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Ms. Valentina Cruz

Creative Director

Luma Collective

88 Wythe Avenue, Brooklyn, NY 11249

Dear Valentina,

It was a genuine pleasure meeting you at *Brand Forward* last month. The work Luma Collective is doing in immersive brand storytelling is exactly the kind of thinking the industry needs more of right now.

I wanted to follow up on our conversation about the **Horizon** campaign. At Prism Studio, we believe a brand's visual language should feel inevitable — as if it could never have looked any other way. Our process blends strategic research with hands-on craft: we spend the first two weeks deep inside your customer data, then spend the next four translating those insights into motion, type, and colour systems that hold together across every touchpoint.

For Horizon specifically, we see three distinct creative territories worth exploring. We'd love to bring these to life as a set of mood films and type experiments at our proposed scope of engagement. I've attached a brief project outline and our 2026 studio rate card for your reference.

Would you be open to a working session — maybe thirty minutes on video — during the week of July 14? We can walk through the territories together and decide which direction deserves a full concept development sprint.

Looking forward to the conversation.

Marco Reyes

Founder & Executive Creative Director

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