

Portfolio Samples

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Fold angle is
11.5°
set through where
two panels meet

Panel
rotated to

4.25

10°

11°

Building the Brand & Positioning for HUSCO International

Project: To position HUSCO International as the global Tier 1 supplier of both automotive and off-highway components and to convey and support this messaging, differentiating the firm from competitors.

Identity: Having to compete with Fortune 100 firms, every aspect of how the firm represented itself required updating. It also needed to be standardized company-wide. Finally the ID contained

the twin goals of conveying the firm as an innovation leader in the market while having the scale to partner with the largest transportation and earth-moving machine manufacturers in the world.

Design: To emphasize the brand, ownership of the HUSCO color scheme was paramount, offering immediate, eye-level differentiation from competitors. The HUSCO color scheme brings together its innovation story and product breadth as seen in advertisements, PowerPoint presentations and even on the marquee of the website itself. After three consistent years, HUSCO is now known as the global innovation leader in the high-performance machine control space.



Product Location Service Logo for RCS Innovations



Project: RCS innovations creates interiors for stores and commercial spaces. Being an innovative and forward thinking company, they develop new technologies for the retail space. TracThat is an example of such technologies, allowing store owners to develop analytical information from products in-store.

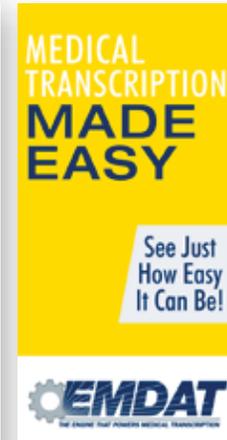
Identity: As RCS is primarily known for interior construction and design, a logo had to be created that breaks with the current RCS branding, allowing for the program to extend beyond the scope of it's parent's market. The logo had to speak to the service it provides and feel fresh and high-tech.

Design: The new TracThat logo speaks to the primary function of location-awareness by using a logo centered around location pins. The number of pins used alludes to the tracking of products as they move. The logo also breaks from the RCS logo by employing a more Web 2.0 style of typeface speaking to the freshness of the technology.

Other Versions



Web Presence Re-Design for Emdat

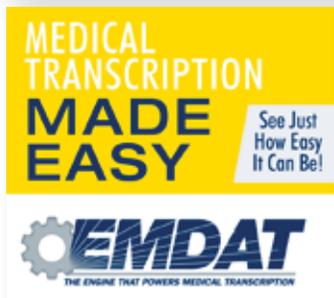


Project: When things get old on the Web they look really old. That can scare off a lot of prospective clients. The Internet is awash in stagnant attolls of failing companies. Emdat wanted to make sure their company doesn't fall into the same trap.

Identity: Emdat, a company that creates software to accurately transform medical professionals' thoughts into actionable materials needed a new look. It needed also to hone it's user experience. Getting prospective customers to the areas they needed to be had to be top-of-mind.

Design: While the old site was designed to deliver as much information as possible, the new site was designed to be more human. The addition of a large image area, one that represented health and technology helped to break up the page. Three buttons were created to guide the biggest target audiences of the company to the most useful information for each. Finally, reducing the amount of verbiage on the front page helps to focus the viewer.

These concepts were also used in the design of web advertising assets. The focus was fast and focused messaging. Keeping the branding look and feel the same was paramount.



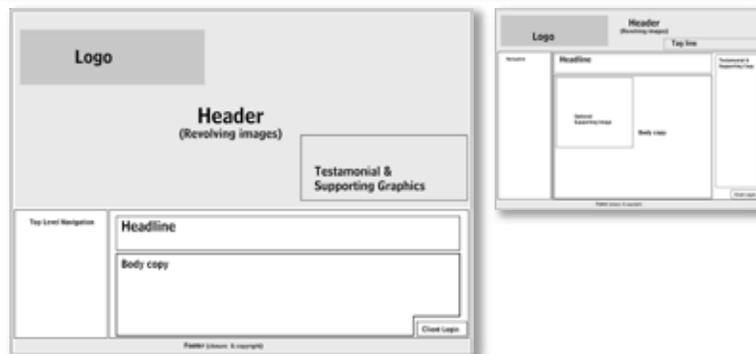
Website Re-design for Dwayne Johnson & Assoc.



Project: As far as things go, it's good to keep your web presence fresh – even for accountants. Dwayne Johnson & Associates knows that their website is a big part of their business, whether convincing new clients or being a portal for current customers. It's important that the site look as good as DJA works.

Identity: Wanting to be a different kind of financial business than just accountants, DJA aims to be a partner to businesses. Extending that thinking to the website, the design had to be competent, non-threatening and most importantly welcoming. The site had to show that DJA was about long term business relationships rather than cold, hard numbers.

Design: To achieve these goals, on the top level pages a large image is employed. Very specific images were used to convey a softness to the firm, like the coffee cups shown here. The layout of the pages themselves were wire-framed to allow for a lot of white space, stepping away from the challenge of more dense pages that may be off-putting. Finally, a reduced palette was employed to further lighten the site.



2011 Work Glove Catalog for Wells Lamont



Project:

Wells Lamont needed a catalog that would promote their superior quality and exceptional value to important retail buyers, distinguishing the brand in a crowded marketplace filled with price-conscious consumers.

Identity: Wells Lamont is a premier manufacturer of work gloves for both industry and home. Wells Lamont reinforces this, and its reputation for durability and strength, with its mule-head logo.

Design: While cementing Wells' identity, the catalog also serves to introduce its new product line, a high-end leather work glove. The rich, detail photography emphasizes strength while conveying the premium qualities of the brand.

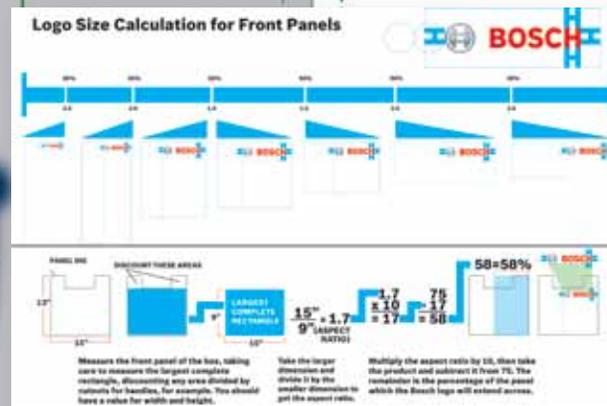
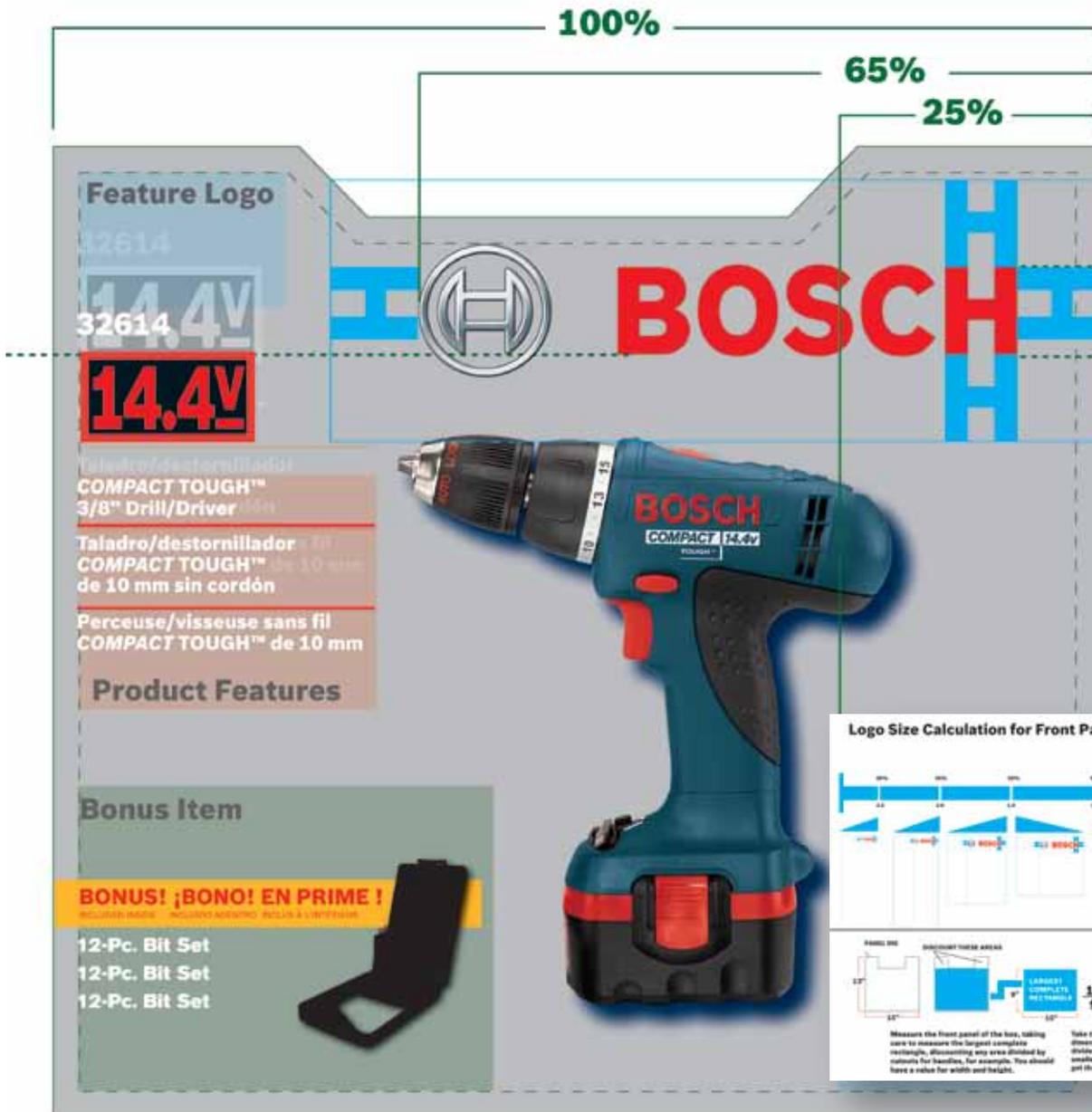
Packaging Style Guide for Bosch Power Tools



Project: Bosch is one of a few select manufacturers of commercial-grade power tools. In order to maintain its place among other manufacturers within this particular market, its packaging must also reflect quality that attracts the professional buyer. To achieve this, all vendors used to construct the packaging, such as printers and designers, must adhere to strict standards of presentation. A new style guide, with foolproof guidelines and clear examples, needed to be developed.

Identity: Professional users buy Bosch tools for their consistency of quality. What this means is that the consistency of the brand is an extension of that quality. Protection of the Bosch identity, then, is paramount in its packaging; alteration of the identity would signify an unwanted change in quality to the consumer.

Design: To accomplish this, proportions and measurements of element usage are presented in formats understandable to every user: Basic mathematical formulas are shown with examples; and actual shots of the packaging are presented for visual reference. The result is a style guide that reinforces the fact that to maintain and advance the Bosch brand, extreme care must be taken of its assets.



Americoast Collateral for Latite Roofing



Project: Americoast, one of the largest roof-cleaning companies in Florida, needed updated marketing materials to both cohere its brand and help expand its services in the residential market.

Identity: As one of most trustworthy roof-cleaning companies in the business, Americoast employs an identity that conveys professionalism and expertise. Its colors, navy and orange, convey energy, and its all-caps logo inspires confidence.

Design: The newly added swoop made better use of the space available while updating the materials with a more modern look. Photographs of clean, well-trained and above-average representatives were featured prominently to again inspire confidence and trust. This updated looked brought Americoast's identity together throughout its entire collateral program.