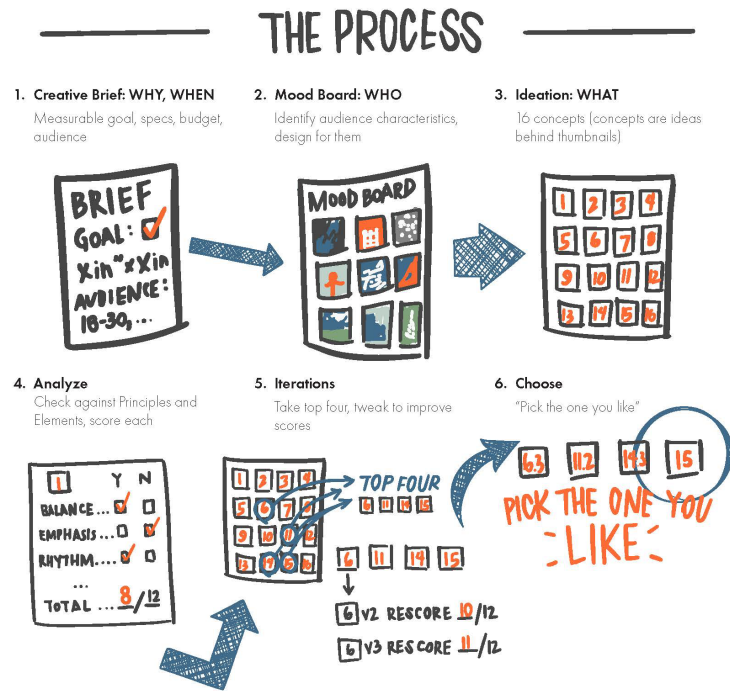


# Creative Examples – Allied Insurance rebrand

Examples of creativity flowing through process to end product



## THE PRINCIPLES

### Principles:

- Balance
- Emphasis
- Rhythm
- Unity
- Illusion of 3D (Depth)
- Format

### Elements:

- Line
- Shape
- Text
- Texture
- Color
- Positive & Negative Space

Sketches of a standardized design process for creatives that utilizes specific steps to inform on goals, identify audience and utilize design best practices to improve objectivity and targeted executions. This process was implemented at Nationwide and I also **teach** it at colleges.

Iterative examples of the AlliedInsurance.com redesign. I led the consumer usability studies and **design** through the various stages of evolution.

