

# DominoNewYork

Prepared For:

**Yvonne Koné**

New York City, New York.  
United States of America.

Website.  
dominony.com  
info@dominony.com

Contact.  
info@dominony.com  
@dominonewyork

Expiration.  
60 Days From Send Date

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—	OUR BEGINNINGS
—	PRACTICE AND PHILOSOPHY
—	CAPABILITIES
—	PAUSE
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—	PARTNERSHIP
—	THANK YOU

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[Section One]  
**Our Story | The Domino Effect**

The Domino Effect is the chain reaction set in motion by bringing the right idea to life when its time has come.

Our practice brings essentialism to the forefront of our design approach to create a timeless aesthetic imbued with meaning and insight. From strategy to execution we strive to create uncommon work that leverages the power of the unexpected. As a diverse network of cross-functional strategists and creatives, we help our partners identify opportunities to accelerate growth, resist mediocrity, and bring bold visions to life.

Everything we do is a Domino Effect with the capacity to span the world. Design is our form to bridge the formless—to shift, deepen, and ignite our lived experiences on this planet.

**Select Clients**

- |                            |                     |
|----------------------------|---------------------|
| ▪ KITH NYC                 | ▪ Deloitte          |
| ▪ Deon Hinton              | ▪ RAINS             |
| ▪ Camelbak                 | ▪ Mejuri            |
| ▪ Onx Homes                | ▪ Glossier          |
| ▪ INDUO Home               | ▪ Amass Botanicals  |
| ▪ Firstar Dental           | ▪ Seabrook          |
| ▪ Seattle Works 501 (c)(3) | ▪ Boma Jewelry      |
| ▪ UNITAS 501 (c)(3)        | ▪ Teague            |
| ▪ Ovidian                  | ▪ Purist Collective |
| ▪ St. Onge                 | ▪ Leicht            |

**Publications**

- [01] New York Times
- Date: July 27. 2022
  - Author: Florence Fabricant
- [02] Forbes Magazine.
- Date: Oct 5. 2022
  - Author: Jeanette Hurt
- [03] Dwell Magazine.
- Date: July 23. 2020
  - Author: Samantha Daly
- [04] Hunker Home
- Date: Oct 15. 2019
  - Author: Eva Recinos





[Section Two] **Practice And Philosophy**

To design is to create meaning in space.

We draw inspiration from the felt perception of nature, the beauty of things unconventional, the purpose of each object in the Japanese tea house, and the art of living. We bring form to feeling and functionality to design. Our work lives at the intersection of art, storytelling, and the profound collective human experience.

[Section Three]

Our Capabilities

[001] Storytelling, Strategy, & Brand Development.

- Brand Development
- Copywriting / Messaging Frameworks
- Narrative & Campaign Building
- Brand Strategy
- Product Development
- Research & Analysis
  - Industry
  - Competitive
- Product Roadmapping

[002] Creative Direction

- Product Design & Development
- Product Innovation
- Source Creative Talent
- Photo / Video / Visual Creative Direction
- Creative Brief Outlines
- Mood Board Creation
- Guidelines: Training Internal Team to Implement Assets Across Consumer Touch Points

[003] Book Design

- Custom Layout / Interior Design
- Custom Covers
- Page Design & Typesetting
- Art/Illustration
- E-books
- Author Website
- Print, Production, & Binding Management
- Publishing Services
- Custom Cases & Boxes
- Special Edition Designs

[004] Brand Visual Identity

Brand Identity.

- Logo & Identity Design
- Illustration / Iconography / Pattern
- Photo / Video / Visual Art Direction
- Visual Design Guidelines
- Strategy / Research
- Messaging Guidelines & Frameworks

Collateral.

Social Media Templates

- Banner
- Post Layouts
- Story Design
- Digital Ad Templates
- Business Brand Assets
  - Pitch Deck Templates
  - PDF Templates
  - Business Cards

CRM.

- Email Lifecycle Mapping
- Email Template Design
- Content Strategy
- Development Hand-Off

Website.

- Front End Development
- Css / Html / Java
- Website Style Guidelines
- Sitemap + Wire-framing
- Ui / Ux Design
- Mobile Responsive Design
- Content Strategy / CMS
- Visual Design
- Animation & Interaction Design
- Affiliate Program Integration

Ui / Ux.

- App Design
  - Interface Design
  - Customer Journey Map
  - Development Hand-Off

Print.

- Wayfinding
- Ad Design Guidelines
- Advertising Messaging
- Poster Design
- Editorial Design + Layout
  - Brochure
  - Magazine
  - 1-Pagers

Core Competencies and Capabilities

“Verbalizing Design is An Act of Design”  
- KENYA HARA



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[Section Four]  
From First Conversation

# In Conversation

During our phone call, we delved into a world of exciting possibilities and ideas. We explored innovative ways to approach our work together. The alignment in our shared values is a beautiful foundation for a collaborative journey filled with passion and dedication— for the long haul. Our discussion was a reminder that when we come together with purpose and enthusiasm, there are no limits to what we can achieve. Here are a few items we discussed as building blocks as we begin our journey together:

## Brand Development.

- Having a gender balanced and forward thinking creative team to brainstorm and develop the brand strategy over time.
- Craftsmanship connected to people
- “No matter how different we are, there is something that unites us all” — Yvonne

## Brand Identity

- Naming
- Logo
- Look & Feel
- Visual Touch Points
- Imagery

## Website

- Ui Design
- Website Development
- Custom Shopify Template

## Packaging + Physical Matter

- Packaging
- Print Materials
- Signage
- Receipts

## Storytelling + Messaging

- Interview
- Communication Strategies
- Short + Long Form Writing



[Section Five]  
Partnership Structure Estimates

Big Retainer	Estimate.	\$250k	Timeline.	1-Year
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- |                              |  |
|------------------------------|--|
| \$130k Deposit + \$10k/Month | <ul style="list-style-type: none"><li>▪ Full-Time In-House Creative Team</li><li>▪ 145 Hours Of Creative Services/Month</li><li>▪ Weekly Planning &amp; Review</li></ul> |
|------------------------------|--|

Small Retainer	Estimate.	\$125k	Timeline.	1-Year
----------------	-----------	--------	-----------	--------

- |                               |   |
|-------------------------------|---|
| \$65k Deposit + \$5,000/Month | <ul style="list-style-type: none"><li>▪ Part-Time In-House Creative Team</li><li>▪ 60 Hours Of Creative Services/Month</li><li>▪ Weekly Planning &amp; Review</li></ul> |
|-------------------------------|---|

Brand Foundations	Estimate.	\$60-90k	Timeline.	TBD
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- |  |   |
|--|---|
| Flat Rate Structure For Deliverables<br>Flexible Payment Structure | <ul style="list-style-type: none"><li>▪ Brand Development</li><li>▪ Brand Naming</li><li>▪ Brand Identity</li><li>▪ Web Design</li><li>▪ Front End Development</li><li>▪ Storytelling &amp; Messaging Frameworks</li><li>▪ Custom Newsletter Template Design</li><li>▪ Signage &amp; Collateral</li></ul> |
|--|---|



Yvonne,

Thank you for dreaming  
with us and considering  
our studio. We look forward  
to hearing your thoughts  
and moving into the next  
conversation together.

Warmly,  
Dj & Chloe —  
**Domino New York**

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