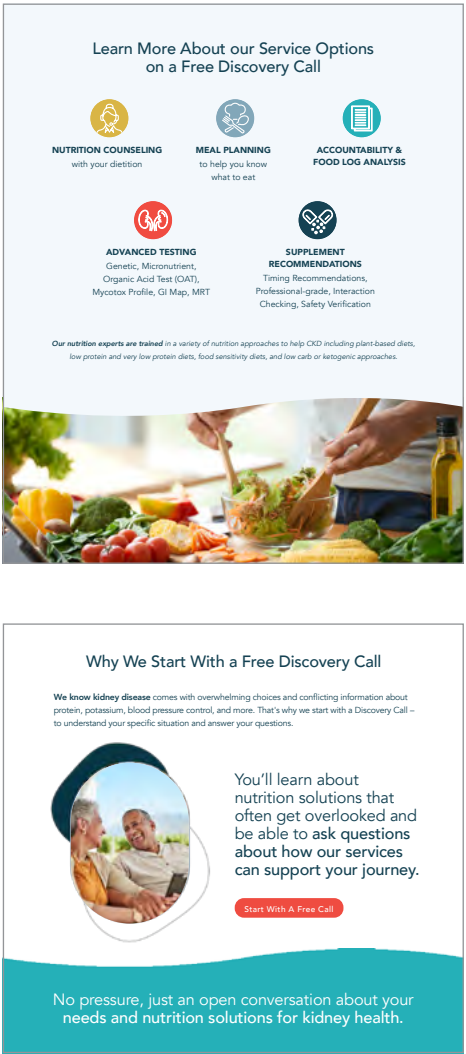


WEBSITE DESIGN  
Kidney Nutrition Institute

This ongoing project is a redesign of multiple webpages. There are existing brand standards and aesthetics that need to be followed in addition to being able to speak to a very specific audience. This includes appropriate photography, graphics, and organizing information in a visually compelling but user-friendly way. I worked with the client as well as the web developers for this project.

KidneyNutritionInstitute.org

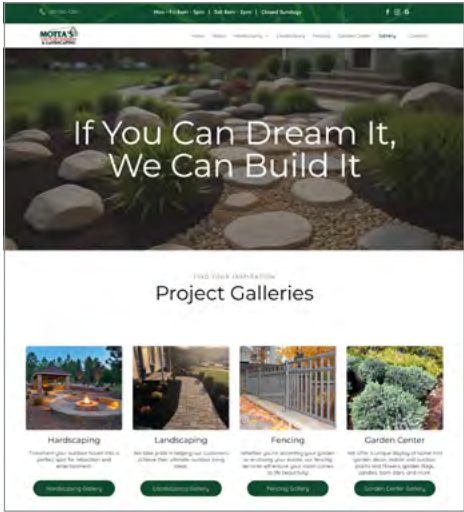
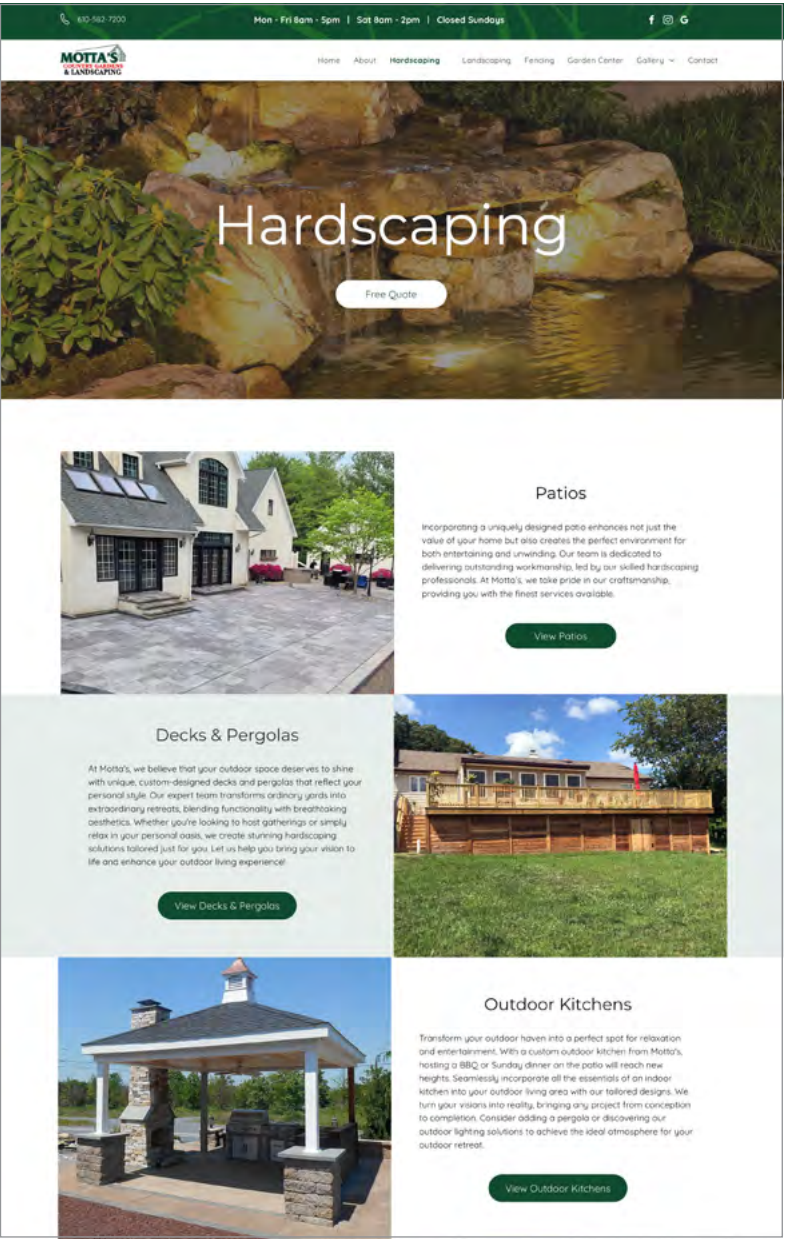


WEBSITE DESIGN

Motta's Country Gardens & Landscaping

Motta's needed an updated website that was highly-organized, above anything else. Their previous website was disorganized and repetitive, making it difficult to navigate. I designed and created a new website for them that is not just highly-organized, clean and versatile but also highlights and showcases their beautiful work.

MottasLandscaping.com



For more portfolio samples, visit:  
BluFrogDesign.com



## ANGELA DIPAOLO PORTFOLIO

### LASIK DIGITAL ADS

Eye Consultants of Pennsylvania

The LASIK specialty was marketed differently than the other specialties, like cataract, glaucoma, etc. The digital collateral for LASIK was regularly updated and refreshed with visually compelling, seasonal and relevant photography with attention-grabbing headlines. These are just a few examples.

**LASIK FOR  
THE WAY  
YOU LIVE**

100% FINANCING  
**\$ZERO  
DOWN**

Eye Consultants  
OF PENNSYLVANIA, PC

**FREE LASIK  
EVALUATION**

CLAIM NOW

Flexible financing options  
for LASIK & PRK  
Laser Vision Correction

**610-378-8500**

Eye Consultants  
OF PENNSYLVANIA, PC

Eye Consultants  
OF PENNSYLVANIA, PC

What do our **LASIK**  
patients say?

**"I'm thrilled  
with the  
results!"**

ACTUAL PATIENT REVIEW

LASIK EVALUATION

**610-378-8500**

**PRECISION  
DONE RIGHT**

[LASIKdoneRight.com](http://LASIKdoneRight.com)

FREE LASIK EVALUATION  
**610-378-8500**

Eye Consultants  
OF PENNSYLVANIA, PC

**FREE LASIK  
EVALUATION**

CLAIM NOW

Flexible financing options  
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## ANGELA DIPAOLO PORTFOLIO

### 50 YEARS CAMPAIGN: PRINT + DIGITAL ADS + BILLBOARD

#### Eye Consultants of Pennsylvania

Eye Consultants of Pennsylvania celebrated 50 years with an advertising campaign focused on their retina specialty. The campaign included a full set of digital and print ads, billboards and social media content that followed their brand standards but needed a more elevated look.

**Extraordinary people.  
Extraordinary eye care.**  
*for over 50 years*

For over 50 years, Eye Consultants of Pennsylvania has been the leading eye care practice in the region. Our retina specialists are a big reason why patients and other doctors trust us like they do. Macular degeneration, diabetic eye care, and the full range of retinal conditions and diseases. And we're right here, close to home.

Call 610-378-1344 for an appointment.

Angela Barbera, MD   Barry Malloy, MD   Tapan Patel, MD, PhD   Anastasia Traband, MD

**GRANITE POINT**  
Eye Consultants  
OF PENNSYLVANIA, PC

610-378-1344 | EyeConsultantsOfPA.com

**Extraordinary people.  
Extraordinary eye care.**  
*for over 50 years*

**GRANITE POINT**  
Eye Consultants  
OF PENNSYLVANIA, PC

610-378-1344

**The retina experts  
are right here,  
close to home.**

**GRANITE POINT**  
Eye Consultants  
OF PENNSYLVANIA, PC

610-378-1344

**Extraordinary people  
Extraordinary eye care**  
*for over 50 years*

**GRANITE POINT**  
Eye Consultants  
OF PENNSYLVANIA, PC

EyeConsultantsOfPA.com

For more portfolio samples, visit:  
[BluFrogDesign.com](http://BluFrogDesign.com)

## ANGELA DIPAOLO PORTFOLIO

### PROGRAM COVERS

Shriners Hospitals for Children  
East-West Shrine Game

I enjoyed working on the East-West Shrine Game marketing material annually for over 5 years. Each year, I created game programs, tickets, flyers, posters, billboards, and calendars using different imagery while maintaining brand consistency. The two program covers here, using photographic manipulation, showcase the meaning and purpose behind the East-West Shrine Game, which is: "more than just a game."



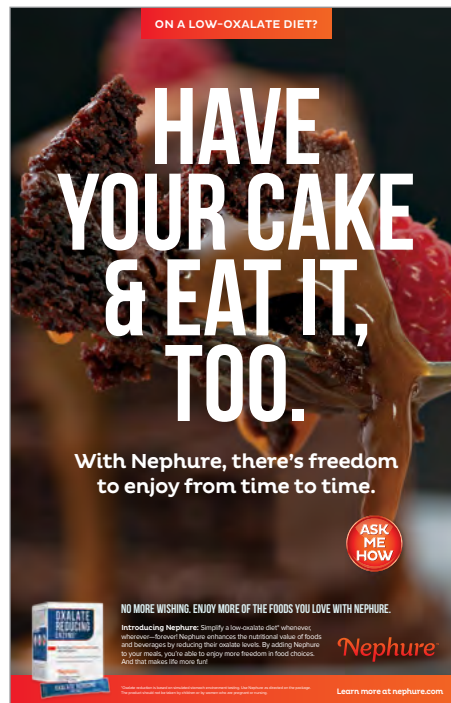
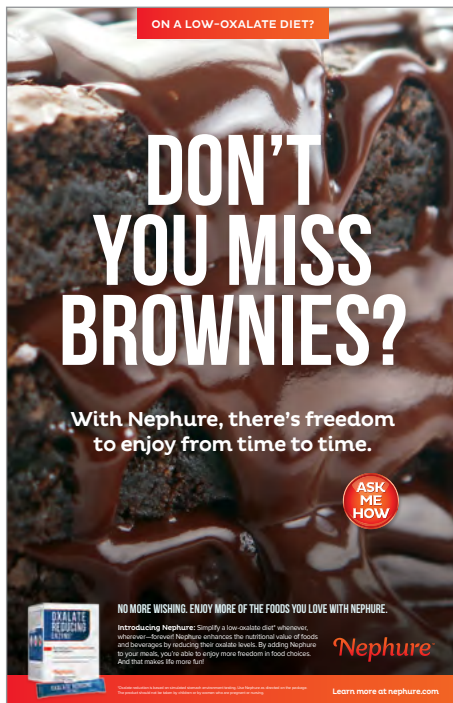
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## CONSUMER-FACING POSTERS

### Nephure

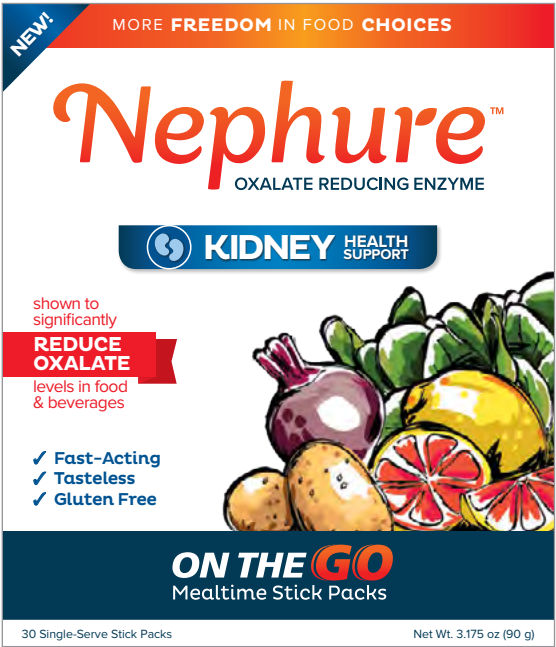
The client developed a dietary supplement that they wanted to bring to market for people who could not, because of their health, eat certain foods we all enjoy. We were tasked with creating a campaign that spoke to consumers on an emotional level, creating a deeper connection based on comfort and trust with the consumer.



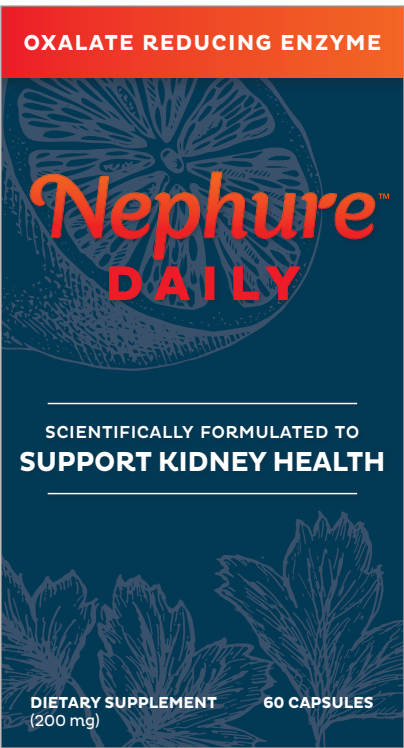
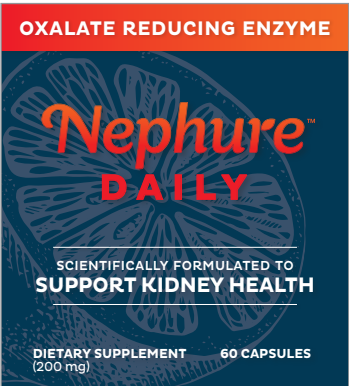
CONSUMER PACKAGING

Nephure

The aesthetic for the packaging created for the Nephure dietary supplements was based on their existing brand standards, like colors, fonts and graphic style. We elevated the look of their product while integrating their natural approach to health by juxtaposing sleek graphics with hand-made illustrations, giving their product a professional, yet relatable, look and feel. This was meant to create a feeling of comfort and trust.



Packet + Box Label



Bottle + Box Label

COMPANY BROCHURE

Berkshire Country Club

This brochure is filled with eye-candy — from typography, to layout, to photography. The look needed to be elegant with a nod to the rich history of the Club. The cover was embossed and the brochure was printed on beautiful, thick matte paper. Combined with the unique shape and size of the piece, this truly was a gorgeous brochure, that was guaranteed to influence new members.



Welcome to the Berkshire Country Club.

The Berkshire Country Club is an experience of undisturbable anticipation—an anticipation of excellence that is always rewarded and fulfilled. It is a place where “timelessness” and “stunning” apply to the campus, the clubhouse, the experience and the lifestyle. You have, indeed, arrived. This is where you belong.

Founded in 1899, member-owned and governed, and steeped in tradition, The Berkshire Country Club provides a wonderful blend of leisure, athletics and elegance. It is a country club lifestyle the way it was meant to be enjoyed—with a great legacy of exceptional service, opportunity and the benefits only available at such a grand private club. Sweet. Sophisticated. Surrounded by casual elegance.

Whatever your passion—golf, tennis, swimming, business or a vibrant social calendar—you will find it all here at The Berkshire. From superb athletic amenities to a clubhouse that is beyond compare to a celebrated social calendar offering and sustaining options for the most discerning palate to a very personal sense of arrival and belonging, The Berkshire is the pinnacle of country club life the way it was meant to be enjoyed. Our visit, and you will understand why The Berkshire Country Club is the region's premier country club experience.



Our goal is to provide exceptional lifestyle amenities for our members, and our continuing mission is to anticipate and exceed the expectations of our members and guests by providing an outstanding experience at every turn. We are at your service.

TENNIS | SWIMMING | KIDS' ACTIVITIES

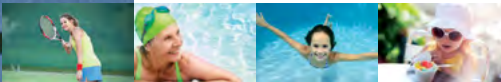
The beautifully warm Berke County summers mean a long, fun-filled swim and sun season. Adults and children of all ages enjoy the summer days cooling off in our pool, which features a one-meter diving board and a wading area. The pool deck also offers full beverages, snack, sandwiches and salad menus so you can relax poolside at a shaded umbrella table while enjoying a lunch or afternoon snack. And of course, certified lifeguards are always on duty.

Tennis at The Berkshire is designed to appeal to players of all levels. Premium facilities, including three lighted tennis courts, are available for play day and night. The player comfort, shaded seating areas are steps away and full beverage service is available on all courts. A talented group of on-staff tennis professionals provide instruction and host adult and children's programs as well as member and member-guest programs for all levels of play. Private, semi-private and group lessons, as well as personal use of the ball machine, are all available.

Most important of all, the entire Berkshire Lifestyle is very kid-friendly. Our professional staff manages a full calendar of family-oriented social, sport and cultural activities, including Summer Kids' Camps, and families are always welcome on the golf course and in the clubhouse.

1899

Opportunities abound for kids and families, and many of our social events throughout the year are family-friendly. Plus our Learn to Play and youth golf programs are led by PGA Teaching Professional, Andy Miller, a "Top 100 Golf" "Golf Teacher" according to U.S. Golf.



FRIENDS | COLLEAGUES | FAMILY LIFE AT THE BERKSHIRE

For members and their guests alike, the sense of arrival at The Berkshire is profound as you cast your eyes on the dramatic clubhouse just down the pastoral, tree-lined driveway inside the gates, waiting there to greet you with significant style and signature amenities. Verdant fairways invite you to come play. The tennis center beckons your inner Wimbledon champion. The pool welcomes you for a refreshing pause. And outstanding wines and culinary arts tantalize your palate.

The Berkshire Lifestyle is a rich blend of the heritage and elegance of a social private club with the abundant opportunities and the unique combination of leisure, athletics and elegance wrapped in an experience that is sure to delight.

As much as anything, The Berkshire Lifestyle is about friends and family. Our year-round social calendar is filled with activities and events where you can meet old friends and make new ones. Our members often tell us how much they enjoy the outdoor patio parties, dinner dances, wine dinners, happy hour mixers and holiday functions. And the membership list is known for being warm, inviting and friendly.

Kids are always welcome, too. There are many, many family-oriented and family-friendly social events throughout the year, and we even provide kid-friendly options for many of our adults-only events.

For both golfers and non-golfers, The Berkshire offers truly signature amenities in a classically elegant clubhouse. Our grand, 21,000-square-foot clubhouse includes a casual elegant dining room, lounge/patio and private dining rooms and an expansive outdoor patio and veranda overlooking the 18th green.



The clubhouse is the social center of The Berkshire Lifestyle where member service and attention to detail are paramount. Club life is truly enjoyed around the family-friendly, first-class dining areas of the clubhouse (casual or formal), 13 year choices, but also the 1899 and 1900s theme pubs, private movie and family lounge where members and their friends regularly gather for larger functions and special occasions, such as weddings, birthday and the occasional charity ball. And in the grand ballroom where members and guests can dance and dance the night away.

Celebrate

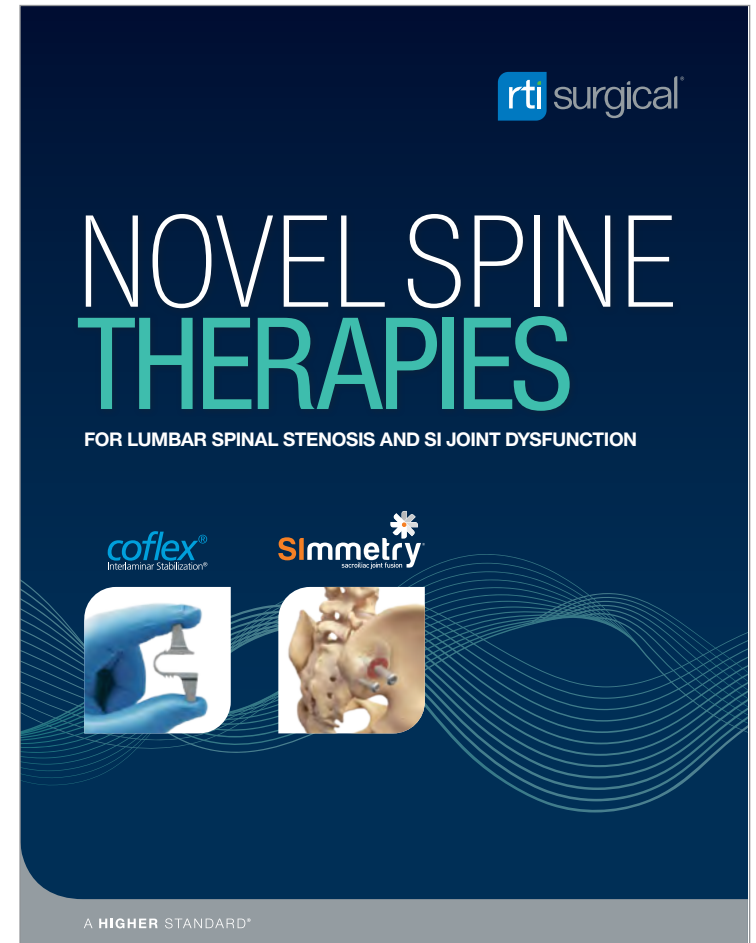


## ANGELA DIPAOLO PORTFOLIO

### MOBILE APP + LITERATURE

RTI Surgical

The client, RTI Surgical, manufactures and sells medical devices and implants. They needed a new aesthetic for their "Novel Spine Therapies" line of implants, which included a mobile app and printed literature. These are examples of the aesthetic produced based on the company's overall brand standards.



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## MARKETING MATERIALS

RTI Surgical

These are examples of tradeshow booth materials and marketing collateral that were regularly produced for RTI Surgical, a company who designs and manufactures medical devices and implants.



## OPEN HOUSE FACT SHEET

### RTI Surgical

The client, RTI Surgical, manufactures and sells medical devices and implants. They built a new laboratory for research and development and needed marketing collateral for their open house, which served as both a celebration and a fundraising event. The fact sheet needed to highlight the technology in the lab as well as educate the public on the process.

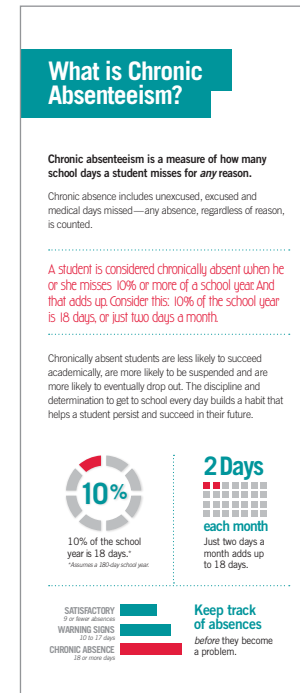




## POSTER + BROCHURE

### Berks Initiative for School Attendance

This was a pro-bono project to bring awareness to the adverse effects of student absenteeism in school. I was given a lot of freedom with this project, as they needed a logo, brand aesthetic, core messaging, copywriting, and graphics. I enjoyed working on this campaign because it felt personal to me — my children attend one of the schools this campaign was rolled-out for.



## ANGELA DIPAOLLO PORTFOLIO

### COMPANY BROCHURE

#### EHD Insurance

How do you make something like insurance, interesting and eye-catching?

We used engaging photography, along with a bold, colorful layout and aesthetic, to make EHD Insurance stand out from the rest. In such a competitive field, we needed to elevate their brand, and make them relatable and engaging.



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BluFrogDesign.com

Whether for commercial insurance, employee benefits, risk management or personal insurance, we are strategic in our thinking and incredibly responsive in our client service. Plus, EHD has access to all regional, national and international markets, holding preferred status contracts among many insurers, which provide the leverage to negotiate the most favorable coverage and financial terms for our clients.

In business today, every decision matters and a trusted partner is worth its weight in gold. That's why over 5,000 businesses, non-profit organizations and public agencies throughout Pennsylvania and the Mid-Atlantic region trust EHD for their insurance, employee benefits and risk management needs.

**Established in 1896** as Engle-Hambright & Davies, EHD is one of the most respected insurance brokers and advisors in Pennsylvania and one of the largest and most reputable in the United States. In fact, we've been handling the commercial insurance, employee benefits, risk management and personal insurance programs for many of the Mid-Atlantic's largest and most respected companies for well over a century, currently managing over \$250 million in premiums for insured and self-insured programs. That's experience you can trust.

Our approach is simple: We provide the broad and deep resources of a large brokerage with the attention and personal touch of a local insurance agent. We partner with our clients and serve as both an advisor and advocate for every one of them. And we take the word partner seriously. We call it "The EHD Experience." You'll call it a breath of fresh air. And it's always focused on you. But don't take our word for it. Talk with our clients. After all, no one knows us better than they do, and we're happy to provide references.

"EHD integrated seamlessly into our organization during a time of significant growth, change, and transition and growing insurance needs. The EHD team thoroughly analyzed all divisions of the company to align our complex business needs with insurance solutions. We all sleep much better at night knowing that EHD is actively and effectively responding to our Workers' Compensation, Safety, Risk Management and Property/Liability needs."  
— Executive Vice President | Heavy Duty Truck Sales

Have a question?  
Get an answer.  
Learn more at  
ehd-ins.com or  
call us toll-free  
1-800-544-7292.

PAGE 1 | A TRUSTED PARTNER FOR OVER A CENTURY

## ClaimTech™ & Risk Control Services

An innovative approach  
to reducing your total cost of risk.

**Managing risk** and managing claims are two sides of the same coin. One is about pre-loss prevention, and the other, about post-loss reporting and management. But both disciplines, implemented strategically, are about reducing your insurance costs and strengthening your bottom line.

At EHD, we've developed a synergistic approach to risk control and claims management called ClaimTech™ that integrates pre- and post-loss services into a single full-service department that works for you every step of the way.

On the risk control side, ClaimTech's proactive services include operational surveys, loss analysis benchmarking, training programs, safety committee certification, OSHA compliance audits and more. Our focus is to provide direct risk control services to you and coordinate and supplement those offered by your insurance carrier.

On the claims management side, EHD's ClaimTech™ staff serves as your advocate by preparing and submitting loss reports and following up with adjusters. We also work on your behalf to obtain favorable coverage interpretations, challenge open reserves and resolve open claims quickly.

Our clients call ClaimTech™ a "breakthrough." We call it "all a part of the EHD Experience."

ClaimTech™ is available to every EHD Commercial Insurance client. Ask us how you could put ClaimTech™ to work for your organization.

"I wanted to let you know that I appreciated all of the work that EHD provided on an accident with significant risks that occurred this past Friday. It was a holiday weekend, so I was very impressed to see the team they assembled in very short order to get ahead of the curve on the accident. Thanks EHD for the great job!"  
— Chief Financial Officer | Agricultural Science and Services

Have a question?  
Get an answer.  
Learn more at  
ehd-ins.com or  
call us toll-free  
1-800-544-7292.

ClaimTech™ integrates pre- and post-loss services into a single full-service department that works for you every step of the way. ClaimTech™ is available to every EHD Commercial Insurance client. Ask us how you could put ClaimTech™ to work for your organization.

PAGE 13 | A TRUSTED PARTNER FOR OVER A CENTURY