creative

COLLABORATION

Your guide to creative, collaborative practices to help your business stand out from the competition





BRANDING SPEAKS LOUDER THAN WORDS

▼ tanding out in a sea of messages is challenging in today's saturated marketplace. The more visual your brand expression is, the more likely it is to be remembered by your audience. But just being visual isn't enough... you need to be consistent and strategic in how you present your visuals to have the greatest impact on your target audience and form a positive, memorable brand.

That's why when client Laura Markee decided to put her years of experience to work and open her own business valuation and financial damages analysis firm, Markee Valuations, we decided on a strong and unexpected visual solution to present herself in the polished, professional manner for which she was known in the industry.

Her immediate needs for launch included a new logo, stationery, report covers and nametags for upcoming speaking engagement, in addition to an online presence in the form of a new website and social media presence.

form of a new website and social media presence.

blue-toned color palette was chosen, representing

65% of the population are visual learners.

The logo needed to reflect Laura's professional personality and also have room to grow as her firm grew. Equally important, it also needed to appeal to her target audience including attorneys, business owners and financial planners, all while differentiating her from her competition.

We arrived at the above solution after completing a creative brief that identified her overall goals, and captured reliability, trustworthiness and commitment, all values that Laura brings to the table with each valuation.

the essence of what the

Markee brand was to be.

Concepts were developed

needs outlined in the brief

and differentiate her firm

from others in the area. A

that would address the

In less than a year, Markee Valuations is in the process of remodeling a new building to call home for her growing staff and her brand continues to serve her well, as it is applied to additional components such as large format signage.

www.markeevaluations.com

in this issue :: vol. 1 no.1
feature ~ Branding
case study ~ Designing Maps
interview ~ Print Graphics
PDX print rep,
Patsy Turner
tips & tricks ~ Quick Fixes

upcoming events

- Spring Promotion:
 Nametags
- Quarterly Speaking: Marketing & Design
- Software Training: Intro & Advanced Adobe Photoshop® Training Conducted in Portland
- Giving Back: Design Mentor interviews for Art Institute



LORI REED

Creative Collaborator
19215 SE 34th Street
Suite No. 106-126
Camas, WA 98607
ceil 504.913.9123
studio 360.210.4004

free 888.217.7333 fax 888.752.5530

lori@reedcreative.com www.reedcreative.com

900

BUSINESS :: NEWS

our developmes goal growth

basetechnology industry

view S Companies services employees and constant

life new cost method-causes

effect brilliant

Innovation is the basis of America's economic success.

-Council of Competitiveness (a group of CEOs, University Presidents & Labor Leaders)

New ideas drive business. And businesses choosing to compete in today's competitive environment are seeking the next new, innovative idea to help their company stand out in an overcrowded marketplace. The question often is how to get from fresh new concept to consumer/client as quickly as possible. After all, the first to establish an offering typically dominates the market, so timing is crucial. Successful, agile businesses possess expertise in their industry and can provide

history idea ush use quali many idea ush curve data organizational failure a wealth of knowledge, serving as a source of creative ideas that are integral in developing meaningful new concepts, rooted in business objectives. Collaborating with partners who ask the right questions, listen to your responses and perform the necessary research, will yield greater and faster success in generating new, compelling, innovative ideas that are both aesthetically pleasing as well as more effective in communicating the right message in the right media to the right audience at the right time.



INTERVIEW :: PORTLAND PRINTER

A few words with one of Reed Creative's preferred print reps, Patsy Turner

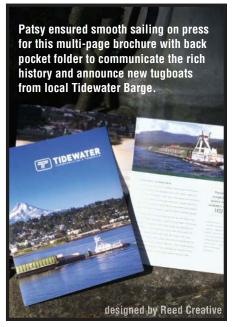
Q:: What is the best thing about being a print rep? The people—I really enjoy meeting and interacting with clients...developing relationships and working collaboratively, especially when it comes to solving any potential challenges that might arise.

Q:: Where do you find inspiration for the work you do? I am fortunate to be part of producing great creative that comes out of the Portland, Oregon/ SW Washington area market every day. It is great to see something new and exciting with each project I touch.

Q:: What is the biggest challenge you face today in printing? The industry has changed drastically as we move more and more toward digital presses and quick run projects. Clients seem to be in even more of a hurry for printed material. The digital equipment has its place, but I do like running offset jobs which require a bit more craftsmanship and also allow a designer to be more creative as far as using different coatings, PMS colors, larger sizes for brochures, booklets, etc.

Q:: What is one tip you find yourself sharing most with your clients to help improve their experience working with **VOU?** I try to remind them to include bleeds, crop marks and fonts as this will ensure their project moves through the system more smoothly. I also like to share with clients how designing for printed pieces is not the same as designing for web, and always offer them the opportunity to talk to our Prepress Department should they have questions.

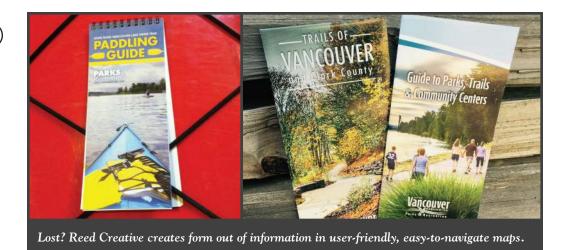
Q :: What makes for your ideal client? I enjoy educating clients, but an ideal client is one who already understands the printing process and prepares files correctly so we can hit the ground running, rapidly. But more importantly, it comes back to the quality of the relationship and how well we work together which is based on personality, expertise, mutual respect and a sense of fun and excitement for the industry. It is also very crucial for me that my clients understand they can count on me to be honest, deliver a quality product in a timely manner and always have their back.



Q :: Any final thoughts you'd like to share? Though printing is changing, the need for successful marketing communication materials will never go away, and the need to strategically combine web and print for an integrated solution continues to grow.

CONTACT:

Patsy Turner, Print Graphics PDX 503.641.8811 patsy@printgraphicspdx.com www.printgraphicspdx.com



TESTIMONIAL

appreciate your knowledge and

expertise on these projects and it

was a pleasure to work with you.

---Monica Tubberville, Park Planner |

Vancouver Parks and Recreation

The Park Guide and Trail Guides

look wonderful! We so

Thank you again!!

GUIDING CITIZENS

Helping target audiences navigate critical information

hen the City of Vancouver faced the challenge of needing to update maps used by local citizens, they turned to Reed Creative for assistance. Owner Lori Reed is not only experienced in designing and producing maps but also an avid trail runner and kayaker, and the merging of two passions was the perfect

combination to ensure a current, accurate and quality printed product for the local community to take to the trails.

Each map began with the standard creative brief that Reed uses to gather critical information, which serves as a guide throughout the process to make sure that original prescribed criteria is adhered to.

The kayak paddling guide needed to be easy to use not only when planning a paddle, but also while aboard a kayak. Research into appropriate papers resulted in recommending and specifying a waterproof paper that could endure wet weather being on a local river or lake. A wiro-binding provided easy flipping of pages, a solution much less cumbersome

than a larger fold out map that works better on land. Now, local water trails can be easily navigated thanks to a compact, waterproof, easy-to-access map.

The park and trail guides needed to provide the right balance of appealing visual imagery and descriptions that would share critical details with the reader, such

> as trail heads, parking availability and trail difficulty as well as a matrix of amenities so a citizen can "know before you go" what will be available.

Tips to guide you on your next map project:

Step 1 :: PLAN Gather existing content (logos, photography, text, map files); define overall needs and schedule.

Step 2 :: CONCEPT

Explore written and

visual design approaches that meet stated objectives.

Step 3 :: DESIGN Design all parts of project, including final text, imagery and color. **Step 4 :: IMPLEMENT** Carefully proof entire project for accuracy; adjust as needed. **Step 5 :: PRODUCE** Prepare and release files to printer, including folding dummy.

STILL LOST? Call us at 888-217-7333.

tips vicks

TIP OF THE QUARTER

:: Even the best looking ad will fail to elicit the response you want if you forget to focus on your CTA...Call To Action. In today's fast paced world it's critical to make it very clear what you want your customer to do after reading your message. Always review your materials from the perspective of someone unfamiliar with your product or service and make it clear what next steps they should take by including a simple and direct call to action.

TRICK OF THE TRADE

.....

:: Often you need to make a photo you shot with your phone look presentable in your social media posts. If you have access to Adobe Creative Suite's Photoshop, you can quickly improve the image by making three fast overall adjustments: 1) adjusting levels, 2) modifying brightness/ contrast and 3) removing any color cast. Reed Creative offers custom software training to teach you how you can quickly and easily perform these in-house to improve your next social media visual post.

QUESTIONS?

:: Email your technical design question to: lori@reedcreative.com



19215 SE 34th Street Suite No. 106-126 Camas, WA 98607





PROMOTION

Present yourself in a more professional manner at your next networking event with a customized, magnetic nametag.

Receive **\$5 OFF** regular price of \$25. Expires 05.15.15.

Email the following information to lori@reedcreative.com

- full name
- tagline, if desired
- company name
- company logo (vector format)
- offer code Q12015