

Orella Acoustics

Case Study

Client: Orella Acoustics

Industry: Consumer Electronics

Location: Los Angeles, CA

Overview:

As a new brand, Orella Acoustics needed a clear system to avoid **Signal Drift and Brand Identity Fog**. Brand language followed the product's luxury focus, and assets were created to support it.



The Fix

Clarity (*Dig*) → Build (*Distill*) → Launch (*Amplify*)

- **Dig:** Defined market expectations for premium audio credibility.
- **Distill:** Created the name + identity system to signal performance and legitimacy.
- **Amplify:** Launched ecommerce + ops integrations and brand assets for momentum.

The Outcomes

- Credibility from the start
- Sales-ready ecommerce system
- Launch foundation designed to adapt and grow

The Work

Naming, Logo, Identity, E-commerce, WordPress, Social, Photo/Video, Copy, Advertising