



SEE what we THINK.

WHO WE ARE?

LoudEdge is my award-winning, multi-disciplinary branding agency with design, strategy and communications experience offering services in Corporate, Consumer, Retail and Media Branding:

- Naming, logo, corporate, brand and packaging design and communications,
- Communications strategy and consumer insight,
- Integrated advertising campaigns (tv, print, web),
- Brand audit, implementation and handling.

All of my projects – no matter how big or small – are always attended from an integrated perspective of a wide range of branding, design and communication disciplines. I like listening and asking questions. I like developing answers that become effective solutions to the tasks that our clients set.

What sets LoudEdge apart from others – I believe smart thinking and thoughtful design create lasting and meaningful relationships between my client's brand and their audience.

MY SERVICES INCLUDE

Corporate Identity

Logos/Brand Development

Advertising Campaigns

Naming

Direct Mail

Tradeshow Exhibits & Kiosks

Product Design

Food and Product Packaging

P.O.P & P.O.S.

Corporate Collateral

Website Design

Marketing Campaigns

Event Branding

Powerpoint Presentations

App Development

...if its creative - I can do it.



Oakmont Management Group Bell Village Branding

Oakmont Management Group wanted an identity that was consumer friendly, yet stylish and modern to reflect its upscale shopping center. Bell Village, in downtown Windsor, CA, is tucked into the heart of Sonoma County Wine Country. The identity created for Bell Village helped to establish itself as a one-of-a-kind shopping, dining, and entertainment experience.



Oakmont Management Group
Sendero Townhomes Branding

Oakmont Management Group was building a new, upscale townhome community Sendero in Santa Rosa . They wanted an identity that was stylish and modern to reflect its townhome community that embodied a unique blend of city and suburban life. The successful identity system created for Sendero helped to establish itself as a modern and young community experience.



Oakmont Management Group
Vineyard Creek Branding

Vineyard Creek was a new and resort-style community being constructed by Oakmont Management Group. OMG wanted an identity that was stylish and modern to reflect its exclusive location in the Santa Rosa wine valley. The stylish and praised logo identity system created for Vineyard Creek helped to establish itself as a modern and vibrant living experience.



Northstar Senior Living Vista Prado Rebranding

Northstar Senior Living approached LoudEdge to rebrand one of its managed memory care communities, Vista Prado. The community needed to dramatically change its identity system and better relate to its potential senior living clientele. The result was a more vibrant and expressive identity system that was received very well from the management company and the public interested in the community.

OLD LOGO IDENTITY



NEW LOGO IDENTITY



3-time Olympian Kara Lynn Joyce
Personal Brand Development
& Company Identity/Collateral

Who does a 3-time Olympian go to for brand development - LoudEdge, of course! Kara needed a personal brand created for her promotions and client reach. LoudEdge developed a “signature mark” that reflects her attitude and time in the pool.

Once this was created, she ask LoudEdge to develop her company logo - LEAD. The success of LEAD’s logo has branched out into her collateral pieces as well...all of which has been successful for her and her company.



Personal Athletic Branding

Jonathan Bornstein - Chicago Fire FC

LoudEdge was sought out by Chicago Fire's left back, Jonathan Bornstein, to develop a personal brand for social media, marketing and merchandise.

The creative solution was the development of unique custom letterforms for his initials and if you are a fan - his player number is 3 which is also reflected in the logo. He has expressed great happiness and success since it's launch.



Personal Athletic Branding

Mick Dierdorff

Gold medal winning, champion snowboarder and 2018 Winter Olympic athlete, Mick Dierdorff worked with LoudEdge to develop a personal & business brand. Mick wanted a special brand developed that reflected his love for snowboarding and the mountains, but he also wanted a brand that reflected his new business venture - woodworking. LoudEdge successfully crafted a brand that showed his personality and passion for both his sport and business ventures.



Olympic Athlete Branding
Personal Brand Development

LoudEdge was sought out by various Olympic athletes to create their unique personal brand identities. The brands created were used for social media and various branding products for promotion, as well as for sale.



BEISEL

ELIZABETH BEISEL
Olympic medalist swimmer



STEFFENS

MAGGIE STEFFENS
Olympic Water Polo Player



HAYLIE McCLENEY
Olympic Softball Player



McKENZIE COAN
Para-Olympic medalist swimmer

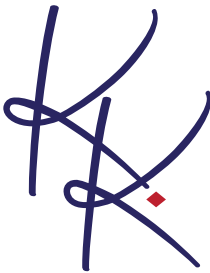


natalie hinds

NATALIE HINDS
Olympic swimmer



DAGMARA WOZNIAK
Olympic saber fencer



KRISTY KOWAL

KRISTY KOWAL
Olympic medalist swimmer

Ad Campaign
GenCare Ad Campaign Design
LoudEdge was sought out by GenCare to create an print ad campaign that stood out and was different from all the traditional senior living ads out there. This 3 ad campaign won numerous awards for its creative solution, and more importantly saw an increase in brand awareness and move-ins to the various communities.



Whole Life Living.

Ballard
Greene Falls
Lake City
Lynnwood
Norton
Sun City (Arizona)

gencareslifestyle.com
425.679.7111

Forever.

Forget everything you know about senior living. GenCare Lifestyle has made it all obsolete. We're taking organic, food, vitality and stay sharp centers, and wellness programs that focus on balance, flexibility and strength. Plus, you'll enjoy giving back and staying connected to your local community through a wide range of rewarding opportunities.

It's a whole new approach we call Whole Life Living, and we'd love to tell you more about it.

Give us a call today.



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Whole Life Living.

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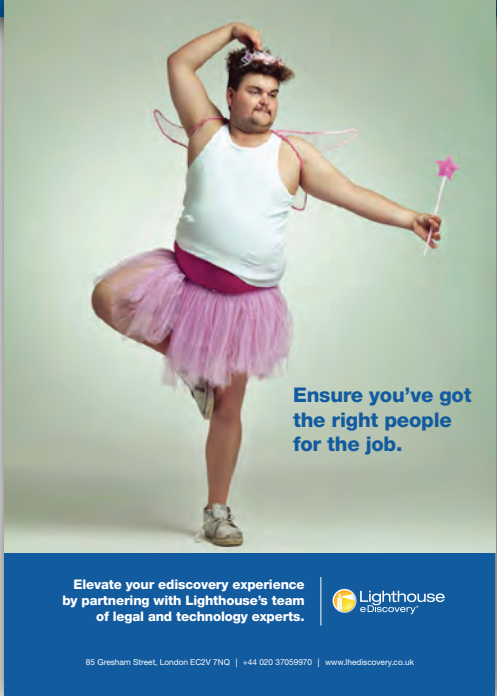
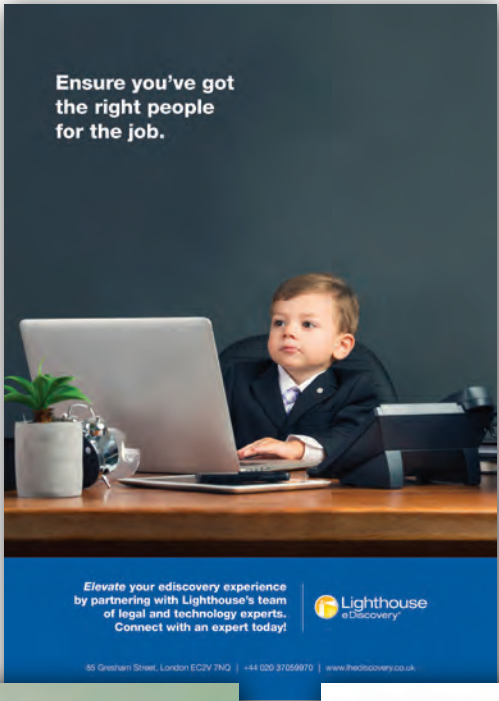
It's a whole new approach we call Whole Life Living, and we'd love to tell you more about it.

Give us a call today.

Ad Campaign

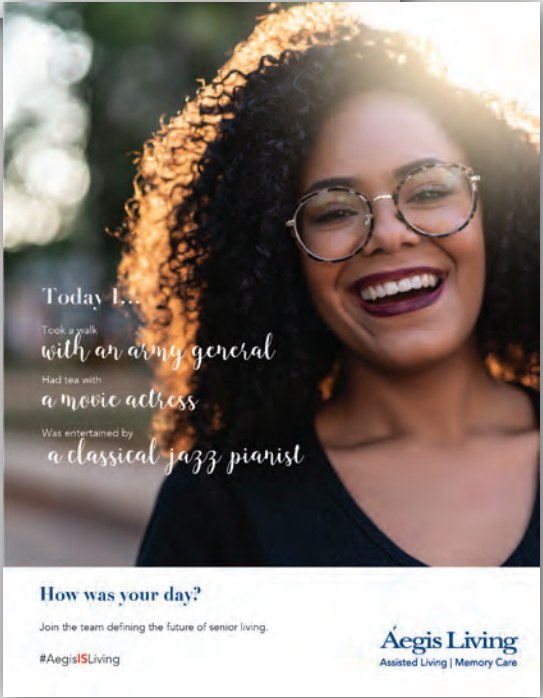
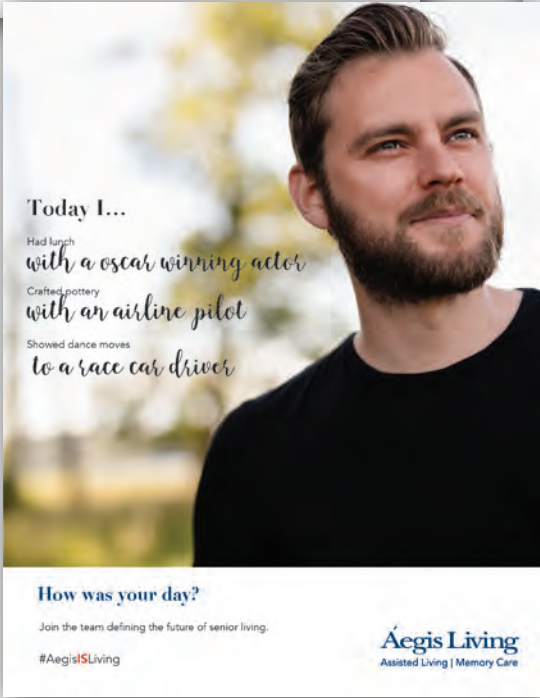
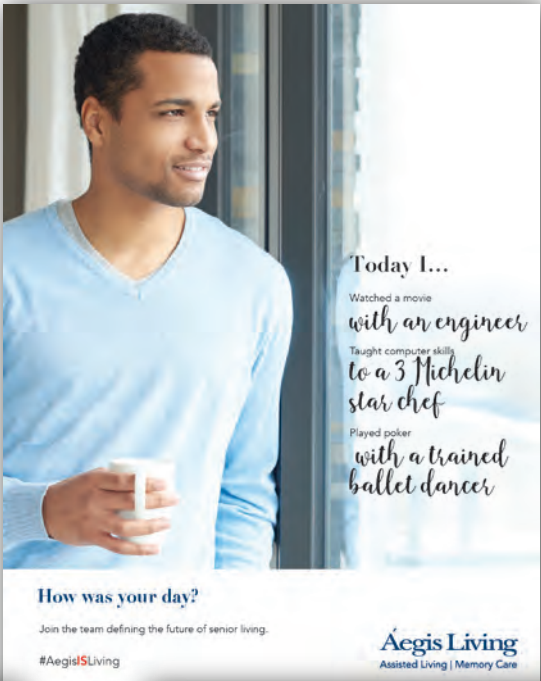
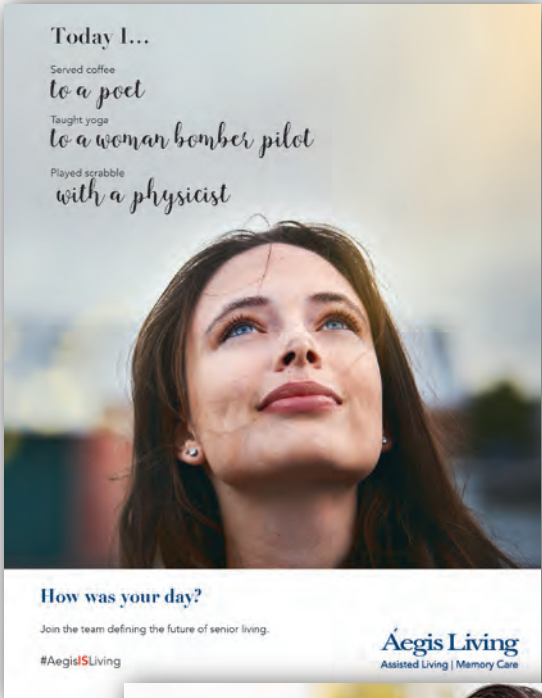
Lighthouse Ad Campaign Design

Lighthouse eDiscovery requested LoudEdge to develop a unique ad campaign for its US and London offices. They wanted a solution that would stand apart from the traditional ads and grab attention in professional publications they advertised in. The solution was a series of fun, eye grabbing full page ads. The result – successful, increased brand awareness and inquiries into the ediscovery services they offered.



Recruiting Ad Campaign
Aegis Living Employee
Recruiting Campaign

Aegis Living asked LoudEdge to create a special advertising recruitment campaign. Aegis wanted a solution that would personally impact and inspire the viewer utilizing great copy and imagery. The solution was a series of attention-getting full page ads and flyers. The result was a success for Aegis that increased employment inquiries and new hires for their headquarters and communities.



Recruiting Ad Campaign
Aegis Living Executive
Recruiting Campaign

In a marketing effort to recruit top executive talent Aegis Living tasked LoudEdge to create a unique and fun executive recruitment campaign. LoudEdge deveoped a solution around the “superhero” aspects of the job. The solution was a series of attention-getting ads for both print and online. The result was a success for Aegis that increased visability and recognition for Aegis as a quality service company and prompted inquiries and new hires for their various roles.



Lighthouse eDiscovery
Event Naming & Branding

Lighthouse eDiscovery holds a yearly panel & cocktail event that coincides with LegalTech in New York City. LoudEdge realizing their potential to market this further named and branded their event to better showcase themselves to their clientelle. The rebranding was a huge success and is now part of their permanent marketing efforts.



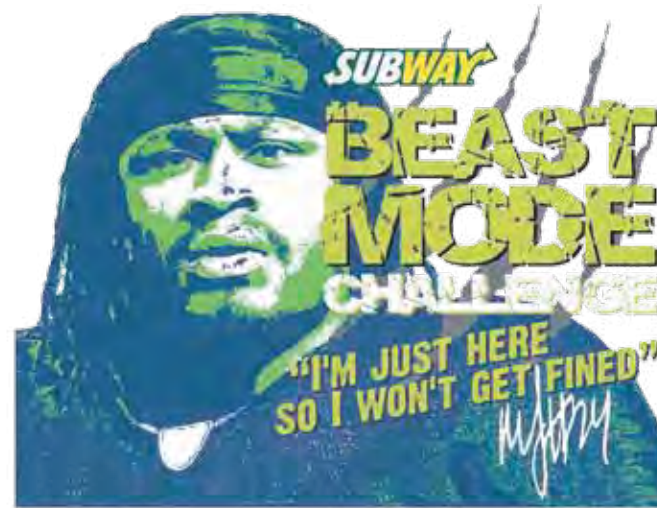
Doug Baldwin Foundation
Event & Collateral Branding

LoudEdge was asked to develop branding for Seattle Seahawk’s Doug Baldwin. His foundation wanted an event logo for a Family Combine. The challenge was an obstacle course based on actual combine events. LoudEdge was tasked with developing the brand look & feel along with all the corresponding collateral, icons and advertising. The event was a success and will be turned into a yearly event.



CBS Radio/Beast Mode Challenge Event & Collateral Branding


CBS Radio and Marshawn Lynch's Foundation, Fam 1st Family, teamed up to create the Beast Mode Challenge. The challenge was an obstacle course and mud run. LoudEdge was tasked with developing the brand look & feel along with all the corresponding collateral and advertising. The event was a success for both developing into a yearly event.



Microsoft & Partners
Company Collateral

Working with Microsoft and their partners - Citrix and Quest, LoudEdge created several print collateral pieces for the companies.


These pieces were used by the sales team to promote new products and systems. The pieces were very successful and received well by companies and clients alike.




Microsoft & Partners
Infrastructure Optimization Guide



Microsoft & Partners
Infrastructure Optimization Guide



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Infrastructure Optimization Guide



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Infrastructure Optimization Guide

Rapids Express

Company Brand Development Collateral, Web & Social Media

Rapids Express is a fast, convenient car wash where you stay in your vehicle and it is carried through the wash tunnel. LoudEdge was tasked with developing their brand identity, print collateral, building signage and all other support collateral their business needed. The owners have had success since day one of opening due in part to their unique identity, social media and branding elements.



Aerotage Design Group Product Logo Development

LoudEdge was hired to redevelop branding for Aerotage's signature app program called Aurora. The client had an existing logo, but was not happy with the look and feel. They approached LoudEdge to redesign their logo and create a unique and original design. LoudEdge was tasked with developing the brand look & feel along with all the corresponding collateral and brand guidelines.





Magnitude Boats

Company Branding & Collateral

This boat company builds the toughest jet, outboard and offshore aluminum boats on the market. They went to LoudEdge to develop its brand logo and collateral. With a short window of time before the upcoming tradeshow season, LoudEdge effectively developed this company's brand and collateral. They clients received overwhelming responses to their brand and collateral, and have since had LoudEdge develop other sales and marketing materials.



Various Clients
Company Branding & Logos
A collection of logos we've developed.



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A partial list of companies we have the great opportunity to call our clients:

U2 Tours – Vertigo & 360 Tour	Alaska Music Educators Association	Temco	Cascade Architectural Design
Áegis Living	Color Printing Systems	Koelsch Senior Living	OneWorld Gallery
City of Snoqualmie	Pacific Northern Construction	Orswell Events	American Interior Design
Beast Mode Challenge	Ars Matura	eCompanyStore	Oberto Sausage Company
City of Mercer Island	NW Senior Advisors	Citrix	Intracel Corporation
Seattle Seahawks	Bellevue 5k Run/Walk	Quest	Bartels Pharmaceuticals
City of Redmond	Oakmont Senior Living	Healthy Steps	Seafair
T-Mobile	Mercer Island Rotary Half Marathon	Tacoma Highland Games	Montage Technologies
City of Mukilteo	LandMark Landscaping	Aqua Verde Restaurant	Sparx Consulting
GenCare Lifestyle	Snoqualmie Valley 3 on 3 Basketball	Roslyn Café	AccountingNet
SHAG – Senior Housing Assistance Group	Tournament	Spa Agio	Noteworthy International
BelRed Energy Solutions	Tour de Peaks Bicycle Race	Peregrine Aviation	I.imagine Promotions
CBS Radio	Temco	ESP Printing	Vessel Wines
Washington Beer Commission	Cascade Inn Assisted Living	Universal Printing	Tacoma Design Market
Washington Music Educators Association	Community	Certified Contractors Roofing	Simpson Paper Company
Alaska Airlines	Shore Run 5K	CDF Printing	CSI Digital
Weyerhaeuser	Integral Senior Living	SiteScout	Alias I Wavefront
Seattle's Best Coffee	Becks Restaurant	Snoqualmie Valley Chamber	SoftImage
Varenna Continuing Care Community	LPGA	Leading Edge Web Development	Pautzke Bait Company
Villa Capri	Corbis	Chinook Flight	American Interior Design
Cardinal Point	WorldVision	Environix	onetravel.com
Microsoft	Coinstar	Shore Run 5K Run/Walk	Borracchini Fine Foods
Disney	Simpson Paper Company	DEI Central	3E Corporation
Hallmark	Seattle's Best Coffee	Muntons	XTZ Industries
			Cascadia Labs



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