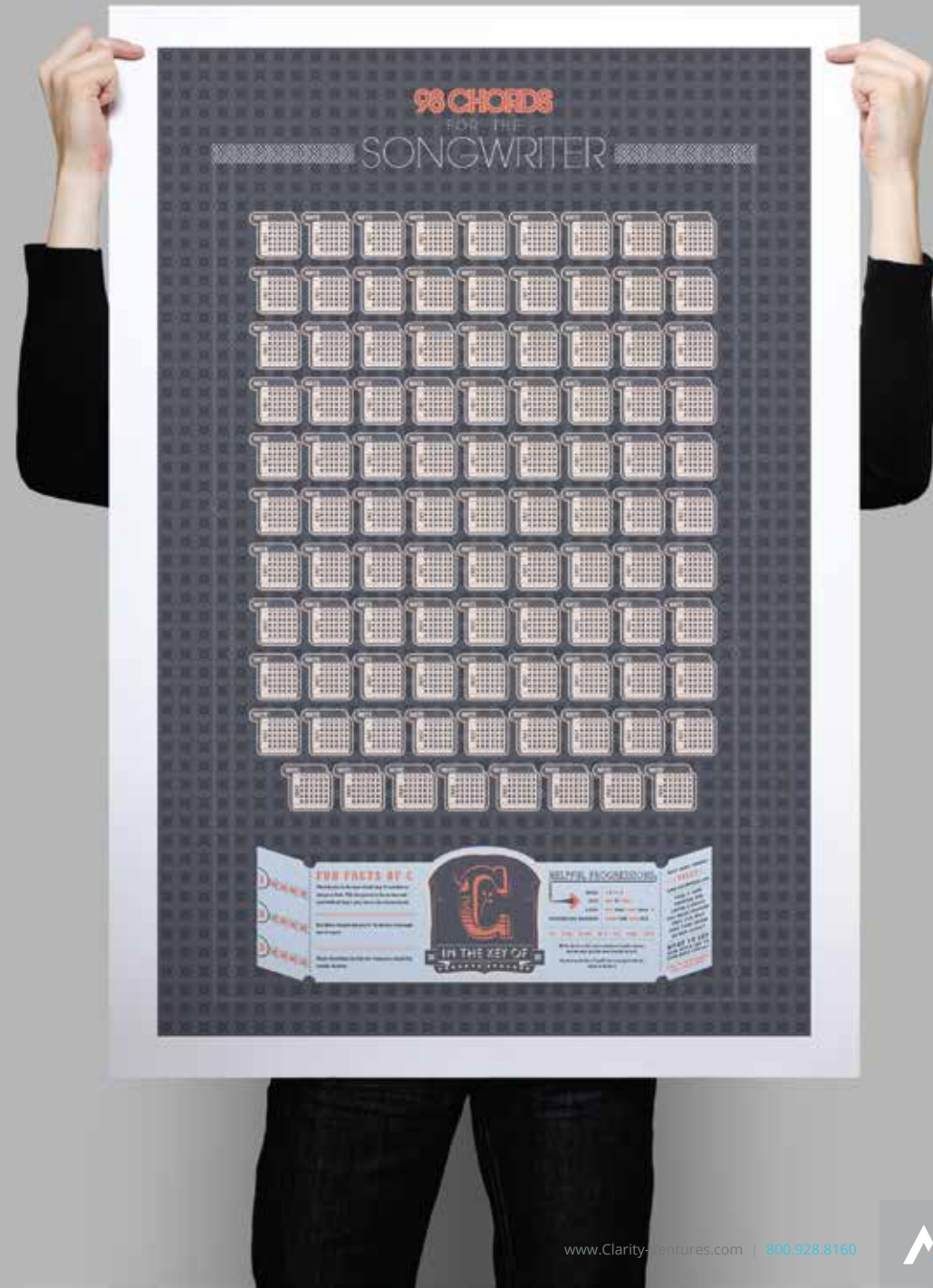
98 CHORDS - FOR YOUR NEXT - BALLAD

Client // 98 Chords

98 Chords had a goal in mind...make guitar playing easy for beginner to intermediate artists. With thousands of learning posters and books available on the market we needed a solid approach to help them stand out. After heavy research and brainstorming sessions we developed a brand which is reminiscent of the "Rock n' Roll" era that exploded in the 70s. Adding true value to these posters as, not just a learning tool, but also a collectable item has given them great response and the funding to pursue the business to the next steps.

98 CHORDS





PRINT



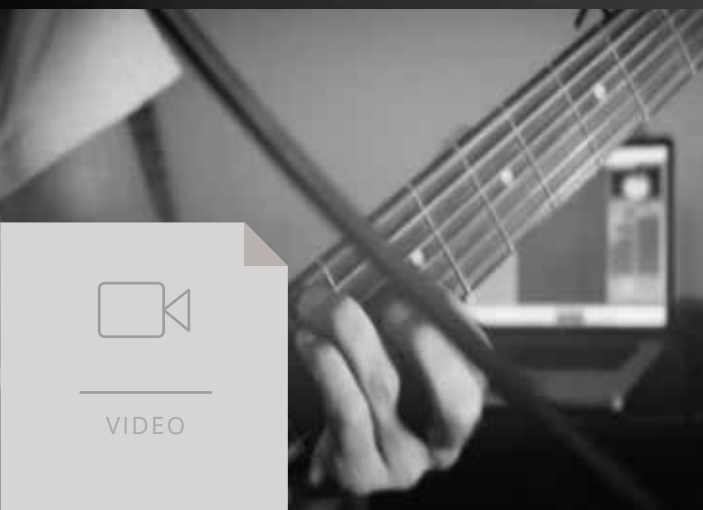


WEBSITE



98 CHORDS

presents



VIDEO



Client // B.E.E.

BEE USA was doing well with a successful, international, energy corporation; however, it was time for a revamp of their brand which included the logo, collateral, and website. Through collaboration and many iterations, we developed a new approach to this somewhat “stiff” industry. Using a friendly font and a little playfulness with the bee itself, BEE USA found their new stride and confidence to internally enjoy their company and invite the industry to enjoy them as well.



Bee



Bee



Bee



Bee



Bee



Bee



Bee



Bee



Bee



Bee



Bee



Bee



Bee



Bee



Bee



Bee



Bee



Bee



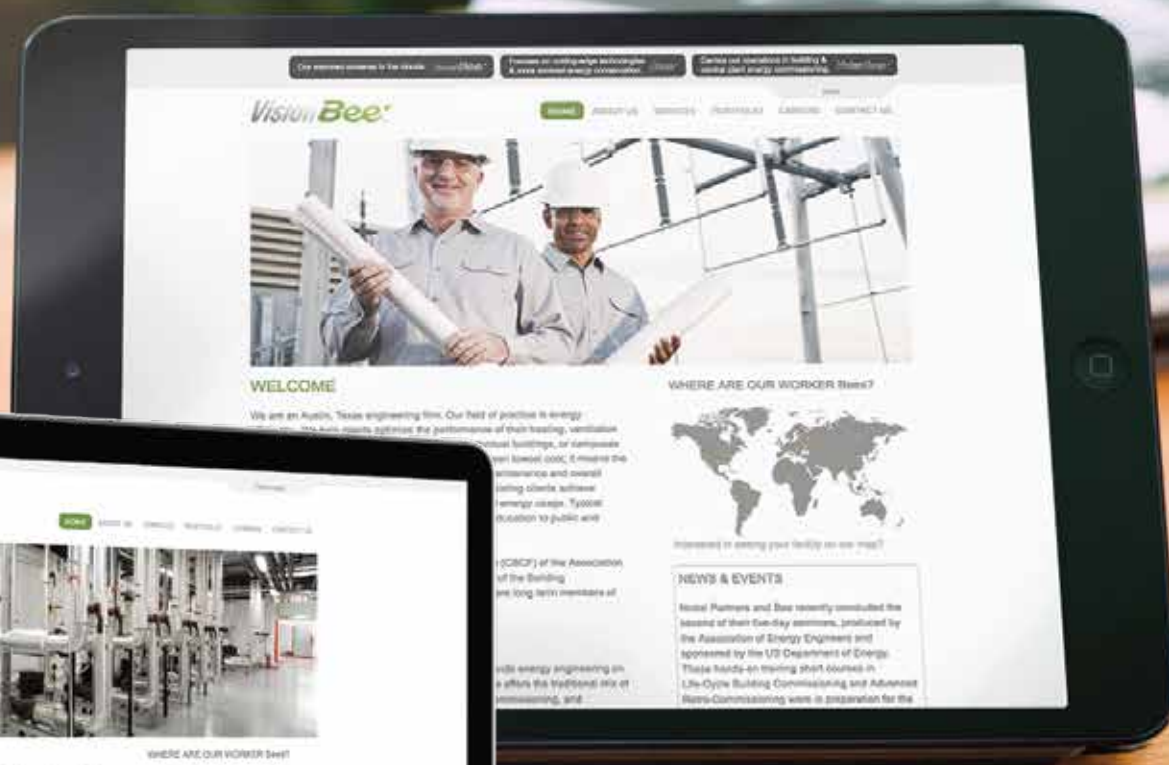
Bee





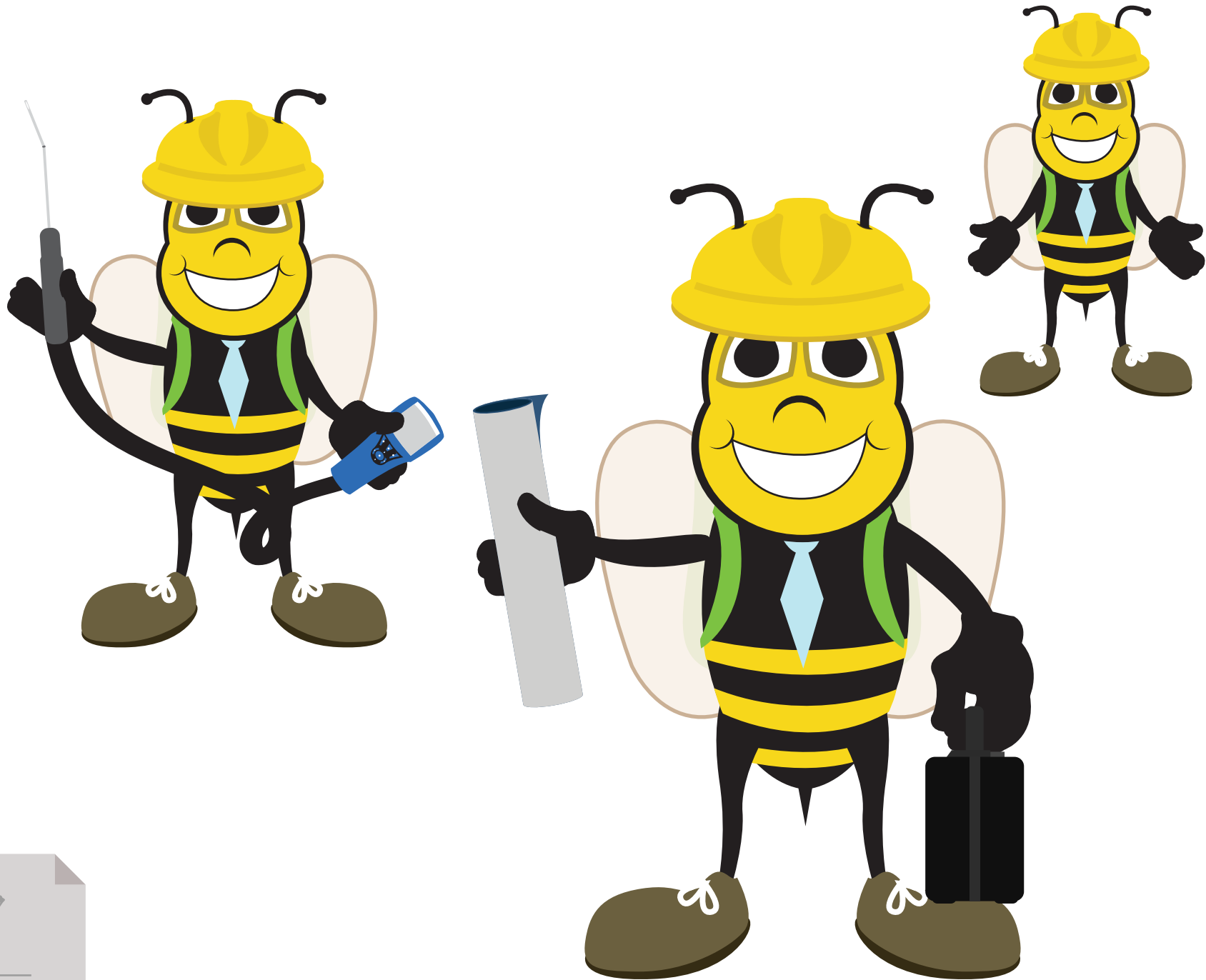
PRINT





WEBSITE





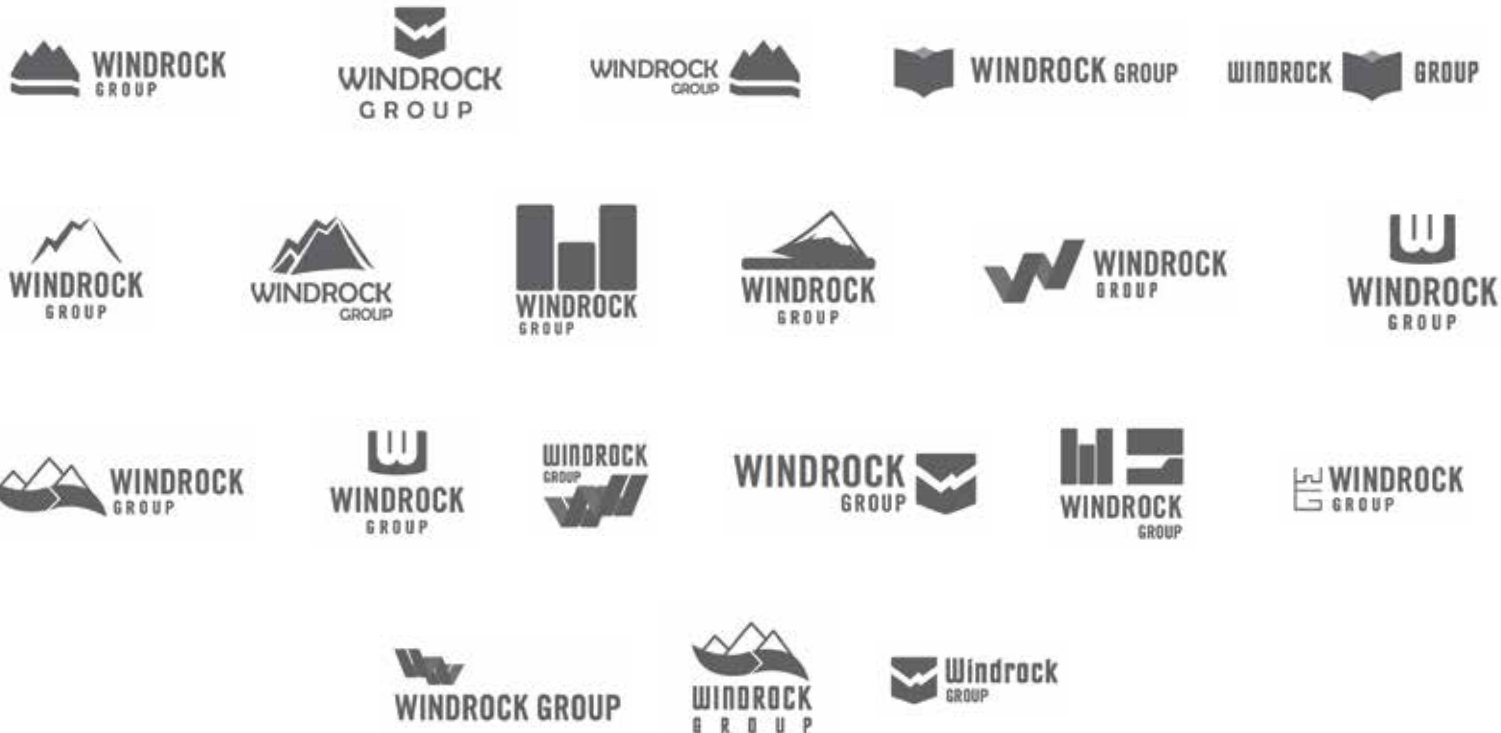
ILLUSTRATION



Client // Windrock Group

Windrock Group is a global consulting firm that specializes in under-developed areas of the world. Immediately this prompted thoughts of the cowboys taming the wild west or the journey across America as our country expanded. With that in mind we focused on developing an identity that captured that spirit and drive and opened doors to obtaining contracts from established industries.







PRINT





WEBSITE



Client // Hands On Health Care

Hands On Health Care needed a new identity that represented their holistic approach to healing. Through rounds of iterations and a focus on color, we were able to provide them with a fresh identity.



Hands On

HEALTH CARE

HANDS ON
HEALTH CARE

hands On
HEALTHCARE

hands On
HEALTHCARE

hands On
HEALTH CARE

Hands On
HEALTH CARE

hands On
HEALTHCARE

hands On
HEALTHCARE

hands On
HEALTHCARE

Hands On
HEALTHCARE



BRANDING



A dark, moody photograph of a person's hands typing on a laptop keyboard. In the background, a CD-ROM is visible on a desk. The image is dimly lit, with the primary light source coming from the laptop screen, which is out of focus.

Client // Synapse

Synapse had a goal in mind to develop and program and specific application for targeted health care management; however, they didn't know how they could present it to the market. After discussions and iterations, we developed a confident yet welcoming identity for their system.





Client // Coastal Communications

Coastal Communications came to us with a new idea that needed execution. As with anything else, the first place to start was laying the foundation. After our discovery with the client, we had a clear path for their needs and developed an identity to carry them forward.





Client // Choice Fabricators, Inc.

Choice Fabricators, Inc. had an existing business doing well in the heart of Alabama, however, after years of taking care of business, it was time to focus on their own. They required an identity that represented the hard working industry they had been a part of for so long, and after rounds of iterations, we developed a tough and professional identity they could stand behind.





CHOICE FABRICATORS, INC.

PRECISION MANUFACTURING



Client // Grether

Starting a company is always tough, but it's a whole lot tougher without a professional prescene out of the gate. Grether was on route to develop a new collection of Senior Living Communities and needed a unique look that conveyed innovation without turning off potential clients that were more accustomed to the traditional aesthetics. After developing through the spectrum we were able to fine tune the look into the right identity.







Client // Swonke Dental

Swonke Dental was moving up to the top floor, literally. After years of hard work and growing their customer base, the time had come to open an independent practice in Houston's Medical Center. With a updated approach to customer service and the latest technology at hand, a traditional and formal dental identity wouldn't do. They needed something fresh, modern, and slightly playful.

SWONKE
& ASSOCIATES

SWONKE

SWONKE
& ASSOCIATES

SWONKE
& ASSOCIATES



Client // Three New Leaves

We've all been there, on the verge of just saying "no" to all the technology that surrounds us, about to hit the delete button on our Facebook account and live a tethered free life. Well, Matt, with Three New Leaves, was ready to take that plunge and live a more basic life that he could share with the world through publications. Although he was romanticized by the paleo lifestyle, there were still some modern aspects of life that he enjoyed. The question was, how do we combine a caveman and a computer into a logo without it looking like two separate graphics. After lots of discovery and sketching, we were able to develop the perfect mix in a single logo.





Client // Denver Health

Denver Health approached us with the need of updating their website design and infrastructure. On the design side, they had quite a few needs to consider moving forward such as multiple portals, robust navigation, and customer demographics for various sections. With the knowledge obtained from our discovery phase, Clarity Create was able to provide them with a fresh new face to help better serve their industry.





WEBSITE





Client // LDR

LDR, a returning client, had the need for product promotion as they brought Mobi-C to the market. They had developed a solid solution for those suffering from spinal disc injuries that was less intrusive and more effective than other existing alternatives. LDR needed to inform both customers and doctors with applicable information without cluttering the site into a non-focused informational overload. Through much discussion and design, we developed a clean, friendly, and effective solution for both desktop and mobile devices which guided their visitors quickly to the information they needed.



[illegible]

Client // Texas Dental Association

Texas Dental Association came to us with an existing online library and network of members for dental professionals in Texas. Their existing site was not originally built with the amount of growth they have enjoyed. They were seeking a facelift for the public facing and private facing interfaces. Through much discovery and adjustments to workflows, structures, and general layout, we were able to design a professional and inviting community for both members and clients to easily manage their dental association needs.



WEBSITE

