

RAINMAKERS

Jennifer Pearre
Design Accomplishments



CONTRIBUTIONS

- **BRAND PACKAGE**

- Color Palette
- Four Cornerstones
- Logo
- Collateral
 - Letterhead
 - Capabilities Sheet
 - Event Post Card
- Marketing Folder
- Exhibit
- Website Homepage

- **WHITE PAPER**

- **CDC BPA**

- **AIAN**

- Slick
- Social Media Posts
- Web Banners

- **JOB AIDE**

RAINMAKERS

Brand Package Design



THE COLOR PALETTE

We wanted a fresh and exciting color palette that supported the new look. After reviewing a variety of palettes with the team and researching each color's meaning, we landed on this final color combination. It was also decided that we needed a robust palette with plenty of options for a wide variety of uses. Twelve colors were selected as the final palette.



Deep Blue



Dark Teal



Teal



Sky



Aqua



Deep Gray



Silver



Scarlet



Spice



Amber



Sunny



Khaki

THE CORNERSTONES

Four iconographic cornerstones were created to support our business philosophy:

Initiate innovation and strategic thinking to accelerate the right decision for our clients, while producing valuable, enduring results

- **Excellence** and quality are not optional. They are both our commitment and our guarantee.
- **Passion** fuels our enthusiasm for achieving lofty goals and consistently surpassing client expectations.
- **Diversity** and inclusion are the keys to innovation. Our team-based processes and tools facilitate broad cross-team engagement and thought leading solutions to complex client problems.
- **Knowledge** empowers our team through a culture that promotes continuous learning; enabling continuous improvement.



Excellence



Passion



Diversity



Knowledge

THE LOGO REDESIGN

A refreshed design kept the star and the swoosh but moved the star to the opposite side to create the suggestion of forward movement & success, and the swoosh was adjusted to generate more energy. The goal was to creatively suggest the forward momentum of the company and our forward-thinking solutions. Colors were adopted from the new palette, and a new font created a fresh look to round out the logo and create a modern feel. Our four cornerstones were added as a tagline to quickly showcase our central philosophy. The new design created excitement and enthusiasm. This excitement is still present in our white and black, one-color versions.

The four pillars can be removed when a smaller, simpler logo is needed.



COLLATERAL & STATIONARY



Business Cards & Letterhead



Collateral Sheets



Conference Materials

POCKET FOLDER

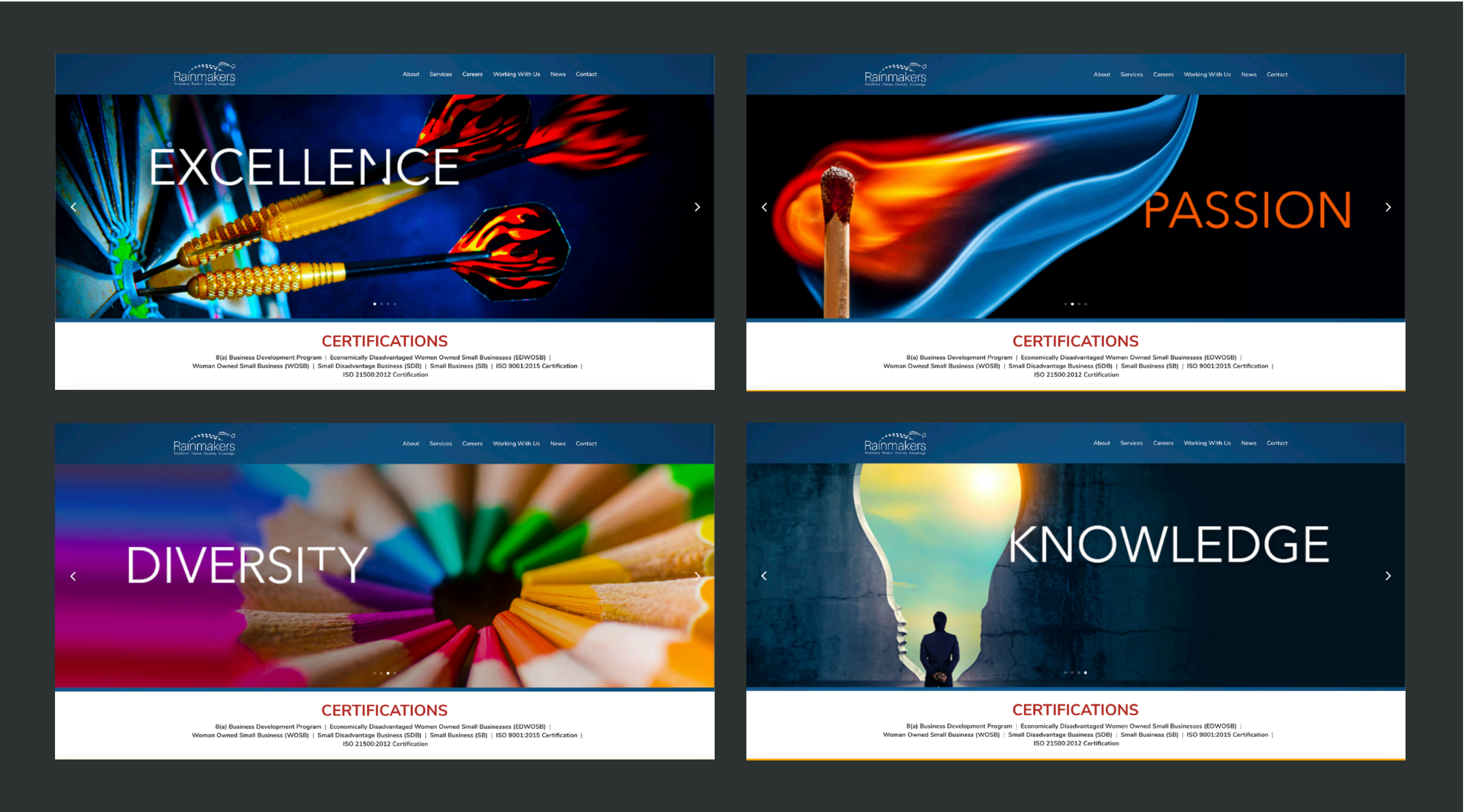


Folder Which Features Spot Gloss Varnish and Die Cut Circles to Show Cornerstone Icons and Vertical Pocket With Slot for Business Card.

EXHIBIT



WEBSITE



Website Structure Storyboard

The Website Features Powerful, New Hero Images Representing Each of Our Four Cornerstones, As Well As Parallax Scrolling, Fly-Out Buttons, Sliding Content, and Accordion Reveals.

Please Note: Site is Currently Being Updated With These Added Features. New Hero Images are Live.

RAINMAKERS

External Client Materials



WHITE PAPER & CDC BPA

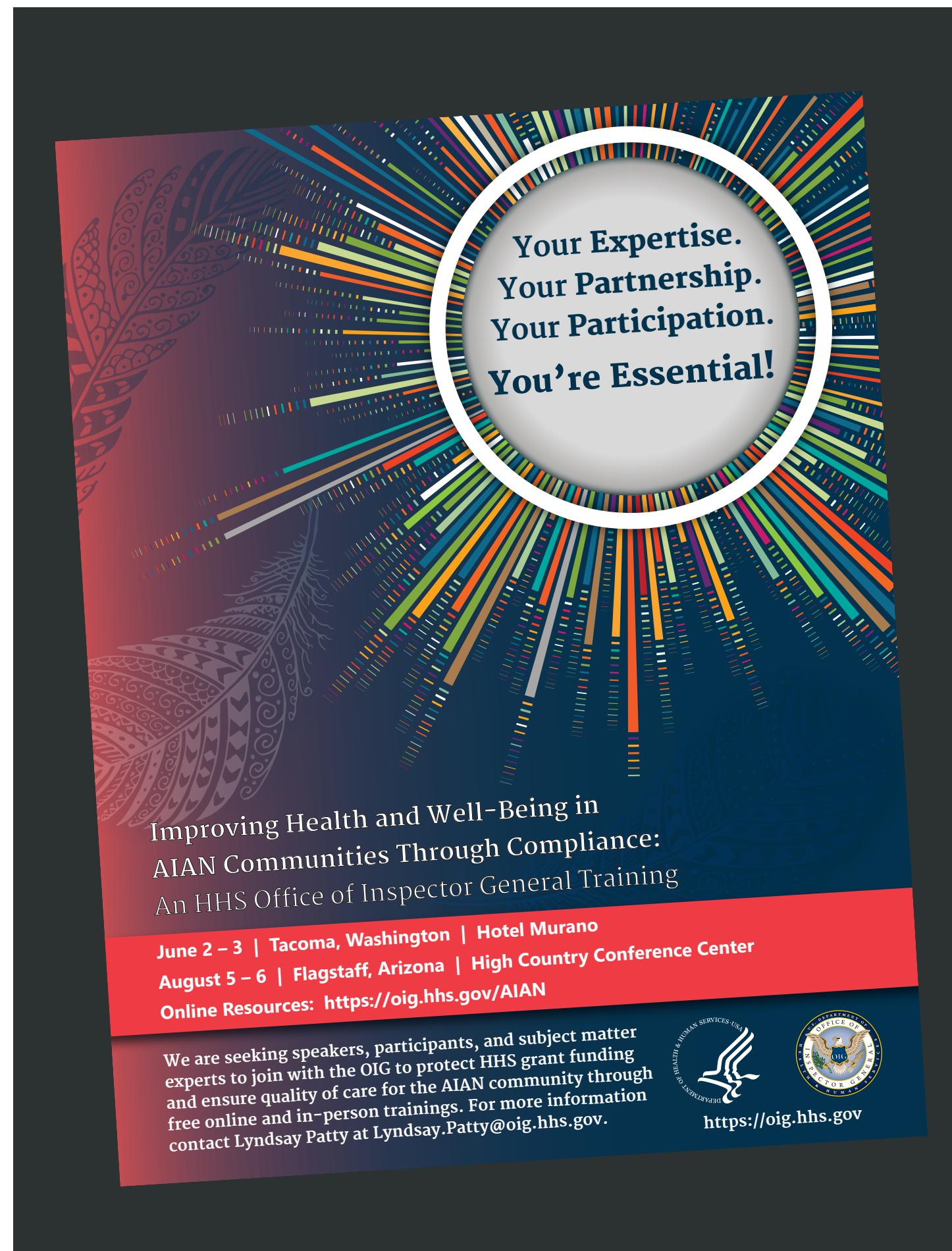


White Paper



CDC BPA

AIAN MARKETING MATERIALS

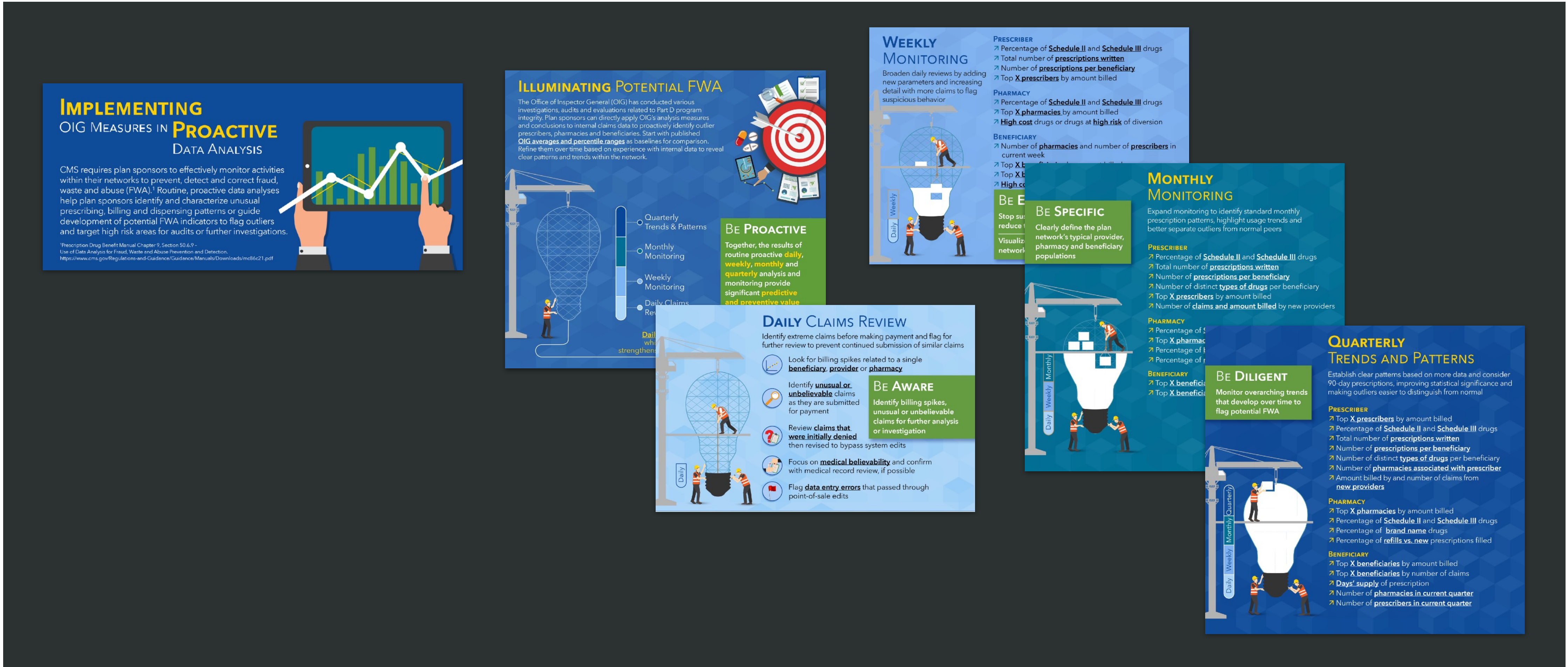


Slick



Web Banner and Social Media Post

INTERACTIVE JOB AIDE



Interactive Job Aide



CREDITS

Brand Conceptualization, Design and Management by:
Jennifer Pearre, Art Director & Senior Graphic Designer

Brand review and selection process:
Rainmakers Team