

Stripe



Stripe Graphics Ltd

Visual Communication



STRIPE GRAPHICS LTD

For visual communication distinctively provided for corporate communications, direct mail marketing, and promotions

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Local 10460 Hollymount Drive
Richmond BC V7E 4Z2



STRIPE'S BEGINNING . . .

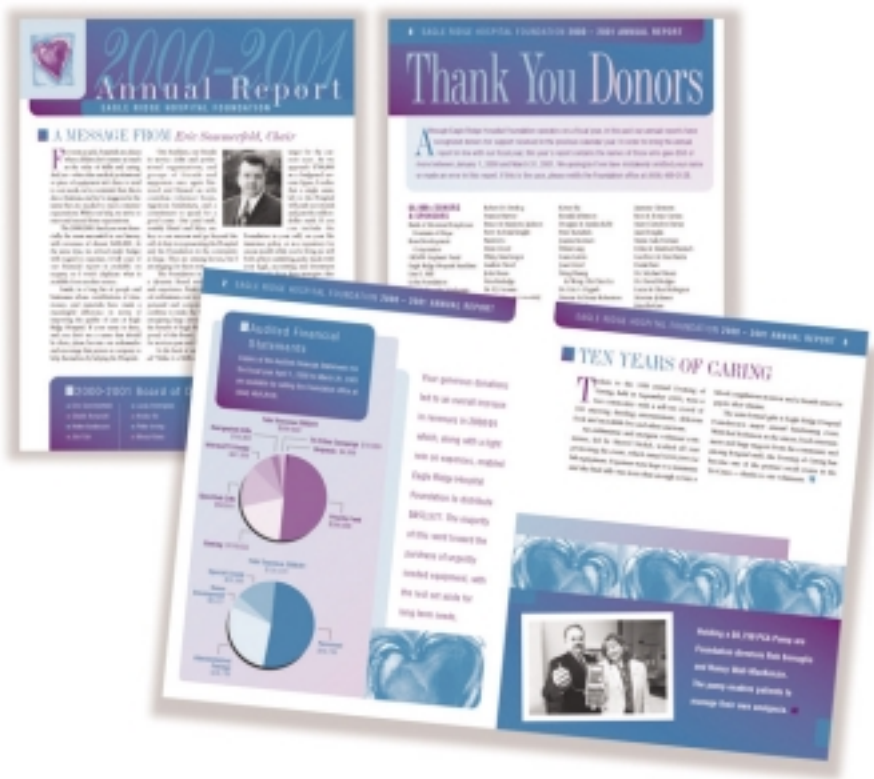
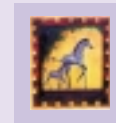
The concept for Stripe Graphics was born in my art college days.

'Stripe' - a short, one-syllable word that means a streak or band of a different colour, nature, kind or character, was easy to remember and so appropriate for the kind of design studio I wanted to represent as a freelance graphic designer.

The symbol for Stripe Graphics immediately became the zebra (two in my case). Each zebra in the world is striped in a uniquely different way from the next, not to mention that it is a very distinctive and graphic looking character!

To me, this embodied and continues to shape the kind of design and service that I provide to my clients . . . design that is not only functional and informative but is also as distinctive and unique as they and their businesses are . . . and service that is also unique in its focus on the clients specific needs and objectives . . . and finally a hands-on approach from personally answering the telephone and meeting with clients, to seeing a project through from concept and design to printing and delivery.

PROJECT SAMPLE



Objective:
To develop the Foundation's yearly annual report in the continuing "heart" theme, using a fresh approach to past years' reports.

Involvement:
Creative direction on look and size to facilitate easy and cost-effective mailing, design, layout, scanning, editing, coordination with suppliers, and final production for printing.

Results:
The finished report has been very enthusiastically received and is being considered one of the most beautiful reports yet. Existing fundraising print materials and past Reports using the heart-themed look, has resulted in a large increase in the donorship each year, which has in turn required the development of increasingly more functional reports each year.

CONCEPT

DESIGN

LAYOUT

PRODUCTION

COORDINATION

ILLUSTRATION

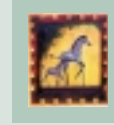
ABOUT STRIPE

Stripe Graphics is an energetic freelance design studio that handles projects from concept to final production for general business clients, public relations and marketing firms.

Recognizing that each project is unique, I will work individually, with your team, or can build a team of professional suppliers to suit the project.



PROJECT SAMPLE



Objective:

To develop an innovative, fun and very functional moving notice for clients that would make it easy for them to connect to the new location.

Involvement:

Concept, design, illustration, layout, production to print and delivery.

Results:

This was an extremely successful package and was not only fun and exciting to receive but very practical with its 2 complimentary perf-off business cards.

PROFESSIONAL

QUALITY CONSCIOUS

FLEXIBLE

RELIABLE

COST EFFECTIVE

TEAM PLAYER

INITIATOR

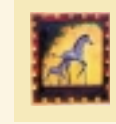
ABOUT KAREN COWL

With over 13 years of industry experience in both traditional and computer-based graphic design and pre-press production, I have successfully freelanced as Stripe Graphics for over 9 years.

I hold a diploma from the Ontario College of Art's Design/Advertising Program. I have built a solid reputation for successfully handling projects from concept through to final production, and for doing so on time and on budget.

I am dedicated to meeting the objectives of my clients and the unique needs of each project that I am assigned.

PROJECT SAMPLE



Objective:

To develop a series of print applications including a direct mail brochure, information brochure, poster, counter card, renewal form and coupon for the promotion and fundraising for BCAA's Traffic Safety Foundation. A double page magazine spread has also been designed for publication in WestWorld.

Involvement:

Design, layout, and production to disk.

Results:

Overall, the package has been successful in its many promotional forms.

CONCEPTUAL

FUNCTIONAL

PROFESSIONAL

LOCAL

DEDICATED

HANDS-ON

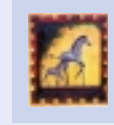
FOCUSED

STRIPE'S STRENGTHS

As a local designer, I can provide a very direct service to your office for the purpose of briefings, and can also, through the hands-on service I offer, greatly speed up the process of a given project.

I require a minimum briefing to conceptualize an impactful and functional design application to a specific budget and timeline. The key strengths that I bring to the table are an ability to work professionally within very tight deadlines, bring a project in on budget, and take initiative or work as part of a team. I listen to what you want to achieve, and work with you to make it all happen.

PROJECT SAMPLE



Objective:

To develop a fun, distinctive and aspiring multi-application package for BC Hydro's employee incentive program.

Involvement:

Concept development, design, layout, production and illustration to disk.

Results:

This program and package has been successfully running for 3 years.

CORPORATE

DIRECT MARKETING

PUBLIC RELATIONS

RETAIL PACKAGES

EVENT PACKAGES

PROMOTIONAL

STRIPE'S EXPERIENCE

For over 9 years, I have provided freelance services in graphic design and production for a variety of general business clients and for marketing and PR agencies in the areas of corporate communications (brochures, corporate identity packages, folders, newsletters, reports) direct marketing (fund raising packages, direct mail packages, brochures, point-of-sales packages) and for retail and presentation graphics (catalogues, print advertising, posters, trade show booths, promotional give-aways, ballot boxes and signage, banners and danglers).

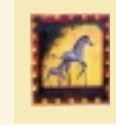
STRIPE'S EQUIPMENT

Stripe has its own site and office with up-to-date software and hardware.

For design, layout and production I use Quark Xpress, and for graphics and photo work I use Illustrator, Freehand and Photoshop.

I use conventional compression software and have an internet connection via cable modem for high-speed internet and e-mail access and for upload and download to and from FTP sites, at my fingertips.

PROJECT SAMPLE



Objective:

To create and design a look for this year's Lights of Hope Event and Fundraising Campaign for the hospital. The chosen design was used in banners, signage, a brochure for corporate and individual sponsors, posters, and event invitation and program.

Involvement:

Concept, art direction, design, layout, photo manipulation and stock image sourcing, production to print, and project coordination.

Results:

The package and event was a huge success. Feedback given indicates that the package gave the event and the fundraising activities a more upscale and professional presence overall. Suppliers indicated that the process was much smoother and the electronic files much easier to work with than in previous years.

BUILD

MAINTAIN

RELATIONSHIPS

INFORMATIVE

SOLUTIONS

COMMITMENT

DISTINCTIVE



STRIPE'S GOAL

My goal is to build and maintain successful, long-term business relationships with my clients. This means providing professional and reliable services by meeting clients' budgets and timelines. It also means a commitment to providing distinctive, attractive and informative design solutions that will affectively promote or sell the client's products, services, corporate identity or specific messages.




STRIPE'S TECHNIQUE

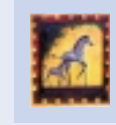
From the first consultation or briefing meeting with you, I develop a detailed estimate of costs and a timeline (as required by client deadlines). Upon go ahead, I develop initial design concepts for your review. From this point I work on your chosen concept or layout and develop it to final approvals stage, and upon approval prepare final art work to disk or for film.

Proofing throughout the project takes place electronically via PDF formatted files sent to you by email and/or hardcopy proofs couriered directly to you for your review and approval at every stage. A hardcopy colour proof is provided for your approval before going to film and then a film proof is provided for your approval before the project goes to print.

If you like, I will handle the project through to printing and delivery or work with the suppliers that you designate.



PROJECT SAMPLE



InDuo™ patient handling and required level of instruction study

OBJECTIVES

- Primary objectives
- Secondary objectives

METHODS

- Study design
- Study population
- Study procedures
- Study outcomes

RESULTS

- Overall assessment of the InDuo™ system
- Assessment of patient handling
- Assessment of required level of instruction

CONCLUSIONS

REFERENCES



Objective:

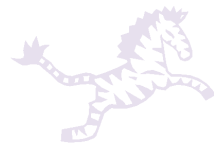
To design a collateral brochure to promote this new metering system for diabetes to health care providers such as pharmacists.

Involvement:

Taking the existing promotion and developing it into a brochure for the Canadian market, which included design, layout, editing, building of graphs and tables, and final production for printing

Results:

The brochure has been enthusiastically received by the client and co-sponsors of the product and materials are just now being distributed to end users for promotion.



STRIPE'S FINALE

I hope you have enjoyed looking through this booklet. Comments and feedback are always welcome.

If you would like to see a portfolio of work, I am always happy to drop by and show you what I can do. Or, call me for a consultation on any upcoming projects. I would love to be a part of your next design opportunity.

Thanks for your time today and please keep this Stripe Booklet handy for easy reference to our services and style.



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