

## Casablanca International Events

Brand Identity & Collateral

Unveiling beauty reflects a unique identity for a highly-imaginative international events coordination company.

### About Casablanca International Events

Casablanca International Events needed a provocative sales kit that reflected their unique artistry and personal attention to detail in event design, planning and production.

We created a striking identity system around the delicate Casablanca Lily that would appeal to stylish event clientele in both of their locations: Los Angeles and India. Refined to align the company to their target market, the full identity-as-theater system was applied to all brand touchpoints from a larger-than-life press kit to a 10-second animated logo. Details such as engraving and double-thick uncoated cards further told the Casablanca story.

