

ABOUT

Studio 4258® is an independent creative services and consulting studio based in Atlanta, Georgia. Founded in 2018, we specialize in providing professional creative services for businesses, government agencies, productions, and organizations serving diverse communities. We use Purpose Driven Creativity® to produce solutions for our clients. This means that our work is purpose led, culture conscious, and crafted with the intention to empower communities and businesses-big and small-across the globe.

We define Purpose Driven Creativity as progressive and imaginative solutions that are crafted with the intention to add value to others. These solutions are derived from a fundamental belief in honoring the unique needs of diverse cultures and communities. Our mission is to raise the collective consciousness in regards to the value of community, culture and creativity. Through our commitment to serving others and our expertise in the fields of marketing, design, and business, we seek to elevate businesses and organizations from a commitment to sell to a commitment to serve.

SERVICES

Brand Identity Design

We are experts in developing the visual elements and brand messaging that companies need to communicate effectively to consumers. We establish, position and define your brand while maintaining brand consistency across various media platforms.

- Brand Strategy Development
- Brand Auditing
- Brand Guidelines Development
- Logo & Brand Assets Design
- Custom Graphic Design
- Brand Photography Direction
- Branded Collateral Design
- Packaging Design Development
- Brand Consulting

Creative Campaign Design

We provide design and art direction for integrated campaigns. We go beyond traditional advertising and marketing practices to build authentic connections between businesses, their brands, and the communities they aim to reach.

- Art Direction
- Copywriting
- Visual Design Development
- Digital Advertising Design
- Video & Animation Design
- Motion Design
- Print & OOH Advertising Design
- Production Art
- Social Media Content Design
- Social Media Management
- Campaign Photography Direction

User Experience Design

We offer user experience design to strengthen the usability and functionality of our clients' digital products. We design meaningful and relevant experiences for users of websites and software applications.

- User Research & Discovery
- Wireframing
- User Interface Design
- Information Architecture
- Prototype Development
- Conceptual Mockup Design
- Digital Product Design Consulting

Production Design

We develop design aesthetics and unique visual elements to captivate audiences during events as well as through television, video, and film.

- Art Department Management
- Art Direction
- Prop Styling
- Set Design
- Set Decoration
- Prop Management
- Wardrobe Direction
- Graphics & Visual Concept Direction
- Videography
- Photography
- Production Design Consulting

CAPABILITIES

