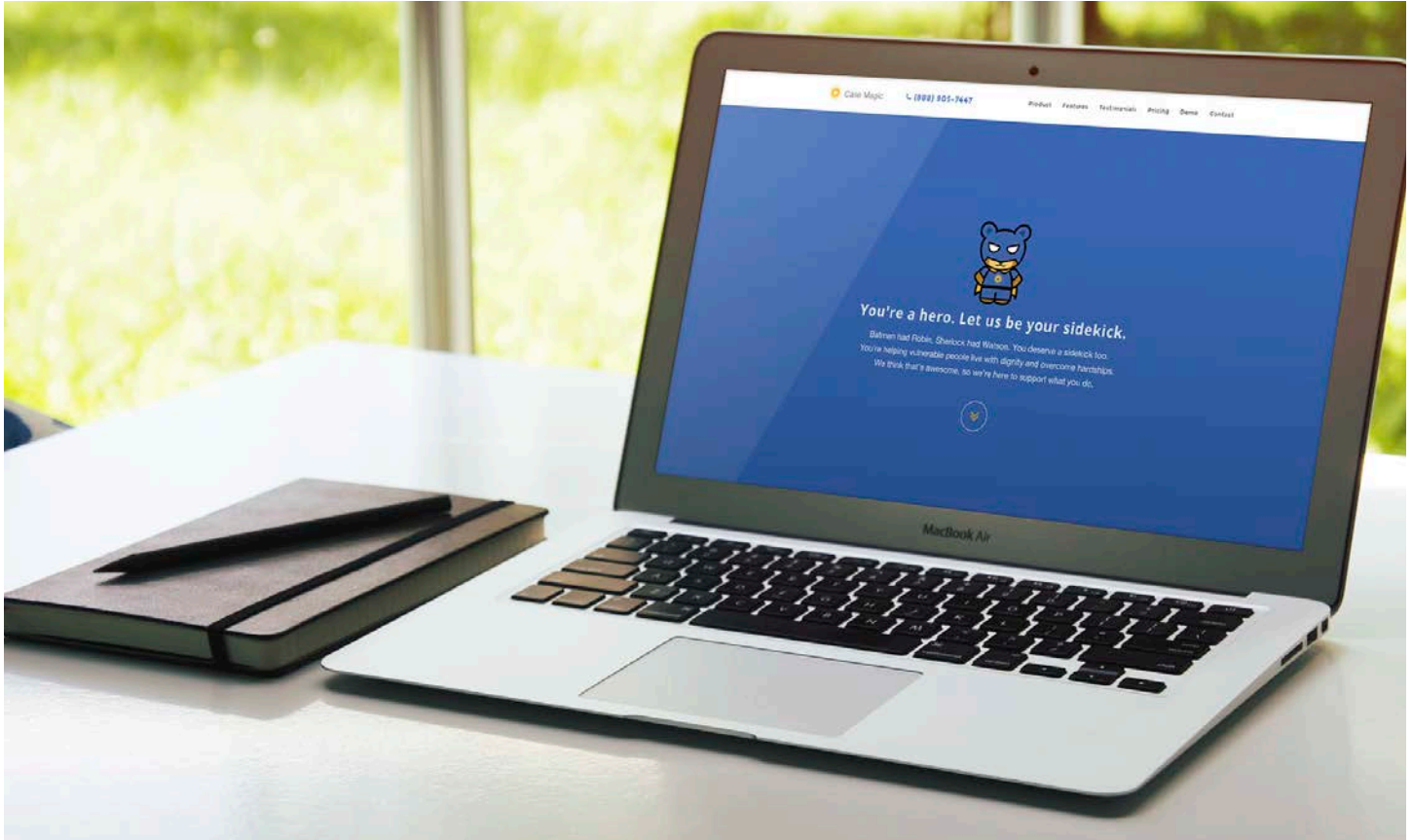


# CASE MAGIC

Branding, Illustration, Graphic Design, Photography



## The Challenge

"You're a hero. Let us be your sidekick" was briefed as the marketing message of Case Magic, a company which designs software to support social service organizations. Case Magic needed creative branding to bring its message to life.

## The Solution

"Casey" -- An illustrated Case Magic side kick who helps bring the message to life, and engage customers in a fun and friendly way.

## Feedback

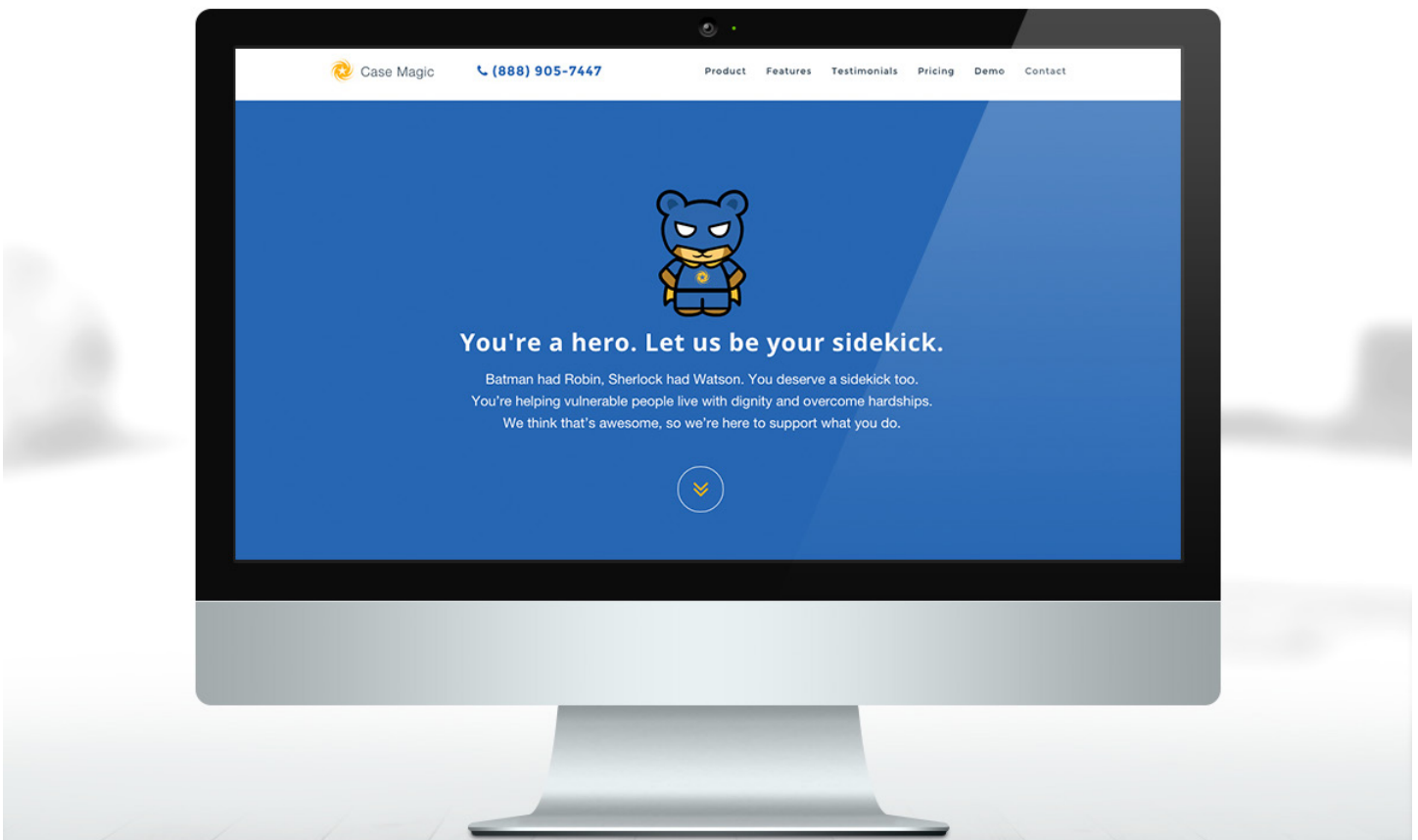
"Khari made our brand vision come to life. We only had a color scheme and vague concepts when he started on our project, but Khari was patient and supportive, and helped articulate our vision into something unique and compelling. He designed our letterhead and website, and what's really cool is that he created a custom mascot for us - ultimately making our brand much more personal and engaging. We've been very happy with the results."

## The Case Magic Team

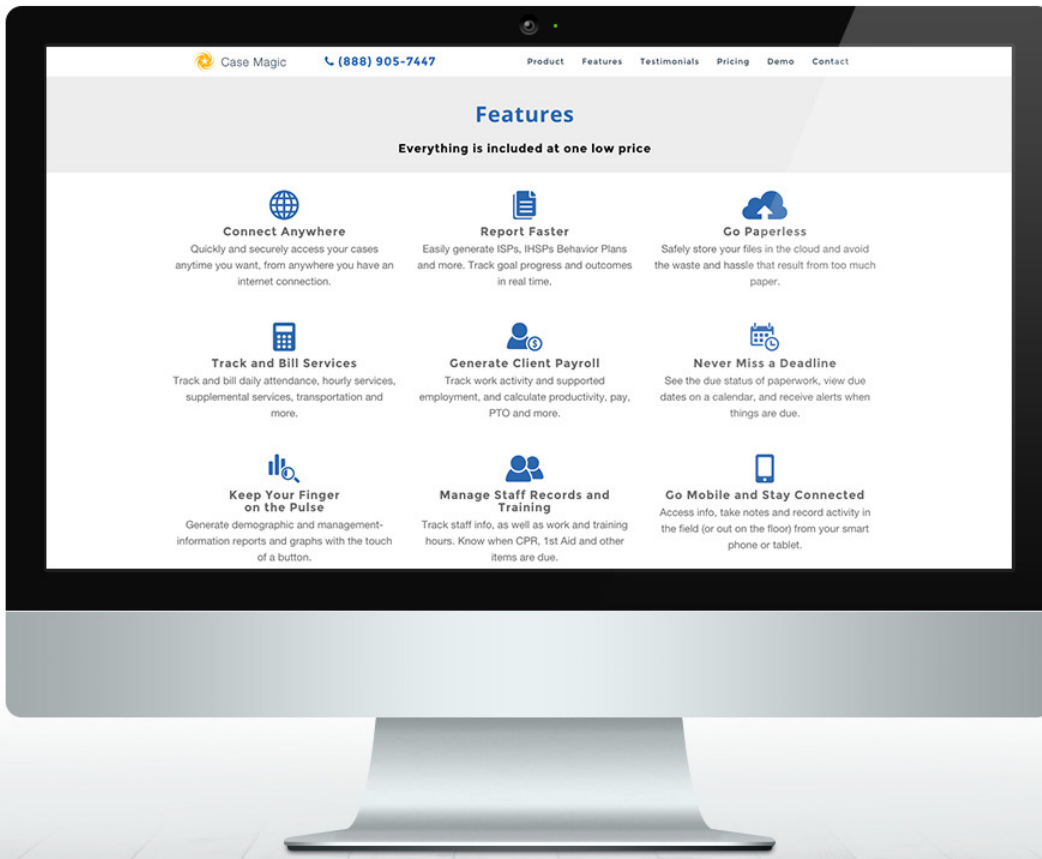




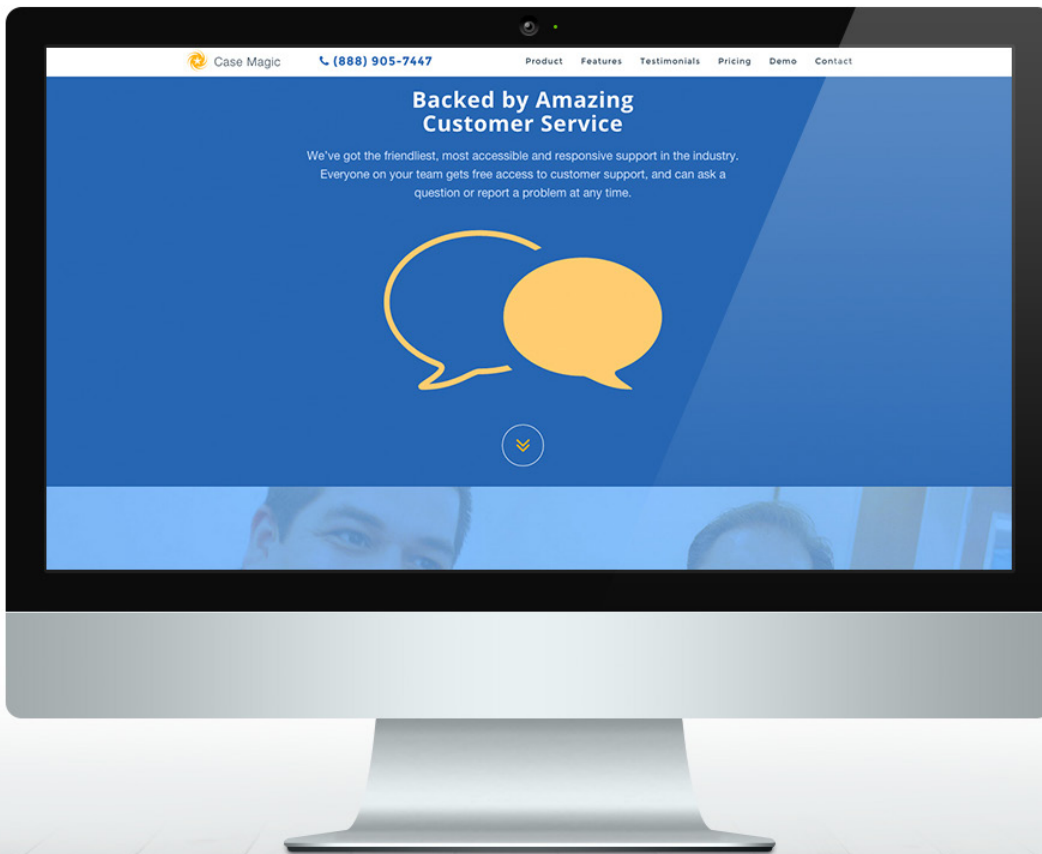
Casey was used across print and web marketing materials to bring life to the campaign.

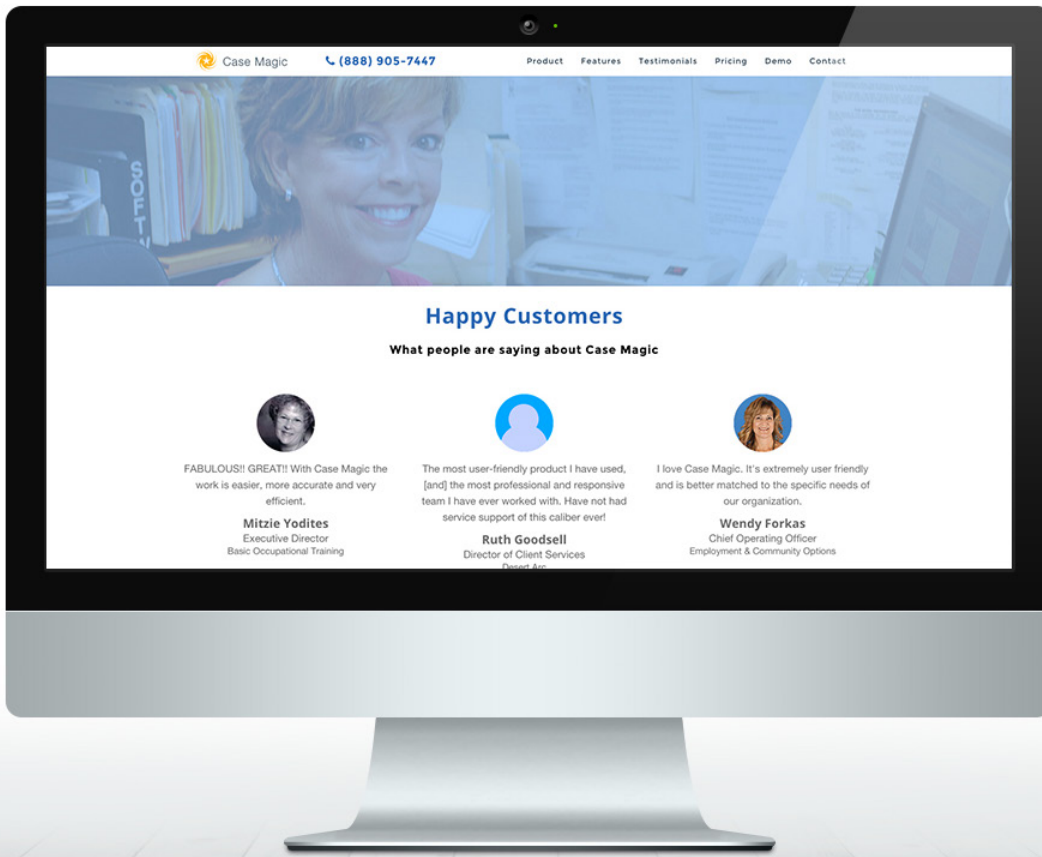




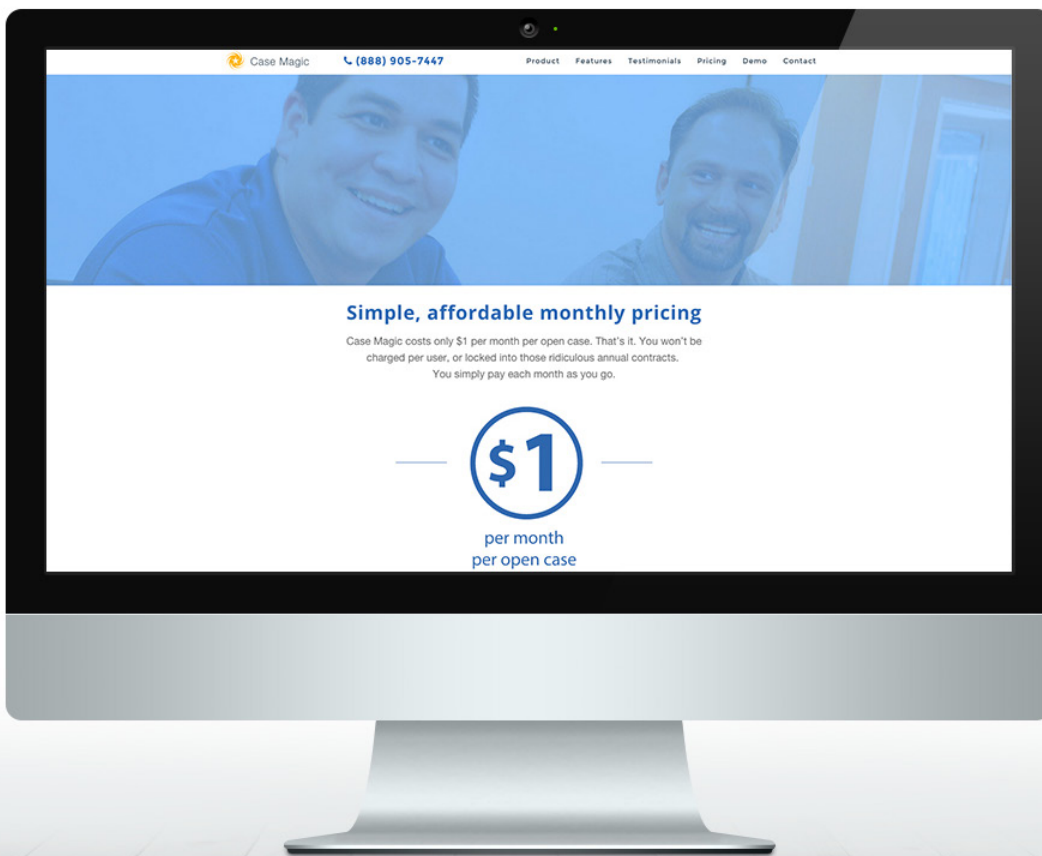


Custom web layout and icons.





Real Case Magic customers were photographed and featured in the marketing campaign.





Thanks for Looking!