

# MARKETING PORTFOLIO

Brand Development

[mdb2bmarketing.com](http://mdb2bmarketing.com)



## OBJECTIVES

Despite having been in business for over 45 years, Counsilman-Hunsaker lacked a cohesive, consistent brand identity. The company had a logo and a website, but there were no discernable brand guidelines, color palettes, or voice guidance. As Marketing Director, I sought to provide the company and its employees with brand standards, including logo usage guidelines, primary and secondary color palettes and balance, fonts, and voice guidance.

Additionally, the company's singular tech start-up product was quickly becoming a line of SaaS products that required its own product branding. The product line would also soon become a subsidiary LLC called HydroApps and later became fully independent of Counsilman-Hunsaker.

## SOLUTION

I developed brand guidelines that included logo lockups and usage; primary, secondary, supplemental, and neutral color palettes; color balance guidelines; font usage guidelines; and voice guidance. These brand standards were assembled on an 11"x17" inch template I created and later reused to create brand guidelines for HydroApps.

Each product in the HydroApps suite of SaaS applications also needed its own icon to identify it from the other products. I worked with my graphic designer to develop the primary logo lockup for the HydroApps brand and to create icons for each of its products. The guidance for HydroApps was later updated to include guidelines for social media.

Brand guidance was also regularly issued for email signatures and new graphics to create consistency with the current integrated marketing campaign. A Marketing SharePoint site was also developed to ensure employees had easy access to current guidelines, logos, and assets.

## AT A GLANCE

### ROLE

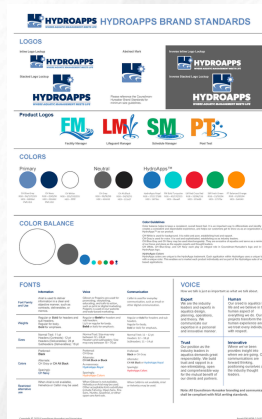
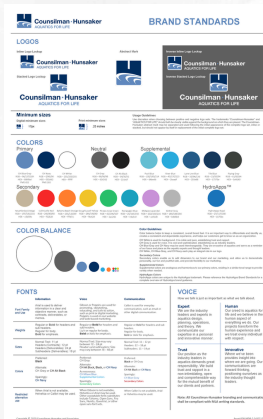
- Marketing Director

### SKILLS

- Brand Development
- Brand Oversight
- Co-branding
- Creative Development
- Integrated Marketing Campaigns
- Product Brand Strategy

### DATES

- June 2018, July 2020, June 2021, Feb 2022, Nov 2022, May 2023



## MATT BALL

Marketing Professional

Highly adaptable, data-driven marketing professional with over 15 years of business experience and 7+ years in marketing and brand strategy, creative development, and campaign management.