

STARDESIGN

Valley Medical Center p.2-7

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WTIA p. 13-16

Metro King County p. 17-18

For sparkling Design

Valley Medical Center Rebranding

Challenge: To position Valley Medical Center as the areas leader in healthcare, in a friendly yet professional way.

The result: We developed the overall concept of “Life is” that was inviting, yet professional. The use of the color bars and the gridded format created an approachable brand. The photography incorporates soft-focus and energy to further the feeling of the brand. We then created templates for all the collateral and advertising vehicles that would be used at the medical center. This included advertisements, the website, brochures, TV commercials, posters, etc. We completed the project by developing a 50 page style guide. The results were measurable by an increase in attendance at their seminars nearly doubling and creating a overall, consistent message internally and externally.

Birth Center Ad, Seattle Times, right

Valley Medical Center

- Brain
- Cancer
- Childbirth
- Diabetes
- Family Medicine
- Fitness
- Heart
- Kidney
- Neurology
- Occupational Health
- Orthopedics
- Mental Health
- Rehabilitation
- Rheumatology
- Sleep
- Spine
- Sports Medicine
- Stroke
- Vascular
- Vision
- Women's Health

At Valley Medical Center, we witness every day the remarkable power of life. It's humbling, it's inspiring, and a constant reminder of why we are here – for the people in our lives. People like you.

Etiam eu purus. Sed eu neque vitae lectus feugiat luctus. Fusce urna urna, tincidunt cursus, tempor vel, congue a, arcu. Praesent sem. Nulla quis massa. Ut in nisi. Donec non lectus nec lacinia tincidunt auctor. Etiam sed urna ac elit vestibulum molestie. Fusce blandit enim, orci sit amet dapibus laoreet, magna velit molestie sem, ut feugiat purus ante vel nibh. Integer condimentum felis vel leo. Nulla facilisi, purus ante vel nante vel nante vel nante vel nante sem, ut feugiat

From the ordinary wellness check to extraordinary critical care, remarkable moments happen every day.
At Valley Medical Center.

remarkable things happen here.



VMC Clinic Brochures design, 4" x 9"



VMC 50 page Style Guide

Corporate Identity Guidelines
Revised for 2009

Remarkable things happen here.


Valley Medical Center



the birth
center
AT VALLEY MEDICAL CENTER

VMC Center Brochures design, 6" x 9"





Life happens. Usually when you least expect it. For our North Benson neighbors, Valley Medical Center makes life a little easier.

When a surprise illness, minor injury or health concern can't wait for your regular doctor, count on North Benson Urgent Care for exceptional healthcare without an appointment.


NORTH BENSON URGENT CARE
10555 SE Carr Rd, Bldg. M
Renton, WA 98055
Hours: Mon-Fri, 8am-8pm
Sat-Sun, 8am-4pm
No appointment necessary.
425.656.4270
www.valleymed.org


FREE FIRST AID KIT
Bring this coupon when you visit North Benson Urgent Care for treatment and receive a free first aid kit.
One per household, while supplies last. Offer expires July 31, 2009. Offer Code: NBLUCA

life is unexpected

Remarkable things happen here.

Campaign Ad Designs, Urgent Care Clinic





Brain	Mental Health
Cancer	Rehabilitation
Childbirth	Rheumatology
Diabetes	Sleep
Family Medicine	Spine
Fitness	Sports Medicine
Heart	Stroke
Kidney	Vascular
Neurology	Vision
Occupational Health	Women's Health
Orthopedics	

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life is unexpected

Remarkable things happen here.™



life is
living pain free

Valley Medical Center
The Joint Center

valleymed.org/cliff.htm

Remarkable things happen here.™

Outdoor Boards Design

Blackstone Townhomes Branding

Challenge: To market and sell Blackstone Townhomes, located in North Seattle. Located in a fast-growing and competitive area of Seattle, our design and marketing solution needed to be attention grabbing, have a high-end feel without feeling expensive, outpricing this area.

The result: We developed a brand that would be inviting and friendly. The logo has a cabin-feel to it, while still saying quality. The collateral and advertising materials that were developed echo this idea, using high-energy photography and soft-swirly graphics throughout. We started with the logo then developed the website, signage, brochures, advertisements, posters, presentation center graphics, letterhead and business cards. The client was extremely happy with the results.





Blackstone Website



Brand new spacious Townhomes and Flats starting from the mid-\$200's



BLACKSTONE
COMMONS



Live a little closer...



Your neighborhood.

The Blackstone Center District offers the convenience that comes with easy access to shopping centers, and convenient parking. It's also a convenient place to live because it's close to downtown Seattle, located in South Olympic Park's greenbelt area. It's a great place to live because it's close to downtown Seattle, located in South Olympic Park's greenbelt area. It's a great place to live because it's close to downtown Seattle, located in South Olympic Park's greenbelt area.

Your style.

Interior design and construction are done for you. The result is a stylish and comfortable living space. With sophisticated, high-end furnishings and a perfect blend of modern design.

Your life.

The convenience of living in a place that's close to downtown Seattle and has great shopping. It's a great place to live because it's close to downtown Seattle, located in South Olympic Park's greenbelt area. It's a great place to live because it's close to downtown Seattle, located in South Olympic Park's greenbelt area.

Sample Floor plan:

- 1,000 sq. ft. (1,000 sq. ft.)
- 2 and 3 bedrooms with full and large kitchen and granite countertops
- Open Living - Dining area
- Separate full bathroom and guest suite with walk-in closet
- Stainless steel appliances
- Hardwood style vinyl plank flooring
- Master and Bath included

BLACKSTONE COMMONS

1000 1st Avenue, Seattle, WA 98101
Call 206.468.8888 or 800.537.7778

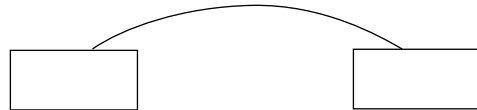


Blackstone 4" x 9" three panel brochure



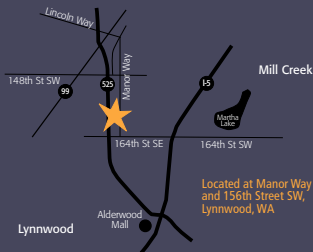
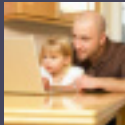
Blackstone Monument

Logo type and symbol in steel material, mounted to Corton Steel and has a 15 Degree arch from the stone columns (see right). Granite topped stone columns.





Live a little closer...
Welcome!



BLACKSTONE
COMMONS

Townhomes and Flats
From the high \$200's
1, 2 & 3 bedrooms available

Live in Northwest style, get comfortable, enjoying the perfect balance of home and city. You have arrived.

For more information and an invitation to our Grand Opening and special pricing offers, please complete the following:

First name:	<input type="text"/>			Last name:	<input type="text"/>
Address:	<input type="text"/>				
City:	<input type="text"/>	State:	<input type="text"/>	Zip:	<input type="text"/>
E-mail address:	<input type="text"/>				
Phone:	<input type="text"/>				<input type="button" value="Submit"/>

Contact Lisa Belanger at 800.727.7781



Washington Technology Institute Association

Challenge: To create a series of brochures and email advertisements to position Washington Technology Institute Association.

The result: Three corporate brochures, two direct mail postcards, two email advertisements, three logos for different series events in a coordinated brand.



Jump Start Your Year!

Now more than ever, joining the Washington Technology Industry Association will help your business succeed.

Here's what you can do to get a running start for 2009:

- **Save Money**
Discounted business services through WTIA will save you hundreds of dollars each year.
- **Stay Connected**
Dozens of networking and educational events throughout the year will help you make valuable connections.
- **Drive Revenue**
WTIA's online ads, directories and events will give you the opportunity to promote and grow your business.

Have You Joined Yet?

Save Money Today!

Join before January 1, 2009 and receive 25% off your new membership.

To take advantage of this limited time offer, email us at membership@washingtontechnology.org or call (206) 448-3000 x-101. Mention code #J2009 to receive your discount.

Learn more about us at www.washingtontechnology.org.






WTIA Email Ad Campaign

Spend Less, Save a Lot

Now more than ever, joining the Washington Technology Industry Association will help your business succeed.

Here's what you can do to get a running start for 2009:

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- **Stay Connected**
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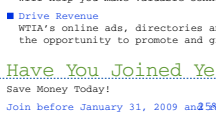
Have You Joined Yet?



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Join before January 31, 2009 and receive 25% off your membership.




To take advantage of this limited time offer, email us at membership@washingtontechnology.org or call (206) 448-3000 x-101. Mention code #J2009 to receive your discount.

Learn more about us at www.washingtontechnology.org.



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Spend Less, Save a Lot

In today's economy, are you making every dollar count?
 There are so many ways to save with the WTIA.
 A hundred dollars here and there - it all adds up to big savings!

Save money today!
 Reserve before June 30, 2009 and receive 25% off.

WTIA Direct Mail Postcard Campaign



WTIA Series Logo



WTIA Corporate Brochure

King County Metro Transit Nutcracker Design

Awarded Best of Show

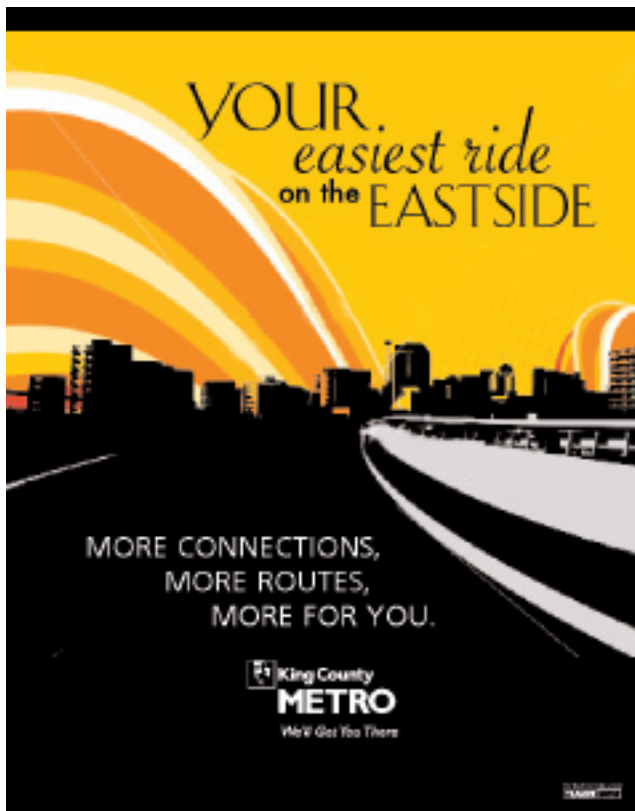
Challenge: To design a Nutcracker for King County Metro Transit for the Downtown Seattle Nutcracker March that had a transportation theme. 62 Nutcrackers were placed around downtown Seattle during the holiday season, then auctioned off for Northwest Center.

The result: We came up with the concept: "Ride the carpet, ride Metro's magic carpet", a Geenie riding a carpet with wheels. He even lights up at night. He had the honor of being awarded "Best of Show" out of 62 nutcracker designs. The results were, well, award-winning!

Salty's restaurant purchased him and has since made him into a glass Christmas ornament from his design.

Go to www.saltys.com/store





"Ride the Eastside"
Advertising Campaign
King County Metro