

Olstein Capital Management

**Everything can't be bold—
create focus with visual
design**

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, and choose to dig deeper for thoughtful analysis.

The publication we designed for Olstein Capital Management has an engaging layout that emphasizes compelling commentary from financial advisor Robert Olstein, one of the nation's most astute leaders in research analysis and money management.

"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

SERVICES

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



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.