

Design that earns its keep.

We're a brand and digital studio for companies that sell something real — coffee, software, spaces, and services.

How we work

Strategy first

Every pixel traces back to a business goal, or it doesn't ship

Fewer, better

Small senior team, no handoffs to juniors mid-project

Print + pixel

One system that works on shelf, screen, and signage

Services

01 Brand identity
Naming, logo systems, voice, guidelines

02 Packaging
Retail-ready structures, labels, print supervision

03 Web & product
Marketing sites, e-commerce, design systems

04 Campaigns
Launch assets, social kits, sales collateral

Selected clients

◆ **Northwind Coffee Roasters**
Full rebrand + packaging program, 2024

◆ **Staple & Oak**
Identity and e-commerce for home goods

◆ **Fieldnotes**
Product marketing site + sales collateral

◆ **Meridian Consulting**
Brand refresh and report design system

9 yrs
IN BUSINESS

140+
PROJECTS SHIPPED

96%
REPEAT CLIENTS

14
DESIGN AWARDS

"

Acme is the rare studio that argues with you — and is usually right.

— Dana Whitfield, COO at Staple & Oak

Branding

Packaging

Web