

Olstein Capital Management

A website that positions your firm for growth

We've partnered with Olstein Capital Management for over 2 decades. We understand long-term strategies that are the bedrock of the Olstein investing philosophy. It was time to build a mobile-ready site that positions the firm's thought leadership, media exposure, and introduces the people "behind the numbers."

We expanded the "team section," rewrote the bios, and added personal quotes that tie-back to their investing philosophy. We built a media center to highlight their press appearances, and a dedicated Insights section for their articles and commentaries.

The new website offers clients more timely data and a deeper dive in their investment process with a robust back-end to easily update the numbers quickly and in-house.

"Langton Creative Group designed a website that effectively encapsulates our investment approach and positions Olstein as a thought leader."

TIM ERMİ
SVP BUSINESS DEVELOPMENT
OLSTEIN CAPITAL MANAGEMENT

Logo
Identity System
Stationery Design
Print/Online Publication System
Website Design



www.olsteinfunds.com

Olstein

A logo design that looks behind the numbers. Olstein meticulously analyzes investments with a philosophy that is part accountant and part Sherlock Holmes. Langton Creative Group designed a logo based on a magnifying glass that reflects the company's investigative approach to investing.

The publications we designed for Olstein Capital Management's 10th and 20th anniversary have an engaging layout that emphasizes compelling commentary from financial advisor Robert Olstein, one of the nation's most astute leaders in research analysis and money management.



SERVICES