"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** 

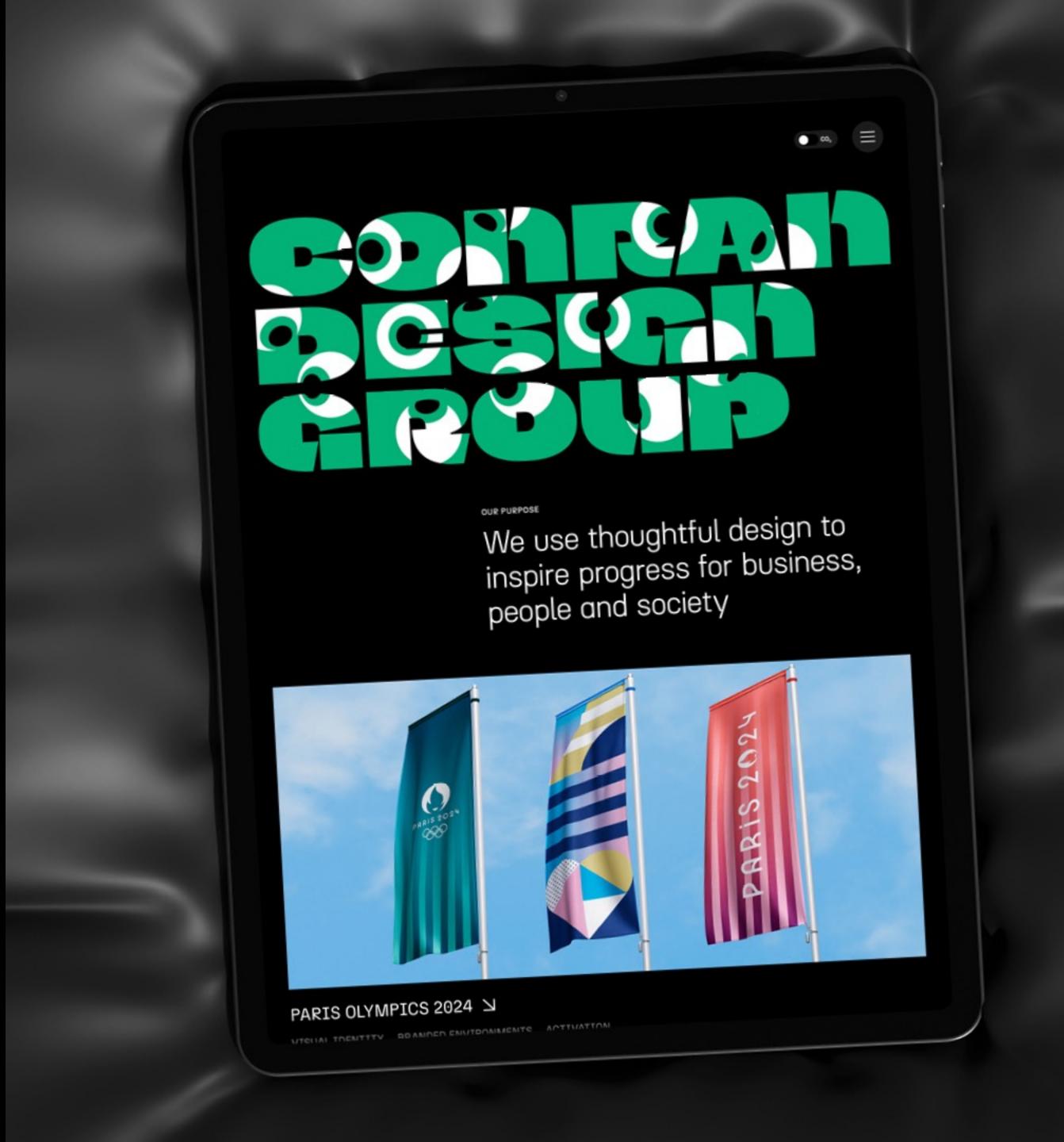
Creative Directors: Lee Hoddy Gilles Deléris

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