

Do you want a show pony or a

**workhorse?**

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## Something I learned

as a child has held true throughout my life and career: do it right or don't do it at all. Interpretations may vary from one individual to the next, but for me, it means total commitment and being as good as my word. I approach every project with a passion for finding the right

solution, not just the path of least resistance. I consider it my responsibility to solve the client's communication problem while helping them avoid expensive mistakes. Finding the best solution isn't always the easiest path to take, but it is the most rewarding for those involved. Above all, I want

my work to make a difference. There are few things more satisfying than hearing a client say, "We owe it all to you!" I'm *no show pony*, interested only in the next award show. I want to work hard with your team, shouldering my share of the burden. I'm proud to **be a workhorse**.



**As a visual communicator** it's my job to get my client's message across — the right message in the right way. To accomplish this, I'm comfortable wearing a lot of hats, ranging from writer to strategic analyst to creative

director, art director and even production artist. My work runs the gamut from small businesses to large corporations. I've learned to listen closely and focus on the task at hand while being mindful of long-term goals.



**My story.** With over ten years' experience, I work hard to find solid solutions for a broad range of challenges and clients. I've been fortunate to encounter some great people and projects since beginning the journey.

I was raised in a farming and ranching family who instilled in me a strong work ethic, teaching me the true meaning of "a day's work." Agriculture is never a nine-to-five proposition. The community was small, in more ways than one, so personal integrity was very important. I learned that it's better to do a job right the first time than develop a reputation for poor work. Above all, it's the right thing to do, period. I have a strong sense of commitment to my work and my clients.

Those clients aren't a who's who of Fortune 500's, though I have worked for a few. It's largely a "who's never going to be" of small, mom & pop businesses. Regardless of size, each project was important to the client. Sometimes it meant *everything* for their business. I learned how to be creative within small budgets and short timeframes, making me very efficient with more extravagant projects. I've honed my listening skills so that I can get to the heart of the matter. It boils down to this. My first job is to solve problems: communication problems, perception problems, budget problems. My experiences give me a unique perspective, one based in reality, making me great at my job. Don't take my word for it. Following are some examples of my work. Have a look.



## Practical Education Technology: Not an Oxymoron

Striving to be a leader in education technology, Carlton is truly dedicated to improving education through practical technology. I found the idea of helping teachers inspiring when Carlton approached me with one great concept: improve the lives of educators everywhere.

Working closely with the Carlton team, I helped strategize comprehensive marketing plans and flesh out long-term corporate missions centered around their core value of saving time. I positioned Carlton's solutions as cutting-edge, time saving investments by naming the products

and supervising their brand development. Carlton continues to grow and innovate with a line of revolutionary education solutions through integrated a/v asset tracking, online sharing of lesson plans, and print-on-demand technology.

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**Pictured at right:**

*Product brochures for Curriculum Assistant and Celera  
Printed 4/4 plus varnish*

*Event Invitation for Curriculum Assistant launch  
Printed 1/1*



**CELERA**  
THE COMPASSION ALGORITHM

CELERA is an internet technology that will automatically customize your lesson plan to meet individual students' needs. It will generate unique, personalized, and targeted lessons for each student based on their current performance and progression.

What is the primary change? We all know that standards change every few years, but the real challenge is how to keep up with the changes. CELERA will automatically update your lesson plans to reflect the latest standards and ensure you are always teaching the most current content.

What about standards that are not in English? CELERA will automatically translate content into multiple languages. There are many additional features that will be added to CELERA as we continue to improve it.

**How it Works**

CELERA uses an advanced "Intelligent" technology to analyze the data points of individual students' performance and generate a unique lesson plan for each student. It will automatically update your lesson plan to reflect the latest standards and ensure you are always teaching the most current content.

CELERA also provides a comprehensive set of tools and resources to help you manage your classroom more effectively. It will generate unique, personalized, and targeted lessons for each student based on their current performance and progression.



Cartoon Solutions For Education  
cordially invites you...

**CELERA**  
THE COMPASSION ALGORITHM

CELERA is an internet technology that will automatically customize your lesson plan to meet individual students' needs. It will generate unique, personalized, and targeted lessons for each student based on their current performance and progression.


**Simplify Curriculum  
With Our Intelligence**

All through your browser



**So Many Standards,  
So Little Time...**

What other standards have you overlooked?





**CELERA**  
THE COMPASSION ALGORITHM

## Creating an Environment of Service and Support

The work of a service bureau appears simple on the surface. Translate a designer's ideas from digital bits to film the print shop can use to put ink on paper. However, as any designer will tell you, it's seldom that easy. Any number of errors can crop up, causing delay and expense.

To distinguish Russell Type from the competition, I created an identity that speaks of film output, and collateral focusing on the highly attentive personal service given each project. I knew it was important to emphasize the firm's strengths of quick turn-arounds and detailed

attention to every project not evident with other service bureaus. A happy client base recognized and rewarded the integrity and quality of Russell Type's work with frequent repeat business.



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Russell  
Type

**Pictured at right:**

*Capabilities brochure*      *Printed 2/2 with blind*  
*outlining firm's work ethic,*      *embossed 1-color cover*  
*policies, and services*



800-133"  
1.2.2001 2:24:42  
up "q2540.175"  
device q2540.175'  
3 seconds  
Frequency: 175,  
1.423, Frequency  
Angle Inacc: 0  
- 40.0Hz,  
- 11-10:1  
24 seconds  
ime: 1 seconds  
ion "PANTONE 116 CVC  
e: Raw = 44.00b,  
Ratio = 551.40:1  
2 seconds  
10 seconds



## Protecting a New Generation, One House at a Time

Specializing in customized home baby-proofing, Baby Safe Home is a company on the cusp of greatness. The service targets middle to upper income new parents. I was asked to create an image for the brand that speaks to intelligent, caring parents, not their newborns.

Looking first at the competition, I found a focus on the "child" theme which can alienate a more discerning clientele. BSH needed a refined, credible identity that imparted feelings of confidence and let parents know that their child would be safe after a visit from BSH.

I created the image of a shielded home with a soft type treatment to reinforce the BSH focus on family safety. The business has seen an overwhelming response. Their outstanding reputation among new parents continues to grow.

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B A B Y   S A F E   H O M E



B A B Y   S A F E   H O M E

**Pictured at right:**

*Posters  
with padded business cards*

*Direct-mail Postcards*

*Magazine Advertisement*

*Business Cards*

*Printed 2/2*





Protecting him from the world?  
You should think closer to home.



## Do great work. Enjoy what you do.

I've had a chance to work in many different

creative environments from sweat-shops to a

virtual artist's colony. What have I discovered?

If you're not happy about the work you're doing,

it shows. I try to take each project in stride,

looking for the opportunity to make it great.

Don't get me wrong. I'm not a touchy-feely

artist type. I just try to be true to the project

and myself simultaneously. This is really

rewarding when my client grows from a small,

two-location business to an international

presence with twenty-seven offices

(as happened once). The best part is having

the client attribute their success to the image

I created for them. I didn't choose graphic

design as a career. It chose me. I'm driven

to create. Whether I'm designing, painting,

drawing, or shooting pictures, I am

compelled to translate my ideas into

something tangible. I love my job.

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**My first design-related job** was as a sports writer and photographer for the local newspaper where we had to set our own copy on a phototypesetter. In college I learned how to run various presses, and even set cold type,

as well as the way to create a great design. Hooked from the start, I've become a type fanatic with a cabinet full of old cold type at home. I love what type can do in the right hands.





**smart**

**focused**

**creative**





PROJECT NO.  
**168**

I created this mark for industry monolith Hewlett Packard to reinforce its ongoing commitment to the Apple user market. The campaign specifically targeted the “anti-Windows” Apple customer by emphasizing out-of-the-box thinking and new horizons, recognized as core values of this demographic.

PROJECT NO.  
**122**

Hawaiian outrigger canoeing is gaining popularity in California, with over twenty-five fiercely competitive clubs. Paopao asked me for a bright, fun logo and t-shirt graphic that “smokes those other clubs.” The well-received design became an unexpected profit center for the club through sales to non-members.

PROJECT NO.  
**137**

Best known for apples and apple pies, this rural town has much to offer by taking the visitor away from the frenetic atmosphere of the city. Since visitors are likely to be unfamiliar with Julian, the mark conveys a slight “Old West” feel and, at a glance, implies a more relaxed environment.



PROJECT NO.  
**173**

Developed to encourage reseller support of JNI products, the FibreStars mark indicates a special partnership between JNI and their distributors. JNI supplies training, support, and other incentives to these partners, giving FibreStars affiliates a competitive edge in a difficult market.



Curriculum-On-Demand™

PROJECT NO.  
**152**

This mark is one element of a pioneering approach to practical education technology. Curriculum-On-Demand, a group of solutions created by CSE, improves the educational environment by delivering customized materials aligned to standards through print-on-demand technology.



PROJECT NO.  
**116**

T-shirts bearing this mark, given to members of the Triton League's champion team, became a source of pride in the community and helped increase involvement in Dana Point's adult co-ed intramural program.

“If you manage  
to do something  
**following  
your instinct**  
as closely as possible,  
then you have succeeded;  
but that’s truly exceptional.  
**It very rarely happens.**”

– Francis Bacon



## Doing it right, the first time.

Design is a process, not a product.

Successful results are achieved by engaging

in successful practices. For me, this means

doing my homework. I learn as much as

possible about my client's business,

their competitors, and the audience

we're trying to reach.

I work with my client to craft an

articulate message that expresses the

value of their brand through an appealing,

concise design. I take great care to keep

this message on track through every stage

of the project. By working closely with

copywriters, photographers, illustrators,

and printers, I ensure that every base is covered.

I'm pretty good at this, since I've worn all

these hats at one time or another,

and know what can go haywire.

My clients count on me to be their

expert and advocate, preventing costly

mistakes or delays. I create understanding

partnerships with vendors, which have led

to my reputation for being a straight-shooting

and demanding customer. We all want the

project to come off without a hitch, but it has

to be done right. I treat vendors with the same

respect as my clients, so I'm able to get fair

pricing, the best work, and punctual delivery.

It's no revelation. Just treat people right

and it comes back to you. I'm proud of the

relationships I've built and the work

we've done together.

## Breaking Ground on a Whole New Image

As with any enterprise, good help is key.

Initially, Getchell desired only to update its existing brochure. As we discussed the current marketing efforts, however, we found they needed more than a simple revision. Their true value lay in providing a one stop shop with all

the necessary craftsmen. Imagine avoiding the potential headache of dealing with a typical contractor who has one specialty and sub-contracts other trades as needed. I emphasized this strength with the tagline "Your Complete Solution" and a design

targeted to a more upscale consumer.

Getchell's new image properly positioned the firm as a unique, highly skilled group of experts ready to take on projects of any size or scope.

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CONSTRUCTION INC.



**Pictured at right:**  
Collateral Brochure  
printed in 4/4 plus varnish



Touch-up Paint Label  
(left behind for repairs and as  
a convenient reminder)  
printed in 3-colors





## Driven to Distraction by Federal Regulations

Staying in compliance with federal regulations grows more complex each year. Designed to save time and money, CDTA was founded to service the requirement for random drug screening with a minimum of complication. CDTA decided to start small but smart,

its first goal to win the endorsement of the California Trucking Association. To do this, I created an identity that would be instantly familiar to truck drivers, reminiscent of artwork found in old truckstops. Around this mark I created a business system that is similarly

nostalgic, and other assorted collateral to clearly demonstrate CDTA's competence. The initial proposal was well received and, within weeks, secured the exclusive endorsement of the nation's largest transportation organization, the CTA.

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CALIFORNIA DRUG TESTING ASSOCIATES



**Pictured at right:**

*New Member Welcome Kit  
silkscreened 3-ring binder*

*Business Cards, Letterhead,  
Envelope and Mailing Label  
printed in two colors*





## The Greatest Day, the Greatest Challenge

As a visual communicator, you might imagine that I'm a bit critical when it comes to my own projects. Little did I know how critical I could be until I began designing invitations for my own wedding. The task seemed to become more difficult with every rough I sketched.

Nothing seemed to adequately represent the emotion and story I wanted to tell. Eventually, I began to build up a rich visual texture and, with a little help from Shakespeare, was able to craft invitations, rsvp and reminder cards, a map to the church,

envelopes and thank you notes that were uniquely personal, warm and, well, inviting. The project has unexpectedly turned into a great marketing piece as well, with several recipients commissioning announcements and holiday cards of their own.

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### **Pictured at right:**

*Wedding Invitation  
(inside and out)*

*Thank You Note*

*RSVP Card and Envelopes*

*Printed in black plus one  
(the printer never believed it  
would turn out so well)*



**A RARE OCCASION**

Two souls come together and their love for one another  
burns so intensely that it is remarkably destined  
to last forever.

*Join?* This is such an occasion.

*Thank You*

**Hand in hand,**  
*Stephie Fagham & Jeremy Russell*  
invite you to share in the celebration  
of their wedding. Please join them  
at St. Elizabeth's Episcopal Church in  
Parsippany, New Jersey  
Saturday, May 20th, 2006  
at 4 o'clock in the afternoon.

**R.S.V.P.**

The

**Family**

will be

will be

Our gift

**Jeremy & Ruby E. Russell**  
1000 York Road, Suite 100  
New Jersey, NJ 07053

## Hire a workhorse.

I want to work with you. You've seen some of  
my work; I've taken you through my thought process.

This is how I operate. I'm experienced and reliable.

I can manage a project from the first, vague idea  
to final distribution. I'm in this for the same

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reason you are: to improve your bottom line.

Give me a call. I'll bring some samples,

and we can sit down to plan how we will better

the way you do business. >>





## **Reach Me**

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