

Rebrand, Messaging, Visibility & Website Development



From Startup Story to Clinical-ready Brand: Repositioning Creylon for its Next Chapter

THE CHANGE THEY WANTED

- ✓ Creylon Bio was moving from a startup posture to a clinically ready company, with sharper focus on a **first-in-class Pompe disease development program** and growing investor attention following a **\$20M raise**.
- ✓ That next chapter required more than “fresh creative.” It required a **clearer story**, a more mature **identity system**, and a **digital presence** that could serve as a credible source of truth for investors, partners, and future talent – while reflecting the leadership team driving the company forward.

WHAT WE DID

- ✓ We built an **integrated brand platform** designed to translate complex science into a differentiated, investable narrative.
- ✓ LHS streamlined brand identity development – **refining the logo** and establishing practical guidelines (color, typography, usage) and **branded PowerPoint templates** to ensure consistency across internal and external communications.
- ✓ In parallel, we planned and executed a comprehensive **website redesign** intended to scale as the company grows, including core page architecture, audience-aware messaging, web copy, and a clean, mobile-first experience.
- ✓ We also developed essential **website structural** recommendations to support credibility and modern expectations for compliance.

THE CHANGE WE DELIVERED

- ✓ Creylon emerged with a brand and message system aligned to its strategy, vision, and mission – a company preparing for clinical execution and the next set of milestones.
- ✓ The new identity and presentation tools strengthened consistency across **leadership communications** and **business development conversations**.
- ✓ The **redesigned digital foundation** improved how Creylon explains what it does, why it matters, and why now – supporting discovery by investors and stakeholders.
- ✓ With narrative clarity in place, **external visibility** accelerated: LHS secured **40 earned media placements** and facilitated **five executive interviews**, with releases picked up broadly (**620 outlets**) and strong engagement on LinkedIn – reinforcing credibility and category relevance at a pivotal moment.



