

Creative that moves people. Brands that stay with them.

Brand identity, creative direction, and design crafted to elevate perception, shape experience, and bring ideas to life — across real estate, lifestyle, and consumer brands.

BrandSugar Studio

Creative & Design Division of LH Strategic Advisory



BrandSugar Studio

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WHERE PROJECTS FALL SHORT

Beautiful work, without a clear point of view.

- A brand that looks different depending on where you see it
- Creative that lacks cohesion across channels
- Content that fills space but doesn't build connection
- Visual identity that doesn't fully reflect the vision
- Design treated as output, not as a defining layer of the brand

WHAT IT COSTS

Brands that blend in instead of stand out.

- Weaker emotional connection with the people you're trying to reach
- Missed moments to shape perception and desire
- Inconsistent presence across platforms and environments
- Creative that feels replaceable instead of ownable
- Lost opportunity to build something truly memorable

THE BRANDSUGAR APPROACH

Strategy, storytelling, and design working as one.

01

Define a visual identity that feels distinct and unmistakably intentional

02

Create cohesion across every touchpoint, digital and physical

03

Design with both emotion and clarity in mind

04

Bring campaigns and content to life with purpose and precision

05

Execute with the level of detail that separates good from unforgettable

20+

YEARS SHAPING BRANDS AND CREATIVE SYSTEMS

\$1B+

IN PROJECTS AND PLACES SUPPORTED

END-TO-END

CREATIVE SYSTEMS BUILT FROM CONCEPT TO EXPRESSION

ELEVATED

BRAND EXPERIENCES DELIVERED ACROSS EVERY TOUCHPOINT

“BrandSugar brings clarity and beauty to brands in a way that feels effortless — but is anything but.”

Charles Ferguson · Senior Vice President, ScanlanKemperBard

We don't just design brands. We shape how they show up in the world.

DESIGNED WITH INTENTION.

WHERE BRANDSUGAR CREATES VALUE — FROM CONCEPT TO EXPRESSION

BrandSugar Studio is where strategy becomes something you can see and feel. We translate ideas into identity, campaigns into experience, and brands into something people connect with, remember, and return to.

1

Vision

Brand identity, tone, and visual language

2

Direction

Creative concepts, campaigns, and storytelling

3

Creation

Design, content, and brand expression

4

Expression

Digital, social, and physical environments

5

Evolution

Ongoing refinement and creative growth

WHO WE PARTNER WITH

Real estate and mixed-use developments

Hospitality and lifestyle brands

Retail and consumer-facing businesses

Teams launching something new or evolving what already exists

Brands that care deeply about how they are experienced

CORE ENGAGEMENTS

Brand identity and visual systems

Creative direction and campaign development

Marketing collateral and brand storytelling

Digital design across web, social, and email

Content creation and editorial storytelling

Presentation and pitch design

RESULTS

A more recognizable, cohesive brand presence

Stronger emotional connection with your audience

Elevated perception across every touchpoint

Creative that feels intentional, refined, and ownable

A brand people remember long after they've left the room

HOW WE WORK

Project Based

Defined scopes for brand, campaign, or creative development.

Ongoing Creative Partnership

Consistent creative support for evolving brands

In Collaboration with LH Strategic Advisory

Consistent creative support for evolving brands.

RECOMMENDED STARTING POINT

Brand identity or creative direction engagement.

Most partnerships begin by defining the visual and creative foundation — ensuring everything that follows feels aligned, elevated, and intentional.

Leslie Himley

Founder · BrandSugar Studio · LH Strategic Advisory

Strategic advisor and creative director to developers, owners, and consumer brands. 20+ years translating strategy into identity, campaigns into experience, and brands into something people connect with, remember, and return to.

CMO-level leadership without full-time overhead

Unified strategy — brand, leasing, and experience aligned

Outcome accountability not marketing activity

Trusted partner to ownership groups and executive teams

Let's create something memorable.