



About Cecil Lopez Design Consultant

Cecil Lopez Design Consulting provides multiple businesses & services to creative professionals, clients and who are in need of creative assistance and consulting. Cecil Lopez Consulting performs many diverse types of work in print and online media. If a client does not have the need or desire to hire a full-time creative, marketing person or project manager, then CLDC will step in and perform those duties as needed. If the client has a full-time help, CLDC can assist those creative professionals in a wide variety of ways.

Concept Sessions

Give me a business or creative challenge and I'll give you a pile of ideas grounded in strategy and insights. From campaign concepts, visual explorations and on-site brainstorm sessions to a simple conversation, I'll bring a fresh perspective and original thinking to whatever challenge you're facing.

Brand Identity

First impressions matter. Your brand name and logo are the gateway to a broader brand experience. I design and develop distinct names, engaging taglines and elegant logos that visualize and verbalize your values to positively impact your bottom line.

Digital Content

Digital communications should start a dynamic conversation with your audience. I develop ecosystems of immediacy in order to spread your message across a variety of platforms so your brand can live and grow across multiple touch points.

Creative Consulting

Facing a creative challenge in need of a solution? Taking on a new initiative and aren't certain of the best path forward? I've helped numerous clients in the same situation, and I can help you develop a plan to get you moving in the right direction.

Give me a call and let's get started today. [559.967.3730](tel:559.967.3730)

I develop unique brands and creative designs to support them including logo, website, print design and more.

The days of just selling to your customers are over. Today, you need to connect and make yourself relevant to them. Creating an emotional connection through words, imagery and consistent behavior can do this. That's where I can help.

Archetypal Branding

Brought to the main stream by Carl Jung, archetypes are an inherited pattern of thought or symbolic imagery pulled from past collective experience. They are the personalities, forms, images and beliefs shared by all cultures worldwide. Most people from anywhere in the world will understand the concept of the Hero or the Outlaw.

When you discover the archetype you authentically resonate with and act accordingly, it strikes a universal connection to people and naturally establishes meaning and emotional relevance at the subconscious and unconscious levels.

Messaging

How well you articulate your promise to your customers can make all the difference in the world. I can help you develop the phases and words that sum it all up-in your own authentic way.

Brand Lexicon

Developing a vocabulary that fits within your brand has many benefits externally and internally as well.

***Inside,** the right words help your management team and staff comprehend who you are as a company and gives them consistent ways of communicating these traits- with your customers and each other.*

***Externally,** this vocabulary can be used in your copy writing, elevator speech, advertisements, brochures, answering the phone, writing emails or just saying hello. Again, it gives you consistent and emotionally driven ways of connecting to your audience.*

Positioning Statement or Brand Promise

By presenting a clear sentence or compelling word or series of words that show how you differ from your competition and what your customers can expect, you can speak to both the rational and emotional sides of the brain.

Your logo is not your brand. It does however instantly tell your audience so many things about you.

I've never understood why people and companies work so hard, invest so much time and money into strategy, planning, creating, and building a business and then spend 2 days and \$200 on a logo. This is madness.

Is this all the love your organization deserves? Your logo is your badge of pride your personality in a nut shell. It should authentically reflect who you are as a personality but be simple, unique and memorable.

When it comes to logo design there are a million places to go if you just want to get it done with. Just remember, you get what you pay for.

Why not spend the time to do it right?



When someone picks up your company brochure, or your business card how do you suppose they feel?

Every time a potential customer comes in contact with your brand, it's an opportunity for you to shine.

These "touch points" are powerful, especially if they re-enforce the brand's emotional connection. Touch points aren't only physical- they're your commercials, your signs on the road, your emails and handshakes. These all should sing your authentic brand and share your promise to the world.

Have a print project you want to be really, really, really awesome??

There are so many options and possibilities with print. Give me a call and let's talk about what you're up to and how we can make it absolutely rock.



There are so many channels now days. Keeping them organized, consistent & memorable...That's what I do.

After reading through this material, wouldn't it be great to have all you marketing & advertising efforts layed out in a clear concise plan. Telling you, showing as well how to roll out campaigns, stay consistent & media that best fits your overall goals? That's what I bring to you....all at the fraction of the cost of hiring a full service agency.

You get the heart, soul, blood, sweat & tears of a 15yr seasoned professional working closely with you to achieve all your marketing goals.

How I work with business's:

1. I plan meeting in advanced and we keep them weekly for 6 months
2. I come in and shadow, learn, watch & research your business
3. I approach your challenges from an outside perspective. Giving you a new fix to an old problem.
4. Im readily available by phone virtually 24/7 questions, concerns, advice...just call.
5. Creative...unlike most consultants! I have the creative & design chops to hammer out creatives.
6. Print brokering to get your printing expense down by almost 50 percent! That's a promise.

Whats this cost you? Well let's look at what it has cost YOU to handle this on your own.

1. Time taken away from making YOUR sales.
2. Media slaespeople....take up on average of 30 minutes of your time
3. Dealing with printers, designers & making sure your projects are done....up to 2 hours per project.
4. Research, media calls, getting pricing, schedules, production. 8 hours+ per month

I work fast & smart

My time is \$120.00 and hour your time is probably double my rate which means you send \$2520.00 on average a month, that money could be used towards your business, I'm half the cost and poses all the tools you need and without spending time managing multiple services.

Im currently the CEO & Co-Owner of Leaf Media LLC. A business I started in 2019.....We deal with hospitals, city municipalities, private, public, large corporations & small businesses. I have carved out this consulting because let's be honest.....most businesses need a push in the right direction. Taking what's been built and polishing it. You don't need a full blown agency, you need a plan, direction & coach on new media and how to effectively use it.



CLD 1973

Entrepreneur of the Year in 2010 nominee:

