

ATOMIC DYNAMO



Track Record

Most B2B SaaS companies in high-trust categories are stuck in *The Gray Dimension* — a vast expanse of sameness where every competitor looks and sounds identical. I build the brand strategy and visual identity that gets a company out of it. Seed to Series B, mostly legaltech, compliance, and fintech.

DISCO: Series B to NYSE

I spent eight years as Creative Director at DISCO, joining when it was a 30-person Series B startup and staying through its listing on the New York Stock Exchange.

The visual identity and brand strategy I built are still in use today. I built the sales enablement system of collateral, slides, and templates to keep reps on brand, even when they insisted on customizing their own pitch. And every year at LegalWeek New York, I ran a high-concept, funny campaign in a category where nobody else was.

By the time I left, I'd built a team that kept the brand running without me making everything myself, and executives came to me directly when something had to land in front of a client.

The first thing I did when I joined DISCO was competitive research, which revealed that every company in legal was making the same claims in the same colors — including DISCO. Stepping into the vendor hall at my first LegalWeek confirmed it. An entire trade show floor of companies that were bland, humorless, and impossible to tell apart.

I named this pattern *The Gray Dimension*. It's now the first thing I look for.

Client Work

I run Atomic Dynamo, a solo brand studio in Austin. Practicing since 2012, incorporated in 2025.



Privacy and compliance. A collateral system that doubled marketing output and generated thousands of leads.



HR SaaS. Brand attribute system, collateral design system, and a 26-page website redesign. Ongoing retainer.



Legal benefits. Sales collateral system and website redesign, both developed to allow heavy customization for each client.

Also:

ID Dataweb, GrayMatter Robotics, Cloudficient, DryvIQ

Where to Start

Gray Dimension Reckoning

BRAND AUDIT

\$750 1 WEEK

A map of your category. I put your closest competitors side by side with you — headlines, colors, photography, the claims everyone is making — so you can see where the field is crowded and where nobody is standing. Written assessment and a 45-minute walkthrough. Actionable immediately, even if we don't work together.

Atomic Dynamo Ignition

VISUAL IDENTITY

\$8,500 6 WEEKS

Brand strategy and visual identity in one fixed-scope engagement. I start from what's already true about your business rather than from a logo. You end up with a written brand strategy, a complete identity system, and the guidelines to deploy it everywhere.



Atomicdynamo.com
Jud@atomicdynamo.com