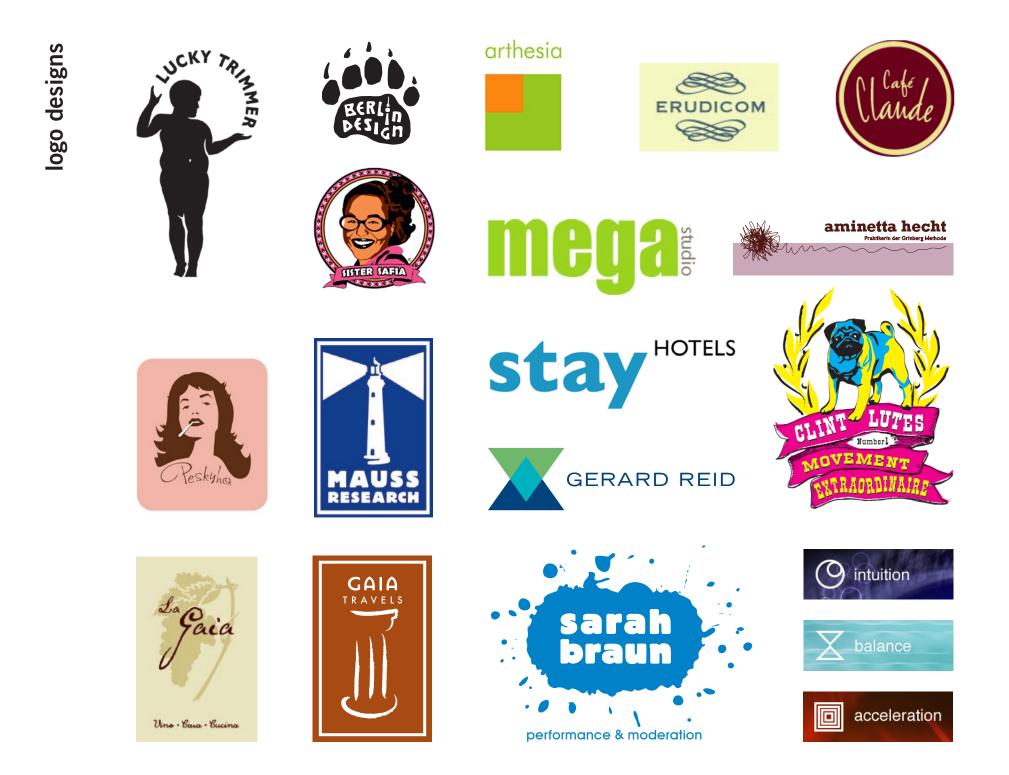
Studio Blixa 6 Brand Design Portfolio September 2010



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** 





amy stafford | studio blixa 6 | www.blixa6.com | amy@blixa6.com | +49 030 275 94 727 | 2010

brand identity system

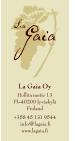
**Client** La Gaia

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 conniseur, the kitchen and home.

The package includes: Logo Business Cards Letterhead Mailing Stickers









### Orvokki Leväsalmi

La Gaia Oy Corte Pini 7 55100 Lucca Italia

Italy: +39 334 924 8201 Finland: +358 45 6333203

orvokki.levasalmi@lagaia.fi www.lagaia.fi **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 conniseur, the kitchen and home.



Vino Bucina La Faia Paia Santa Giulia Bardi & Kathiri Bari & Hathiri Duno & Hathiri Duno & Dunch Champagna Roger Bran Fattoria Santa Vittoria Tenute La Corbellina Luigi Bormioli



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)







**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 HOME ABOUT US THE PROPERTIES DINING DIRECTIONS RESOURCES UPCOMING EVENTS OUR BLOG CONTACT US

### HISTORY

Seattle Bride joined Premier Properties, a family owned and operated company, in 1994. Seattle Bride offers two of the most elegant historic settings on the Eastside, a professional staff, and exceptional catering options. Seattle Bride caters to a full range of events, from weddings and commitment ceremonies to rehearsal dinners, bar and bat mitzvahs, birthdays, anniversaries, and other celebrations. Our Professional staff is here to help guide you through the process of planning your event.

For information on hosting corporate events at our venues please visit **www.eastsidemeetings.com** or call us at 425-865-0210.





HOME ABOUT US THE PROPERTIES DINING DIRECTIONS RESOURCES UPCOMING EVENTS OUR BLOG CONTACT US

### CLISE MANSION

~ July Open House ~

ROBINSWOOD HOUSE SUMMER CONCERTS

CLISE MANSION

HISTORY

EVENT TYPES

NON PROFITS

REFERENCES

OUR COMMUNITY

EMPLOYMENT

OUR STAFF

FAQS

5:30pm to 8:00pm Featuring tastings from Herban Feast. RSVPs are not required but are requested.

~ August Open House ~

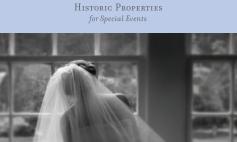
Wednesday, July 22nd, 2009

Monday, August 17th, 2009 5:30pm to 7:30pm

~ September Open House ~

Tuesday, September 15th, 2009 5:30pm to 8:00pm





Seattle Bride

ROMANTIC WEDDINGS RECEPTIONS REHEARSAL DINNERS PARTIES
TWO EASTSIDE LOCATIONS

Clise Unnsion Robinstood House 425.865.0795 www.seattlebride.com



system

identity

orand

**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.

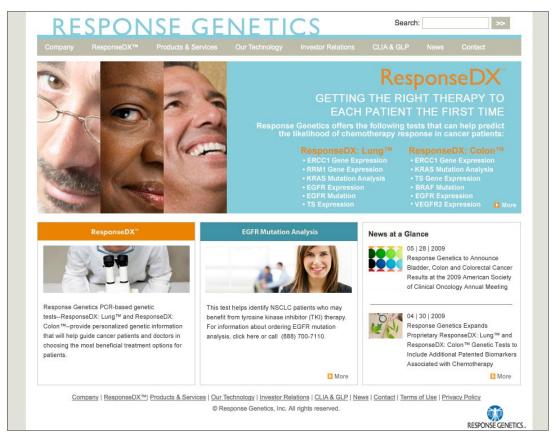
The project included: General design direction Tag line creation Logo development Folder. Letterhead Data Sheets, Brochures & Lab Forms Tumor Sample Shipping Packaging Creative Direction on Website in parnership with The Supergroup, Atlanta GA



### RESPONSE GENETICS ResponseDX

BECAUSE EVERYONE HAS A DIFFERENT RESPONSE





**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)







Client Arthesia GmbH / AG

### Project

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Projekts

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.

Berlinwasser

Profil & Menschen & Philosophie & Projekte > Ressourcen &

Welt Wasser Kongress 2001

I Konzept. Design und Realistierung des Messeaufbitts von berlinvasser mit dem Ziel, das Unternehmen sovohl als freundshaftlichen Gastgeber zu positionieren als auch ein Destination zum Verweilen zu schaffen. @ arthesiafactory

## arthesia arthesia





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info@orthesio-factory.com

amy

system

identity

brand

### system identity brand

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

	The BillCast Distribution Module		
	Maxindzing Consumer Reach and Biller Control Through Standards-Based Electronic BB Distribution		
llCast	When publishing electronic bills over the inferent, billiers and billier earcher peroblem (BPP) free the schellenges of auxiliaring consumer reached, billion anishing discretion, billion excitators context-utilization with the advectorized bill at a "store a month andre and" Reacher Boss assembly constantisticy challenges requires interligions, storated-based decrement bill distribution and a store and a store and a store and a store and a store based and a store and a store and a store and a store contains based and a store and a store and a store and a store of the store and a store and a store and a store and a store of the based of the store, and personal financial managers (PFMs).	Invest surgestics historically have had difficulty equivalentiating on the bismont bismost why the inter surgesting constraints with the Mindle Mindl	For service comparison, the electronic Bill is the Readedtion of a strong hoteenet strategy
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design

driven web

identity

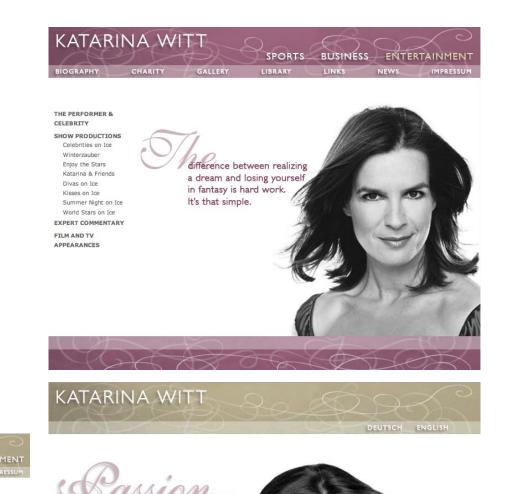
Client Katarina Witt 2 time Olympic Champion

### Project

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

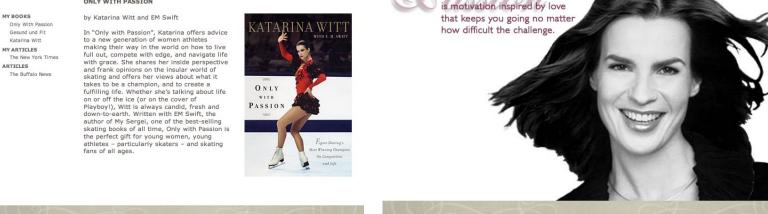
### Comments

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.





### ONLY WITH PASSION



Website screens showing two inside sections and a content page

identity driven web design

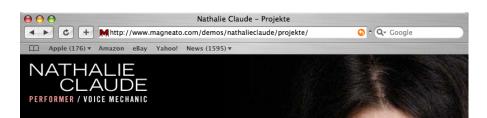
**Client** Nathalie Claude, Voice Mechanic & Jazz Performer

### 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 Machanic", then developed a look and feel to encapsulate her visual style into one cohesive visual package.





KONTAKT

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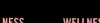
### PROJEKTE

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Nathalie Claude - Wellness





CLAUDE

WELLNESS für Körper und Stimme Stimme in Altag Stimme bei der Arbeit Stimmtraining KURSE ZU NATHALIE AKTUELL KONTAKT

NATHALIE

**PERFORMER / VOICE MECHANIC** 

S WELLNESS

Apple (176) T Amazon eBay Yahoo! News (1595) T

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C + Mhttp://www.magneato.com/demos/nathalieclaude/wellness/

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concept illustrations

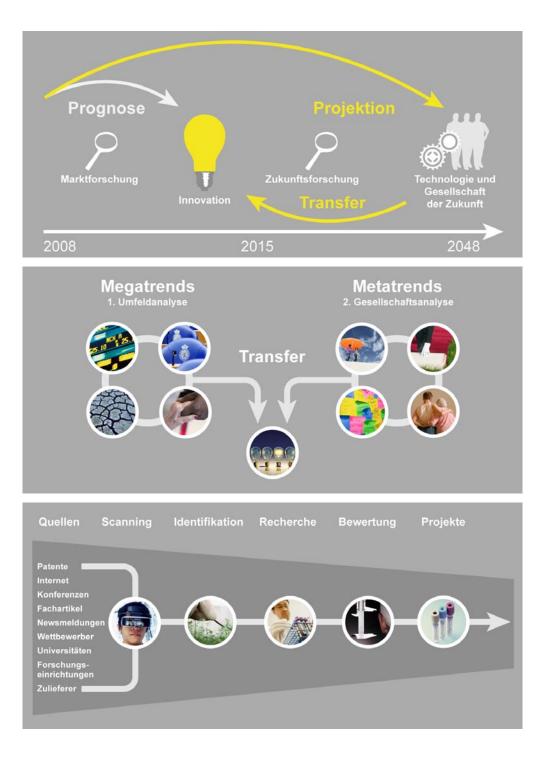
Client Volkswagen / Red Onion

### 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

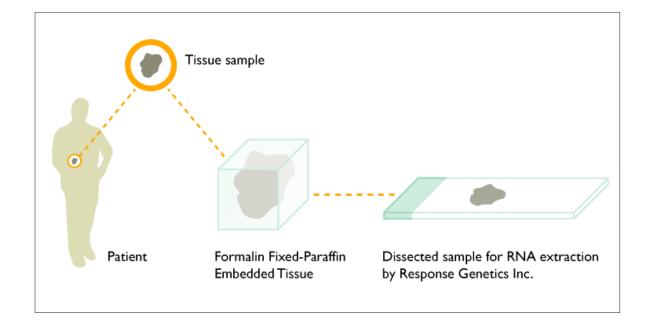
**Client** Response Genetics / Kaleidoscope Marketing Group

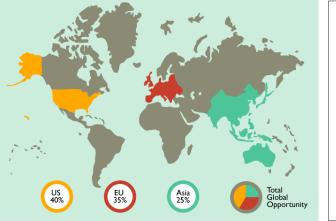
### Project

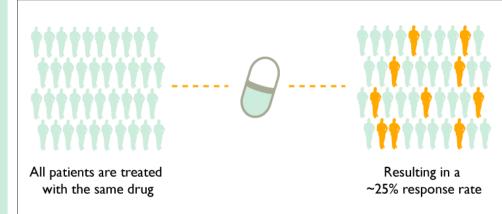
Illustrations of process for stakeholder presentation materials, 2007

### 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.







Project

stay<sup>HERE</sup> stay<sup>LONGER</sup> 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 MOSCOW CONNECTED stay strategic business development plans. **stay**BERLIN WARSAV stay<sup>CURIOL</sup> Stay<sup>LOCAL</sup> Stay<sup>BERLIN</sup> CURIOUS RUDAPEST BUCHARE ZAGREB SOFIA HOTELS stay e platz : zim

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

concept illustrations

### Client

Peppermint Werbung GmbH

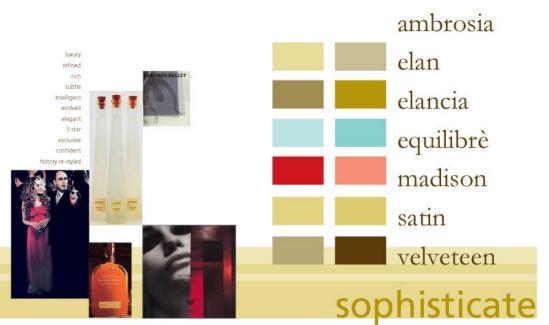
### Project

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

### Comments

I was contracted as a freelancer 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