

## Olstein Capital Management

### Everything can't be bold

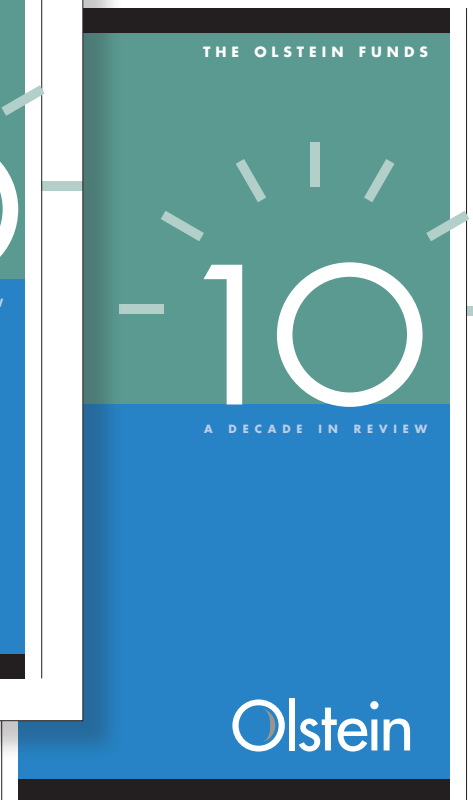
Prioritizing content is the key to developing effective design solutions. When everything is bold, nothing is bold. By creating distinctive headlines, subheads and callouts, the reader can see the key messaging at-a-glance, then choose to progress deeper for thoughtful analysis.

The publication we designed for Olstein Capital Management has an engaging layout that emphasizes key commentary from financial advisor Robert Olstein, one of the nation's most astute and original research analysts and money managers.

**"Langton Creative Group designed a book that effectively encapsulates our commentaries over the past decade and positions Olstein as a thought leader. Our clients love it!"**

TIM ERMİ  
SVP BUSINESS DEVELOPMENT  
OLSTEIN CAPITAL MANAGEMENT

Logo  
Identity System  
Stationery Design  
Print/Online Publication System  
Website Design



# Olstein

**A logo design that looks behind the numbers.** Olstein meticulously analyzes investments with a philosophy that is part accountant and part Sherlock Holmes. Langton Creative Group designed a logo based on a magnifying glass that reflects the company's investigative approach to investing.