

COLLABORATION

Your guide to creative, collaborative practices to help your business stand out from the competition

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Consistent branding across the board helps ensure recognition and build brand awareness

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PDX print rep,
Patsy Turner

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upcoming events

• **Spring Promotion:**
Nametags

• **Quarterly Speaking:**
Marketing & Design

• **Software Training:**
Intro & Advanced Adobe
Photoshop® Training
Conducted in Portland

• **Giving Back:** Design
Mentor interviews for
Art Institute

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BRANDING SPEAKS LOUDER THAN WORDS

Standing out in a sea of messages is challenging in today's saturated marketplace. The more visual your brand expression is, the more likely it is to be remembered by your audience. But just being visual isn't enough... you need to be consistent and strategic in how you present your visuals to have the greatest impact on your target audience and form a positive, memorable brand.

That's why when client Laura Markee decided to put her years of experience to work and open her own business valuation and financial damages analysis firm, Markee Valuations, we decided on a strong and unexpected visual solution to present herself in the polished, professional manner for which she was known in the industry.

Her immediate needs for launch included a new logo, stationery, report covers and nametags for upcoming speaking engagement, in addition to an online presence in the form of a new website and social media presence.

the essence of what the Markee brand was to be. Concepts were developed that would address the needs outlined in the brief and differentiate her firm from others in the area. A blue-toned color palette was chosen, representing

65% of the population are visual learners.

The logo needed to reflect Laura's professional personality and also have room to grow as her firm grew. Equally important, it also needed to appeal to her target audience including attorneys, business owners and financial planners, all while differentiating her from her competition.

We arrived at the above solution after completing a creative brief that identified her overall goals, and captured

reliability, trustworthiness and commitment, all values that Laura brings to the table with each valuation.

In less than a year, Markee Valuations is in the process of remodeling a new building to call home for her growing staff and her brand continues to serve her well, as it is applied to additional components such as large format signage.

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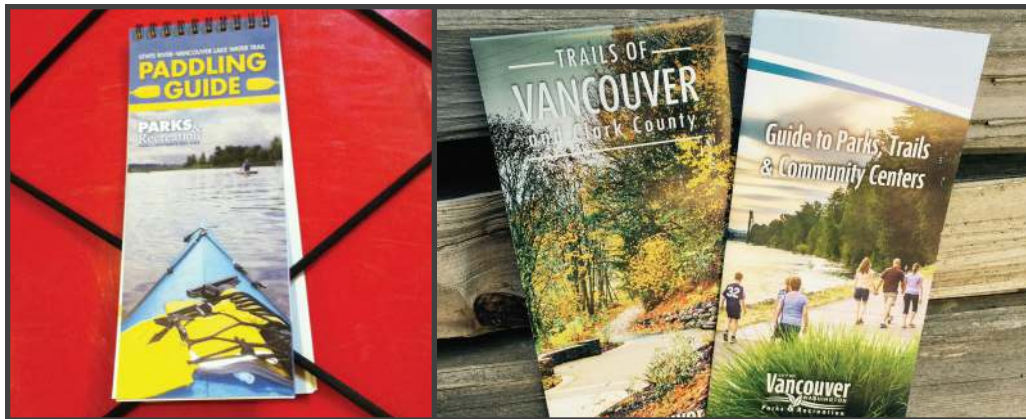
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Lost? Reed Creative creates form out of information in user-friendly, easy-to-navigate maps.

GUIDING CITIZENS

Helping target audiences navigate critical information

When the City of Vancouver faced the challenge of needing to update maps used by local citizens, they turned to Reed Creative for assistance. Owner Lori Reed is not only experienced in designing and producing maps but also an avid trail runner and kayaker, and the merging of two passions was the perfect combination to ensure a current, accurate and quality printed product for the local community to take to the trails.

Each map began with the standard creative brief that Reed uses to gather critical information, which serves as a guide throughout the process to make sure that original prescribed criteria is adhered to.

The kayak paddling guide needed to be easy to use not only when planning a paddle, but also while aboard a kayak. Research into appropriate papers resulted in recommending and specifying a waterproof paper that could endure wet weather being on a local river or lake. A wire-binding provided easy flipping of pages, a solution much less cumbersome

than a larger fold out map that works better on land. Now, local water trails can be easily navigated thanks to a compact, waterproof, easy-to-access map.

The park and trail guides needed to provide the right balance of appealing visual imagery and descriptions that would share critical details with the reader, such

as trail heads, parking availability and trail difficulty as well as a matrix of amenities so a citizen can “know before you go” what will be available.

TESTIMONIAL

“The Park Guide and Trail Guides look wonderful! We so appreciate your knowledge and expertise on these projects and it was a pleasure to work with you. Thank you again!”

—Monica Tuberville, Park Planner / Vancouver Parks and Recreation

Tips to guide you on your next map project:

Step 1 :: PLAN Gather existing content (logos, photography, text, map files); define overall needs and schedule.

Step 2 :: CONCEPT

Explore written and visual design approaches that meet stated objectives.

Step 3 :: DESIGN Design all parts of project, including final text, imagery and color.

Step 4 :: IMPLEMENT Carefully proof entire project for accuracy; adjust as needed.

Step 5 :: PRODUCE Prepare and release files to printer, including folding dummy.

STILL LOST? Call us at 888-217-7333.

tips tricks

TIP OF THE QUARTER
 :: Even the best looking ad will fail to elicit the response you want if you forget to focus on your CTA...Call To Action. In today's fast paced world it's critical to make it very clear what you want your customer to do after reading your message. Always review your materials from the perspective of someone unfamiliar with your product or service and make it clear what next steps they should take by including a simple and direct call to action.

TRICK OF THE TRADE
 :: Often you need to make a photo you shot with your phone look presentable in your social media posts. If you have access to Adobe Creative Suite's Photoshop, you can quickly improve the image by making three fast overall adjustments: 1) adjusting levels, 2) modifying brightness/contrast and 3) removing any color cast. Reed Creative offers custom software training to teach you how you can quickly and easily perform these in-house to improve your next social media visual post.

QUESTIONS?

:: Email your technical design question to: lori@reedcreative.com



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ISSUE!**



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