

Team Lady 180

Craft a Life You Love

Through her local resource organization, Mishael Poremski had been successful at helping widows and other grief-impacted women ‘turn tragedy into triumph.’ Now, she was ready to roll out the concept to a much wider audience. That meant a fresh rebranding—and I relished the chance to help.

CHALLENGES

- The organization was all about growth and transformation, therefore the new brand identity should convey a sense of active energy and optimism.
- New messaging was needed to resonate with grieving women and to encourage them to team up to work towards common goals for a healthy lifestyle.
- A meaningful name was needed to communicate the group dynamic as well as the idea of individuals making a personal transformation.

SOLUTIONS

- We worked together to choose the vibrant, contrasting colors that contribute to a viscerally positive, high-energy feeling.
- In the logo, the incremental color changes of the figures suggests personal development; also, the grouping of figures represents people who are connected as a team while reaching out on their own.
- The new name, *Team Lady 180*, conveys the members’ shift from a path of depression to the opposite direction, a path of positive growth.

IN A COLOR BOX

Team Lady 180

A dynamic, healthy and active support group that empowers grieving women to transform their trials into triumph.

TESTIMONIAL

“I needed rebranding and I didn’t know where to start. I felt overwhelmed with the notion of changing everything over. But Alison worked with me to find the right tone, terminology, name and graphics. She really nailed it!” – Mishael Poremski

JOiN

An Eco State of Mind

When a plan to become more environmentally friendly was adopted for Savannah and Tybee Island, the next step was to create a compelling visual brand identity for the new initiative. Since environmental issues had always been close to my heart, I saw it as an exciting chance to make a genuine difference.

CHALLENGES

- A name, tag line, and logo were all needed for an initiative that would speak to the entire community.
- Visual materials from other environmental campaigns tended to all look the same but they wanted to stand out in a unique way.
- The goal was not only to build awareness, but active participation as well.

SOLUTIONS

- The simple yet memorable one-word name, Join, implies that this isn't just about the initiative – it's an invitation to all work together on behalf of a healthy local ecosystem; in fact, the bold 'in' suggests the phrase 'Join In'.
- The colorful logo mark reflects the organizers' vision of coordination and unity, standing out from the monochromatic greens and leaf logo marks of other environmental initiatives.
- The comprehensive brand identity manual I created ensures that the visual motif will remain strong and consistent as it is presented to the community in various applications and media.

IN A COLOR BOX

JOiN

Working to educate, unite and inspire our community with a conservative ethic towards our natural resources, and environmentally-conscious options for daily living.

TESTIMONIAL

"Alison's work was outstanding and has helped the us establish our new brand throughout the area. I would definitely recommend Alison for graphic design and branding projects." – Larry Miles

F&W Forestry

Maximizing the Forest's Resources

For decades, F&W Forestry had been a large, well-established business. However they felt that many still didn't truly understand who they were, and all they could offer. The designed booklet would be the defining document they'd present to the world.

CHALLENGES

- Even those who did business with the forestry management company weren't aware of the company's vast capabilities, international impact, and environmental commitment—this large amount of information needed to be presented in a clear and compelling way.
- The company had an existing set of brand guidelines that were used to ensure consistency and cohesion with all of their other marketing materials.
- Along with the rest of the Soloflight Design team, I wanted to get across important concepts not just with words, but visually as well.

SOLUTIONS

- Visuals draw the eye to key concepts, while different color tags help organize the details of various sub-topics for readers.
- The visual solutions throughout the booklet conform to the company's brand standards, but are infused with creative touches such as using the company's logomark, the tree, as the bullet in the text's bullet points.
- We carefully chose the lush photographs of forest scenes, as well as a high quality paper, which, together, yield deep, rich colors and an immersive feel.

IN A COLOR BOX

F&W Forestry

Dedicated to helping clients maximize the value and enjoyment of their land and forest resources.

New Dawn Counseling

Lifting the Fog of Depression

Jo Ann Elliott was confident that she could help people with chronic depression, substance abuse and anxiety. When she opened her own counseling practice, she needed to professionally communicate those capabilities to the community. I was confident that I could help.

CHALLENGES

- To make a good first impression, the design of her logo, business card and website needed to establish her brand identity and messaging with a warm and welcoming feel.
- As a visually-oriented person, color and images were especially important to Jo Ann for conveying the right tone.
- The website needed to focus not just on her values and three specialties, but also answer questions for the adolescents, adults and couples who would benefit from her guidance.

SOLUTIONS

- The logo mark, in the form of an ambigram, represents the interconnected partnership between a therapist and patient, which is essential to achieve meaningful and lasting change.
- The website's banner headline and photo immediately brings to life a clear vision of positive change.
- A rotating headline addresses her three specialties, and the images throughout the site identify the different types of people she helps; the impact and clarity of this information brought responses and new clients.

IN A COLOR BOX

New Dawn Counseling

Offering a safe, non-judgmental, and understanding environment for helping people work through their current struggles, and integrating healthier and more productive approaches to life.

TESTIMONIAL

"At first, I was overwhelmed by the scope of what needed to be accomplished, but Alison quickly put my mind at ease. She really listened to my vision and paid attention to every detail. The results are stunning and I couldn't be happier."

K9 Fitness

Dog Walking Reinvented

Jeannine Yep created a business that she wished already existed. Her business, K9 Fitness offers off-leash dog adventures in San Francisco filled with exercise, socialization, and fun. When she reached out for a fresh visual identity and website, I thought that would be fun too.

CHALLENGES

- Although open to new ideas, Jeannine knew what she liked, and wanted to be involved in the design process that to ensure that all the elements shared the same visual language, thereby building trust and loyalty for her brand.
- Her approach to her business category was unique and Jeannine wanted a logo and website that reflected that difference.
- Jeannine loves to shoot pictures of the dogs' daily adventures, and she wanted to continually (and automatically) update her website with those photos to convey that same sense of spontaneity and visual authenticity.

SOLUTIONS

- Our collaborative development of a moodboard drove the project's design, as we started with a wide range of reference images, colors and textures, then narrowed them down to settle on a final, unique motif that she loves.
- With that process as a foundation, the logo went in a different direction than I might have gone in on my own – a hand-made scratchboard effect that reflects the personal touch that she provides. This contrasts with the common silhouettes featured on her competitors' websites.
- I used Jeannine's photographs as a prominent focal point in the website design, and integrated a feature that displays her daily Instagram posts.
- I contracted to provide ongoing maintenance of her new WordPress site to keep the hackers away.

IN A COLOR BOX

K9 Fitness

We go the extra mile for all dogs to be happy, well-balanced, social and fit.

TESTIMONIAL

"The website came out beautiful, way beyond what I thought it could be. My favorite part was working with Alison, and seeing a how all the steps and elements came together for the final result.

-Jeannine Yep

Walmart

Global Responsibility

Walmart is known for low prices, of course. But they also wanted to be known for their social responsibility endeavors, which are surprisingly diverse and impactful. They needed a printed report that would convey all of these efforts, and I knew it would be a design challenge. But I was up for it.

CHALLENGES

- Because the report would be long and detailed, it was up to the design to keep the information from being overwhelming for readers.
- The report needed to be organized under the main umbrella categories of sustainability, opportunity, and community.
- Rather than using plain text, data should be conveyed graphically for a more engaging experience.

SOLUTIONS

- A hierarchical design approach visually communicates each category of information clearly and quickly, and the fun icons help each snippet to graphically stand out on its own.
- Hexagon shapes are used throughout the booklet as a unifying visual theme; as a type of universal building block, hexagons are elements of beehives, which suggest efficiency, consistency, and community.
- A separate 'Theory in Action' spread shows how becoming more sustainable and responsible is an ongoing journey, through the use of visuals that depict the navigation of that journey.

IN A COLOR BOX

Walmart

Saving people money so they can live better lives.