

BRAND, EDITORIAL, COPYWRITING, COPYEDITING



TWO **GIRLS** CONSULTING
Marketing Communications and Events

PORTFOLIO

2G TWO GIRLS CONSULTING
COMMUNICATIONS | MARKETING | BRAND DEVELOPMENT



PROJECT HIGHLIGHTS
Promise Home Health
Spring 2019



PROJECT OVERVIEW

TwoGirlsConsulting (2GC) set out to evolve Promise Home Health Inc. into a contemporary brand positionable alongside corporate home health care providers. Placing the focus on consumer care through multicultural and multigenerational imagery for the highest potential:

Increase customer retention and loyalty
Attract new clients.

GOALS ACCOMPLISHED WITH

- DESIGN & LAYOUT
- GRAPHICS
- LOGO ENHANCEMENTS
- VISUAL IDENTITY
- BRANDING
- EDITING/COPYWRITING
- TAGLINE CREATION
- IMAGERY



Update to logomark and typography tightening up the design for seamlessness with the new creative components



Incorporating white space and reducing the font's texture adds uniformity and newness



Conservatively incorporate the current color scheme using elements conveying a modern, friendly tone

What we promise, we deliver!

Tagline development used for an immediate signifier

BRAND TACTICS



BRAND TACTICS

BRAND STANDARDS

Brand standards are a set of rules and guidelines that protect the look and feel of your organization. It provides a standardized approach to creative standards are for more important than the logo itself.

The top reason brand standards are important – consistency. Brands that are inconsistent can seem messy, untrustworthy, and unreliable. The brand that they have made the right choice in testing their business with said company.

Promise Home Health, Inc. is a certified home health agency providing care to patients and their families in the comfort of their home to improve, support and restore health to maximize the effects of illness and disability.

Their commitment is to protect human dignity and to promote the potential for higher levels of wellness concerning patients, families, and the community.

The company receives fulfillment from providing competent and compassionate personal care given by a team of highly skilled, multidisciplinary, resolve health professionals.



2GC accomplished a brand methodology with an uncomplicated design emphasizing Promise Home Health Inc.'s commitment to senior health care in the Las Vegas Valley while communicating its core values.

“What we promise, we deliver!”



“Safeguard human dignity and promote the potential for higher levels of wellness for their patients, their families, and the community.”

BRAND STRATEGY

BRAND TACTICS



Business Card

Marketing Card

BRAND COLLATERAL

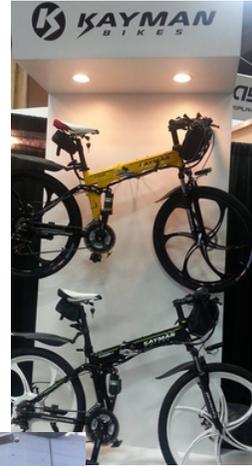


Trifold Brochure

BRAND TACTICS



BRANDING



Type B

For more technical details & information please visit kaymanbikes.com

Frame	Aluminum Alloy
Motor	250w Rear Drive
Battery	36v10AH Lithium Polymer
Display	LED
Gearing	Shimano
Brake System	Front and Rear Disc Brakes
Wheel Size	26 Inch



BRANDING

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OUR COMPETITORS SELL THEIR PRODUCTS AS-IS
YOU CAN ALSO BUY UP TO 90 DAYS OF EXTENDED PROTECTION
FOR A LOW SET FEE.

BETTER SERVICE. BETTER VALUE. BIGGER SMILES.
Experience the TNT difference!



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*Not applicable to items of major historical value. Not available for items already sold or items purchased from other pawnshops. See www.pawntnt.com for details.

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THE FOX TOWER

A DREAM COME TRUE

Staying at the AAA Four Diamond Fox Tower is everything you've imagined. As soon as you step into the circular lobby, all your senses become engaged. You see the modern design. You hear the vibrant music. You can't wait to taste, touch and experience all the incredible shopping and entertainment options.

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Two Trees Town is just the place to play pool, watch a little TV or sit by the fire and sip on freshly crafted cocktails or cold beer to accompany a good novel title.

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FOR THE *Wonder* OF IT ALL

Don't miss the shining nightlife, all at Foxwoods



IT IS JUST FOOD.

SERVING IT UP WITH MICHAEL VAFFE, EXECUTIVE CHEF VUE 24

Chef Michael Vaffe's passion is undeniable when he steps into a room, one that was once used for a hotel, where he has been the Executive Chef since 2012. He uses his long passion for food and culture to provide an elevated dining experience to guests who dine at the Vue 24 restaurant.



What brought you to the competitive world of culinary and food service? I've been a commercial kitchen since I was 16 and worked a restaurant job. During my sophomore year, I realized I could make a living out of what I love to do. I went to culinary school and worked at a restaurant for a year. I then went to college and worked at a restaurant for a year. I then went to college and worked at a restaurant for a year.

Do you think like this at home? I would love to have a home, but I don't have one yet. I would love to have a home, but I don't have one yet. I would love to have a home, but I don't have one yet.

THE INSIDER

JANUARY-MARCH 2020



PITBULL

MARCH 2020

ENTERTAINMENT
ADVENTURES &
ACTIVITIES
SPA
GAMING &
PROMOTIONS



THE MASHANTUCKET PEQUOT TRIBAL NATION ANNUAL REPORT 2019

OUR TRIBE.
OUR COMMUNITY.



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TIMELY & TIMELESS CONTENT IN EIGHT DISTINCT DEPARTMENTS

Lifestyle Latest happenings in food, style and being hip to date.

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The Guide You don't need to know everything. Just everything you need to know. It's the obstacles of understanding and succeeding in the Creative Economy network.

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CONSCIOUSNESS We are committed to our actions as our clients and team are contributors of all things. We are committed to our work as our results, growth, and success are combined.

EXCELLENCE We are committed to our actions as our clients and team are contributors of all things. We are committed to our work as our results, growth, and success are combined.



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