

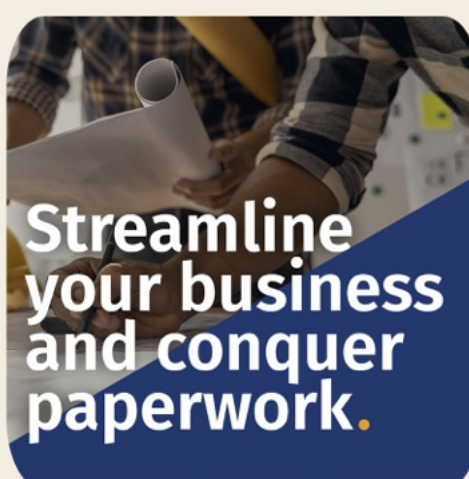


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Portfolio and Sample Work
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Wirebuddy

Branded Images (Photoshop) | 2022 - 2024

Wirebuddy is a Software-as-a-Service (SaaS) platform designed to help contract and trade workers take their businesses online. It offers an all-in-one solution for quoting, invoicing, and completing sales on the go, accessible via phone, tablet, or computer. With a user-friendly interface and a dedicated team focused on delivering the best experience, Wirebuddy makes managing business operations seamless.

Railway Brand Marketing partnered with Wirebuddy from the early stages, building the relationship from the ground up. This collaboration focused on enhancing Wirebuddy's online presence and increasing visibility across various social media platforms, ensuring sustained growth and long-term success.

Wirebuddy

All Your Jobs, Simply In One Place (Animated Video) | 2022

Work for Wirebuddy focused on the development of visual assets including print advertising and digital mock-ups. Featured in the following slides are examples of promotional imagery used in web mailers, online posts (e.g., Instagram, LinkedIn, and Facebook), as well as on the company's website.

Oversaw the production of video project. The objective was to introduce new leads to the product while highlighting key features and benefits. This involved developing a storyboard, vetting animation studios, selecting voiceover options, and guiding the project through to final delivery.



Wirebuddy

Brand Guidlines (Adobe Creative Suite) | 2022 - 2024

Logo Lockups

Primary: Lockup



Secondary Element: Icon



wirebuddy brand style guide

Colors

Primary

Blue



#0F3570

Shade



#0C2448

Tint



#23529A

Secondary

Orange



#F7A214

Shade



#E18D00

Tint



#F8B341

Neutrals

Charcoal



#333333

White



#FFFFFF

Light Grey



#F3F6F6

Usage - 50%

Blue should be used often as a background, for typography and in graphics. It's used to give a dramatic yet professional feel to the layout.

Usage - 10%

Orange is our accent color and should be used sparingly to create interest and draw attention. This should never be used as a background color or for typography.

Usage - 40%

Charcoal is primarily use as a color for typography. Should not be used for backgrounds.



It goes where you go

Developed brand guidelines for Wirebuddy including font selection, logo lockups, colors, and elements.

Created a cohesive identity system that could scale across digital, print, and product applications.

Ensured consistency in tone and visual language by providing clear direction for internal and external collaborators.

Collaborated with stakeholders to align brand visuals with the company's mission and target audience, strengthening recognition and engagement across platforms.

TOUCHSTONE FLORALS



Touchstone Horticulture Logo and Web Developement | 2022 - 2024

Led the creative development of the logo and website for Touchstone Florals, a boutique floral design studio.

The goal was to create a brand identity that reflected the studio's refined, nature-inspired aesthetic. The logo combines delicate typography with a hand-drawn floral motif, evoking both professionalism and artistry.

Color and font choices were carefully selected to balance softness with sophistication, appealing to a high-end clientele. The website was built with a clean, intuitive layout that showcases the floral arrangements in an editorial style, while also giving the business owner the ability to manage future requests with ease

