

WHO I AM AND HOW I WORK

ABOUT ME

Hi, I'm Renee!

I grew up on a little hobby farm in rural, NW Ohio where I developed a deep love for nature and animals (big and small). I'm currently rooted in Portland, OR surrounded by the evergreens and views of the mountains. I've been working as an independent designer for almost five years now. With every project, I aim to help good people expand their impact and make the right impression with the right people.

I'm quick on my feet and adaptable, allowing me to support a team or work independently. I've doubled as project manager and designer for \$30,000+ projects, including a 64 page corporate journal with a three week turnaround to meet print deadline (not ideal but we made it work). From small-town bakeries to exclusive, C-level leadership networks, I've crafted over 30 individual brands throughout my career. ***I design with instinct, guided by intuition, while rooted in strategy to ensure you're sending the right message.***

SKILLS / SOFTWARE

Brand Design
Brand Strategy
Illustration (digital and traditional)
Adobe Creative Suite
Microsoft Office Suite
Google Workspace
Adobe Express
Canva
Figma
& More

FUN FACTS

- I had a pet donkey as a child
- Grew up with a pirate ship in my backyard
- Am an expert pillow fort builder
- Learning about visible mending
- Had brown hair when I was a toddler
- Started a podcast this year



WHY CONNECT

I love nature and believe in the power of collective action. Working with purpose-driven people, especially those leading the way towards a more sustainable future for all are my kinda people—you are right in line with that.

DIVING DEEPER

BELIEF STATEMENTS

These are some of the driving forces behind my work.

Renee Lynn Creative is rooted in my personal values and any of our collaborators align with these statements.

Clients should feel seen, heard, and valued throughout my collective creative process.

Everyone deserves access to good design.

Strategic branding shouldn't only support and grow the biggest corporations.

Epic collaborations start with transparency and open conversations.

PROCESS MATTERS

MY CAREFUL APPROACH

1. CAREFUL LISTENING



The beginning of every epic collaboration begins with active listening. I'll ask questions, take notes, and hear you tell your story. This is where I get to know the soul of your brand and the heart of your mission.

2. STRATEGIC PLANNING



Once I have a clear understanding of who you are and where you want to go, I'll jump into research (competitor analysis, industry trends, symbolism, and more).

For projects needing brand strategy support, I will help you clearly define core elements of your brand foundations.

3. THOUGHTFUL IDEATION



Design backed by strategy and research will help you stand out from the crowd and prepare your brand for longterm growth. Once that is done we will begin carving out your visual identity.

At this point, I gather visual inspiration and begin thumbnail sketches to get ideas flowing. Pushing past the obvious and exploring creative solutions that resonate with your brand's purpose.

4. EXPERT CREATION



Upon entering this phase, I've sorted through initial concepts to identify top design solutions. Working to refine details and create captivating visual assets that reflect the core essence of your brand.

5. SUPPORTIVE DELIVERY



Every project ends in a call. I'll walk you through all your assets and answer lingering questions to help you as you move forward.

If you find yourself unwilling to let me go, I can provide ongoing design support to continue building on the foundation we built together.



AT THE HEART OF IT ALL
CORE VALUES

WORK HARD:

I put my best work forward every time by following the core foundations of my strategic process—working to meet and exceed project goals. Of course I understand that every client and project is unique, so I keep an open mind for adaptation along the way in order to work in a way that feels good for all involved.

BE HONEST:

Transparency and open communication is key to epic, creative collaboration. My process and standards are clearly outlined in every Statement of Work before project launch. I’m here to support the changemakers of the world—we’re in this together! For best results, honesty is a must.

DO GOOD:

Be good to others, do good work, and feel good using my expansive creative skill-set to help purpose-driven brands make a lasting impact. Also making imperfect changes that are better for the planet, volunteering with community organizations, and informing clients of ways to infuse sustainability into their business.



“With careful listening and creative perspective, Renee designed a beautiful, warm. and professional visual brand for me. Her stunning logo creations, the colors and the fonts are so “me.” All of this feels like the brand I’ve been dreaming about.

I wish I could shout from every mountain top in the Pacific Northwest about the wonders of Renee’s talents. I mean that literally!”

Angela Ellison
Small Business Owner / Intuitive Coach

CAPABILITIES #RLC-INFO

Brand Design & Visual Identity

This document provides an overview for brand identity projects. It details the services and deliverables necessary to satisfy typical branding objectives and outlines my approach to branding. If you decide to work with me after reviewing this document, we will schedule a time to chat to ensure the project is a good fit. From there, a custom Statement of Work (SOW) is created, which will act as a formal agreement between yourself and my studio.

CAPABILITIES:	RLC-INFO-BRANDING
SUBMITTED BY:	Renee Garcia
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BRANDING OBJECTIVES

You're seeking a skilled brand designer to create a visual identity that resonates with your audience and improves brand recognition. A logo is a symbol of an entities values, culture, and brand promise. Although logos, by themselves, do not create brand loyalty, they do create an important touch point with potential customers. I will collaborate with your team to create a logo that aligns with the core of your brand.

Create a logo that represents the core essence of the brand.

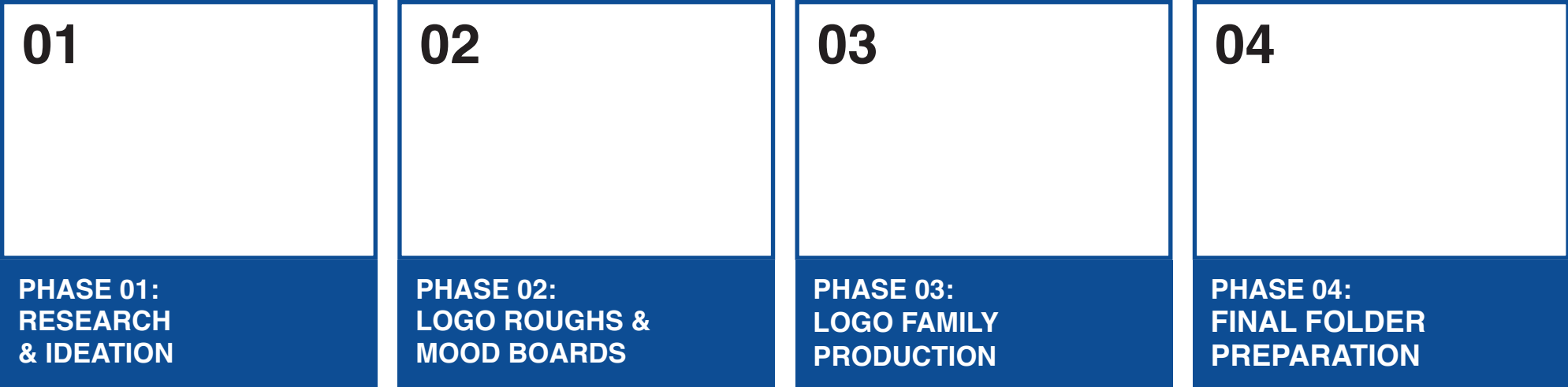
Develop the primary logo into a logo family that can be effectively used across a variety of marketing content.

Craft a complementary visual identity system (colors, typography, graphic elements).

Deliver thoughtful brand guidelines to help you show up consistently throughout every touchpoint.



LOGO DESIGN PHASES



In our project kick-off call, I'll ask strategic questions about your brand, so I can develop initial logo concepts that align with the heart of your mission.

Rough logo designs will be created along with corresponding mood boards. These will be presented to your team to gather feedback. Two rounds of refinement are included.

At this point the rest of the logo family will be developed. The primary logo design will dictate the needs of the secondary logos. All logos in the logo family will be exported as individual files for use in marketing collateral.

I will prepare a condensed style guide and logo family reference sheet to help the client get familiar with their new brand. These documents will be part of the final packaged folder. Every project ends in a final walk-through call.



PHASE 01

RESEARCH & IDEATION

KICK-OFF CALL

Schedule a kick-off call with your team to chat through new logo expectations. I'll guide everyone through questions that will help me get a feel for style preferences and the foundation of your brand. I will continue research for all items discussed in an effort to generate initial ideas for the client's primary logo design.

INCLUDED IN THIS ENGAGEMENT

Project kick-off call (up to an hour)



PHASE 01

RESEARCH & IDEATION

RESEARCH & INSPIRATION

The objective of this phase is to fully understand the client's target audience and competitive landscape. I will begin development of logo thumbnails and concept sketches to help guide the design as we move into future phases. I will also take notes about trends that I notice from in the industry along with research on symbolism, color psychology, etc.

At this point I will also gather images that will be used for mood boards. Your team will also share any visual inspiration that might guide the style of the new brand. This will help me pinpoint a visual direction and determine what is going to help you stand out in your industry.



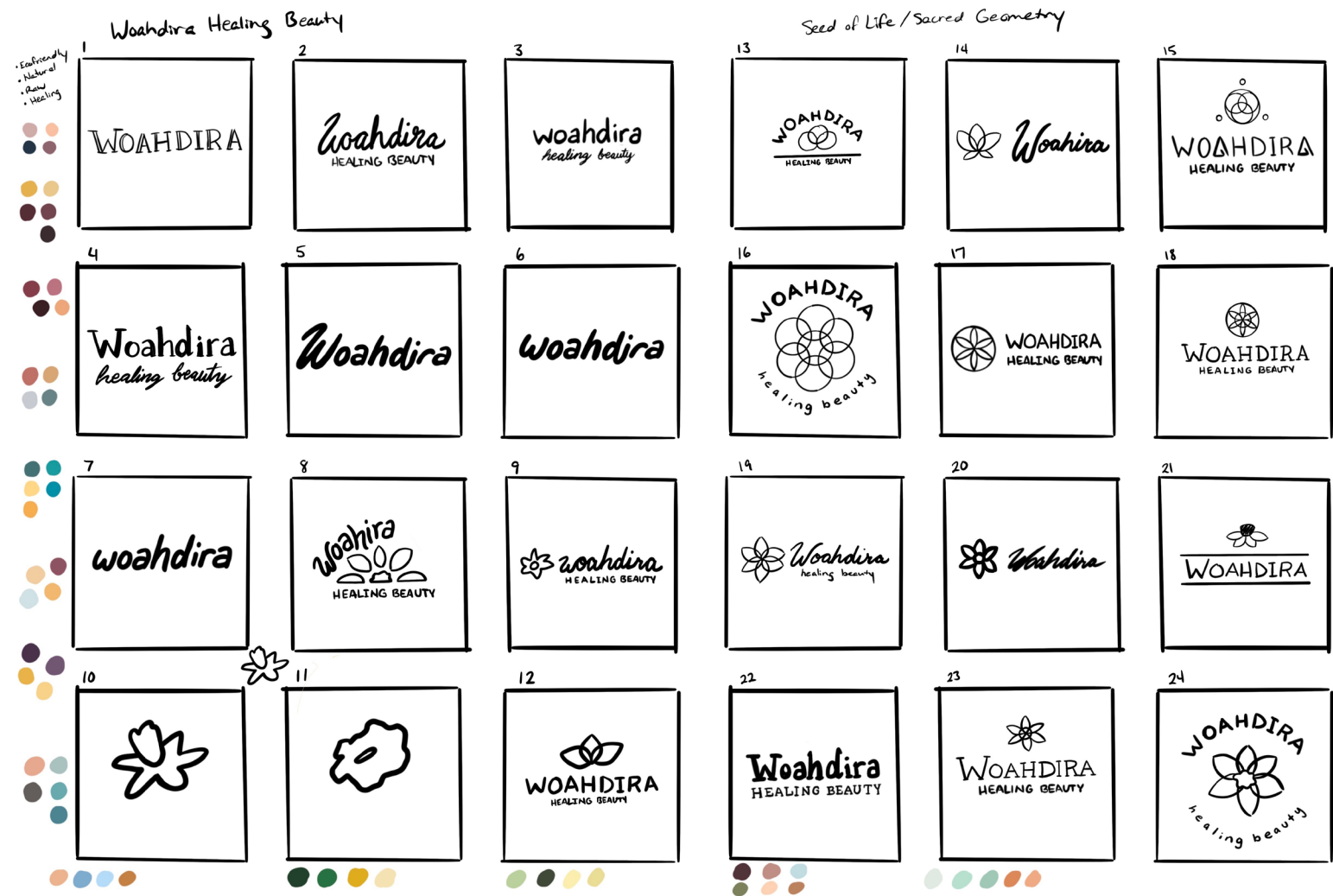
PHASE 01

RESEARCH & IDEATION
LOGO THUMBNAILS

Using inspiration from our meeting and research, I will create logo thumbnails. These will either be hand-drawn sketches or rough black and white digital concepts. The logo thumbnails will be reviewed internally to determine which is the strongest design and representation of your brand. You will either see initial thumbnail sketches presented alongside mood boards or with logo roughs in the next phase (*dependent on your branding package*).

INCLUDED IN THIS ENGAGEMENT

10-25 logo design concepts



PHASE 02

LOGO ROUGHS & MOOD BOARDS
PRIMARY LOGO

At this point, I will work to create logo roughs for the “Primary Logo.” This version of the logo will stand as the main visual identifier for the brand and will help determine direction for secondary logos.

Mood boards include a collection of design elements that provide initial images, concepts, colors and styles proposed for the general “look and feel” of the visual identity.

INCLUDED IN THIS ENGAGEMENT

Logo roughs & mood boards



PHASE 02

LOGO ROUGHS & MOOD BOARDS
CLIENT FEEDBACK

Typically includes one mood board for each presented logo rough, delivered to the client in digital format for feedback. These will either be presented live or in a recorded video.

We will collaborate to refine the logo until it matches your preferences within the number of feedback rounds.

INCLUDED IN THIS ENGAGEMENT

2-3 logo roughs with mood boards (2 rounds of feedback)



PHASE 03

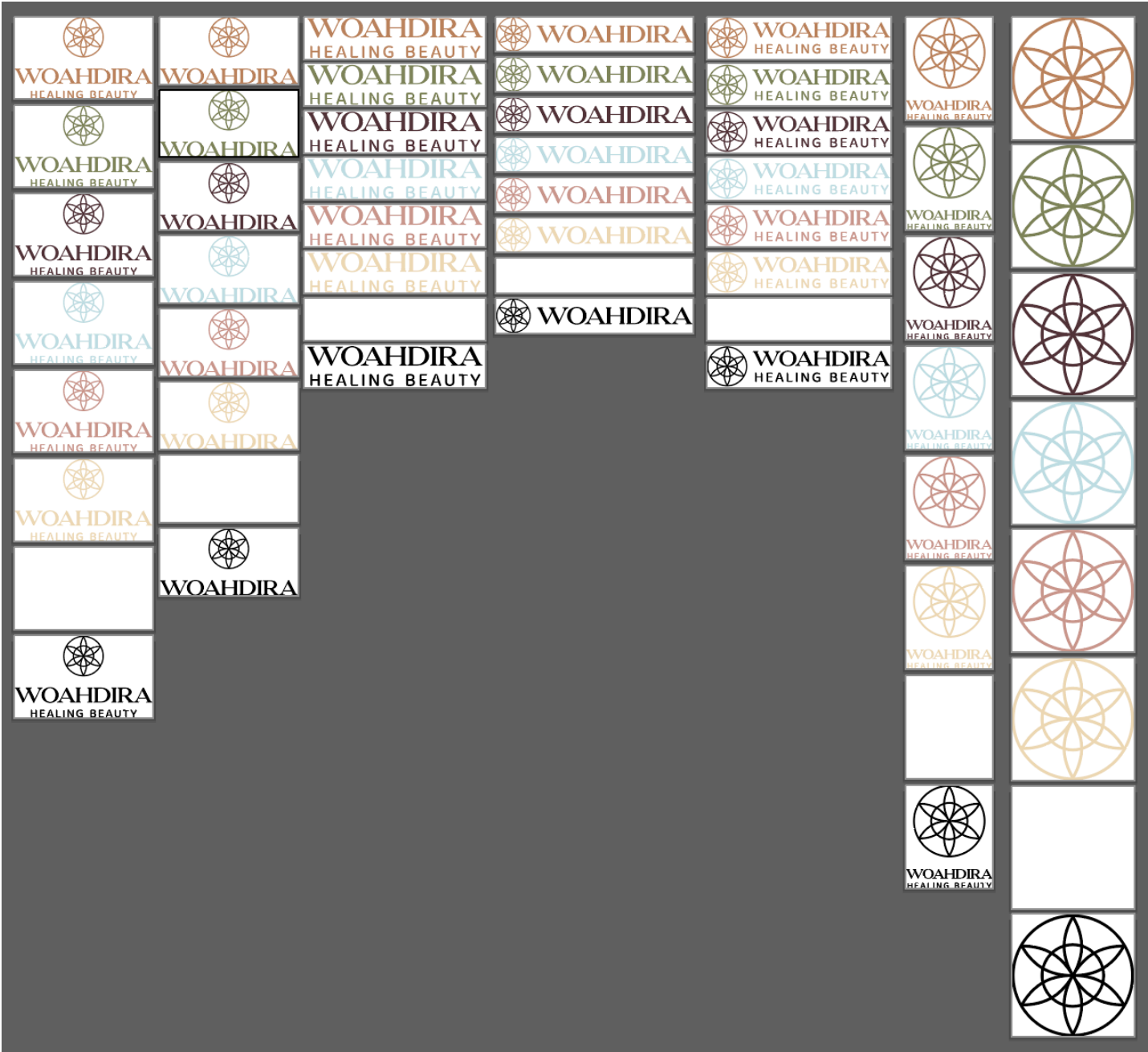
LOGO FAMILY PRODUCTION
LOGO FAMILY
CREATION

Following approval of the Primary Logo, I will create applicable logo variations to accommodate future marketing needs. Logo families vary from one brand to the next, but often include vertical version, horizontal version, icon mark with text and without, black on white, white on black and so forth.

To the right you will see an example of my artboards. The ones that appear to be blank are the white variations.

INCLUDED IN THIS ENGAGEMENT

Supporting logo designs as dictated by the needs of the approved primary logo design. (Up to 2 rounds of feedback)



PHASE 04

FINAL FOLDER PREPARATION

LOGO FAMILY
PACKAGE

Following approval of the Logo Family, I will work through creating and packaging all variations of each logo (full-color, one-color, black and white versions). The final packaged folder will include organized folders for each member of the logo family along with any extra brand assets created.

INCLUDED IN THIS ENGAGEMENT

Final preparation and export of all logos in standard file types (eps, svg, png, and jpg)



PHASE 04

FINAL FOLDER PREPARATION

REFERENCE GUIDES

A condensed style guide will be created to establish the basic rules for the client’s visual brand. This quick guide helps to ensure colors and fonts stay consistent throughout all your marketing and promotional materials. Easy to share with your internal team and print / design partners. Consistency helps improve brand recognition and memorability.

I also create a reference sheet with the logo family variations on it for the client to refer back to *(these names are used for file organization)*.

INCLUDES:

- Type System
- Color Palette (CMYK, RGB, HEX)



ledgerly
CONSULTING

Ledgerly Consulting's refreshed brand identity will help you stand out. Your custom color palette is a mix of the expected and unexpected, which embodies the idea of innovation. These colors and typefaces represent you as the approachable professional. You encourage your clients to take leaps of faith as you support them on their journey forward and the cool tones help spark the idea of trust, while the brighter tones inspire progress.

By following these guidelines, you will be able to create a unified brand identity. Your brand identity represents who you are and what you do, so it is important to follow these standards to create a united voice for your customers and establish a strong foundation for brand recognition. Specific fonts and colors help keep your branding consistent throughout all marketing and promotional materials.



ELDERBERRY
HEX #2D3154
C 90 R 45
M 84 G 49
Y 40 B 84
K 34



PURPLE ALLIUM
HEX #8E5A8E
C 50 R 142
M 75 G 90
Y 18 B 142
K 1



CLEAR SKY
HEX #3690B2
C 76 R 54
M 31 G 144
Y 20 B 178
K 0



PINE NEEDLES
HEX #ABC5C2
C 33 R 171
M 12 G 197
Y 22 B 194
K 0



EVERGREEN
HEX #2B6877
C 84 R 43
M 47 G 104
Y 42 B 119
K 15



FLUFFY CLOUD
HEX #F2F2F2
C 4 R 242
M 2 G 242
Y 2 B 242
K 0

headline
SUBHEAD

Body copy should be created using the font Montserrat Regular. Comfortaa, Kodchasan, and Montserrat are Google fonts and can be downloaded online. The rest of this text is for visual representation. Consectetur adipiscing elit, nonummy dolore magna. Duis iriure dolor velit esse, nulla facilisis at vero.

OTHER NOTES

Comfortaa Bold

Kodchasan Bold

Montserrat Regular

Kodchasan Bold

Created by Renee Garcia
Fearless Foundry

W. www.fearlessfoundry.com
E. hello@fearlessfoundry.com

LOGO VARIATIONS

MARK

STACKED







ledgerly
CONSULTING



ledgerly CONSULTING





PHASE 05

OPTIONAL
COMPREHENSIVE
STYLE GUIDE

A style guide document is created to establish the basic visual rules for your brand. This guide is critical to ensuring that the identity system is treated consistently by all designers, marketers and other staff who create any branded materials.

INCLUDES GUIDELINES FOR:

- Primary Logo Usage
- Logo Usage Restrictions
- Secondary Logo Family Usage
- Typography Standards
- Color Palette Standards (CMYK, RGB, HEX)



PHASE 05

OPTIONAL
STATIONERY
DESIGN*

Stationery is most often the first element used in a brand rollout. I can create a stationery package to help you start to market your new brand.

- Business Card
- Letterhead
- Envelope

**Based on your needs—this could include social assets, stickers, apparel designs, or other design work instead*

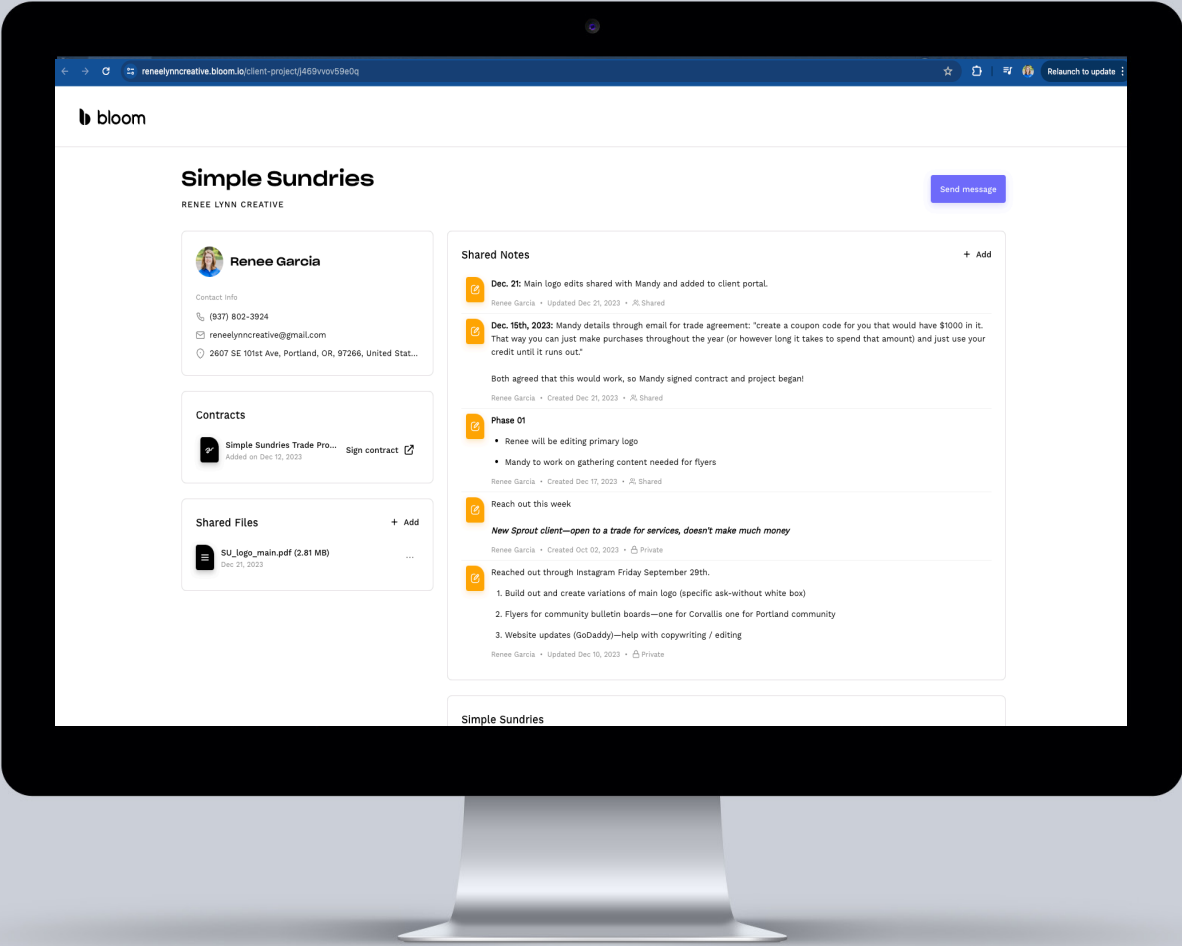
INCLUDED IN THIS ENGAGEMENT

- Design of business cards (2 rounds of feedback)
- Design of letterhead (2 rounds of feedback)
- Design of envelope (2 rounds of feedback)



PROJECT MANAGEMENT

All projects are managed in one central location to ensure total transparency throughout the execution of the project, I use Bloom.io. You will can view your client portal at any time throughout the project. Both studio and client team will have access to final project files in Google Drive and within your client portal.



BRANDING PACKAGES

Each is rooted in my strategic, creative approach.

01 GROWING ROOTS | Expansion or Refresh

Perfect for people who struggle to utilize their current logo across all brand touch points. Or for anyone dreaming of making a few changes to their current logo. I'll refresh and expand your brand assets to **streamline content creation** once and for all.

Benefits: quick timeline, increase scalability and versatility, custom style guide sheet will help you create consistency throughout your marketing materials.

Deliverables: refreshed logo, complimentary logo family (set of 3-4 logos in jpg, png, svg, and eps formats), and a one-page style guide displaying your color scheme and type system.

TIMELINE 2-3 WEEKS

Starting at \$2500*



02 FORMING BUDS | Standard (Visual Identity)

Perfect for those ready to invest in their brand to **make the right impression** from the start or those working to connect with a new audience. We will dive into details about your driving mission and long-term goals to craft a **visual identity that resonates** with your team and your ideal audience.

Benefits: increase brand recognition, improve scalability and ease-of-use, restored confidence to promote your brand. Step away with a visual identity that looks and feels like who you are at the core.

Deliverables: mood boards, thumbnails, 2 logo roughs, custom logo and logo family (set of 3-4 logos in jpg, png, svg, and eps formats), and a one-page style guide displaying your color scheme and type system.

TIMELINE 3-5 WEEKS

Starting at \$5250*



03 FULL BLOOM | Comprehensive (Brand Identity)

Perfect for established businesses or organizations who value the power of good branding and are **ready to grow**. We'll work together to get the key components of your brand sorted and aligned. Digging deeper, so your brand has a **rock solid foundation that supports you as you expand your impact**.

Benefits: align your messaging with your visuals to attract more champions of your brand, increase brand recognition and versatility, and improve scalability. Feel confident knowing that your brand truly resonates with you and your target market.

Deliverables: mood boards, thumbnails, 2-3 logo roughs, custom logo and logo family (set of 5-8 in jpg, png, svg, and eps formats) in all your brand colors, custom brand pattern, and a full brand standards document that captures the heart of your brand (8-15 pages with image direction, color scheme, type system, brand personality, logo usage and more)

TIMELINE 4-6 WEEKS

Starting at \$7500*



* If budget restrictions are preventing a "yes", let's talk through potential solutions together.

NEXT STEPS

STATEMENT OF WORK (SOW)

I would be delighted to work with you to satisfy your brand design needs. Each engagement with my studio includes a detailed statement of work which defines my services in detail. The statement of work will act as a formal agreement between both my studio and you, as my client. Each statement of work will include:

- Project Overview
- Project Phases
- Rounds and Revisions
- Deliverable Definitions
- Project Scope Checklists
- Estimated Project Duration
- Estimated Project Budget
- Terms & Conditions





EXAMPLE PROJECT

The Greener Gift Rebrand

OVERVIEW & SERVICES

Full rebrand for a low-waste product based business.

- Create a logo family that is versatile for print and digital use—both small and large scale.
- Establish a style guide to create a cohesive brand experience for your customers and strengthen brand recognition.
- Carefully craft a visual identity oozing with personality, that you are proud to share with the world.
- Build a brand that excites new customers and invites them in to check out your products.



“Plain and simple, Renee is a rock star!! She helped me FULLY rebrand my business and turn my branding into something that feels entirely authentic.

Not only is the final product phenomenal, the strategy calls and actually working together was a delight as well!”

Lolly Nicol
Founder, Speaker, Environmentalist

EXAMPLE PROJECT

Wake up Texas Branding

OVERVIEW & SERVICES

I collaborated with a Seattle agency to create a logo representative of their brand strategy document. While crafting the logo, I worked directly with the agency team and the client.

- Create a logo that represents the core essence of the brand
- Develop a logo family that can be effectively used across a variety of marketing content
- Compile a condensed style guide that will help provide details to keep touch points on brand





*thank
you!*

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