

Emily Anne

DESIGN PORTFOLIO



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VISIT MY WEBSITE: EMILYANNE.ONLINE

SAPPY GO LUCKY



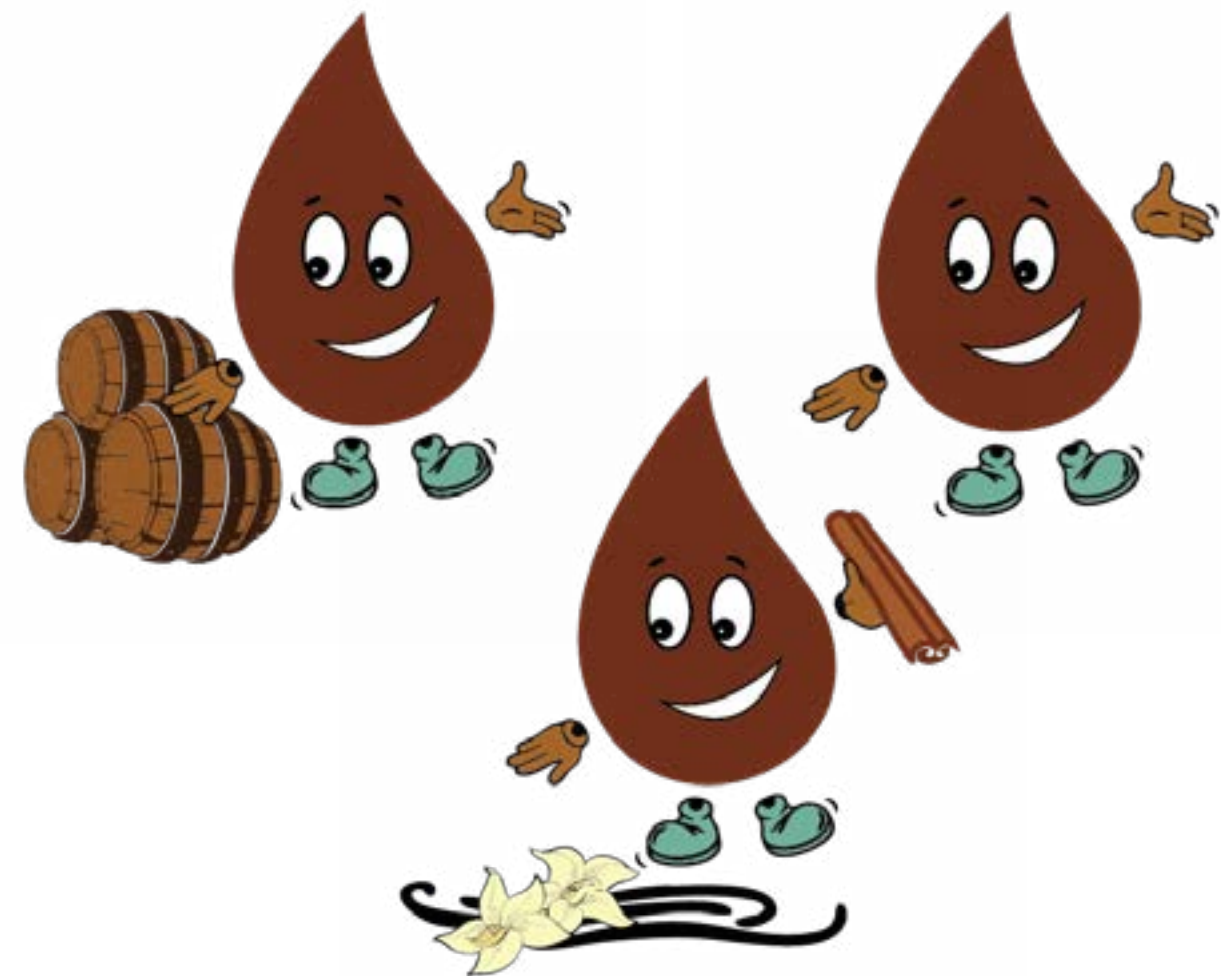
Sappy Go Lucky is a Maple Syrup Brand - one I was given small parameters for and turned into a full brand with a backstory and multiple flavors and labels. As you flip through the following pages, you'll see the whole process, from thumbnails to the full brand built out.

ABOUT

Tucked into the rolling hills of western Maine, Sappy Go Lucky Maple Syrups is a family-owned business that brings a little sweetness to breakfast tables across the country. What started as a father-daughter project in a rustic sugar shack back in 1998 has since grown into one of Maine's most beloved artisanal syrup brands.

Founded by the ever-optimistic Harold "Hal" Rivers and his daughter Josie, Sappy Go Lucky was born from a simple idea: make maple syrup the old-fashioned way - but have a little fun with it. Hal's signature sense of humor (and Josie's keen eye for flavor) helped build the brand's identity as both high-quality and high-spirited.

Sappy Go Lucky still taps its syrup from wild, responsibly managed sugar maple stands on the family's 120-acre homestead near Bethel, Maine. The sap is boiled down using a wood-fired evaporator, producing a syrup that's rich, amber, and layered with deep maple character. But what truly sets them apart is their line of infused and flavored syrups, a playful yet gourmet nod to modern palates.

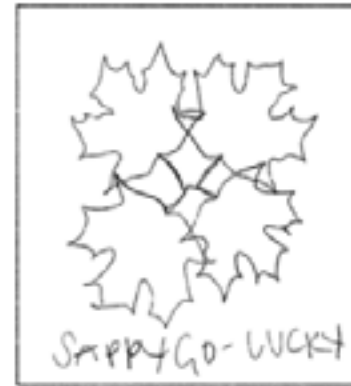




- 1 - happy syrup drop
- less creepy
- fun, like our peanut
- can hold notes of flavor



- 2 - quirky maple leaf
- personality



- 3 - maple leaves in shape of 4-leaf clover
(would look better)



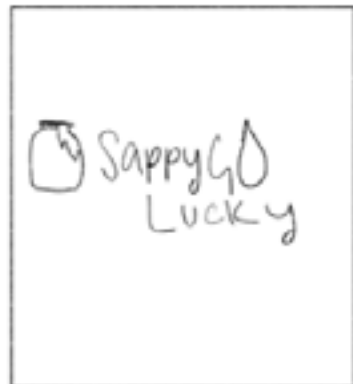
- 4 - tap bucket
- illustration-based



- 5 - vintage road sign



- 6 - happy moose
- whimsical, furry font



- 7 - jar of syrup
- drop as 'i'
- modern, trendy



- 8 - Spile + Spoon crossed
- Block Letters



- 9 - crest w/ droplet & maple leaf

BRAND GUIDELINES



BRAND FONTS

PAIN DE MIE

DISPLAY FONT

AGENDA

SECONDARY FONT

AMBER

#A66427

C=28 R=166
M=63 G=100
Y=100 B=39
K=15

RICH MAPLE

#6E2E19

C=34 R=110
M=83 G=46
Y=93 B=26
K=45

WAFFLE

#E4CCAC

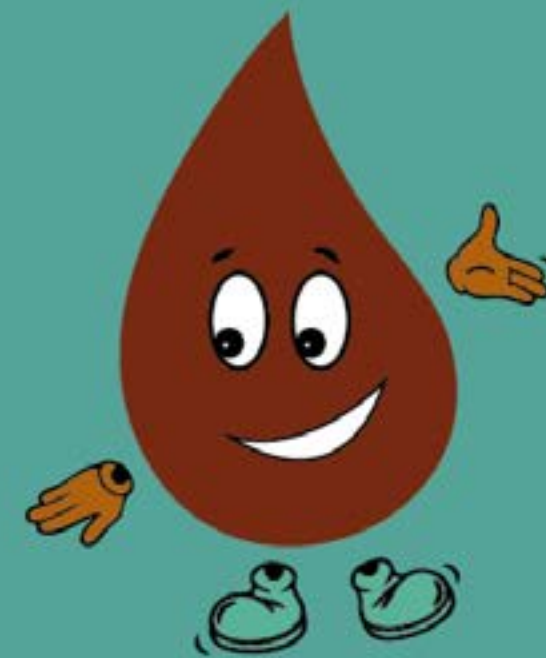
C=10 R=228
M=18 G=204
Y=33 B=172
K=0

NAL'S EYES

#08958B

C=82 R=8
M=20 G=150
Y=51 B=139
K=2

SAPPYGO LUCKY



GRADE A MAPLE

SIMPLE. SWEET. SAPPY.

Life is better with a little drizzle.

FAB ON THE FLY



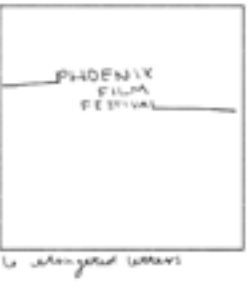
FAB on the FLY is a mobile pet grooming and veterinary service. The assignment was to create a logo (seen above) and then design a truck wrap for the mobile van. I chose to use a Ram ProMaster-esque vehicle, since it would be the best mobile option other than a repurposed ambulance.



PHOENIX FILM FESTIVAL

PHOENIX
FILM
FESTIVAL

This project was for a film festival in need of branding, posters, and digital marketing. On the following pages, you'll find the branding process, and some sample deliverables.





HEADLINE & LOGO

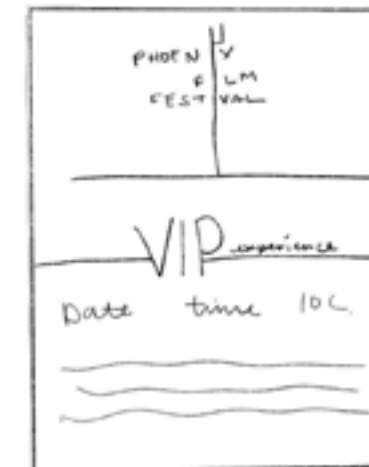
Aa

ARIAL BLACK
STRETCHED

SUPPLEMENTARY

Aa

ARIAL REG/LIGHT



1 - contrasting colors
- vip info @ bottom



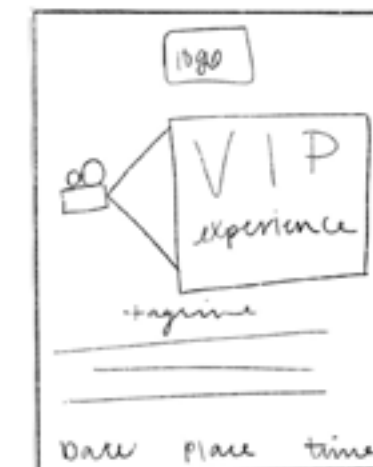
2 - color contrast



3 - extension of logo



4 - theater illustration



5 - projector
- logo in box



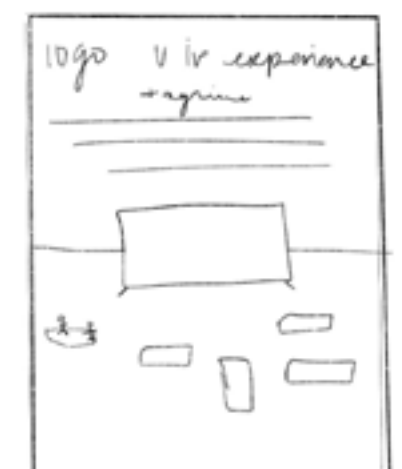
6 - popcorn feature



7 - pic of people watching
in old-fashioned theater



8 - feature of last year's
award-winner



9 - pic of watching film
at home
- words/info in key

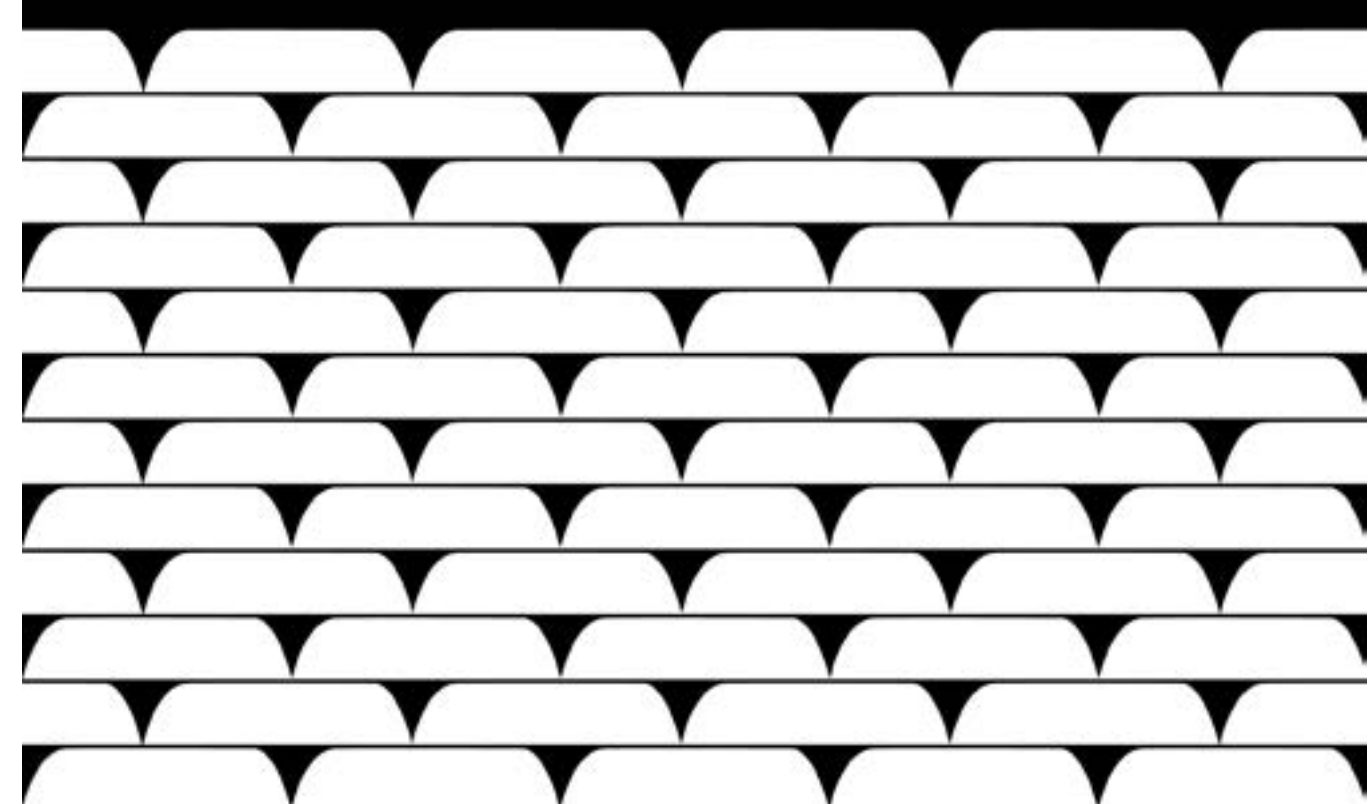
04/09 - 04/19

HARKINS
SCOTTSDALE 101 14

7000 E. Mayo Blvd., #1059
Phoenix, AZ 85054

PHOENIX
FILM
FESTIVAL

VIP EXPERIENCE



04/09 - 04/19

TAGLINE
EXTRA INFO

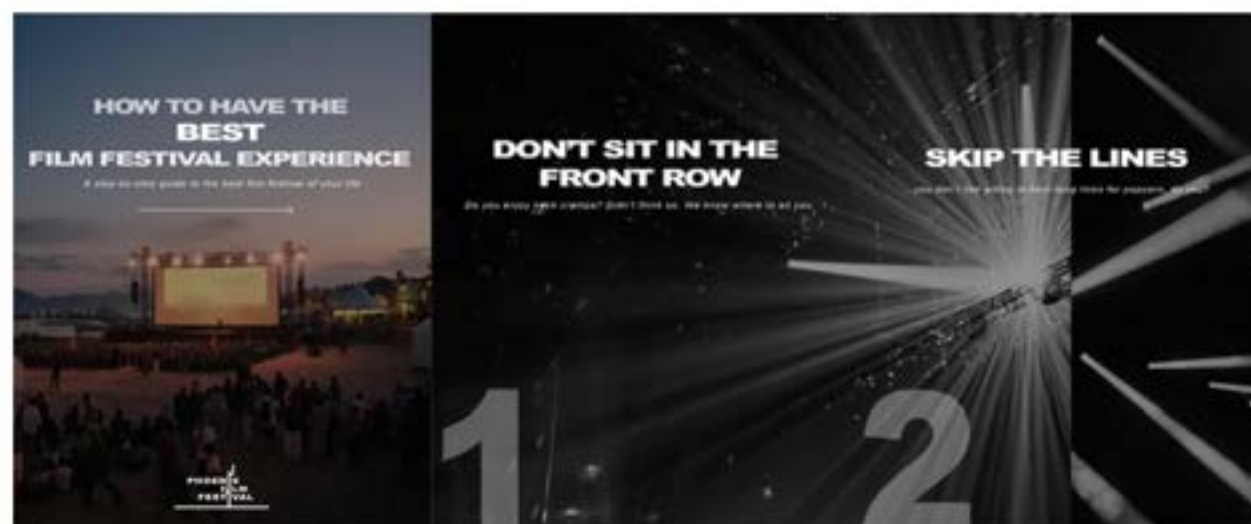
VIP EXPERIENCE

PHOENIX
FILM
FESTIVAL



HARKINS
SCOTTSDALE 101 14

7000 E. Mayo Blvd., #1059
Phoenix, AZ 85054



Instagram Caption

The BEST way to experience this year's festival is to let someone else handle the stressful things: the seats, the meals, the travel, etc. How can you have a good time when you're worried about how long the lunch line is?

As a VIP, you don't worry about that - we do that for you. You just show up, and look pretty (not like that's hard).

Get your pass at phoenixfilmfestival.com/VIPaccess



Instagram Caption

You know you want it, too.

The deadline is approaching - don't miss out on the VIP experience at this year's festival!

Get your pass at phoenixfilmfestival.com/VIPaccess



Instagram Caption

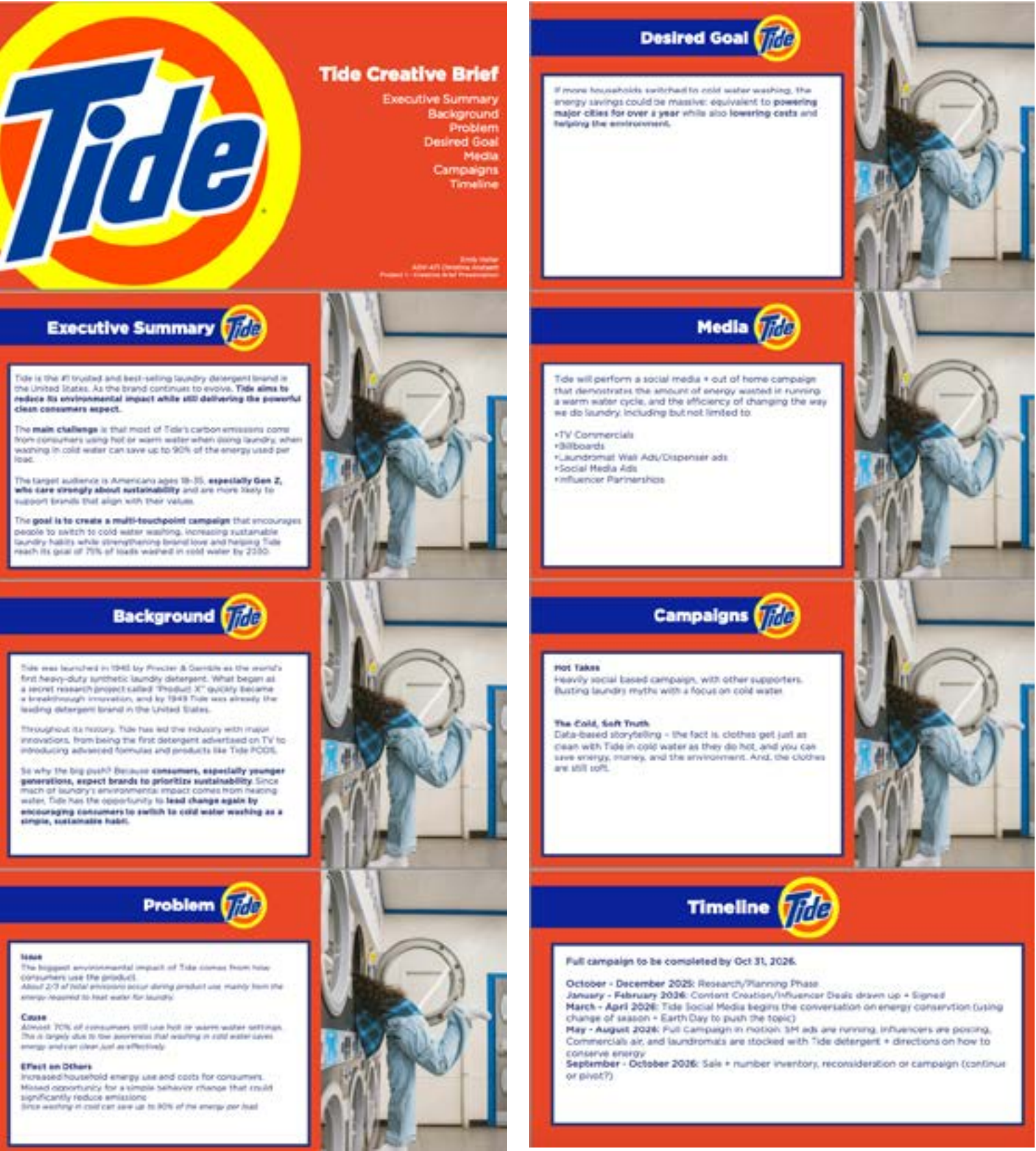
The ONLY way to experience the @phoenixfilmfestival is through the eyes of a VIP.

Get your eyes at phoenixfilmfestival.com/VIPaccess

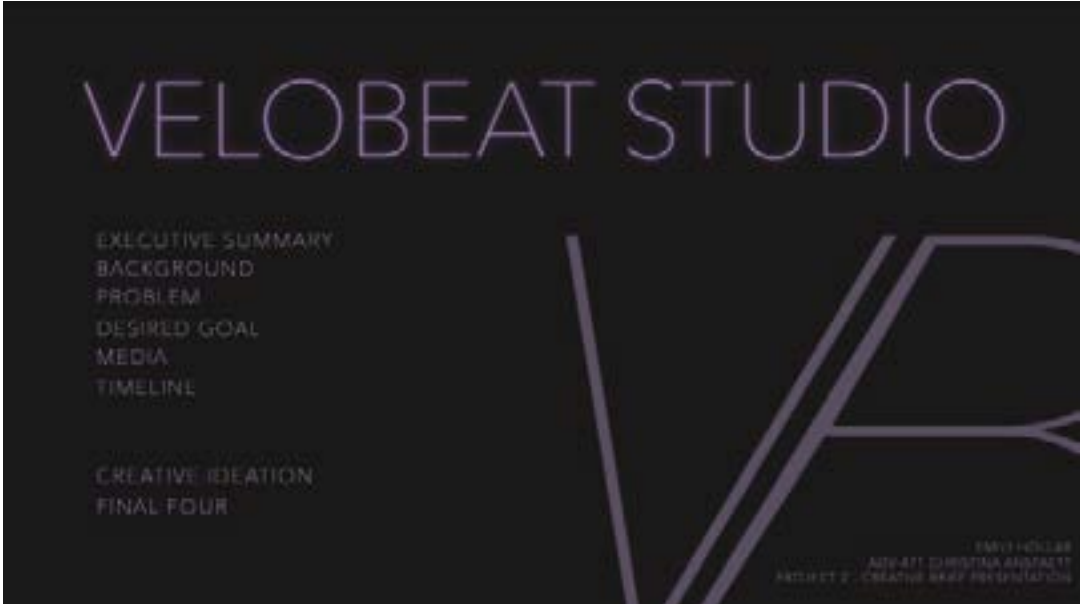
TIDE MARKETING CAMPAIGN



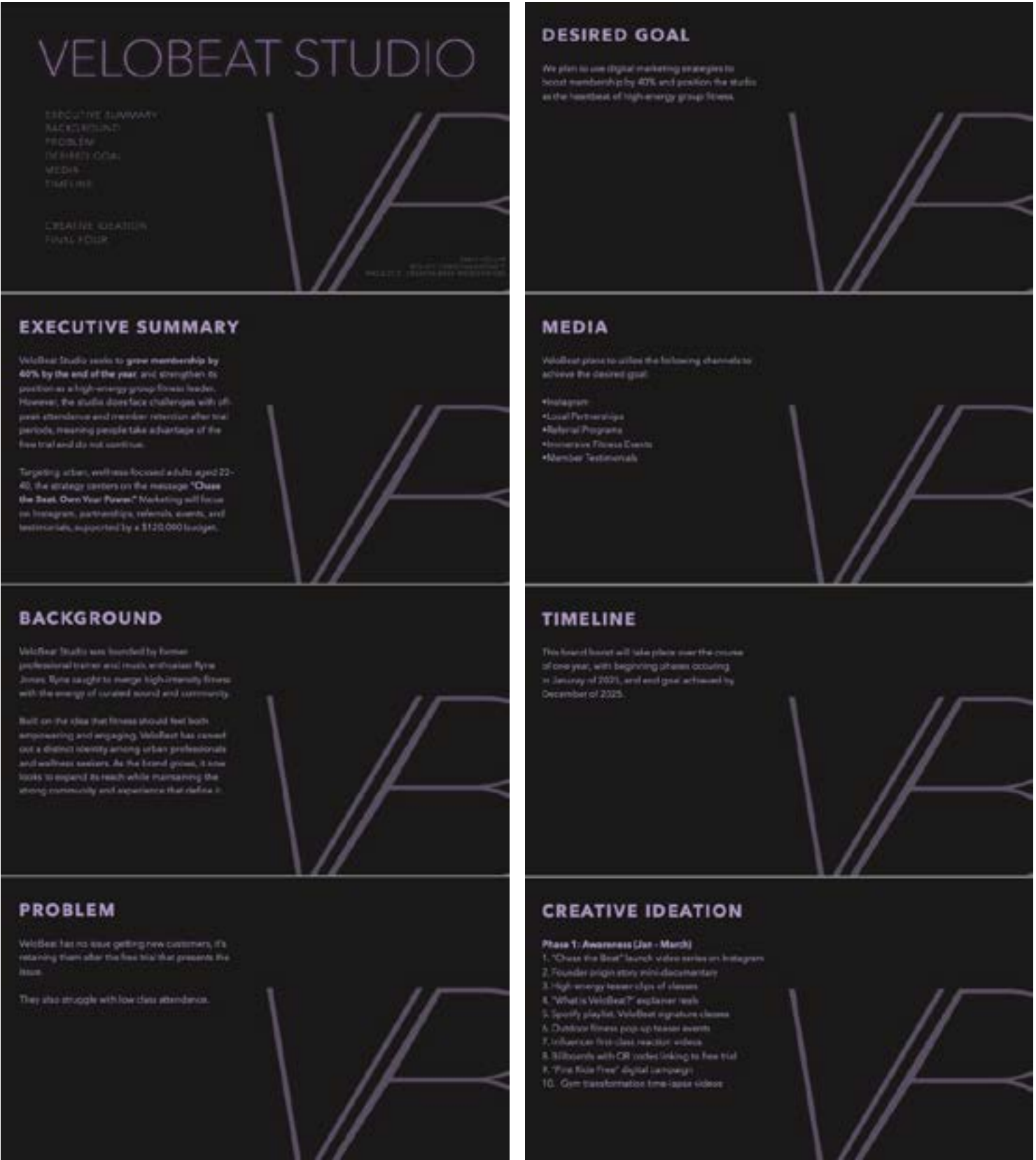
This was a project to work through an already existing issue for Tide detergent and figure out a campaign to help rectify the problem. The campaign was set to be a year long, and then presented in a pitch deck that you'll find on the next page.



VELOBEAT MARKETING CAMPAIGN



Similar in format to the Tide campaign, but here I developed the brand identity and backstory from scratch.



LIBERTY INN BY THE LAKE

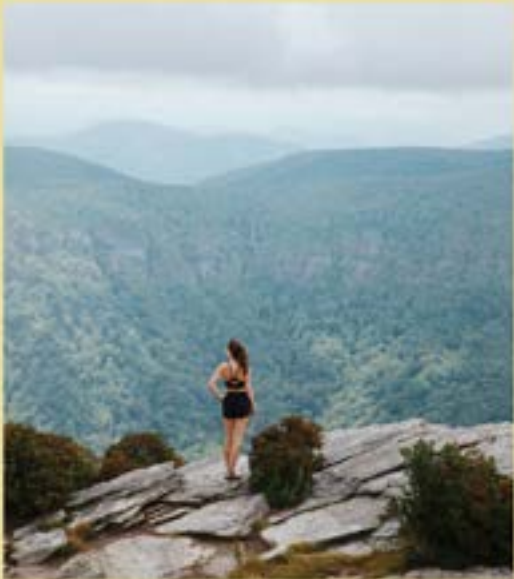


The assignment was to create a brand all of our own mind, build up the branding, and then build out a website and digital marketing tools. Liberty Inn by the Lake is the name of a real inn that my mother in law runs, and she was in need of some branding anyway. So in completing this project, I also got to work with a real client, and hopefully soon she'll start using these in her real deliverables!

PERSONAS

Laura Bauchmann, 22

Laura is a solo traveler doing life outside the box. She loves to mountain bike, hike, and live minimalistically. She lives in a big suburban area, so her travels are always to somewhere remote and open-air, and she never stays at a chain hotel or eats at a chain restaurant. She is so happy to have discovered Liberty Inn by the Lake, she is surrounded by local establishments, and feels safe and clean in her room alone!



PERSONAS

Robinson Family, Matthew & Maria

The Robinsons are a family of 6 making a Northeast Country road trip. They came from Maryland, have been through the history museums of Philadelphia, floated down the Delaware river in NJ, and now are making their way to the Adirondack mountains for their big hike up Whiteface mountain. They are looking for a place to stay that is out of the way, and in a town that offers a different atmosphere than they are used to. Liberty Inn by the Lake is just what they are looking for! It is family-owned, which shows that they appreciate family dynamics, and their biggest room sleeps all 6 of them. It's just perfect!



STYLE GUIDE

VANILLA BEAN

#923C0C

BURNT COFFEE

#EDDEA4

DISPLAY FONT

GAGALIN

BODY FONT

Avenir Next

OBJECTIVES

1. Increase Website Traffic

 - Objective: Grow organic traffic by 30% in the next 12 months.
 - Metrics: Website sessions, page views, bounce rate, and average session duration.
 - Measurement Tools: Google Analytics, Google Search Console.
2. Boost Direct Bookings

 - Objective: Increase direct reservations by 25% within a year.
 - Metrics: Booking conversions, revenue from direct bookings, abandonment rate on the booking page.
 - Measurement Tools: Google Analytics (Goal Tracking), Booking Engine Analytics, Hotjar (for user behavior insights).
3. Enhance Social Media Engagement

 - Objective: Grow Instagram and Facebook engagement rate by 40% in 6 months.
 - Metrics: Likes, comments, shares, saves, follower growth, and reach.
 - Measurement Tools: Meta Business Suite, Instagram Insights, Facebook Analytics.
4. Grow Email Marketing Performance

 - Objective: Achieve a 20% open rate and 5% click-through rate (CTR) on email campaigns within 6 months.
 - Metrics: Open rates, CTR, unsubscribe rate, conversions from emails.
 - Measurement Tools: Mailchimp, Constant Contact, or another email marketing platform.

By tracking these key performance indicators (KPIs) with the listed tools, we will continuously refine our digital marketing efforts to maximize reach, engagement, and revenue for the inn.

RESERVATIONS

ABOUT US

THE INN-EDGE SCOOP

YOUR PERFECT MOUNTAIN GETAWAY

MAKE A RESERVATION

CHECK IN DATE

MM/DD/YYYY

CHECK OUT DATE

MM/DD/YYYY

ROOMS

1

RATES

1

CHECK AVAILABILITY

ROOMS & SUITES

NEARBY ADVENTURES

SMALL TOWN EATS

JOIN OUR NEWSLETTER FAMILY

NAME

EMAIL

and receive a 10% off discount code!

YES, PLEASE!

LIBERTY INN BY THE LAKE

123 Main Street

Speculator, New York

12164

(123) 456-7890

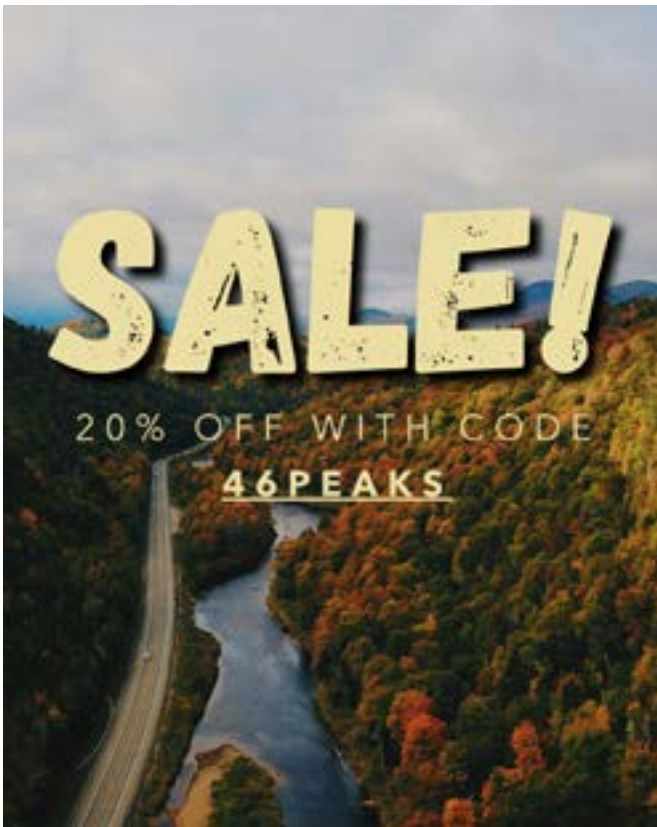
info@libertyinnbythelake.com

BACK TO TOP

27

A photograph of a person with long, wavy brown hair driving a car on a scenic mountain road. The person is seen from the back, with their arm resting on the open car window. The road is paved and curves through a valley with steep, rocky mountains in the background. The sky is blue with some clouds. At the bottom of the image, there is a yellow rectangular box containing the text "HOW TO PLAN A ROADTRIP" in a bold, brown, sans-serif font. Above the image, the title "THE INN-SIDE SCOOP" is written in a large, bold, yellow font with a black outline, set against a solid brown background.

PLAN A ROADTRIP



SALE!

20% OFF WITH CODE
46PEAKS

20% OFF WITH CODE
46PEAKS

THE INN-SIDE SCOOP

WHERE TO FIND THE
BEST MAPLE SYRUP
 IN THE ADK

WHERE TO FIND THE
BEST MAPLE SYRUP
IN THE ADK



NEWSLETTER



HEY THERE!

Thanks for joining our newsletter! You're going to love staying up to date with all of our happenings, and you'll be the first to know of any changes or updates! Plus, you'll even get first dibs on all of our deals!

WHAT JUST HAPPENED?

Snowmobile Race on Lake Pleasant

Yep, you read that right! With the lake completely frozen over, the local snowmobile fanatics put together a race right on the lake! I don't mean on the land around it, no, I'm talking directly on the frozen surface of our beautiful lake.

While you couldn't pay me to do that, it really was a beauty to watch, and no one fell through. There's another one coming up in March, stay tuned for the dates and come to see the magic for yourself!

President's Day Snow Festival

I am really very sorry if you've missed this, it is one of the best events of the year in the AdK! Blanketed with 2 feet of fresh snow, the town is transformed into a true winter wonderland. All over town you can get discounted coffee, fried food, and a lesson in any winter activity you can think of. I even learned how to cross-country ski along the Sacandaga River!

I know you're upset you missed it, but don't worry! The Saranac Lake Ice Carnival is happening in just a few weeks, and you can make up for lost time there :)

WHAT'S ABOUT TO HAPPEN?

Saranac Lake Ice Carnival

Have you ever wished you could walk through the Ice Castle that Elsa build in the movie Frozen? Look no further! Saranac Lake builds a castle out of ice every year, accompanied by the carnival. Walk through the castle on the lake, enjoy warm snacks, and stay at your favorite inn with a **15% discount** if you book for February 28 - March 2, 2025!

St. Patrick's Day Weekend

I know you don't want to miss this! Book your St. Patty's day weekend (March 14-17, 2025) at the Liberty Inn by the Lake, and enjoy the town's festivities! Plus, if you book Friday and Saturday night, you can stay Sunday night (into Monday, St. Patty's Day) for FREE!

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With everything you've missed, don't you want to join in on the upcoming fun? Click the button below to plan your next trip up north now! See you soon!

With love,
Nicole
Owner, Liberty Inn by the Lake

BOOK NOW



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With love,
Nicole
Owner, Liberty Inn by the Lake

BOOK NOW

VIRTUOUS. FOR WOMEN, BY WOMEN.

This is a fully designed magazine I curated - some of the article are written completely by me, some were pulled from online publications. The concept of this magazine and the layout design are something I was so excited to take part in.

Contents

- 3 Letter from the Editor
- 4 Keep Pursuing Joy with Lysa TerKeurst
- 6 Marriage with Sadie Robertson Huff
- 10 What is God's Calling for Women?
- 15 Kitchen Devotional & Recipe
- 16 Q&A with Stasi Eldredge: Captivating

Hi Ladies!

So come to the very best of the Offbeats Magazine! My cousin Emily Renshaw and I live in a Club of Offbeats Magazine, and I am so excited you're all! I started this magazine at a time in my life when I felt like no one could understand how I was feeling. The story starts like this: I woke up on the morning of my first birthday and was ready to take on the day. I started this morning just like

every other day, learning my Bible (according to me) in the same way. That morning in particular, I marked what is now a new biblical tradition. I sat and checked the just chapter of Proverbs, famous for its wise words on wisdom. The virtuous woman I talked that in that day I would ask the Lord to begin to develop these characteristics in me, whether they are already there and must waiting to read to be introduced.

As time has passed, I have seen all around me struggling to figure out life. Whether it be the little things like what to make for dinner or whether to let the laundry or bigger life moments like getting married and moving to a new home. Each decision seems to have impacts the people around them, and they are looking for support. As daughters of the one True King, we can only find true support and guidance from the Lord. This magazine is well-suited to enhance that in any way by reading this.

negative, you will simply see that you are not alone in your struggle to find your place in God's creation. You will see other women going through exactly the same thing, and you will be encouraged to reach out to the Lord in a way you never have before.

Starting strong with the very first article, you read about an incredibly strong woman of faith, Lynn Teetzel, and in the story, Lynn shows vulnerability in sharing how her marriage of 40 years is waning in divorce. She shares large elements that led to the heart-breaking decisions, and yet, you will get a taste of optimism in her voice as she continues to keep pursuing joy in the truly wild heartlands.

One of my favorite pieces in this volume comes from the Midwest. Sometimes, the world will try to convince you that your place is no longer there, but that is an isolated point of view. It is easy to allow that negative thinking to affect our lives in the Midwest, providing for our family. This new article by Nancy Campbell will help change your perspective while cooking!

Once again, thank you for picking up this magazine. I am excited for you to read the above-mentioned articles, alongside the rest! Just if it will help change your outlook and perspective on life at a moment, and help you to rely on the Lord more and more each day.

No credit card required.

Emily Howell



5-242-0000 3

Keep Pursuing Joy

LYSA TERKEURST ON HEALING ONE YEAR AFTER
DIVORCE ANNOUNCEMENT

LEAH MARILANN ELEFT
ASSISTANT EDITOR AT CHRISTIAN POST

On Christmas Day, the 33-year-old queen and father shared a series of photos with her family, including her grandmother.

"We made the decision to keep pursuing us through 4 all," she explained the photo. "We laugh together. We cry together. But the best part always is, we keep coming back together. Life doesn't have to be perfect to still be pretty meaningful. The hope of the world has truly come. We are one team!"

Last December, Terkavut filed for divorce from his husband. Not only he engaged in "Chinese patterns of behavior that shunned God and the biblical covenant of marriage," she publicly announced the decision in January. At the time, Terkavut said that though she and another husband separated their marriage more than three years ago after a "joyful separation," he had since "broken

¹ 'I have crushed my flesh to know he has broken those
crosses,' she wrote.

Tarkenton said the behavior the "sweetest (and hardest) choice I can make is to stop fighting to save my marriage after several years of constant sexual abuse."

She added that though there is "less biblical justification for my decision to end this marriage," she would keep most of the details private out of respect for the couple's children and grandchildren and "to give space and privacy for any family and me to continue to heal."

"It's hard to have a future that looks nothing like what I desperately and constantly prayed it would look like," she writes.

After remaining quiet on social media for a while, Berlusconi has, in recent months, posted several updates about the

Earlier in December, she reflected on what heading 'Books One' signified for the project as 'a satisfying first step.'

⁴ 'wanting to give up' but alternately, 'reluctant to give them to others' and 'wishing to turn them away'.

© 2006 The Authors

Two years of healing. Two years of focusing on my own health," she writes in another update. "Two years of learning how to let it all go and with myself and be okay. Two years of believing God for goodness even when things felt not good at all. Two years of learning to go home to an empty house and counting the blessings that are still abundant."

She continued, "Ten years... and I'm good. Better than good. I'm honestly surprised by how far I've come, and how much my laughter is now. My life looks different but it is full and joyful and I'm more grateful than I've ever been."

he purchased a divorce from her husband in 1936 due to his inability and struggles with alcohol. At the time, she wrote he had "been repeatedly afflicted by me with a woman he had stolen" and was drinking "alcoholic beverages." The court awarded their son, 14, over a year later after working to restore their marriage.

Turturici, the author of numerous New York Times

She recently released her latest book, *Good Inwardness and Goodbyes*, which features several stories she learned about women who were a little different.

It just has been said on boundaries, but in the context of forgiveness, what we have to understand is that when Jesus said to forgive, he knew exactly what that meant. He stood close enough to that person who hurt us or disrespected us... He doesn't say, "Stay in close community with

“I believe Jesus is saying, ‘I don’t have enough emotional distance to where it’s safe enough that I can personify these changes, and they keep doing what they’re doing, you have enough boundaries in place, enough safety’”

and emotional distance in pairs, that you can argue that person's beliefs, even without being destroyed in the process.

Know the Truth.
Live the Truth.
It Changes Everything.

We offer a wide variety of online resources to meet the needs of women — women who sometimes feel alone. Women who are trying to figure out how to align their lives with the truth of God's Word.

Sadie Robertson Reveals the Surprising (and Sweet) Thing She Learned in Her First Year of Marriage

NATALIE STONE
PEOPLE MAGAZINE

It's been one year since Sadie Robertson tied the knot with Christian Huff, and she couldn't be more "thankful" to be doing life with her best friend.

From so thankful, I am so thankful we got married when we did. Little did we know what was to come. But very grateful for how my first year."

On Nov. 25, 2019, the couple tied the knot in front of more than 500 guests on her family's Louisiana farm. Following the reception, when Robertson, 23, and Huff, 35, exchanged both personal and traditional vows, the bride and groom posed for portraits. Wife and Now-Husband, family, and friends all at an outdoor reception.

Since saying "I do," it's been a whirlwind of months for the Quirk Dynasty star and Huff, including him graduating from college, them opening that they have a baby on the way, and her battling COVID-19 while pregnant. In early November, Robertson revealed that she is expecting a baby girl — exciting news that came one month after she announced her pregnancy.

"It's been wild! You know what? I and Christian got married last year. First of all, that was before COVID happened. So COVID happened, which changed the whole world. We were in Auburn while Christian was finishing school and then we moved because school got canceled. Moved back to Louisiana and then a few months later found out we were pregnant. So it's been a whirlwind."

Robertson

While reflecting on their past year of marriage, Robertson shared the sweet thing that "really surprised" her about Huff: how good of a friend he is.

"Christian and I were talking about so many questions when we had our anniversary. She [Huff] surprised us about each other. 'What did we not expect?' and all these things. And honestly, I think with Christian, what really has surprised me, what I didn't even notice was just how great of a friend he would be."

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STYLING: JESSICA HARRIS



Robertson-Huff Wedding, Nov. 2019



Huff's assistance that pregnancy. Oct. 2020

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STYLING: JESSICA HARRIS

What Is God's Calling for Women?

LINDA SILSEN
CROSSWAY.COM

When we speak of God's calling, we are not necessarily talking about gender, even though the Bible might suggest otherwise. But one called to do various things in this world as a woman or a man. Those things are not necessarily your life's calling, although they could be. Therefore a man shall serve his father and his mother and hold fast to his wife, and they shall become one flesh. Genesis 2:24

When many think about the word calling, they think about vocation. What kind of job are you going to do? Is this

days of high prices and inflation, it may take both parents with a job to meet all their expenses. But a calling is more than that. God has put you here on earth for a specific reason, and your calling is to fulfill that purpose. It may be a vocation, it may be to be a general friend, or it may be to have a specific job in the workplace. Whatever it is, if you believe God has a particular position for you, you must surrender to his direction and do your best to do it well. While you are waiting, the best thing you can do is pray, asking God's direction and affirmation of whatever you believe he is asking you to do. You will know what it is the moment he reveals it to you.

1. CHILDBIRTH

One of those things God desires women to do is to give birth. Only the woman has the proper anatomy to carry and deliver a child. Women are called to nurture their families. They are to encourage their husbands in their endeavors, whether or not children are involved. The husband and wife have created a brand-new family. That is the basis for their family relationships when and if they ever add children.

Then nurturing of their husbands involves encouraging them and supporting them in their jobs and in everything they want to do. In this support their families, women will spend a lot of time nurturing their children. Because most women desire their children to grow into godly individuals.

women want to spend time showing their children unconditional love and how to be thoughtful, loving, and kind. Just because we are talking about women here does not mean husbands are exempt from spending time with their children. Just the opposite, parenting is a team effort. Men and God work together on this. One may be available at times the other is not. Dad can take the girls on Daddy's Daughter dates. Play football with the boys, take them fishing or to a basketball game. The family is a team that works together to love each other, support each other, and help each other grow into adults who have loving relationships with God and each other. Mum and Dad may also be surprised by what they learn from their children.

2. NURTURE

Not only do women have the opportunity to nurture their families, but nurturing and encouraging their friends is also important. Not too long ago, I had major abdominal surgery. One of my best friends, whom I had known since we were in high school, called almost every night to see how I was doing and prayed with me. I went to sleep confident each night that God held me in the palm of His hand and was watching over me. Before that, I went to lunch with one of my friends who had just found out that her adult son had just been diagnosed with bipolar disorder. Because I had a family member who also had bipolar, I was able to encourage her, and we began to talk on the telephone regularly.

You can be taught to your wife and daughters by observation. One year I took my teenage granddaughter to a conference with me. At lunchtime, she asked, "Wow, may I go off that couple over there? They are all by themselves, and I think they could use some company." This came from many years of watching her mother look after others who looked like they needed some encouragement.

Autism began to tell to them and said, "Look, like you can use a table, make May I sit here?"

"Of course."

"We were just talking about our adoption. We want to adopt a teenage girl. How old are you?"

"Fourteen," Autism said.

"Oh, my goodness, they were just talking about what we would do when our child became a teenager? I believe God sent you to our table."

"That's not all," Autism said. "I am adopted too. I hear all down the cheer of the lady Autism was talking to. For a long time Autism and the couple discussed adoption, the good, the hard things, and the blessings. Autism has felt as though God had given her a special assignment. They were particularly interested in Autism's age, which was the age they were particularly worried about. Nurturing Autism did her best to reassure them that it was manageable and that as long as they kept their lines of communication open and prayed a lot, they would be fine.

3. MENTORING

Another form of nurturing is mentoring. Often we think of mentoring our families and mentoring friends. But that is not always the case. Sometimes your mentor could be your mother, an aunt, or a close older friend. Because many women are born with nurturing instincts, most do some mentoring with their families, and rightly so. Even when you are not actively providing instruction to your children, they are watching you. And when they see how you handle a situation, they make a note of the right way to handle that kind of situation.

There are many biblical examples of mentoring. Elizabeth, the cousin of Mary, the mother of Jesus, mentored Mary into her home. They were both pagans, and though Elizabeth was older than Mary, there were many things Mary could learn from Elizabeth.

Jesus and his disciples, too, were both mentored in raising their families and in their ministry. Timothy, though Paul was considered Timothy's father in the faith, he was always back to give Timothy and his mother for Timothy's foundation in the faith. Not only for their families, but both ladies played a significant role in their church mentoring.

Both church and at home who mentored. "I am reminded of your sincere faith, which first lived in your grandmother Eunice and in your mother Lois, and I am persuaded now lives in you also." 2 Timothy 1:5-8. Often mentoring occurs in when you least expect it. "Spontaneous mentoring." I like to tell it. God has led Grace up to have coffee or lunch with a friend who really needs a mentor. Grace was not expecting that at all. She was expecting an engaging "catch-up time" with Ruth and her family. As it turns out, Ruth needs to have a few questions answered and has a few questions about mentoring her own daughter. As the two ladies chatted, Ruth shared how miserable she was because she and her daughter couldn't seem to agree on one aspect of her teenage life. Immediately, Grace thought back to the time when her oldest daughter was that age and they had a similar time of disagreement. She was able to share that with Ruth and encourage her about what might help and things that were just single ladies and not wars.

4. A VOICE IN THE CHURCH

If the church is going to be for all ages and genders, every one of them must be represented in leadership or involvement, on committees, and in any way they could help. Men and women have different perspectives and ideas about how things should be done. It is good to have input from everyone, so it is important to have that balance. It is so exciting to see how a group of people all work together to be the best church ever and develop a ministry that will change the world.

There are just a few of the ways God can use women.

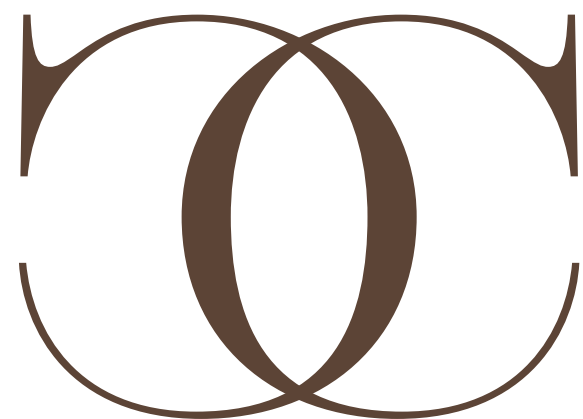
But despite all the choices women have, no matter what gender we are or how old, God called us to be one happy family, serving him according to our gifts and talents. When you become a believer, you become part of "the team." God's team. Our gifts are not to make sure our money is invested or acted upon whether we are included or not, or what position we can hold. Our gifts are to see everything we have in terms of time and talents to further the Kingdom of God, glorify a free to others, and gratefully wait on him to reveal our assignments to us.



12







COLLAB COMMONS

I was given the name collab commons, a small creative brief, and a lot of liberty. The business wanted a high-end feeling to come from the branding, so I put together a brand guideline, a few print ads/signage, and some digital marketing assets for them.



- serif font
- boring
- trendy circle



- illustrations of building
- serif font



- minimalist plant
- serif font



- text only
- soft, clean, serif font
- actually don't use this



- photo of building
- too detailed?



- loose sketch + rounded script



- big C icon
- not the prestige vibe

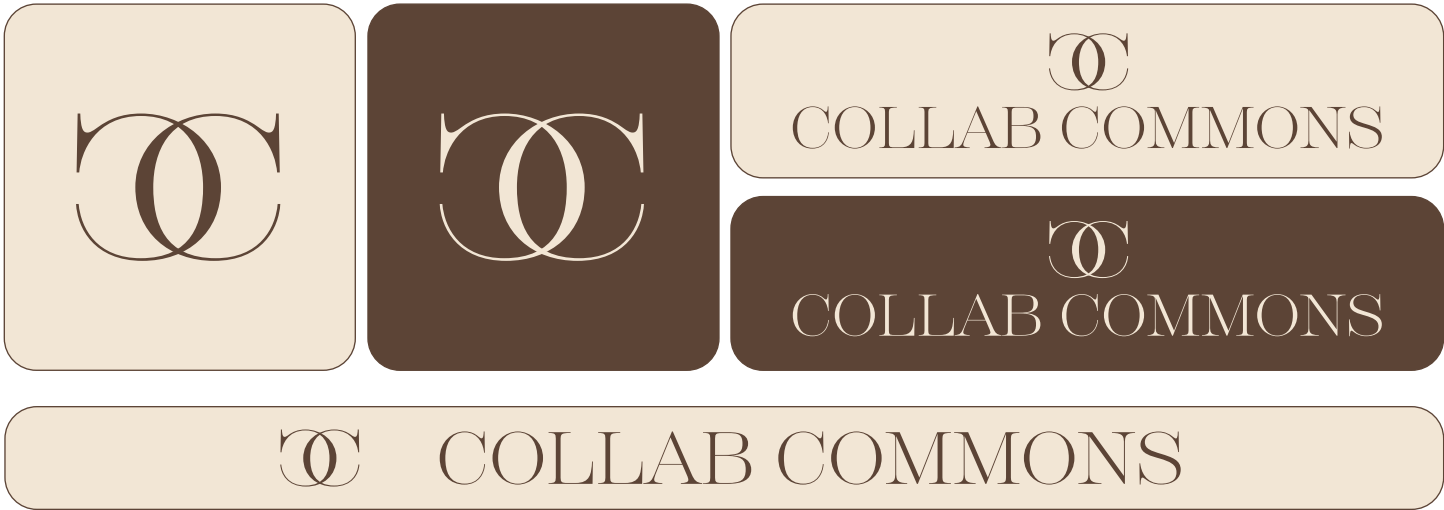


- iconic landmark



- handshake
- year ago

LOGO



TYPEFACE

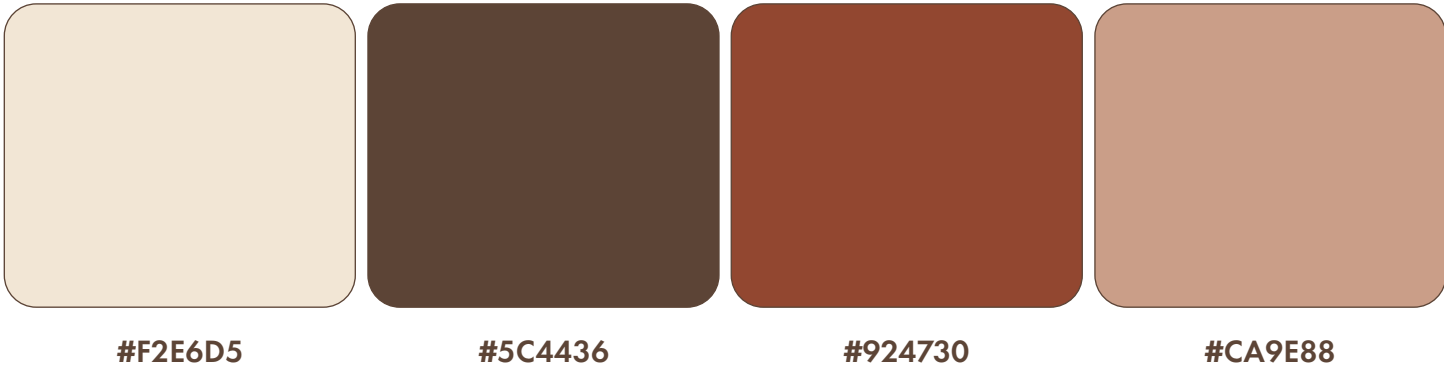
Aa
Scotch Display

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COLOR PALETTE



Entry Rendering



SIGNAGE

Note: Any signage in the size of sandwich-board and below will be printed and displayed in-house. Collab Commons uses a great amount of these signs, it is much more cost-effective to purchase an HP DesignJet Large-Format Printer (avg. \$2,000-\$5,000) and a a-frame signs to use for years to come.

FASTSIGNS of Asheville

FASTSIGNS offers speedy service for a resonable price, and are always willing to negotiate. Large banners can cost as little as \$200 and Collab Commons can design them exactly as desired, or they can be designed by the client if needed. Depending on how large the installation is, CC Grounds Crew will handle installation until otherwise needed, in which case FASTSIGNS offers an installation service of an average of \$2,000 (depending on complexity).



SIGNAGE

4Imprint

It's a large corporation, but allows the best prices and quickest delivery. Uniform polos range from \$15-\$33 each, lanyards are \$2-\$6 each, name badges can be \$5-\$15 each and other asset labels are only \$1-\$3 each.



MURALS

Ian Wilkinson

@ianthepainter on Instagram, Ian Wilkinson is a talented local artist ready to help out. His prices vary based on the painting, but average at around \$20-\$50 per square foot.



Caption:

Collab Commons brings mission-driven organizations under one roof with shared workspaces, podcast studios, event spaces, and networking opportunities.

Less isolation. More collaboration. Bigger impact.

Caption:
Nonprofits need powerful storytelling. At Collab Commons, members have access to podcast studios, video production rooms, and collaborative spaces designed to amplify your voice and your mission.

Book a tour today at collabcommons.org



Caption:

Church ministries, faith-based nonprofits, and outreach organizations deserve a space where collaboration and service go hand in hand.

Collab Commons connects purpose-driven teams so they can share resources, build partnerships, and expand their impact.

Discover the community. Visit collabcommons.org today.

GIVEAWAY!!

As a thank you, I'd like to give away a **free brand guideline package** for one lucky winner!
Submit your name, business, a description, and your email, and I'll reach out to the winner.
This person will receive a free consultation, a logo design, and a one-page brand guideline.

AT THE BOOTH

When we meet, you'll see all of the following free for the taking!



Emily
Anne