
Visual Design & Art Direction

Case Studies and Examples



Outline

B2B - Interactive Supply Company
Crafting a Visual Story

NGO - LiveDead
Cultivating Brand Cohesion Across the World

B2B - Windwalker XP
Bringing the Brand into the Assets

B2B - Square 2 Marketing
Updating the Brand Across All Materials

B2B

Interactive Supply Company

Crafting a Visual Story



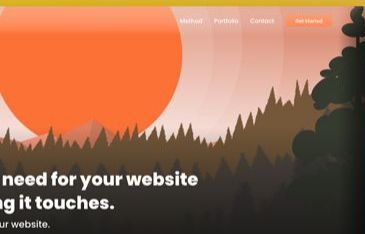


At a glance

Brief: Recreate brand and narrative and develop that into a consistent visual story throughout digital assets.

My Involvement:

- Art Direction
- UX Design
- UI Design
- Illustration
- Storytelling
- Animation
- Led stakeholder meetings to develop brand narrative



need for your website
ing it touches.
ur website.

ite's the worst.
t, you need direction. We get it. And we can be
rward in making your website an asset, not a

r website to deliver results
your web platform from an unresponsive money pit into a
asset. But where do you start? With SIC, you can wake up
ore you've been having to the down of a new day.

Consider that we work with the best-in-class companies under the hood of one employee

Homepage

Wouldn't it be nice to see the results you need?

Introduce More Users to Your Website
We brought in 39.9 million users to our clients' websites this year.

Eliminate Thousands of Dollars in Digital Waste
We eliminated over \$18,000 in digital waste this year.

Increase Your Page Load & Performance Speeds
We migrated 2.4 million records from legacy systems this year.

Convert Your Site into a Powerful Web Platform
We migrated over 100 different sites and software this year.

Multiply Your Monthly Page Views
We averaged 9.4 million monthly page views in 2020.

Experience the freedom today can bring

We provide personalized guidance for your journey

Free, Solution-Oriented Assessment of Your Web Platform

Personalized Website Design & Development

Complete Web Platform Management & Tech Support

Our Full Team for Comprehensive, Ongoing Solutions

Looking for direction? We can get you where you need to be.

For starters, follow any sign to get started on your journey to a brighter day. Or if you'd like to hear from our clients and see our work, keep scrolling to see what's next on your path.

We love to solve problems for large scale web platforms.

Perhaps you have some reservations that you'd like us to answer before we go any further? Click on any concern you have to see how we can shed some light on the issue.

This costs too much.

Often, it is more expensive (and more complex) to consult several different companies than to have all your needs fulfilled with one single company. Our rate could seem a bit higher than others, but we are four times as efficient than what they can perform, averting you a smaller cost in both time and money.

For instance, data export is integral for any platform. Often, this task will be billed out as a project and take a large chunk of time to complete. We have been able to export data in as fast as 30 minutes.

Still hesitant? Nervous?

We get it. You've been hurt before. Can we really deliver? Hear from some of our clients on how we've been able to guide them through danger.

[See Our Portfolio](#)

Is your project so large you don't know where to begin?

Download our Project Starter pack to begin gaining ground. It's filled with dozens of helpful questions to get you moving down the right track.

[Download Your Free Starter Pack](#)

Method

Delivering results begins with rediscovering your story.



Story Discovery

Can you summarize your brand narrative? Who are your targeted users? What problem are you solving with your service, product or organization? How are you making life better for your clients? Before users can meet their price charming, you need to know your once upon a time. Do you know your story? And if so, do you know how to captivate your audience with it?

User Mapping

We begin to find out how to make your web content easily usable, memorable, and enjoyable. We engineer solutions custom-tailored to your content so that design doesn't speak louder than your brand.



Client Collaboration

Every single step of the way, you are totally involved and in charge. We are your team. We exist to help you. There is an unbreakable line of communication between us so that you don't have to do this alone on an island.

Experience Design

What's the best way to take users through your brand journey? How do we move them from home pages, landing pages, and search engine results pages deeper into the site to easily access what they need? How do we make more conversions? This and more goes into crafting a stellar user experience.



Here's what's on your plate



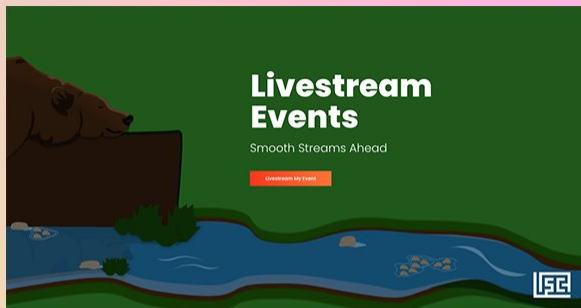
Continual Peace of Mind

You assign tasks, we complete them, you relax. Whether you find a pesky 404 page, are confused about how to build a block for a new feature you're rolling out, need help switching CRM or LMS suppliers, or would like analytics or A-B testing, we are your web team. We will get you where you want to be. That's our guarantee.



ISEG

Web problems solved.



Livestream Events

Smooth Streams Ahead

Livestream My Event

Livestream Events?

We do that, too.

Livestream My Event

ISEG

Your web team.

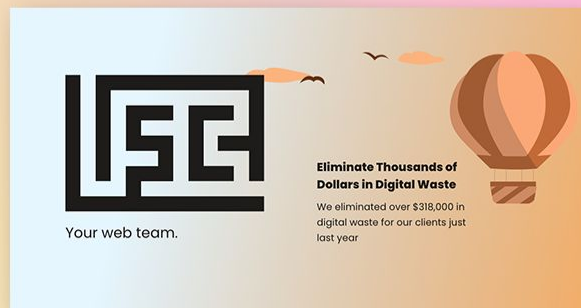
Martech Consulting?

Marketing Technology Simplified.

Let's talk

ISEG

Your web team.



ISEG

Your web team.

Eliminate Thousands of Dollars in Digital Waste

We eliminated over \$318,000 in digital waste for our clients just last year.



ISEG

Build your business, not your website.



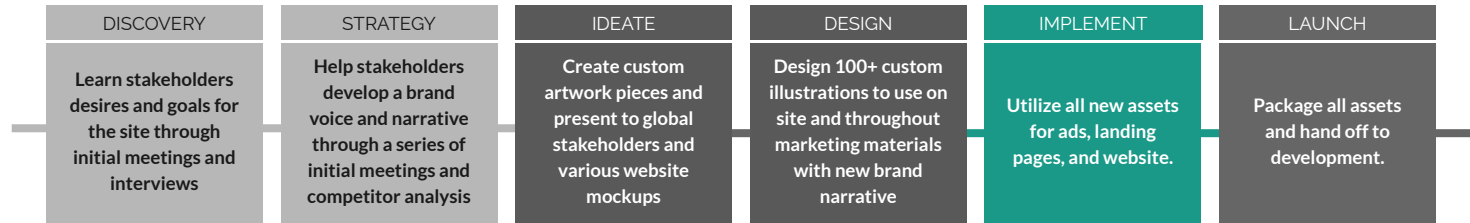
ISEG

Build your business, not your website.

Ads, Email Headers, etc.



Project Flow



Project Results

Results:

- Satisfied Stakeholders
- Increase in Site Traffic
- Increase in Lead Generation

What I Learned:

- Communicate often with team members about design direction
- Ask hard questions to gain the most clarity

NGO

LiveDead

Cultivating Brand Cohesion Across the World

LIVE | DEAD

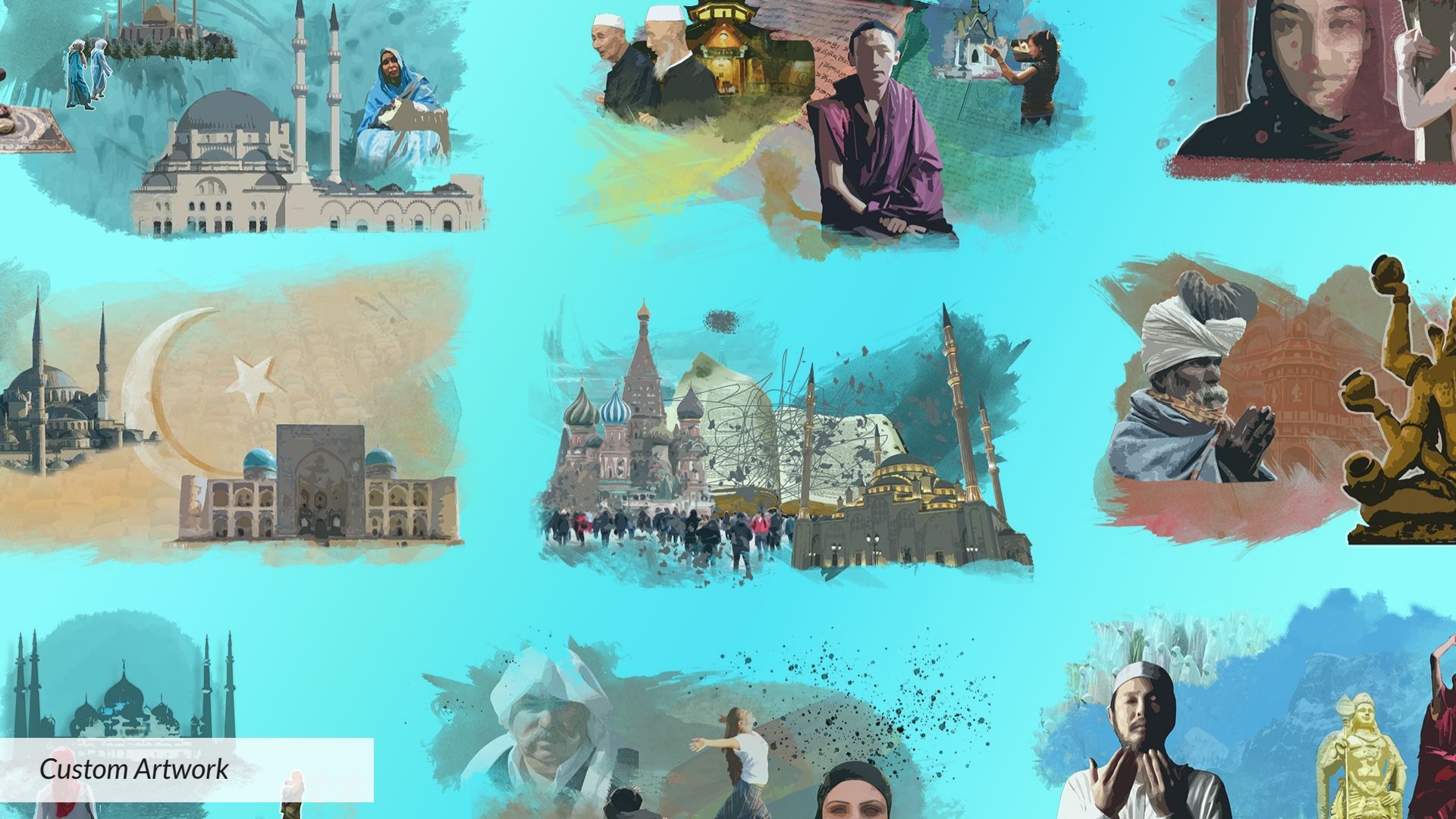


At a glance

Brief: Bring brand cohesion across nine global regions through commissioned digital artwork and design

My Involvement:

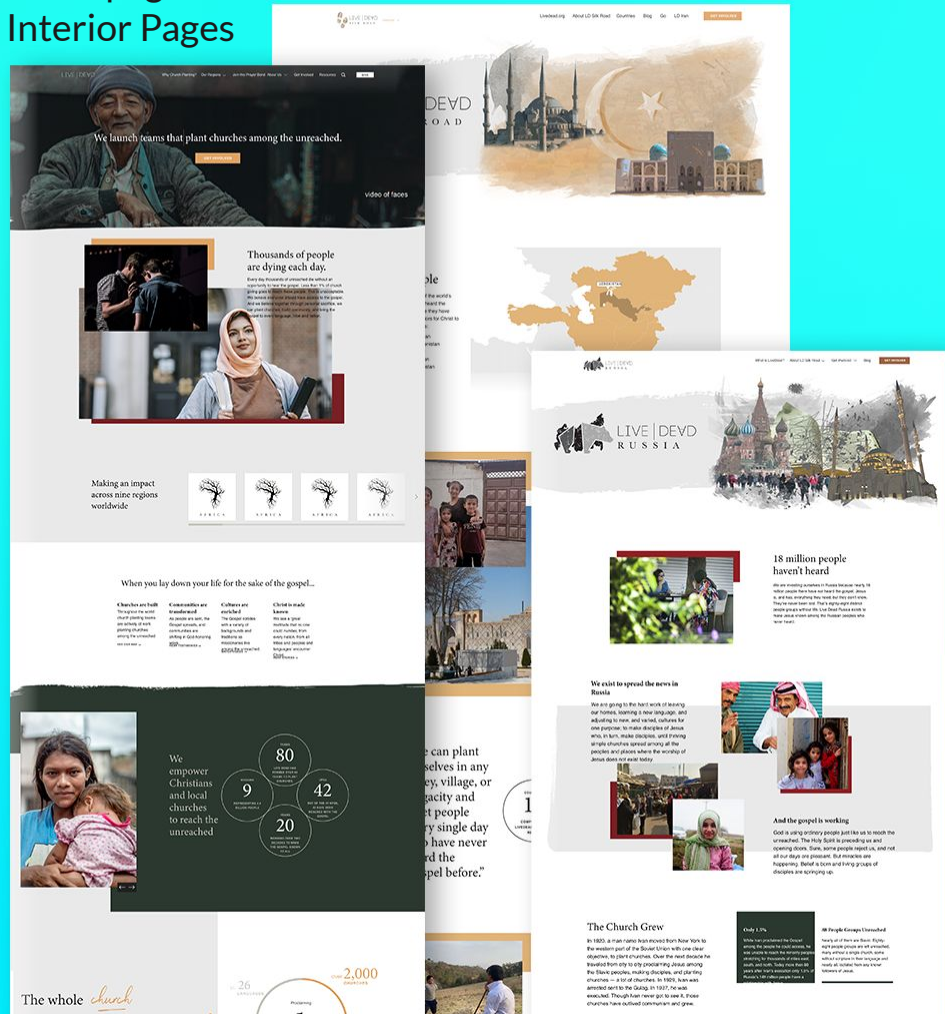
- Art Direction
- UX Design
- UI Design
- Graphic Design
- Led Stakeholder meetings around the world



Custom Artwork



Homepage and Interior Pages



The whole church



The Church Grew

In 1882, a pair of men first arrived from New York to the eastern part of the Soviet Union with the clear intention to plant churches. Over the next decade he traveled from city to city preaching the gospel among the Russian people, making disciples, and starting churches in a total of 12 cities. In 1902, he was arrested and sent to the Gulag. In 1937, he was executed. Though his name is not known to most, these churches have outlived communism and grew.

Only 1%

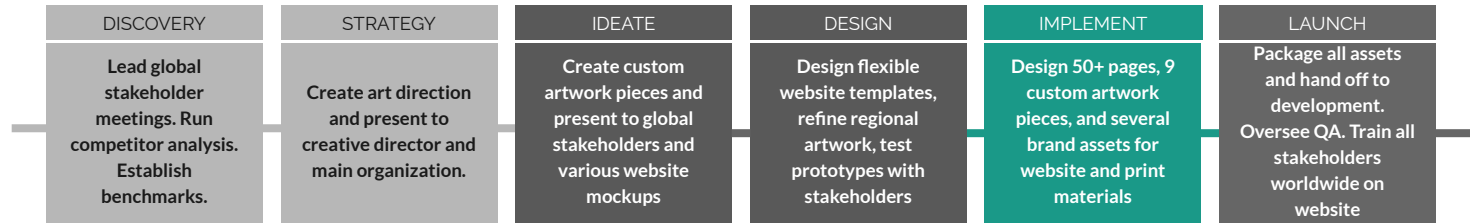
Who are practicing the Gospel? Only 1% of the world's population are Christians. That's why we're here.

46 People Groups Unreached

There are 46 people groups in the world who have never heard the Gospel. That's why we're here.



Project Flow



Project Results

Results:

- Happy Stakeholders Across Nine Regions Around the World
- Increase in Site Traffic

What I Learned:

- How to work with a third-party creative director
- How to create brand cohesion throughout multiple autonomous sub-brands across the world

B2B

Windwalker XP

Bringing the Brand into the Assets

WINDWALKER **XP**™



At a glance

Brief: WindwalkerXP needed a new website and assets to develop brand awareness for their brand new SaaS product. They needed help in discovering the need and importance in unfolding their brand aesthetic in the product to their marketing materials.

My Involvement:

- UX Design
- UI Design
- Messaging
- Design Strategy

Before

What are PowerSkills™?

Our human development experts have created a variety of courses focused on soft skills that enable members of the workforce to develop emotional intelligence, behavioral, interaction, and leadership skills to improve individual and team development. These PowerSkills™ are provided in short, easily digestible modules, that are 5-10 minutes in length, helping employees maximize their time, retention, and comprehension.

[Learn About Our PowerSkills Library](#)



Why WindwalkerXP™?

WindwalkerXP™ will keep employees engaged and will increase retention, while decreasing turnover. The average cost of replacing an employee can be between 50-75% of their annual salary! Our vision for WindwalkerXP™ is to teach companies PowerSkills™ and empower them to implement what they've learned as well as teach others, leading to:

After

WindwalkerXP™ drives transformative growth that benefits everyone with courses that develop critical social-emotional skills.

Generate Big Results

WindwalkerXP™'s innovative approach to social-emotional learning (SEL) helps you cultivate a positive, productive workplace culture.

START A FREE TRIAL

Development
Complement your training with our Human Development Platform (HDP) holistic approach to growth.

Gamified Content
Keep your team engaged with a dynamic format that promotes reflection and achievement.

Microlearning
Help employees maximize their time, retention, and comprehension with concise 5- to 10-minute modules.



The Next Phase of Development

Everyone Wins

Human development is a game-changer. Boost communication, collaboration, and productivity across your organization and set your employees up for success.

Everyone Wins

Human development is a game-changer. Boost communication, collaboration, and productivity across your organization and set your employees up for success.

- Individuals**
Promote lifelong learning through PowerSkills™'s social-emotional competencies to create proactive work experiences.
- Teams**
Collaborative habits with courses designed to promote teamwork, communication, and problem solving.
- Organizations**
Create positive culture that fosters inclusivity, empathy, and collaboration for better performance.

Learn, Share, Grow



You've Got the Power

Help your employees become leaders with **PowerSkills™** designed to advance their personal development and your company's goals.

[VIEW THE INFOGRAPHIC →](#)



GIF of Product



GIF of Product

The Power of PowerSkills™

Maximize retention, comprehension, and engagement with concise, dynamic 5- to 10-minute modules including:

- Emotional intelligence
- Communication
- Diversity, equity, and inclusion
- Time management
- Teamwork
- Problem solving

Grow Your People, Grow Your Company, Grow Your Clients

Address the needs and expectations of today's workforce. WindwalkerXP™ delivers big wins for fields including:

- Hospitality**
Support a thriving, customer-focused culture with skills that give employees the tools they need to succeed.
- Human Resources**
Boost recruitment and retention with a culture that promotes inclusivity, diversity, and collaboration.
- Education**
Improve campus culture and prepare students for the working world with skills that set a theme.
- Healthcare**
Help doctors, nurses, and other healthcare professionals improve observational and listening skills to take better care of patients.

Better Together

"Exceptional content and course materials."

Kylie Paro, Executive Vice President, API HR Solutions

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Better Together



"Exceptional content and course materials."

Kylie Paro, Executive Vice President, API HR Solutions

Pricing That's on Point

Build a winning culture at a cost that works for you. Find annual WindwalkerXP™ subscription options for small and large companies for access to:

- ✓ 6 current PowerSkills™ and future updates
- ✓ A community forum for peer learning and discussion
- ✓ Gamified rewards and leveling systems
- ✓ Reporting tools
- ✓ Year-round technical support

*Custom pricing options are available for enterprise organizations and PowerSkills™ learning management system (LMS) integrations.

START A FREE TRIAL

LEARN MORE

Everyone Benefits

How Development Improves Company Culture

Learn how WindwalkerXP™ helps you cultivate strong leaders and drive transformative organizational growth.

Productivity

Empower team members to perform at their best through interactive critical thinking scenarios to help define and achieve desired outcomes.



Efficiency

Educate your employees on proven time management, goal-setting, and decision-making methods, delivered in short-form lessons built for maximum retention.



Quality

Improve performance and customer satisfaction with specific real-life examples that help employees practice problem solving and effective communication.



Recruitment

Attract top talent with a team educated on key diversity, equity, and inclusion (DEI) concepts through focused lessons



Retention

Address the needs of today's workforce by providing specific techniques to understand, use, and appreciate the role of emotional intelligence at work and in life.



Satisfaction

Give employees access to in-demand skills and the confidence to grow with a design that celebrates achievement and unlocks new levels as they progress.



Communication

Guide your team to navigate challenges together with practical conflict resolution and teamwork strategies, plus a discussion forum to share what they've learned.



Collaboration

Build up team performance through modules that define and model constructive criticism, active listening, and shared accountability.



Power Organizational Success

Give your employees the tools to create a winning culture, even with busy daily routines.

WindwalkerXP™ delivers powerful social-emotional learning (SEL) through interactive, bite-sized lessons that encourage reflection and retention.

Support your team's development through PowerSkills™ and see big results for your organization in these eight critical areas.

Infographic & Designed CTAs

Everyone Benefits

Learn how WindwalkerXP™ helps you cultivate strong leaders and drive transformative organizational growth.

FIND OUT HOW

Experience the Benefits

Try WindwalkerXP™ and see how you can build a positive culture that helps your team perform and

The Power of PowerSkills™

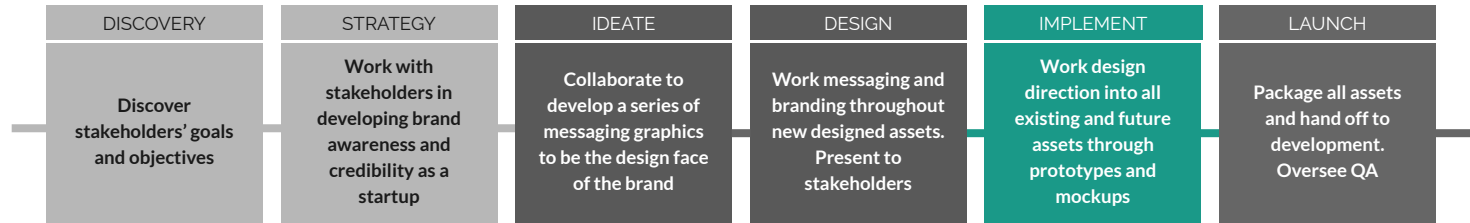
Unlock personal and professional growth that benefits everyone with essential soft skills for building strong leaders and a winning culture.

FIND OUT HOW

WINDWALKERXP™



Project Flow



Project Results

Results:

- Stakeholder happy about art direction for their brand and ongoing assets
- Website currently in development

What I Learned:

- Working cooperatively on design strategy
- How to unfold branding from a SaaS product into marketing assets

B2B

Square 2 Marketing

Updating the Brand Across All Materials





At a glance

Brief: Square 2 needed to update their website look and feel as well all connected assets (blogs, videos, white papers, infographics, tip sheets, social media assets, emails, etc.). They needed a fresh design that could be flexible enough to massage throughout all existing and future assets.

My Involvement:

- Collaborate with copywriters, editors, and developers for a universal solution
- Brand Strategy
- Information architecture
- UX/UI Design
- Graphic Design
- Messaging
- Lead stakeholder meetings

What is RGS?

Strategy + Tactics + Campaigns + Technology

RGS

Revenue Generation System

Get consistent results and scale your business with an easy-to-use system that helps clarify goals, gain traction and increase revenue through simple, proven and practical tools.

LET'S TALK

Find Your Missing Piece →

There's Nothing Random About It

Address the growth you're searching for with RGS™, an easy-to-use system to get consistent results and scale your business. We help agencies clarify goals and marketing goals, gain traction and increase revenue through simple, proven and practical tools.



Strategy — Tactics — Campaign — Technology

Revenue Generation System (RGS)

Most agencies do one thing well when what you really need is a system that integrates expertise from across disciplines. RGS synthesizes your efforts to hit your unique goals.

- Download Your RGS Tools Now →
- Take the Revenue Health Survey →
- What is RGS? Get an Overview →
- Watch Our RGS Video Series →

We Think Different

Go beyond the status quo. Our innovative approaches deliver faster, lasting results for clients.

- 01. Strategy**
Create a more intentional, compelling and differentiated value proposition that attracts more prospects and helps you close more conversions.
- 02. Tactics**
Identify the right marketing tactics required to fit your resources and deploy them in an orchestrated manner across multiple channels.
- 03. Campaigns**
Apply, track and optimize performance and take your strategy and design personal and campaigns that create profitable leads to produce leads and sales opportunities.
- 04. Technology**
Apply, track and optimize lead efforts and tools to automate, orchestrate and amplify each of your revenue-generating activities.

LET'S TALK

Homepage

Better Together

Designed for creation, impact and engagement, our system integrates the power of 140+ tools and our business operating system into RGS.

Let's talk

Execute With Expert-Led Services

There is no one-size-fits-all program. Make RGS yours with a customized engagement that leverages a full range of services to fit your unique goals.

EXPLORE ALL SERVICES →

- Inbound Marketing
BRING THEM TO YOU →
- Website Development
BUILD TO SCALE →
- Content Generation
EXTRACT ATTENTION →
- Design
BUILD TO SCALE →

Remarkable or Nothing

That's the bar we set for everything we do — and the work speaks for itself.

VIEW CASE STUDY →


- Creative Effect**
Strategic Messaging Integrations
Migration, Website Analysis
- Max People**
Strategic Messaging Integrations
Migration, Website Analysis
- Completed Property Management**
Strategic Messaging Integrations
Migration, Website Analysis

All Systems Go

There's a lot to love

The right system results in a better agency experience. See for yourself why these clients love working together.

READ OUR REVIEWS →



Get With the Program

Whether you want to stay in touch, go deeper into RGS or start a conversation, here are three easy ways to take the next step.


- Subscribe to Our Blog
- Revenue Health Survey
- Schedule Time to Chat

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You'll Learn, You'll Laugh, You'll Try

Access videos, forecasts, podcasts, reviews and more exclusively in Square 2.

SQUARE 2

It's Not One Thing, It's Everything - A Massive Checklist of 25 Things You Need to Do Simultaneously to Generate Leads

EXPLORE SQUARE 2 →

SQUARE 2


Let's talk

140+ Tools Integrated

140+ Tools Integrated

140+ Tools Integrated


Interior Pages



What is SQURE? Engagements Services Portfolio About Us LETS TALK

Accelerated Engagements Deliver Faster Results

Boost your marketing, sales and revenue in weeks, not months.



Looking for a Smoother Path?
Leverage our fully online, mobile-first tools and proprietary approach to:

- Accelerate strategy development
- Reduce your research and development costs
- Improve your ROI

The Need for Speed

Launch high-performing websites, campaigns and ad-generation efforts faster. Get six months of work in 30 days with a focused, results-driven model and a dedicated team.

What's the Secret? Strategy

The difference between getting by and getting to the next level is an approach centered on a proven model for maximum efficiency and productivity.

Learn more about our proven model of success with Defined Goals. Find out if you're ready to get a strategic account, and how our model works and is defined.

CONTACT US AND COLLECTOR SUPPORT@SQURE.COM

How Do You Get Them Engaged?

Engage your prospects via social, email and creative offers. Your prospects value personalized and creative content to earn their attention or make them part of a community.



How Do You Measure Success?

Examine the KPIs to track that inform whether your strategy is working or not.

Building a Revenue-Generating Machine

The CEO's Secret Playbook for Growth

DOWNLOAD MY GUIDE →



Strategy Services

- Target Market Selection and Position Development
- Big Thinking and Messaging Creation
- Differentiation - Making Your Company Memorable
- Customer Buyer Journey Mapping
- KPI Selection and Budget Development
- Technology Assessment and Recommendations

Hear From Clients Like You

These business leaders worked with SQURE to achieve sustainable growth with a strategic first approach.

SEE MORE CLIENT TESTIMONIALS →



"SQURE 2's strategy before tactics approach changed our entire thinking beyond what needed to be done to generate more leads. Our marketing tactics finally had a focus and the results showed."


Frequently Asked Questions

- How long does the strategy development process take to complete?
- How much should I budget to invest in strategy?
- What if we have no budget? Will you still work with us?
- How long does it take to see results from our strategy?
- What if we have no budget? Will you still work with us?
- How long does it take to see results from our strategy?
- What if we have no budget? Will you still work with us?

Start Building a Scalable Strategy

We're here to help - choose one of the options below.


- Get a Personalized Revenue Growth Audit
LETS TALK →
- Chat With Us Right Now
LETS TALK →
- Speak With a Strategist
BOOK A 15 MINUTE →



What is SQURE? Engagements Services Portfolio About Us LETS TALK


Revenue Growth and Marketing Strategy

If you feel like you're doing "random acts of marketing" it's easy to get hard on your strategy instead of going to return the tactics, campaigns and the technology needed to help you hit your revenue goals.



"Strategy is an integrative set of choices that positions you on a playing field of your choice in a way that you win."

— Roger Martin, Professor Emeritus, University of Toronto's Rotman School of Management



What is Strategy When You're Talking Revenue Generation?

Who Do You Want to Attract?
Create a detailed profile (persona) of your ideal customer.

What's the Best Way to Get in Front of Those People?
Identify where your prospects spend the most time and how you get your story into their information stream.

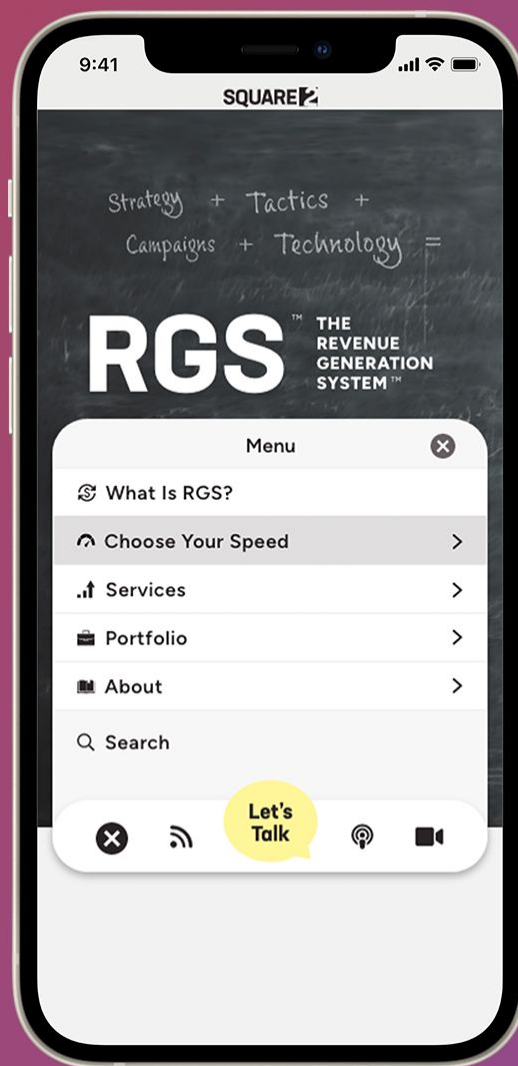
What Story Do You Have to Tell?
Understand your product's challenges, empathize with their pain, and prove you can solve those pains in a unique way.

How Do You Get Them Engaged?
Offer your prospects valuable information and content options to earn their attention or make them part of a community.

How Do You Measure Success?
Examine the KPIs to track that inform whether your strategy is working or not.

Generating Machine

Reimagined Mobile Nav





NO MORE!

Random Marketing

ACTS OF

An Email Newsletter



THE LATEST

HubSpot Product Update News

FROM SQUARESPACE



NO MORE

Random Marketing

ACTS OF

An Email Newsletter

Email Headers

E

TRY AN EMAIL BLAST!

Random Marketing

ACTS OF

An Email Newsletter





Project Flow



Project Results

Results:

- Stakeholders are happy about art direction for their brand and ongoing assets
- Successful launch with increased website traffic and conversions.

What I Learned:

- How to find a design direction that satisfies a challenging client
- Finding design whitespace in the B2B marketing space in line with stakeholders' particular desires

Thanks for viewing!

