SUCHa
Uplifting Brand Design

SELECTED WORKS

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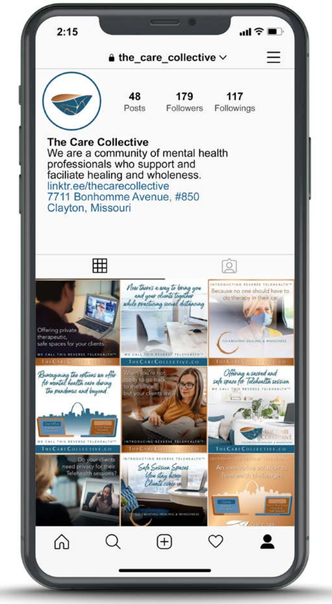


PROJECT: The Care Collective (TCC) Social Media, Wayfinding and Placemaking Design (TCC is a Community Mental Health Professionals)

CLIENT: Wholehearted Business Development (WBD)

DESCRIPTION: Design, Production and Project Management for Digital and Print Projects

CREATED BY: SUCHa ~ LIFTING BRAND DESIGN ~ Marri-Beth Serritella, Designer in Collaboration with WBD (More Information: mb@sucha.us • 503.709.0968)

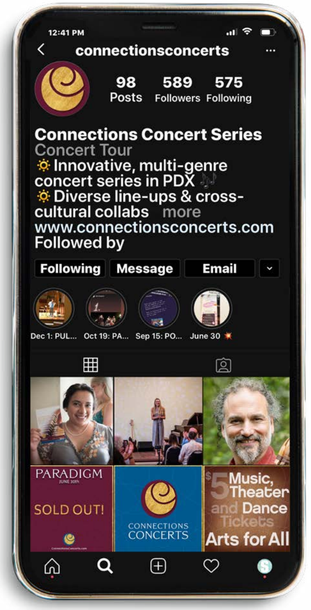


Photo By Jennifer Alyse

Brand Design Highlights:

- Concept & Development for Brand Design System
- Color & Texture Palettes
- Customized Imagery for Digital & Print Usage
- Playbills
- Social Media Profiles & Posts
- Season Postcard

Photos By Jeff Freeman

PROJECT: Connection Concerts Brand Design (Inclusive Concerts Acknowledging Audiences as Co-Creators)

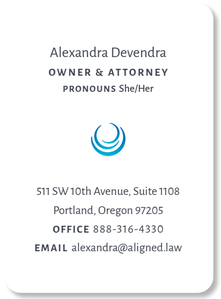
CLIENT: Connection Concerts (CC)

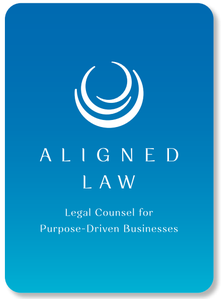
DESCRIPTION: Creative Direction, Brand Design, Production, Print and Project Management

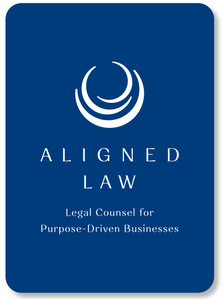
CREATED BY: SUCHa ~ LIFTING BRAND DESIGN ~ Marri-Beth Serritella, Designed in Collaboration with CC and Wholehearted Business Development (More Information: mb@sucha.us • 503.709.0968)

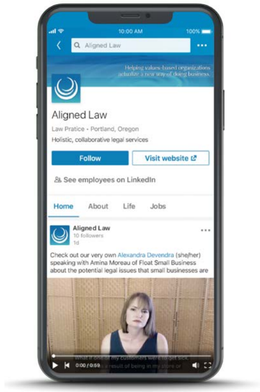
Brand Design Highlights:

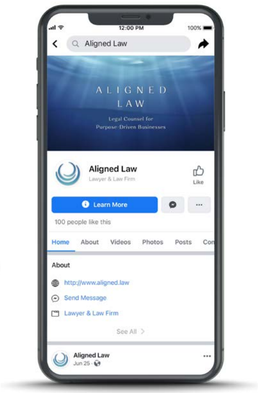
- Brand System Taking Steps in Becoming a Certified B Corp (Already an Oregon Benefit Co.)
- Color Palette
- Digital Assets: Imagery & Illustrations for Website
- Social Media Profiles
- E-News Template (MailChimp)
- Style Guide (Written & Designed)

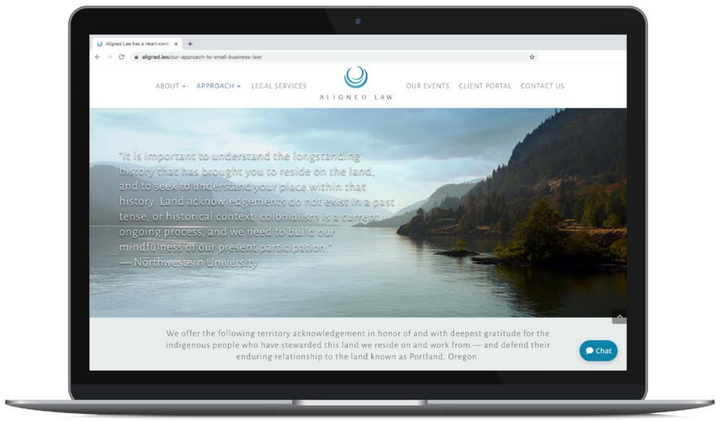


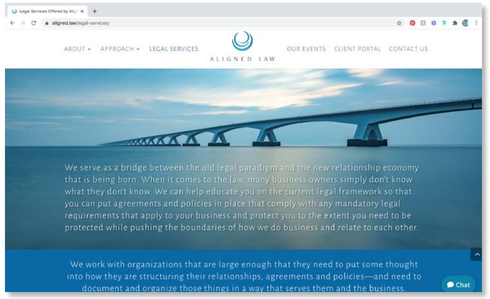


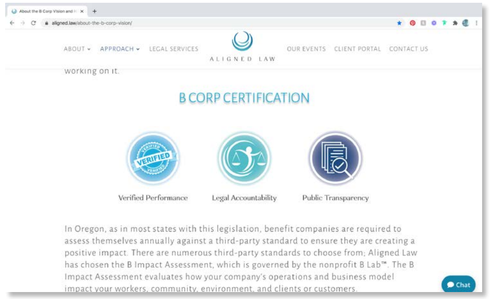












PROJECT: Aligned Law Brand (Legal Counsel for Purpose-Driven Businesses)

CLIENT: Wholehearted Business Development (WBD)

DESCRIPTION: Design, Production, Print and Project Management

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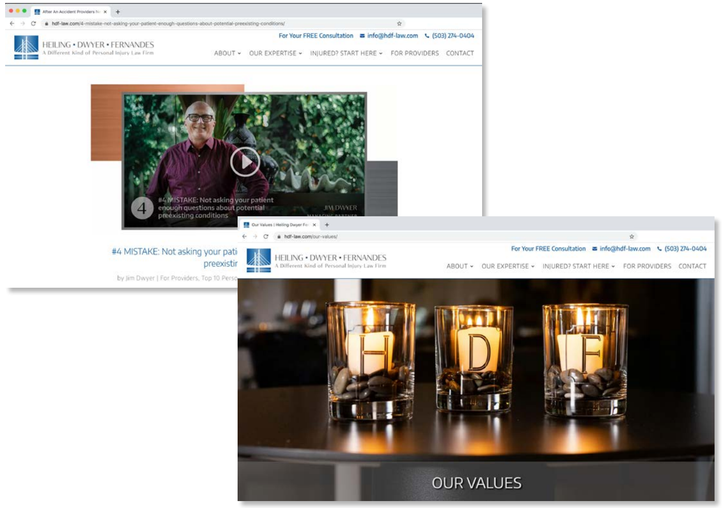
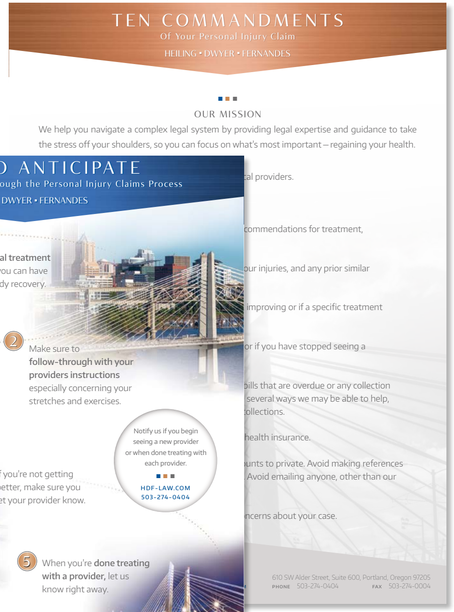


Brand Design Highlights:

- Brand System Taking Steps in Becoming a Certified B Corp
- Concept & Development for Design System Rebrand
- Color & Texture Palettes
- Customized Imagery
- Spanish & English Brochures
- New Client Welcome Folder
- Announcements
- LinkedIn & Facebook Profiles, Covers & Posts
- Digital & Print Assets
- Style Guide (Written & Designed)



PROJECT: Heiling Dwyer Fernandes Brand (Personal Injury Law Firm)

CLIENT: Wholehearted Business Development (WBD)

DESCRIPTION: Concept and Design Development for Rebrand, Production, Print and Project Management

CREATED BY: SUCHa~LIFTING BRAND DESIGN~Marri-Beth Serritella, Designer in Collaboration with WBD (More Information: mb@sucha.us • 503.709.0968)

Project Highlights:

- Apply brand style guidelines to this introductory line of products
- Product includes custom box, 140-page perfect bound booklet & 52 circular cards
- Packaging has a gold foil stamp (logo) & overall matte laminate
- Working with printers in Hong Kong (prototype) & Canada (final printing to reduce carbon footprint for client in Canada)

PROJECT: Holding Space Card Deck and Booklet (Teaching Needed Skills When Showing Up for Others)

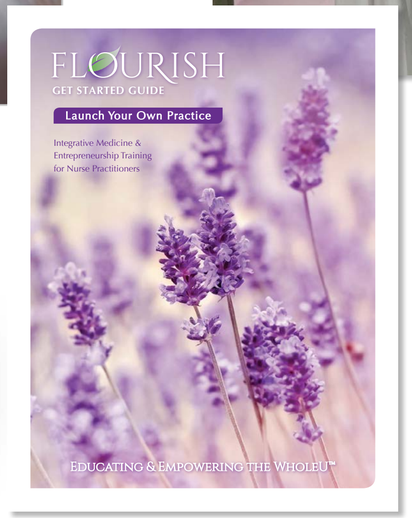
CLIENT: Wholehearted Business Development (WBD) for Centre for Holding Space (Canada)

DESCRIPTION: Design, Production, Printer Research, Print and Project Management

CREATED BY: SUCHa ~ LIFTING BRAND DESIGN ~ Marri-Beth Serritella, Designer in Collaboration with WBD (More Information: mb@sucha.us • 503.709.0968)

Brand Design Highlights:

- Brand System for Digital & Print
- Color Palette
- Digital Assets: Imagery & Illustrations for Website
- Social Media Profiles & Covers
- E-News Template (MailChimp)
- Indoor Banners
- Tea Packaging
- Style Guide (Written & Designed)



PROJECT: The Flourish Center (Integrative Medicine & Entrepreneurship Training for Integrative Medicine Practitioners)

CLIENT: Wholehearted Business Development (WBD)

DESCRIPTION: Design, Production, Print and Project Management

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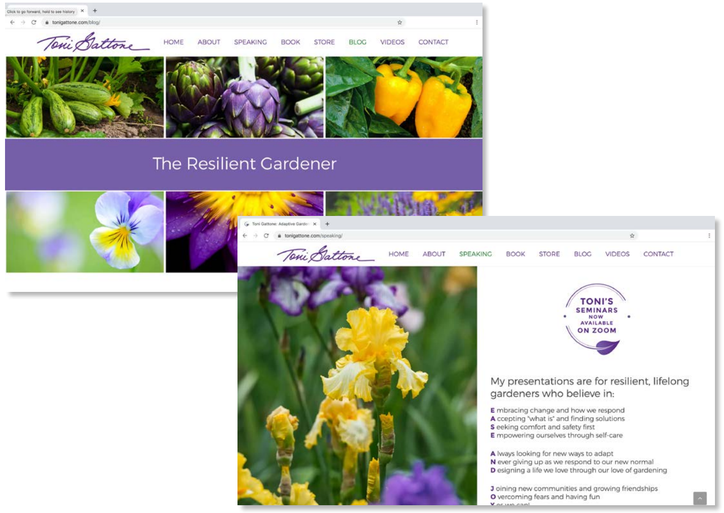

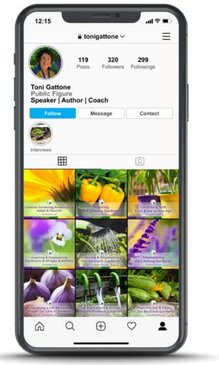

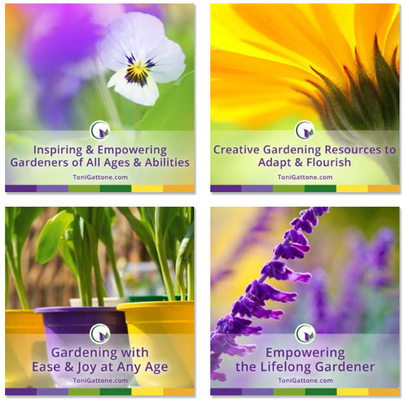

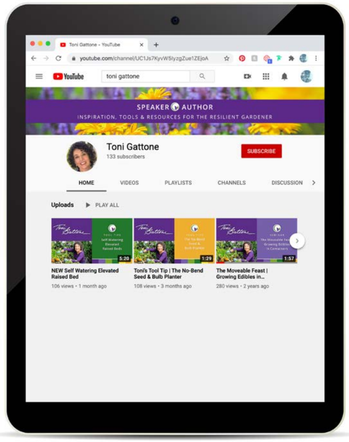

Brand Design Highlights:

- 2020 Silver Award from GardenComm for ToniGattone.com
- Custom Signature Logo System: Horizontal, Vertical & Compact Placements
- Color Palette
- Customized Imagery for Digital & Print
- Video Titling
- Social Media Profiles & Posts
- Speaker Sheet
- Style Guide (Written & Designed)

PROJECT: Toni Gattone Brand (Gardening Expert & Resilience Change Agent for Seniors)

CLIENT: Wholehearted Business Development (WBD)

DESCRIPTION: Design, Production, Print and Project Management

CREATED BY: SUCHa~LIFTING BRAND DESIGN~Marri-Beth Serritella, Designer in Collaboration with WBD (More Information: mb@sucha.us • 503.709.0968)

Project Highlights:

- Versatile Logo Communicating Online Programming during COVID-19 Pandemic
- Specialty Web Pages for Show
- Promotional Imagery
- Digital Ads
- Video Titling

Working with NWCT for 17 seasons, there are numerous items to share. Please inquire for more details, or check out sucha.us.

NWCT nw children's theater & school ♥ NWCT online

NWCT online

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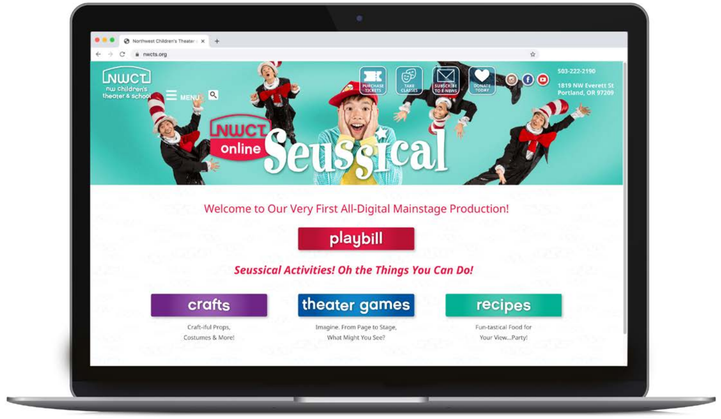

Illustration by Lee Moyer

Photos By David Kinder

PROJECT: Northwest Children's Theater & School Online

CLIENT: Northwest Children's Theater & School (NWCT)

DESCRIPTION: Visual/Digital Design to Redirect Audiences to Online Show During the COVID-19 Pandemic.

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