

Our Services

RioSlum Studio offers branding, design, messaging, strategy, and video production services to daring businesses with bold vision. We build compelling brands that evoke emotion, demand attention, and attract business. Below is a complete list of services provided by RioSlum Studio.

Branding

Develop a unified, multi-dimensional identity that reflects your core values, engaging your customers, and leaves a lasting impression.

- > Strategy & Research ♦ Research & Analytics ♦ Naming ♦ Positioning ♦ Identity ♦ Brand Discovery Process ♦ Brand Implementation ♦ Brand Development ♦ Awareness & Evaluation ♦ Guidelines & Governance ♦ Brand Management ♦ Consulting/Training ♦ Strategic Planning ♦ Logo Creation ♦ Style Guidelines ♦ Marketing Collateral & Assets

Visual Design & Web Development

Bring your brand to life through simple, powerful, and emotional print and digital designs and elements.

- > Marketing Design ♦ Interactive Design ♦ Custom Typography ♦ Infographics ♦ Marketing Collateral ♦ Interactive & UX ♦ Print Design ♦ Website Design ♦ Website Development (HTML5, JavaScript, CSS3 for Wordpress platform) - Presentation Design ♦ Support Materials ♦ Stationery ♦ Brand Merchandise ♦ Packaging ♦ E-commerce

Messaging

Create clear and effective messaging that tells your story while also engaging, informing, and inspiring your customers and your team.

- > Brand Tone ♦ Slogans ♦ Mission & Vision ♦ Taglines ♦ Key Messaging ♦ Messaging Objectives ♦ Talking Points ♦ Media Training ♦ Segmented Messaging ♦ Language Templates & Structuring ♦ Content Audits ♦ Social Media Messaging ♦ Hash-tag Selection ♦ Brand Copy ♦ Headlines ♦ Story Identification

Strategy

Position your brand to identify and engage with a larger audience, while leveraging communications to convert customers into allies and ambassadors.

- > Audience Research & Analytics ♦ Customer Discovery & Analytics ♦ Social Media & Marketing Audits ♦ Search Engine Optimization (SEO) ♦ Search Engine Marketing (SEM) ♦ Content Strategy & Governance ♦ Social Media Strategy ♦ Integrated Marketing Campaigns ♦ Copywriting & Copyediting ♦ Business Development & Sales Strategy ♦ Communication Strategy ♦ Outlet Targeting & Tiers

Video Production

Attract attention to your brand with evocative live action and videographic content.

- > Videography & Post-Production ♦ Motion Graphics ♦ Art Direction ♦ Script & Storyboard