

“Fundamentally, the new brand places design at the heart of the offer; it’s central to our name, history, and future and reflects an unwavering belief that progress needs to be designed....it feels confident, full of personality, and culturally relevant.”

Lee Hoddy, Executive Creative Director

CDG refresh launched April 2024.

Conran Design Group

Creative Directors:

Lee Hoddy

Gilles Deléris

Design Directors:

Curtis Free

Brian Ponto

Type Designer:

Jean François Porchez

Web design:

Tom Alexander (lead)

Designers:

Many



Notable brand creation: 2016-2020



iBUILT: 2020

New to market modular construction company:
brand creation and website activation
Agency: Brian Ponto LLC
Role: Director and Designer



BERLIN ROSEN: 2019

A total rebrand for NYC's PR behemoths:
brand and identity
Agency: Sullivan
Role: Design Director, Designer



MASSICAN: 2016

Dan Petroski renown California winery:
brand, identity, packaging
Agency: Sub Rosa
Role: Creative Director