

**Studio Blixa 6**  
**Brand Design Portfolio**  
September 2010

## logo designs



## brand identity system

**Client**  
Gaia Travels

**Project**  
Corporate Identity &  
Trade-Fair Booth Design, 2008-09

**Comments**  
Designed and produced the identity system and trade fair booth for Gaia Travels, an travel agency marketing Italian villas in Tuscany to the Finnish market.

The package includes:  
Logo  
Stickers  
Business Cards  
Trade Fair Booth Graphics



## brand identity system

**Client**  
La Gaia

**Project**  
Corporate Identity System, 2009

**Comments**  
Designed and produced the identity and communication materials for La Gaia, a Finnish importer of hand crafted Italian products for the wine connoisseur, the kitchen and home.

The package includes:  
Logo  
Business Cards  
Letterhead  
Mailing Stickers



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FI-40200 Jyväskylä  
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www.lagaia.fi



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*Uino • Casa • Cucina*



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## brand identity system

**Client**  
La Gaia

**Project**  
Trade Fair Stand Design, 2010

**Comments**  
Designed the trade fair stand for La Gaia, a Finnish importer of hand crafted Italian products for the wine connoisseur, the kitchen and home.





## brand identity system

**Client**  
Dar Charkia

**Project**  
Corporate Identity & Marketing  
System, 2007

**Comments**  
Designed and produced the entire  
Identity system for Dar Charkia,  
an exclusive riad/guest house in  
Marrakesh, Morocco. Additional  
contributions included text writing,  
photography of texture and mood  
elements.

The package includes:  
Logo & Tag Line  
Business Cards  
8 Page Brochure  
2 Image Cards (x-large postcards)  
Map design & Photographs  
Website (due to launch Jan/2008)



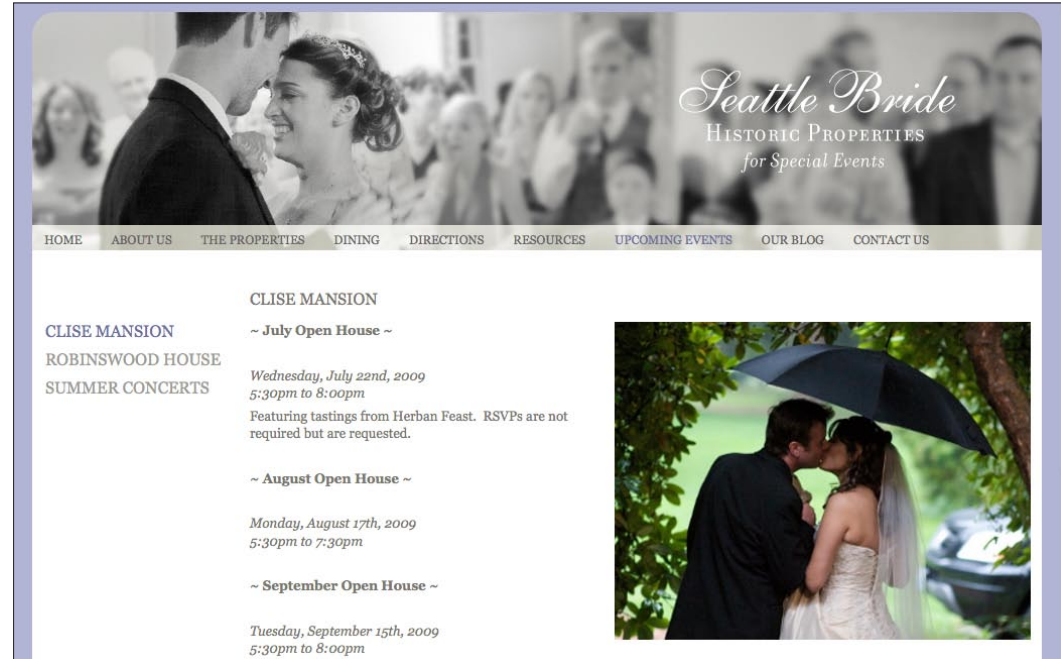
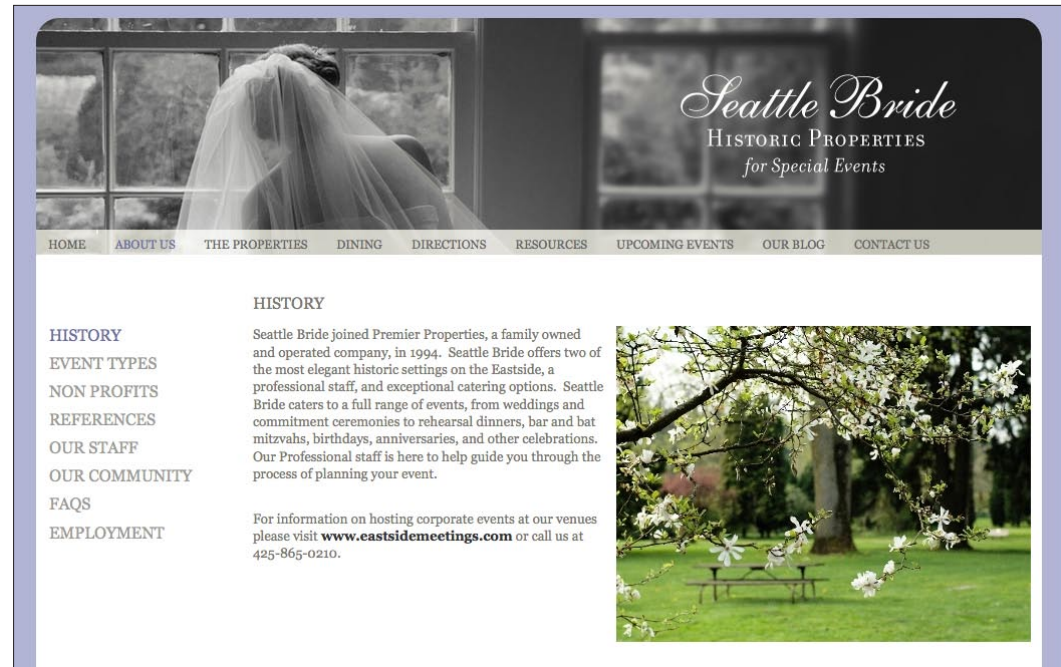
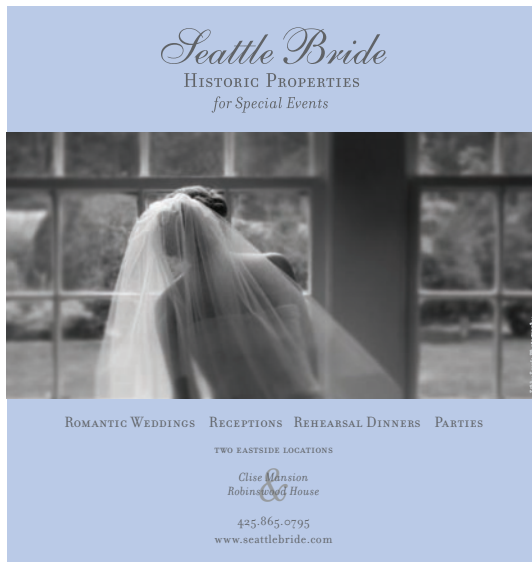
## brand identity system

**Client**  
Seattle Bride

**Project**  
Corporate Identity & Website,  
2008-09

**Comments**  
Designed and produced the identity system and website for Seattle Bride, an historic property management company that provides locations for weddings, meetings and special events.

The package includes:  
Logo  
Print Advertising  
Website





## brand identity system

### Client

Response Genetics /  
Kaleidoscope Marketing Group

### Project

Re-Branding, 2008

### Comments

Developed and produced the integrated design concept and related graphic elements for Response Genetics - a pharmacogenomics company that produces a test for determining an individual's response to medications based on genetic testing of cancerous tumors.

The project included:

General design direction

Tag line creation

Logo development

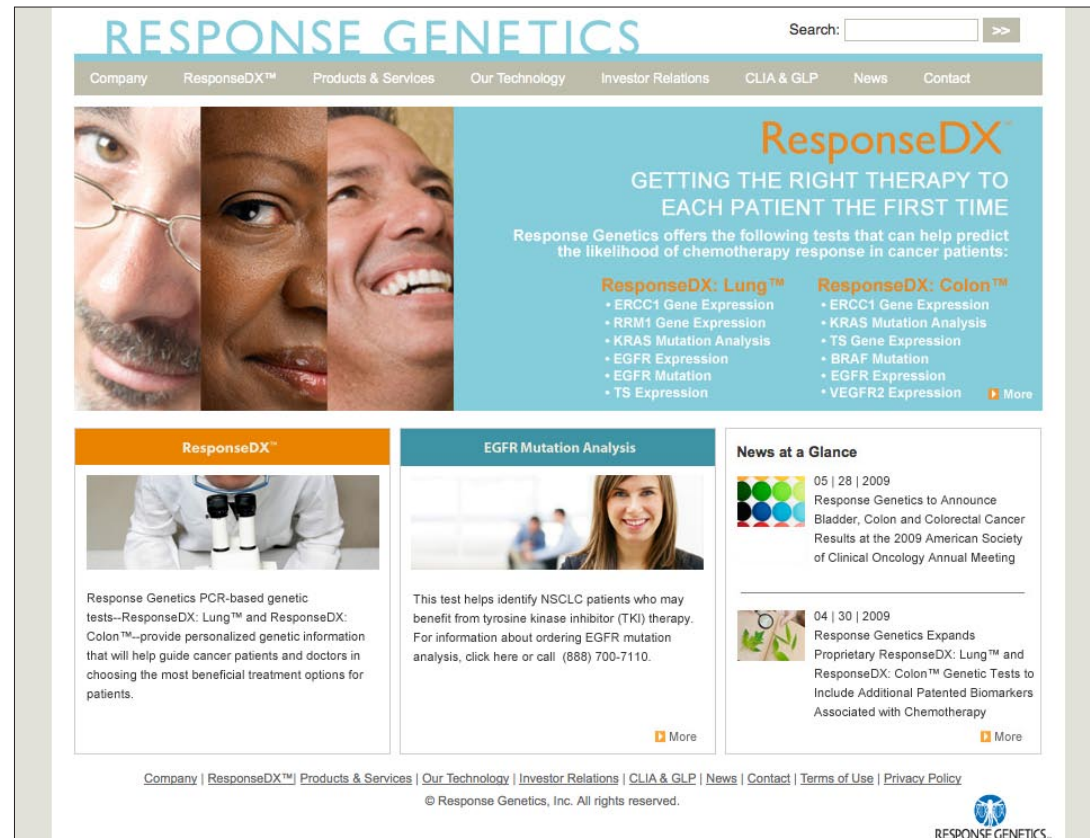
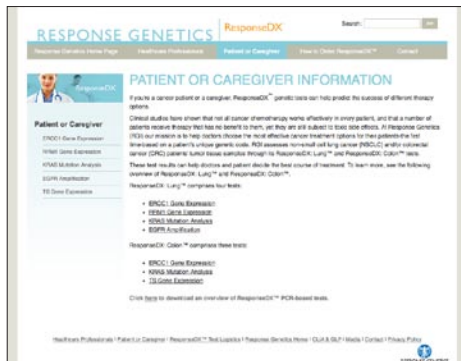
Folder. Letterhead

Data Sheets, Brochures & Lab Forms

Tumor Sample Shipping Packaging

Creative Direction on Website in  
partnership with The Supergroup,

Atlanta GA





## brand identity system

### Client

Gerard Reid,  
Investment Fund Manager

### Project

Corporate Identity System,  
2006

### Comments

Designed and produced the entire CI system for Gerard Reid an independent fund manager for Renewable Energy Resources, defining the brand look, feel and positioning.

The package included:

Logo system

Letterhead

Mailing Label

Business Cards

Website (temporary holding page while in development)



## brand identity system

### Client

Arthesia GmbH / AG

### Project

Corporate Identity System,  
2001

### Comments

Designed and produced the entire CI system for Arthesia, honoring the brand essence defined during a workshop I guided, while also reflecting the three office locations.

The package included:

Logo systems

Letterhead

Business Cards

Folder

Greeting Cards

Project description sheets

Website (Factory site)

Art Directed main Arthesia website with Pod, a London based Multimedia agency.



Arthesia Factory Website, corporate communication materials and various logos

## brand identity system

### Client

Just in Time Solutions /  
Avolent

### Project

BillCast Packaging Suite,  
Brochures, Presentation Folder,  
& Advertising, 1998-99

### Comments

Conceptualized, designed  
and produced a full suite  
of award winning packaging  
and communication tools  
for a Bay Area Software firm  
creating enterprise class bill  
presentment software. The  
design visually linked 3 types  
of products, while creating a  
distinguishable look through  
the entire series.

In addition to designing the  
printed materials, I was also  
responsible for creating the  
hi-res color collages associated  
with each product and  
designed web based templates  
(as seen on inside page of  
brochure).

### notes

The packaging suite was  
featured in the 1999 Art  
Directors Club Annual and  
received a LuLu Award for  
design excellence.



Billcast packaging suite





## identity driven web design

### Client

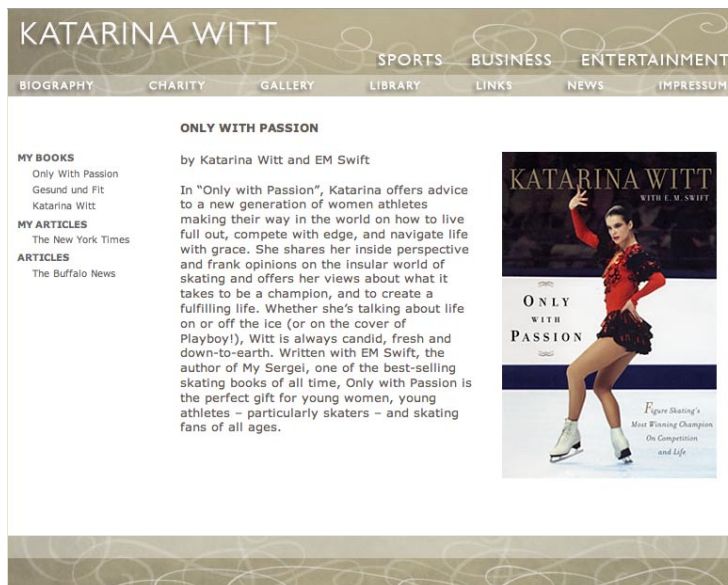
Katarina Witt  
2 time Olympic Champion

### Project

The Official Katarina Witt  
Website, 2006  
www.katarina-witt.com

### Comments

Worked with Katarina to clarify the core elements of her evolving Brand Identity, connecting all aspects of her business including a foundation, production company and her career as a professional figure skater. Designed the site and wrote the copy to reflect her personal style and strategically position her for upcoming professional transitions for both a German and international audience.



Website screens showing two inside sections and a content page



## identity driven web design

### Client

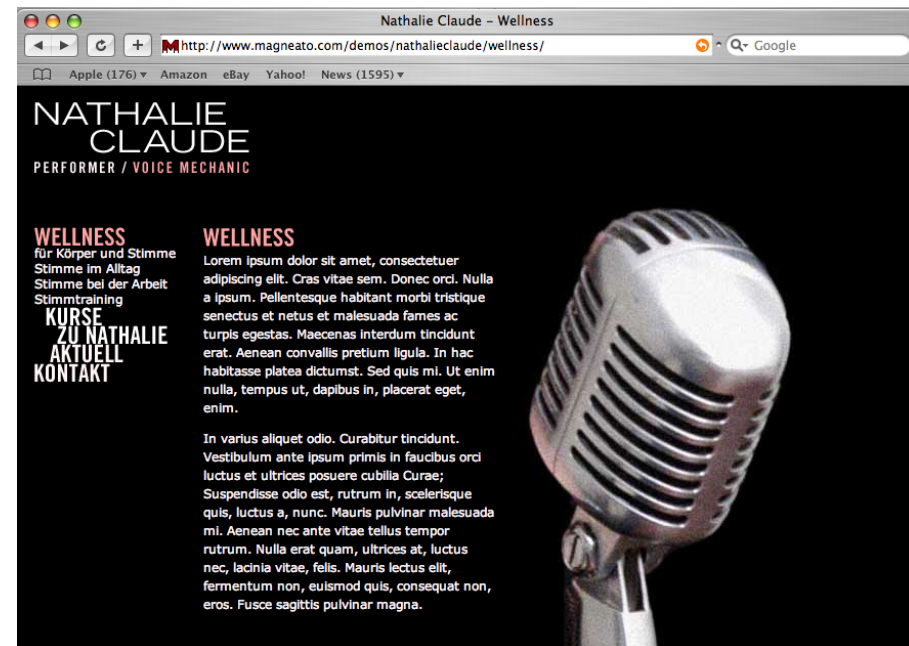
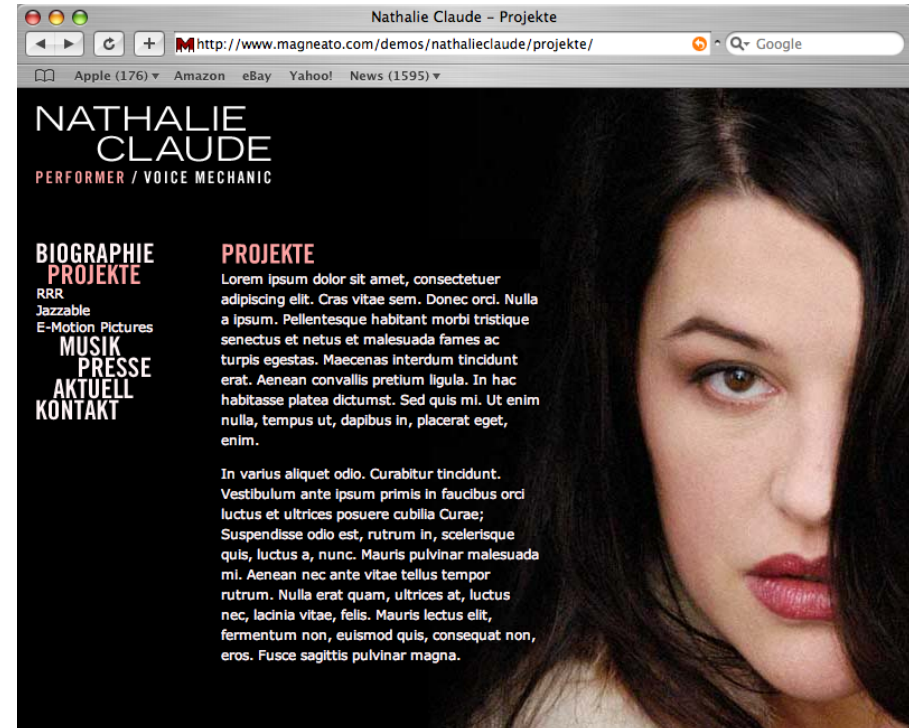
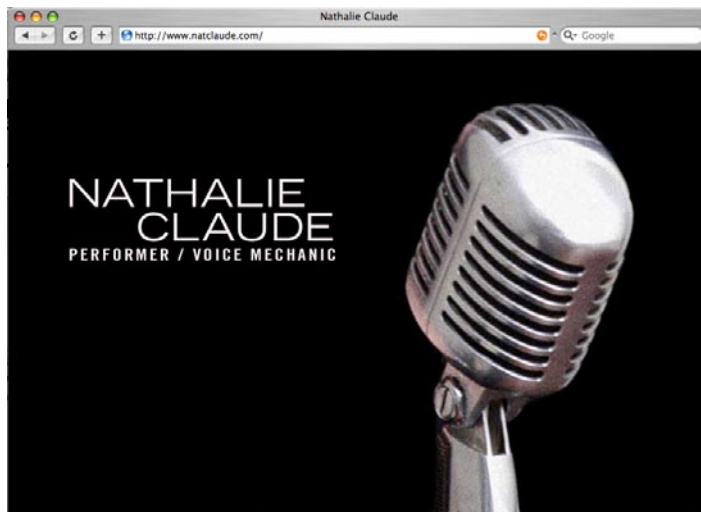
Nathalie Claude,  
Voice Mechanic & Jazz  
Performer

### Project

www.natclaude.com, 2006  
Look and feel design, graphic  
design of logo, website and  
marketing materials including  
tour poster and flyers.

### Comments

Worked with Nathalie to clarify  
the core elements of her  
professional offerings, coined  
the term "Voice Mechanic",  
then developed a look and  
feel to encapsulate her visual  
style into one cohesive visual  
package.



## concept illustrations

### Client

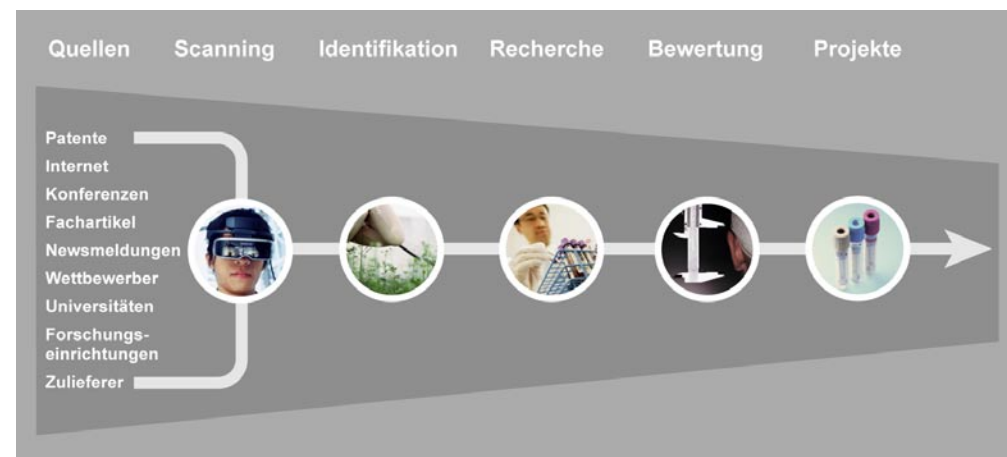
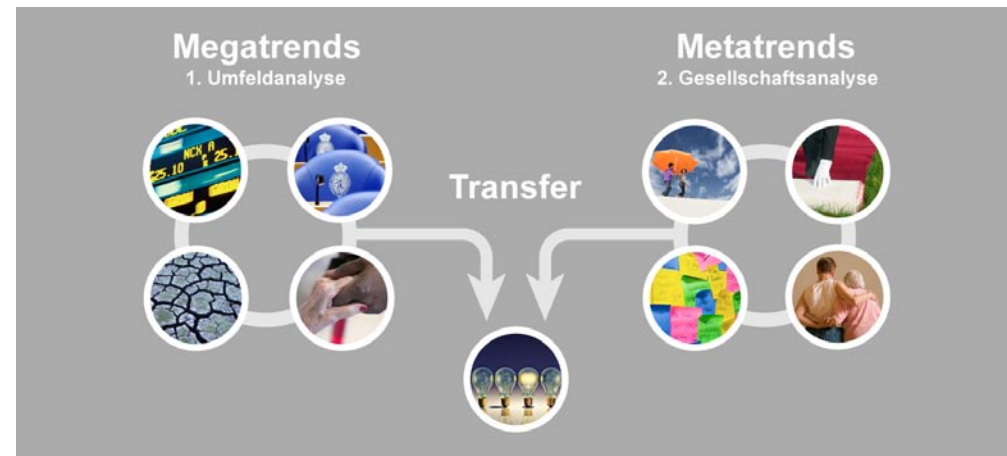
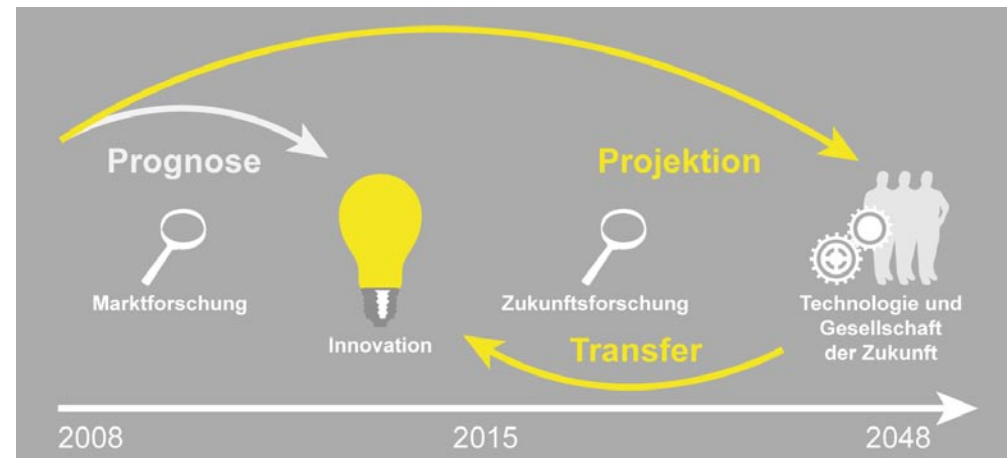
Volkswagen / Red Onion

### Project

Concept Illustrations & PPT presentation, 2008

### Comments

Designed and produced the VW R&D department's public PPT presentation, including many illustrations helping to show the phenomena affecting the process of research for future mobility.





## concept illustrations

### Client

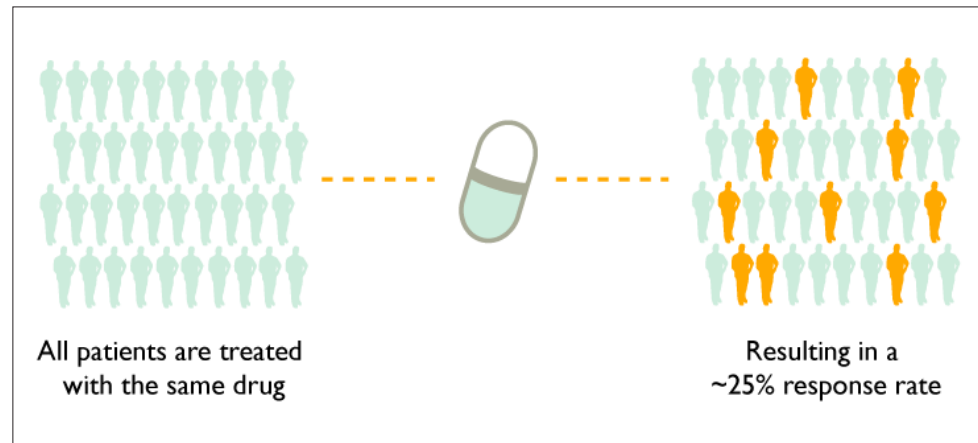
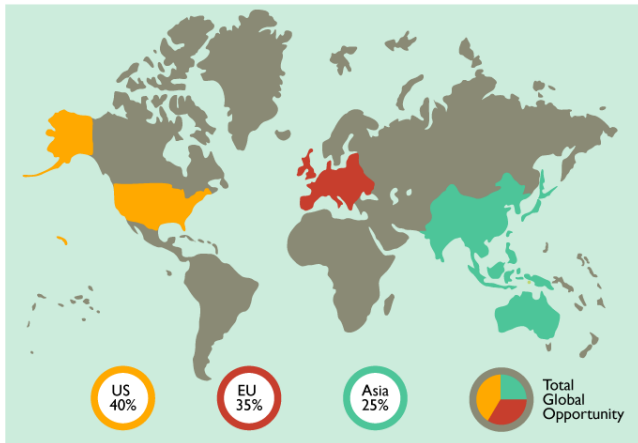
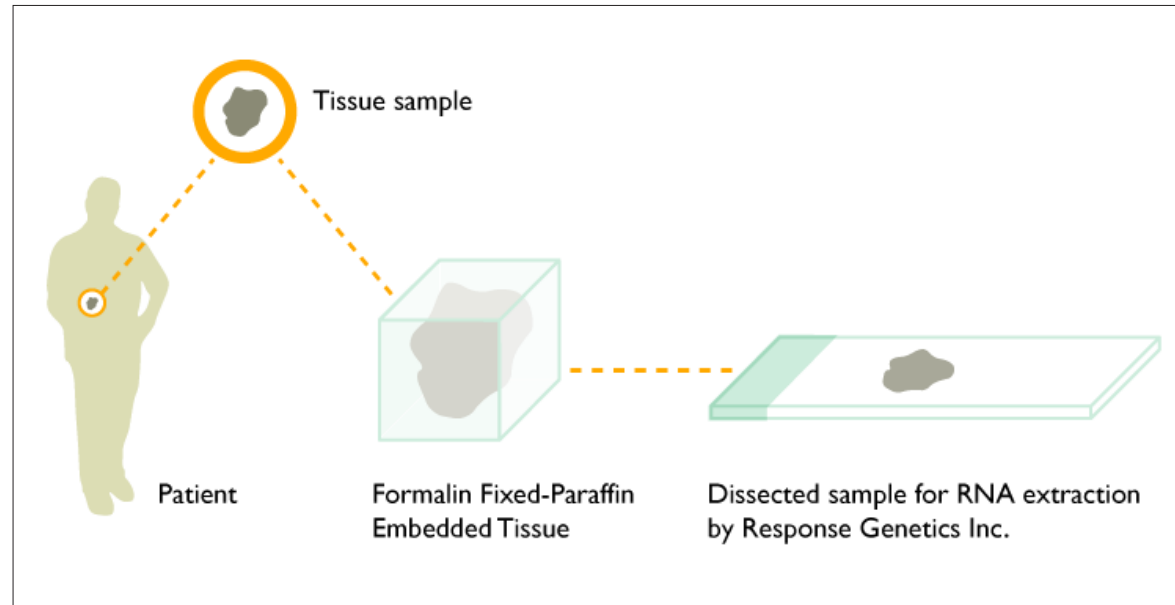
Response Genetics /  
Kaleidoscope Marketing Group

### Project

Illustrations of process for  
stakeholder presentation  
materials, 2007

### Comments

Designed and produced  
the company profile PPT  
presentation, including many  
illustrations, both static and  
animated, helping to show  
how the business, the product,  
a genetic test for patient  
responses to cancer drugs, and  
the process function.  
Developed color scheme and  
visual taxonomy used across all  
presentation materials.

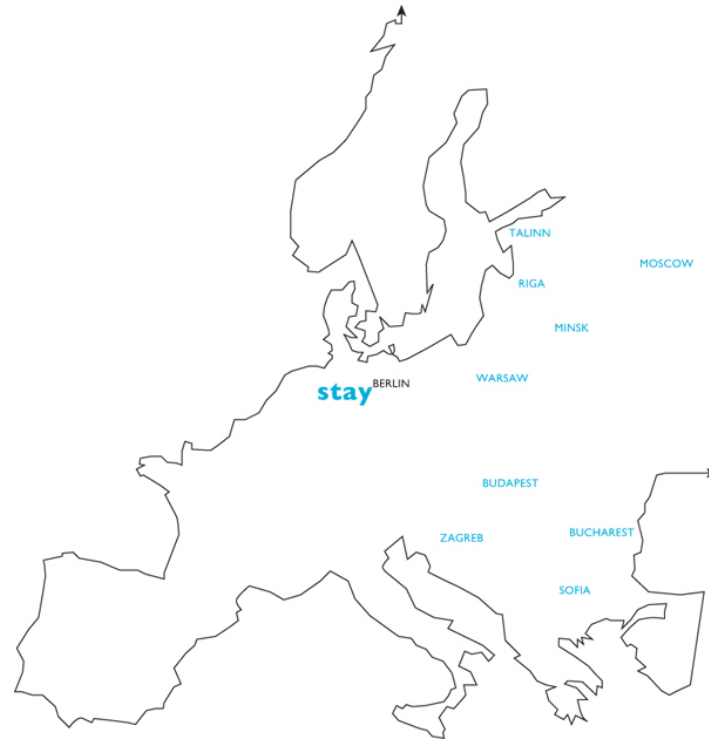


## concept illustrations

### Project

stayBERLIN, 2004-2006  
Unique low-budget hotel meets sustainable neighborhood development concept created in partnership with Italian architect Walter Musacchi. Designed CI, concept booklet layout, included graphics and mood images, texts and strategic business development plans.

**stay** HOTELS



**stay** HERE

**stay** LONGER

**stay** CONNECTED

**stay** CURIOUS

**stay** LOCAL

**stay** BERLIN



Mood boards, map of projected franchise regions, logo and taxonomy study - „stay, to the power of...”

## concept illustrations

### Client

Peppermint Werbung GmbH

### Project

Brand discovery, name, logo and label design for a new liquor product, 2005

### Comments

I was contracted as a free-lancer to unearth the brand qualities and label design of a new German/Spanish spritzer drink product in development. These graphics show the initial stages of the visual exploration development, identifying target market and various directions in tone, personality and style.



Mood boards exploring possible brand qualities of an exclusive spritzer drink