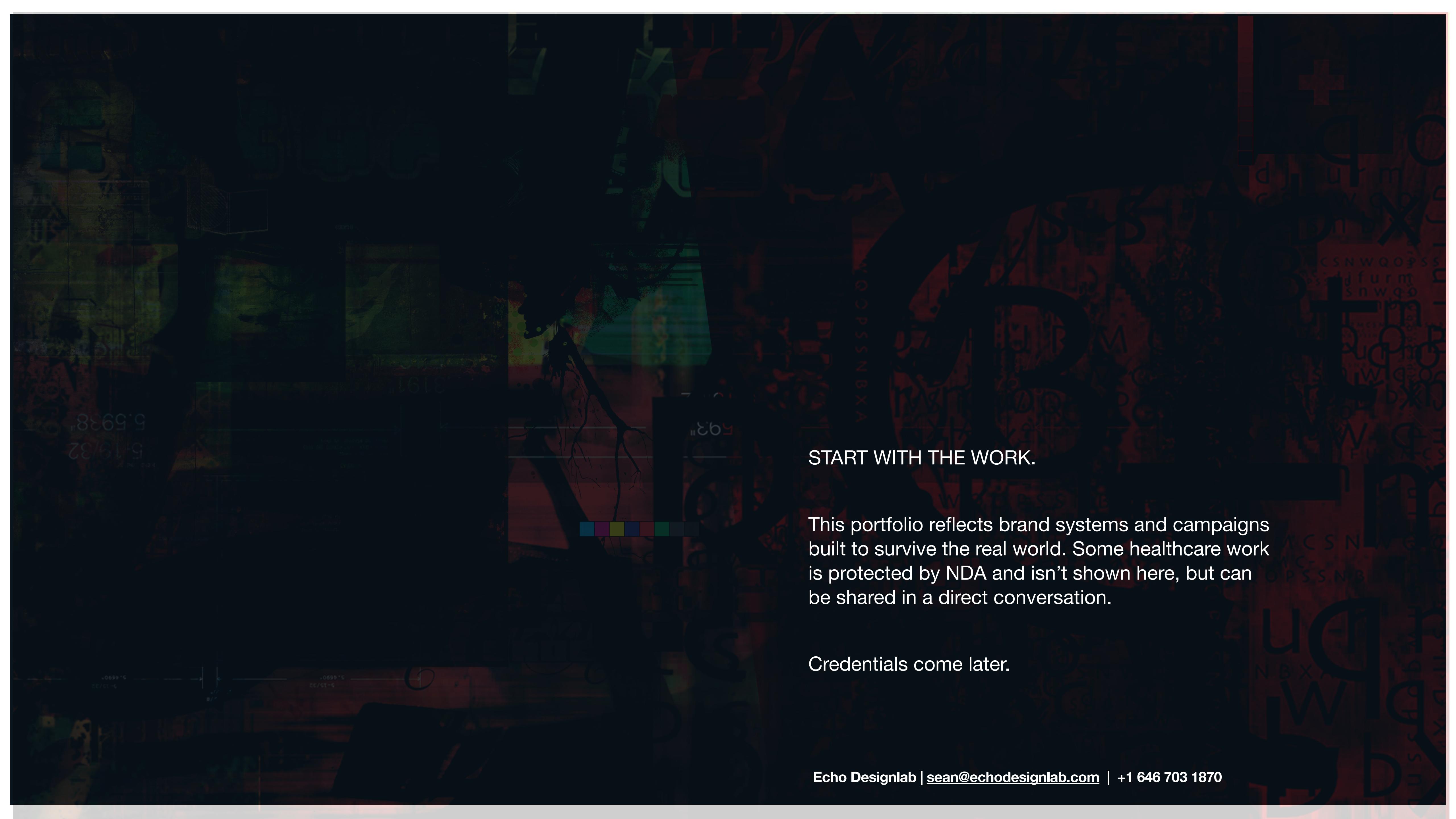


Sean M. Smith

Global Creative Leadership | Brand Design Director

Echo Designlab | sean@echodesignlab.com | +1 646 703 1870



START WITH THE WORK.

This portfolio reflects brand systems and campaigns built to survive the real world. Some healthcare work is protected by NDA and isn't shown here, but can be shared in a direct conversation.

Credentials come later.

Sean M. Smith

I've never taken a conventional path.

My career was shaped by pop culture, music, and high-pressure creative environments where risk was required and safe ideas failed. I'm a Creative Director and Brand Identity creator with an outsider's perspective, leading creative teams from concept to execution and staying deeply hands-on to deliver disruptive, award-winning work and emotionally driven brand systems that cut through noise and move people.

SELECTED CASE STUDIES

Here is a collection of case studies giving a general overview of brand work and approach. For additional Brand, Creative Direction, Design please visit www.echodesignlab.com

template.

clients.

Position

hended based
viding that the

leasable

enant logo is
o is larger than

leasable

in logo
the footer.

Brand Sty

EST. 1843



 **Pfizer**

Logo

Logo ipsum
nibh suscipit
enim ad minim
vel ut aliquip ex
Lorem ipsum
nibh suscipit
enim ad minim
vel ut aliquip ex

Logo
ipsum
nibh suscipit
enim ad minim
vel ut aliquip ex

A Company for Client: Pfizer

Building a brand and acting as a vendor liaison and a brand champion from inception to completion.

THE ASSIGNMENT

- Workshops for name generation, brand architecture, market research
- Generated over 1500 names for the product line and worked with trademarking to finalize the registration process
- Created logos and logo marks
- A granular, turnkey brand styleguide with resources and assets (80+ pages)
- Templates of the app, app infrastructure, website, brochures, ads, sales aids, sales materials, animation templates and PPT presentations geared toward a B2B and B2C audiences as well as medical professionals
- Liaison with 6 additional vendors and partners to ensure brand continuity and integrity as well as compliance with ADA and FDA.

The image is a collage of brand identity materials for 'easable'.

- Logo:** The 'easable' logo in blue, with a stylized 'e' icon above the word.
- Visual System:** A guide page featuring the 'easable' logo and the tagline 'Care in your hands'.
- Logo Evolution:** A diagram showing the words 'ease' and 'able' in blue and red respectively, joined together to form the 'easable' logo.
- Color:** A color palette page titled 'VIVACIOUS BLUE' with a circular color wheel and color breakdowns for secondary, primary, and tertiary colors.
- Brand Style Guide:** A page titled 'Brand Style Guide' with a dark blue background and the 'easable' logo.
- Logo Mark:** A detailed guide for the logo mark, including crop marks and color specifications.
- Icon Style:** A grid of icons with a color palette at the top.
- In hand:** A collage of images showing the 'easable' app in use on various devices.
- People at Work:** A collage of images showing people using the 'easable' app in various professional settings.

Brand Style Guide

The guideline had to be very precise and granular so that the 10+ vendors and partners could easily execute materials in a cohesive brand style.

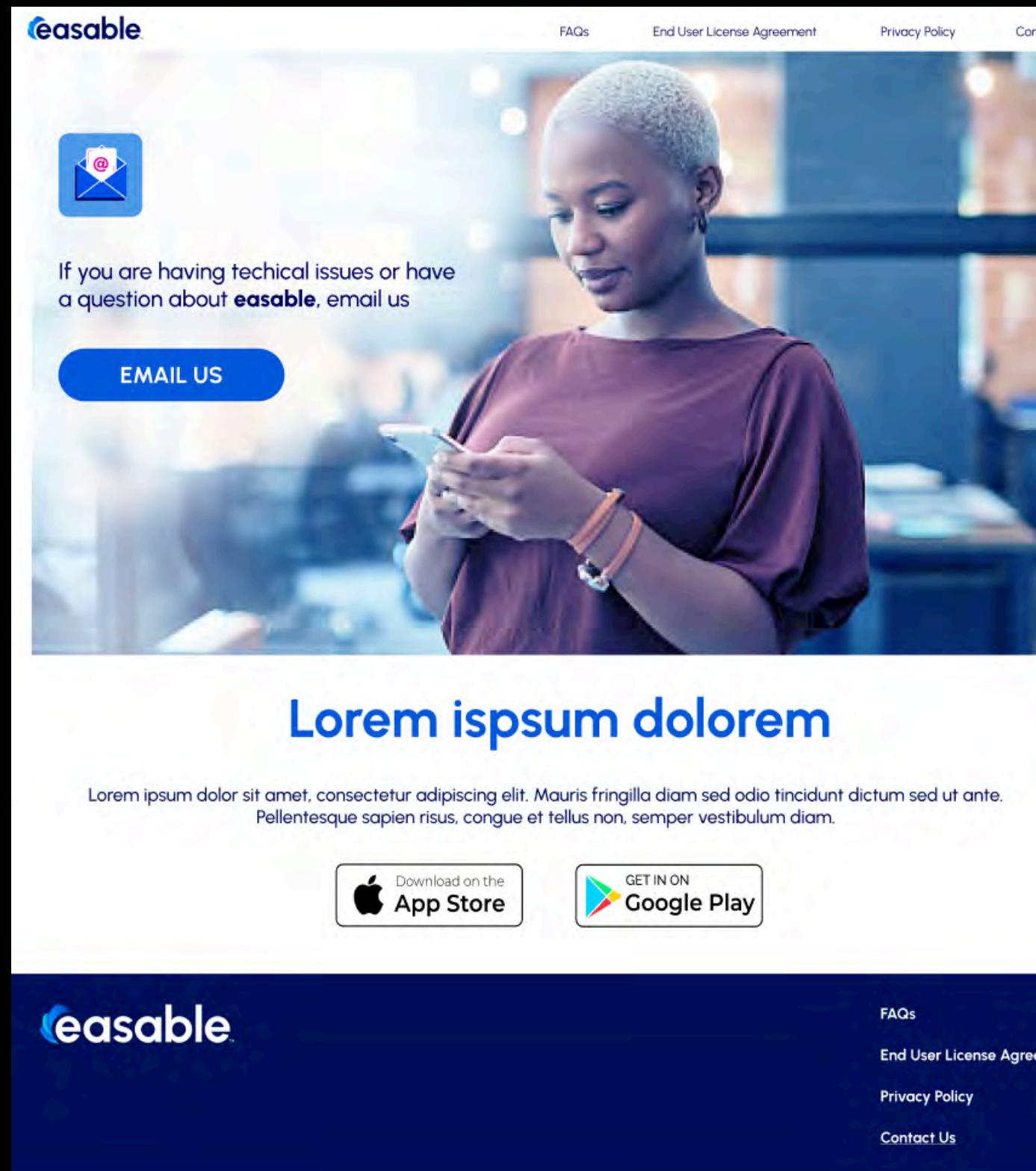
Mobile App

- We chose a unique illustration style to create an approachable and friendly brand visual voice. Additionally, illustrations were easier and quicker to execute as well as more budget friendly when negotiating for buyout rights.
- The 3 sections were color coded for easy recognition.
- Large font and legible text ensured ADA compliance.



Website

Template for the easablecare.com website, pulling through all the app elements for consistency.



easable

FAQs | End User License Agreement | Privacy Policy | Contact Us

Frequently Asked Questions

Program | COVID Tests | Telemedicine | Prescription Information and Prescription Delivery | Adverse Event Reporting

Program

What is EASABLE™?
Easable™ is a program provided by your employer to eligible employees and family members. It is a single-stop, convenient way to get end-to-end comprehensive COVID-19 care in your home.

Is there a copay or monthly out of pocket (OOP) charge associated with this program?
No, there is currently no copay or monthly out of pocket charge associated with Easable™. Your employer is offering this program at no cost to you.

Is this available for my family as well?
Yes, this program is currently available to you, the employee, and your non-minor dependents. This includes any of your family members currently covered on your company-sponsored health insurance plan who are over legal age.

FAQs | **End User License Agreement** | **Privacy Policy** | **Contact Us**

easable

Download on the App Store | GET IN ON Google Play

FAQs | End User License Agreement | Privacy Policy | Contact Us

easable

FAQs | End User License Agreement | Privacy Policy | Contact Us

Contact Us

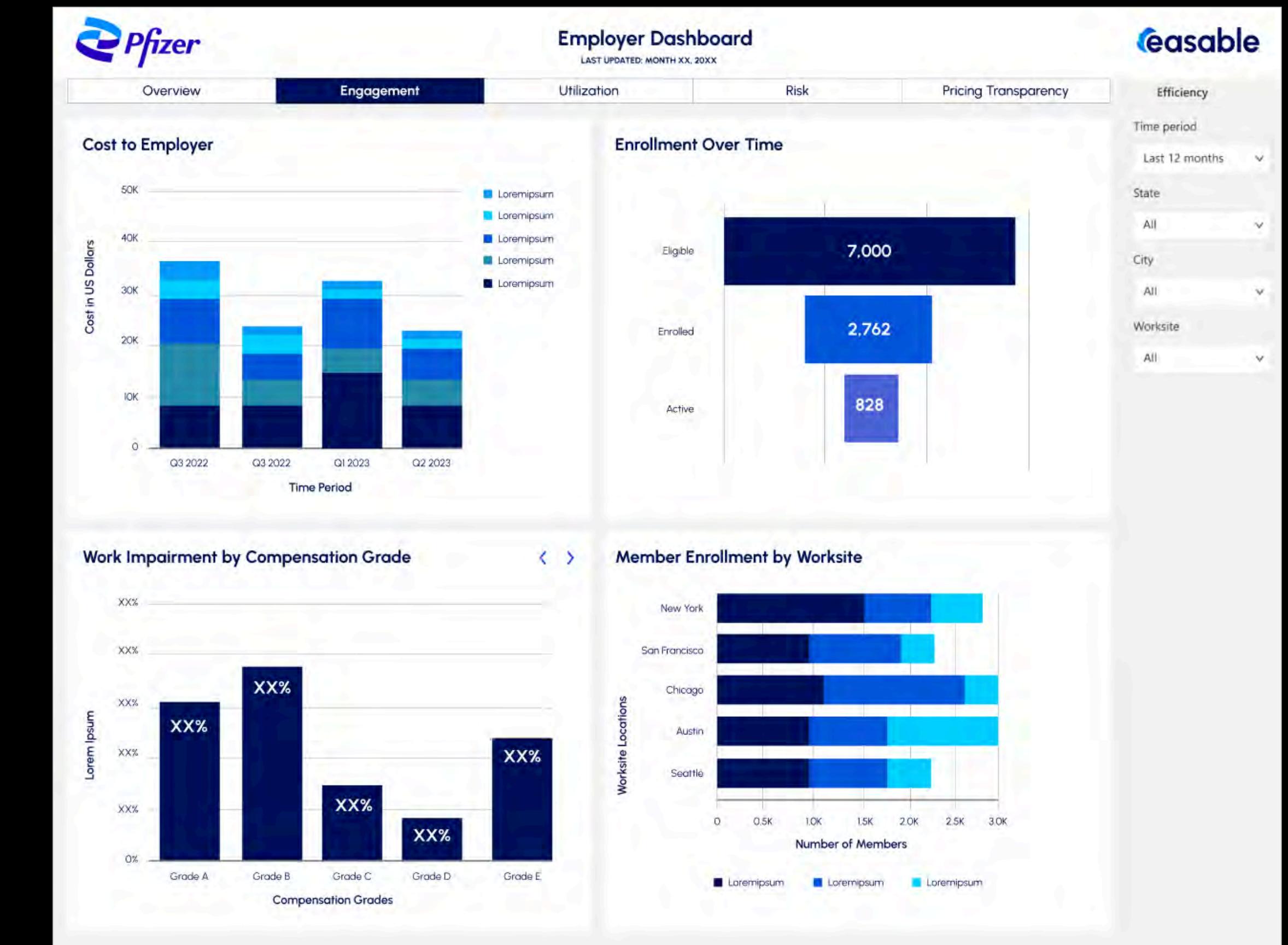
If you are having technical issues or have a question about easable, email us at: support@XXXXXX.com

easable

FAQs | End User License Agreement | Privacy Policy | Contact Us

Data Visualization

An employee dashboard analytic to track the program



Client: Nostromo

Finally, a climate change solution that is already at work in many countries: the device transforms buildings into a clean energy asset. How awesome is that?

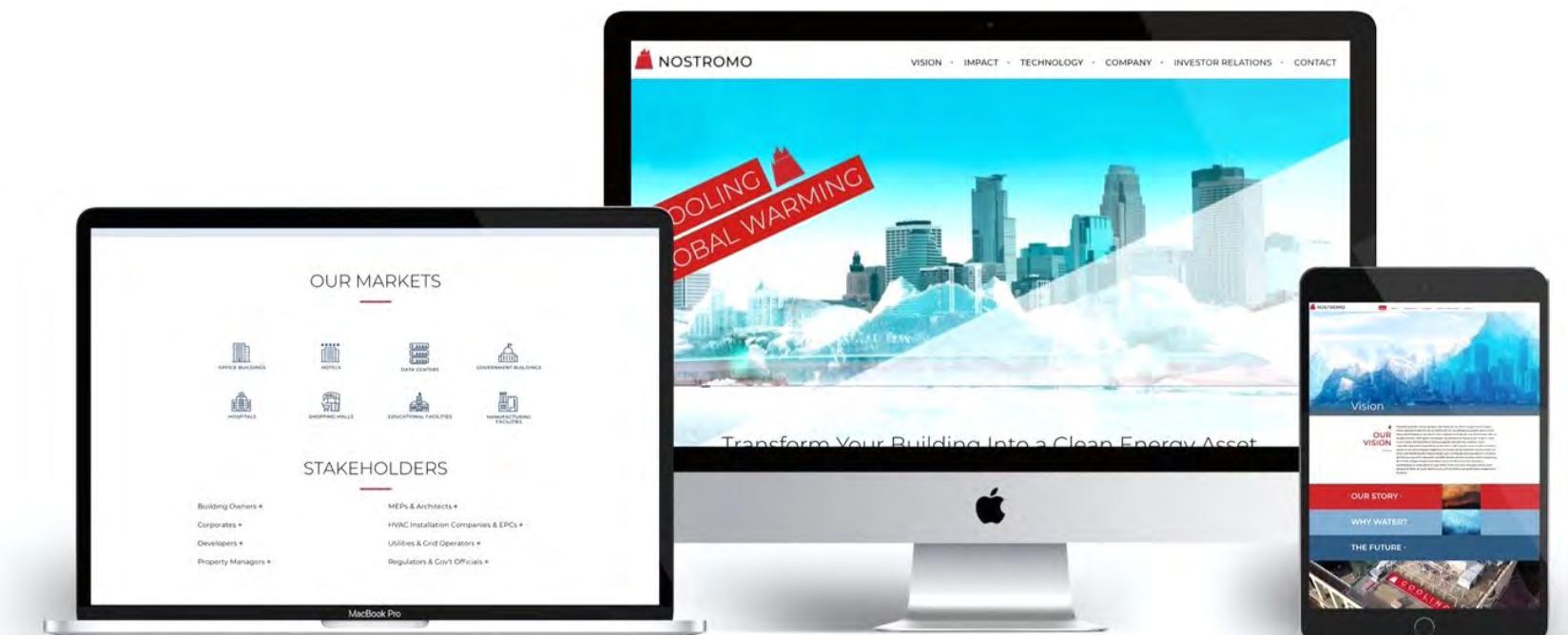
The ASSIGNMENT

Create a brand architecture and website that not only highlights the product's attributes, efficacy, its innovation and tech attributes, but also visually pays an homage to the movement toward clean energy choices.

Best part: Working with clients that not only want to build a company, but whose passion about building a better future swept us off our feet.

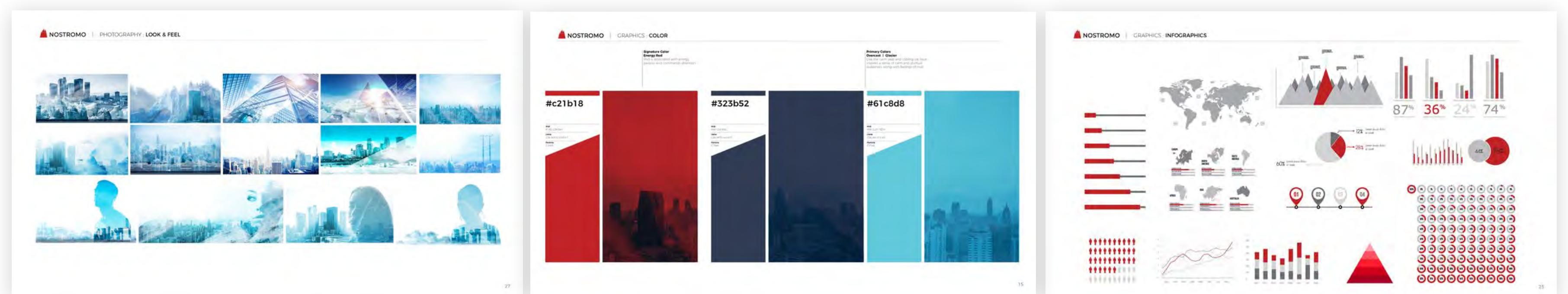


Logo



Website

The website put all the components together into a cohesive, easy to use site that is visually unique in the energy sector space



Brand Style Guide

We created a strong visual narrative using double exposure imagery complemented by a two dimensional infographic style



X Games

X Games 2019

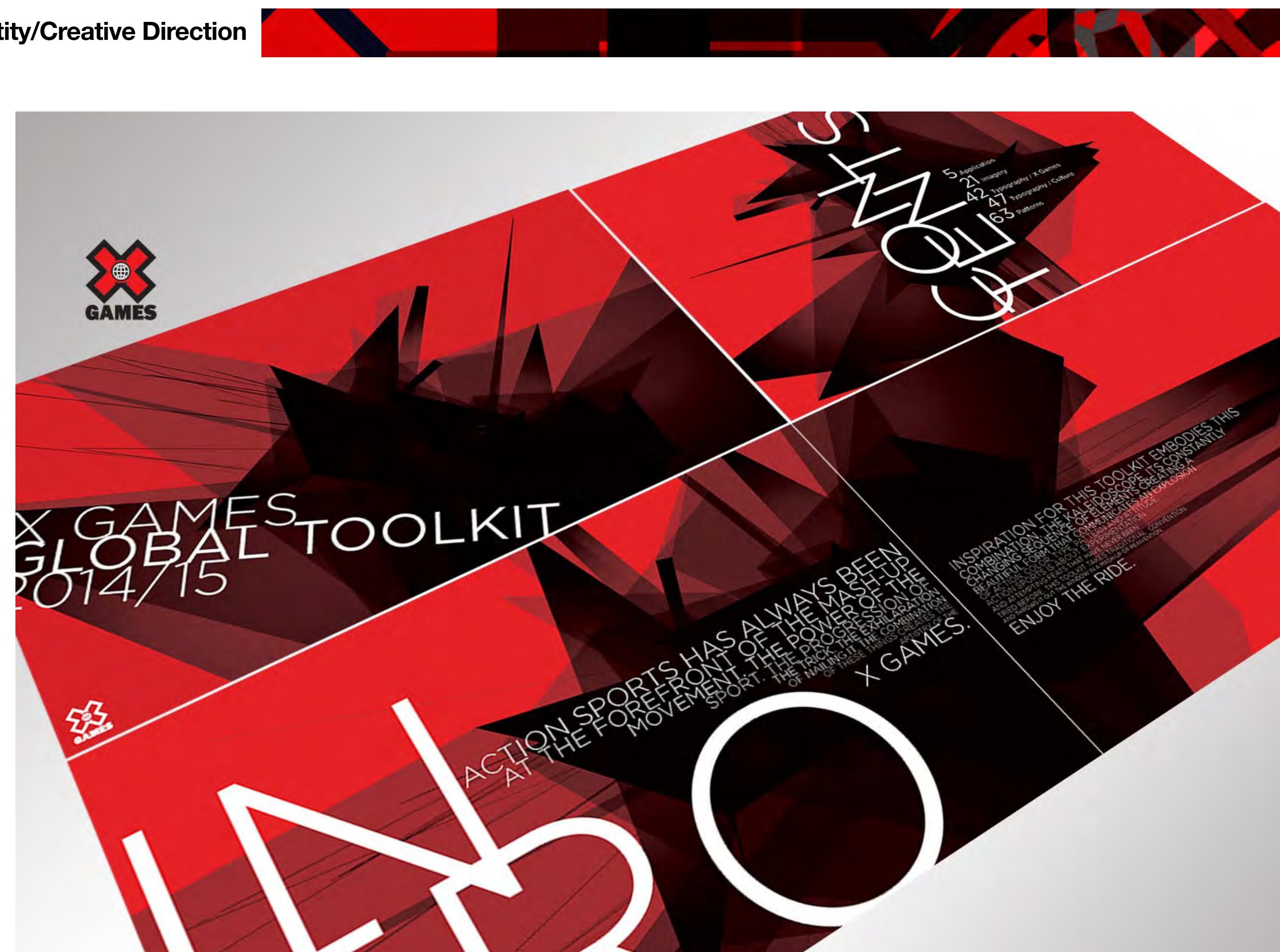
Client: ESPN X Games

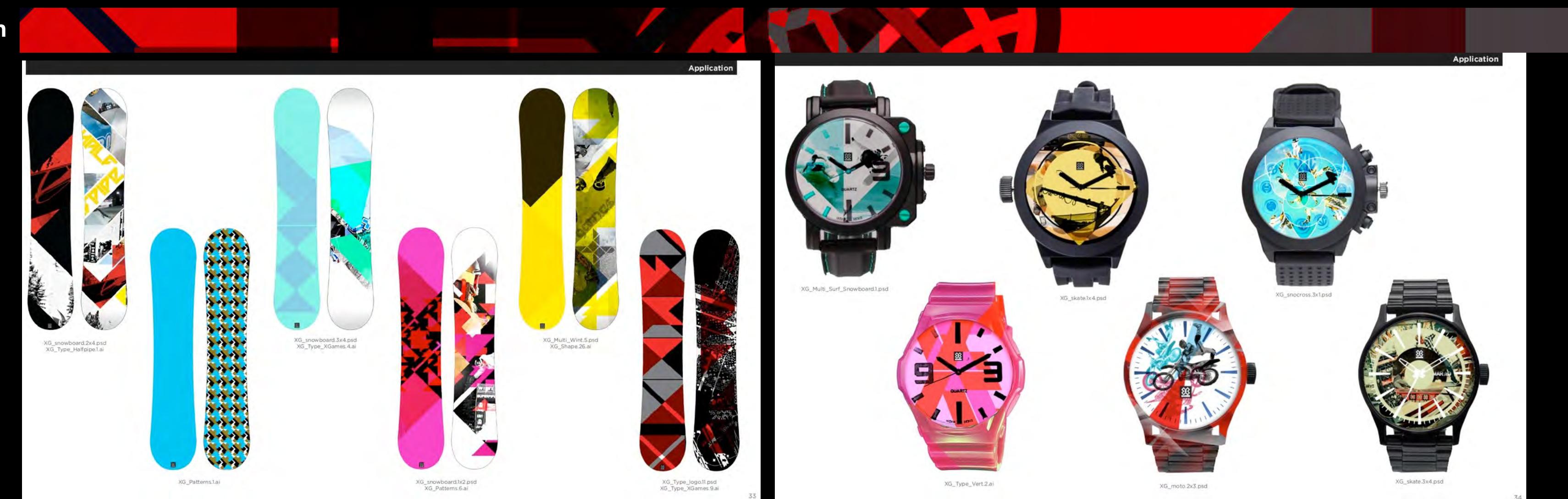
Going beyond the brand by creating a unique visual voice and a modular, turnkey assets design library.

THE ASSIGNMENT

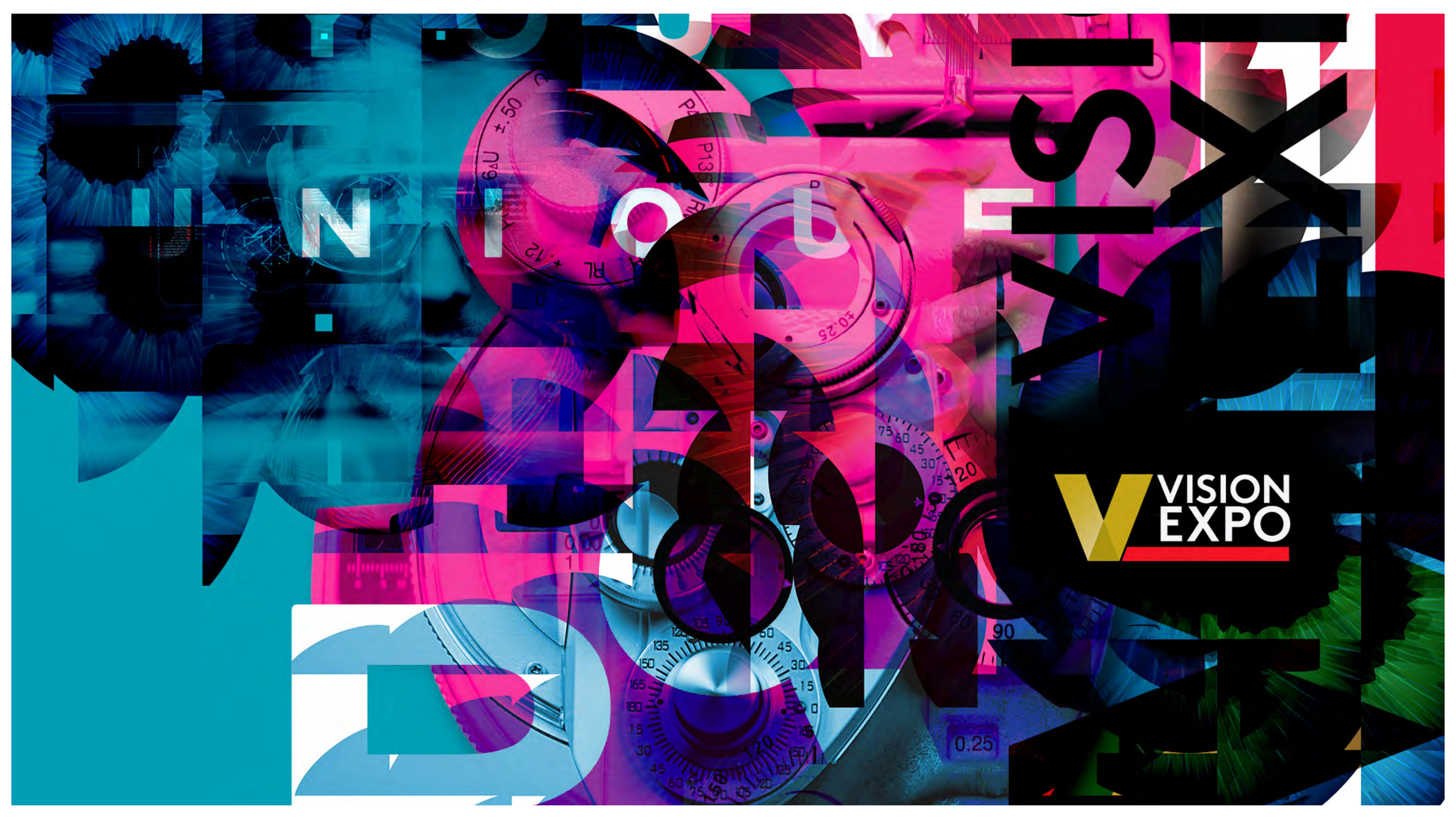
With vendors around the globe, speaking different languages, using different measuring systems and applications, ESPN needed a turnkey and modular comprehensive guideline, yet they didn't want to compromise the cutting-edge creativity that is associated with the event, especially the merch.

- Developed a B2B turnkey guideline, establishing a distinctive look for X Games.
- Oversight of all deliverables: signage, merch, gear, video, TV









VISION
EXPO



A Company for Client: Vision Expo

We create environments filled with experiences that are social media moments and partners with vendors, agencies to bring the brand to life.

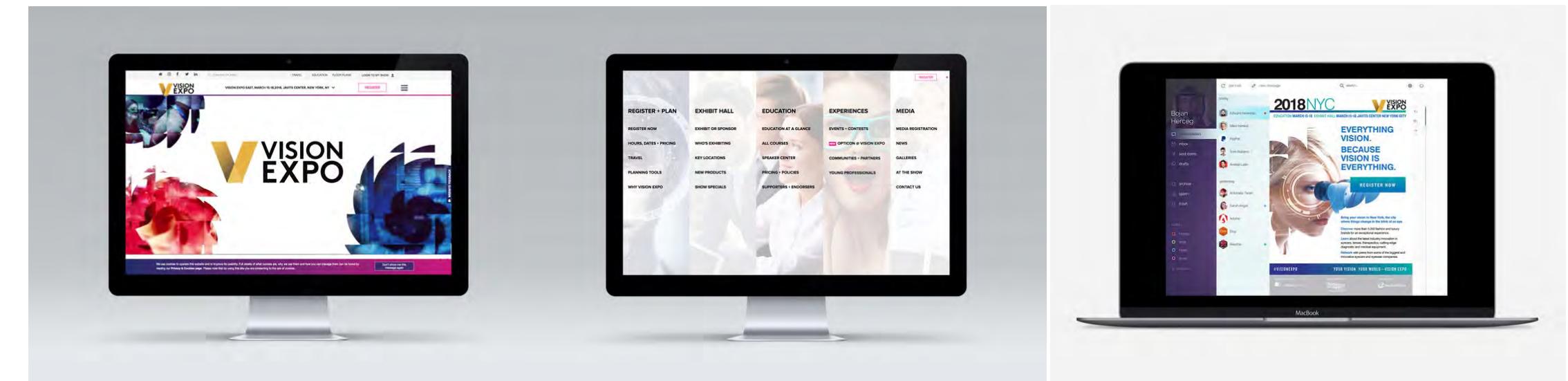
THE ASSIGNMENT

Develop a theme and extend it to the expo environment in NYC and Las Vegas by creating a turn-key styleguide with messaging and visuals that can be used by vendors and agency partners for tactical deployment.

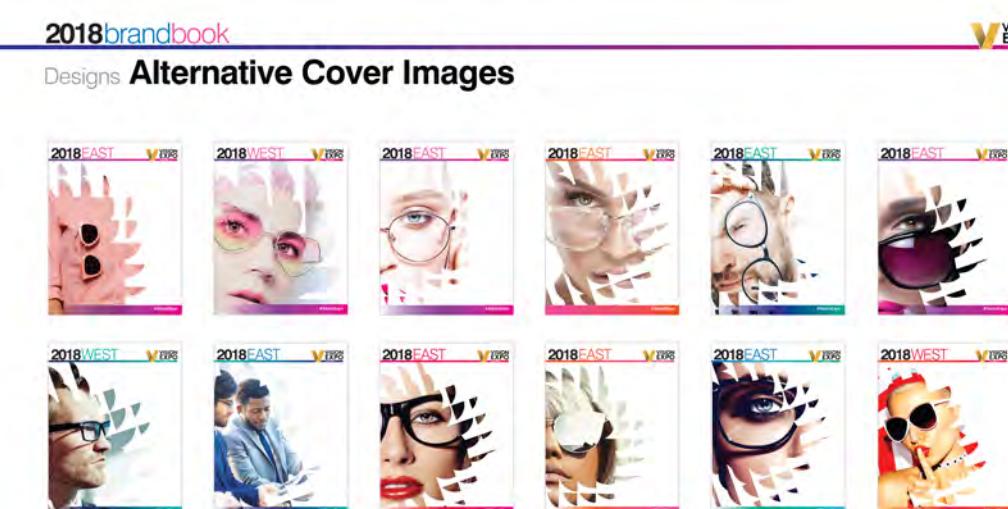
- Ran a brand and UX web analysis workshop with the client team and conducted market research with attendees and exhibitors.
- Established the show's big-idea theme: ALL ABOUT EYES.
- Refined existing logo (which is now being used as their permanent logo)
- Wrote messaging that threads through all written marketing materials
- Created advertising campaigns
- Structural design for lounges
- A system of collage artwork and color-coding sections
- Selfie stations
- Signage
- Uniforms for on-the-floor assistance
- Merch
- Turnkey guideline for their in-house team



Logo



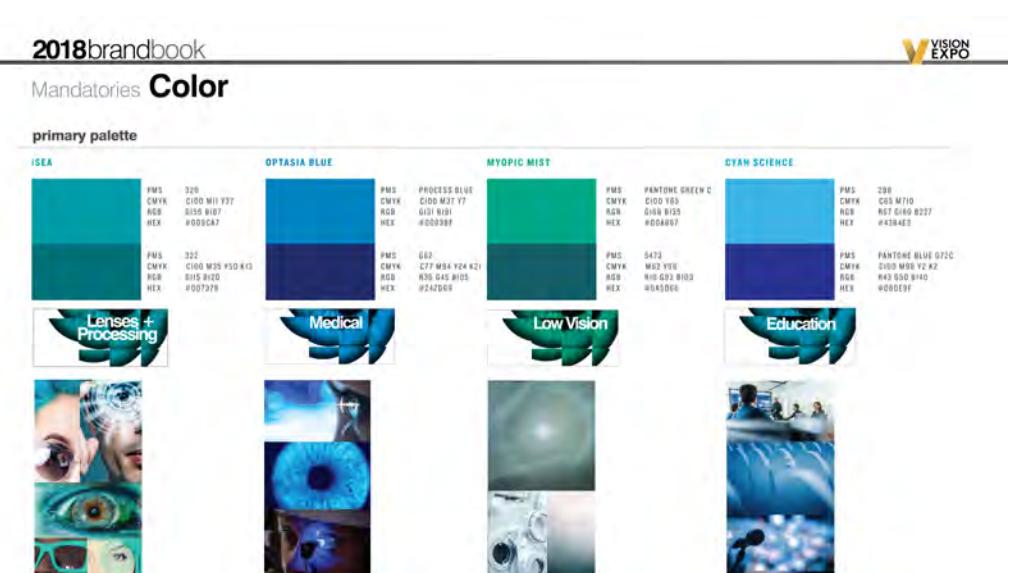
Website



2018 brandbook
Designs Alternative Cover Images



2018 brandbook
Mandatories Color



2018 brandbook
Mandatories Color



Designs

Ad Templates
Email Templates
Signage



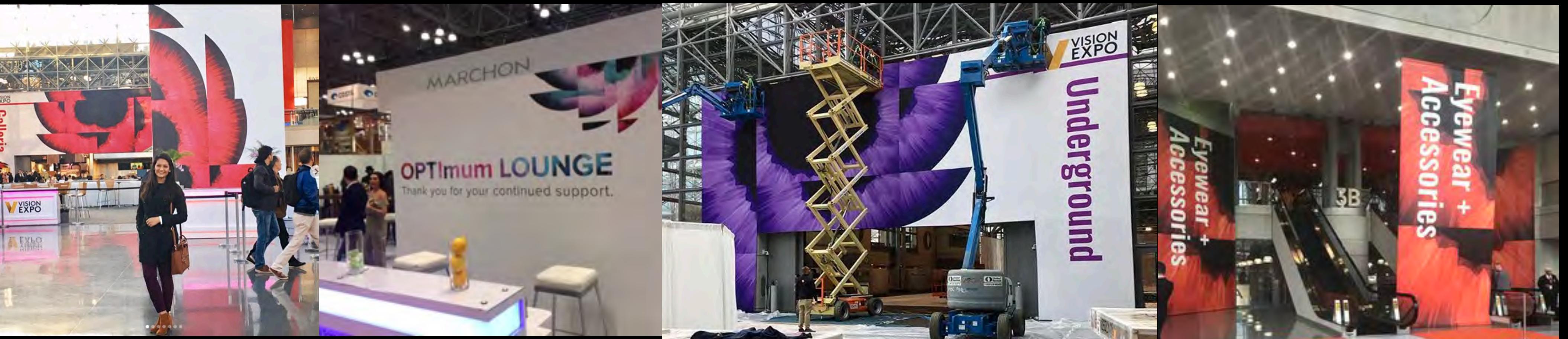
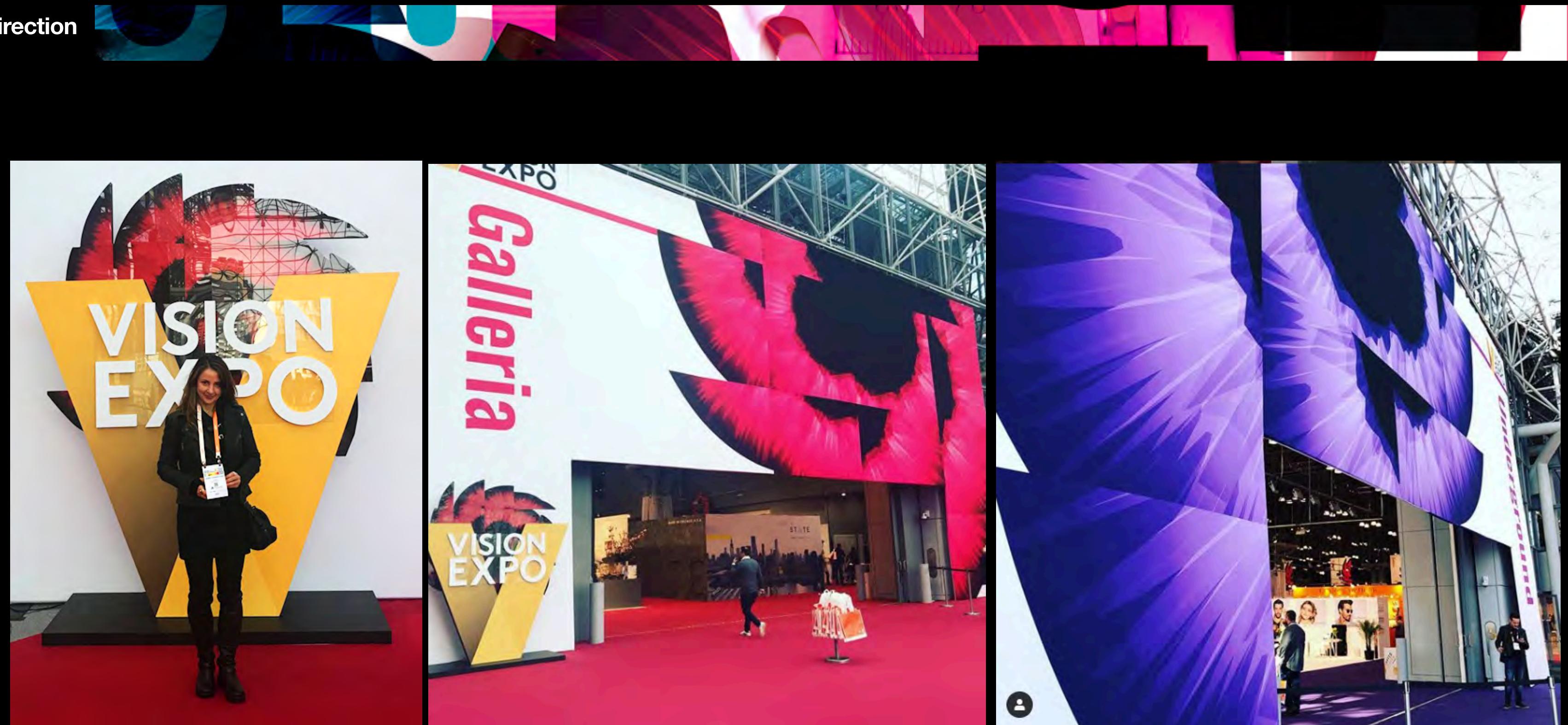
Brand Style Guide

Created a bold, purpose-driven brand style guide for **Confident Strategy Group**, translating their advocacy-led mission into a distinctive visual system that centers strong female leadership, inclusivity, and authority across identity, UX, and digital platforms.



Our color-coding method guided the visitor into specific pavilions, each with a focus on a specialty: medical, fashion, bespoke.

The results from market research were extremely complimentary: "much needed brightness, coordination, aesthetic as a nod to fashion, and overall brand 2.0."



HOME

COLOR

Color Palette

Color is integral to the NHS story. StopSign is the primary accent color that will unify all brand materials. The neutral colors are used to create depth and allow StopSign to pop.

Neutral colors can be used in place of black whenever possible, as they provide a lighter tone that complements StopSign. There is no requirement for Pantone colors, but PMS equivalents are specified for the cases where they are used.



Web

HEX 0d1a2c

RGB R: 14 G: 27 B: 45

Print

CMYK C: 91 M: 79 Y: 53 K: 66

PANTONE PMS 7547

Web

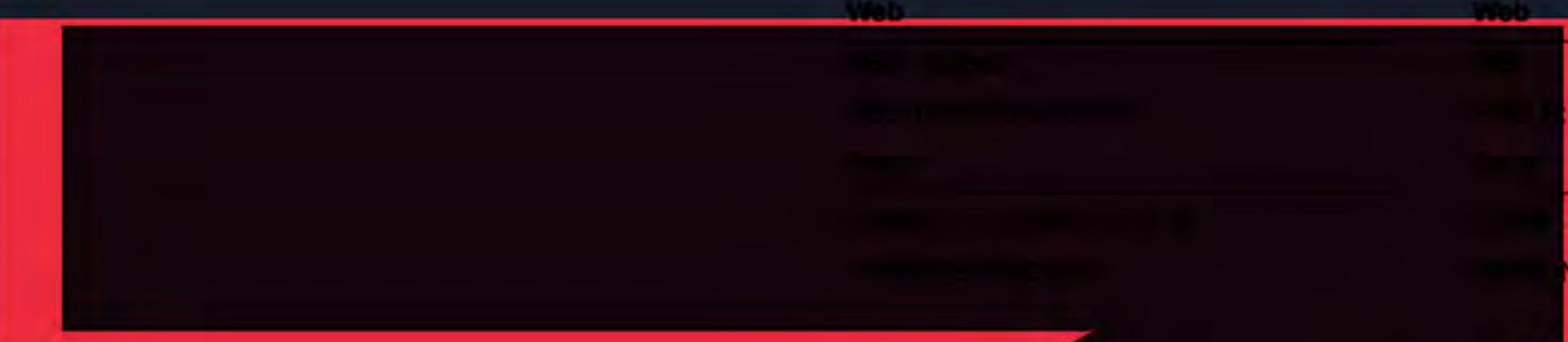
HEX 7e89a1

RGB R: 126 G: 138 B: 162

Print

CMYK C: 55 M: 41 Y: 25 K: 1

PANTONE PMS 7544



Web

HEX #0d1a2c

RGB R: 14 G: 27 B: 45

Print

CMYK C: 91 M: 79 Y: 53 K: 66

PANTONE PMS 7547

Web

HEX #7e89a1

RGB R: 126 G: 138 B: 162

Print

CMYK C: 55 M: 41 Y: 25 K: 1

PANTONE PMS 7544

Web

HEX #0d1a2c

RGB R: 14 G: 27 B: 45

Print

CMYK C: 91 M: 79 Y: 53 K: 66

PANTONE PMS 7547

Web

HEX #7e89a1

RGB R: 126 G: 138 B: 162

Print

CMYK C: 55 M: 41 Y: 25 K: 1

PANTONE PMS 7544

USE:

Neutral backgrounds
Quiet text and graphics

USE:

Central text, graphics, backgrounds
Contrast text, graphics, backgrounds

USE:

Small highlights and callouts (use sparingly)

A Company for Client: National Hardware Show

a B2B event promoting hardware industry's innovation in tech, retail, and manufacturing.

We built a 360 brand experience with a guideline as the foundation, and refined their existing logo. The outcome was a great success. **To quote our client, "A number of attendees told us they hadn't planned on attending but the new look caught their eye and they took the time to see what was different. And people were constantly commenting on how we cleaned up the show and made it a bit more sophisticated. So thanks for the great work!"**

—Senior Vice President, Reed Exhibitions

This brand bible was used by Reed's internal production department and their vendors to execute show deliverables in print, video, social, experiential, and interactive. We also created big-idea structure design for their lounges, decor, and signage. Our contracted role as brand champions included: consulting, directing vendors and in-house staff, conducting market analysis, and running strategic workshops.

- Theme concept
- Messaging
- Signage
- Ads (design and copy)
- Email blasts
- Website
- Illustration
- Image library
- Logo evolution
- Experiential

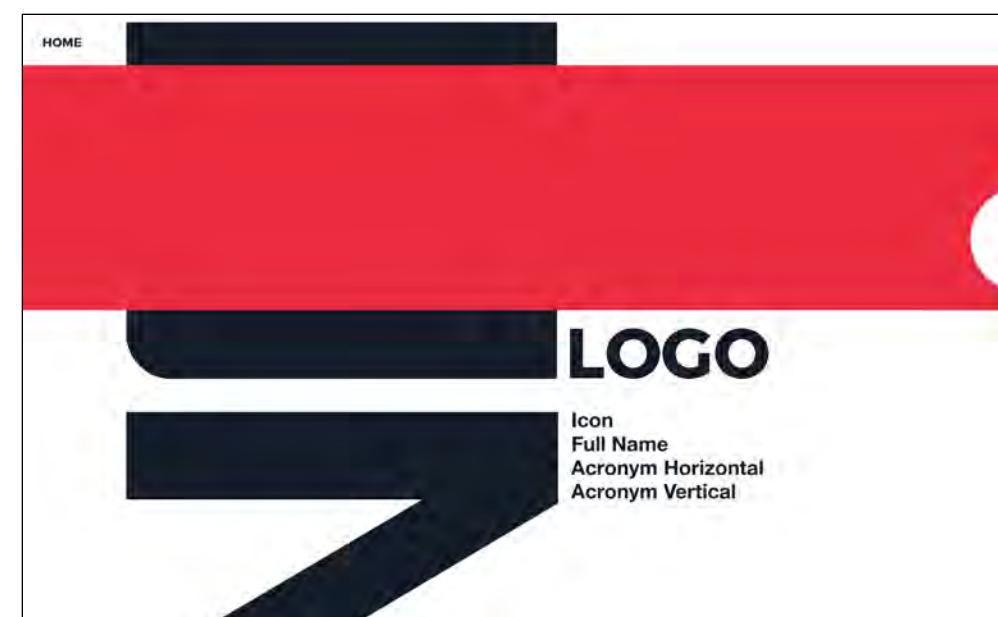


Logo

Website



Wayfinding Signage

Brand Style Guide

Developed a comprehensive brand style guide for the **National Hardware Show**, serving as the foundation for a refined, end-to-end B2B brand experience that elevated the event's visual sophistication and ensured consistent execution across print, digital, experiential, and on-site environments.

FIT HIT
Massaggio

ARE AN

No rules.

A Company for Client: FitHit

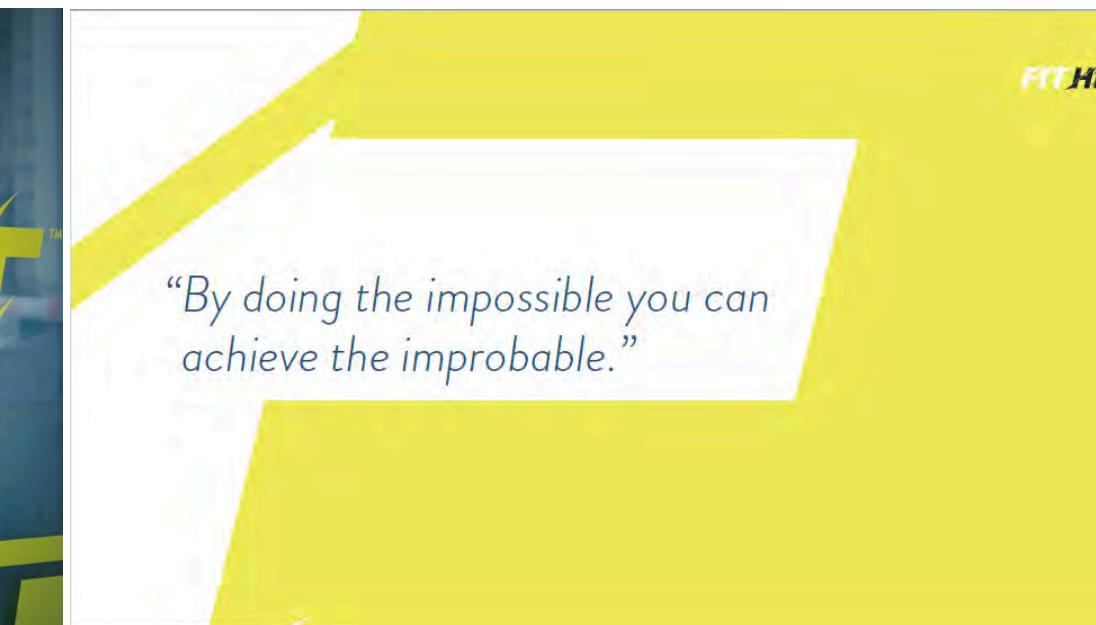
Building a fitness company from the logo, through messaging, and extending the momentum into the interior.

THE ASSIGNMENT

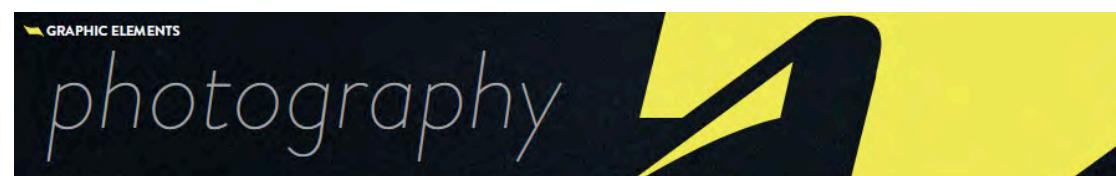
The outcome was a turn-key brand guide, which included styles for interior, merch, colors, language, signage. This enabled the client to outsource or self-create any additional assets such as schedules and signs.



Logo



Apparel



Brand Style Guide

Created a turnkey brand style guide for **FitHit**, establishing a high-energy identity that spans logo, messaging, interiors, and physical touchpoints—giving the client a flexible system to confidently build, extend, and differentiate the brand across spaces and assets.

Interior/Exterior

- We developed inspirational quotes and phrases that the client peppered throughout the facility.





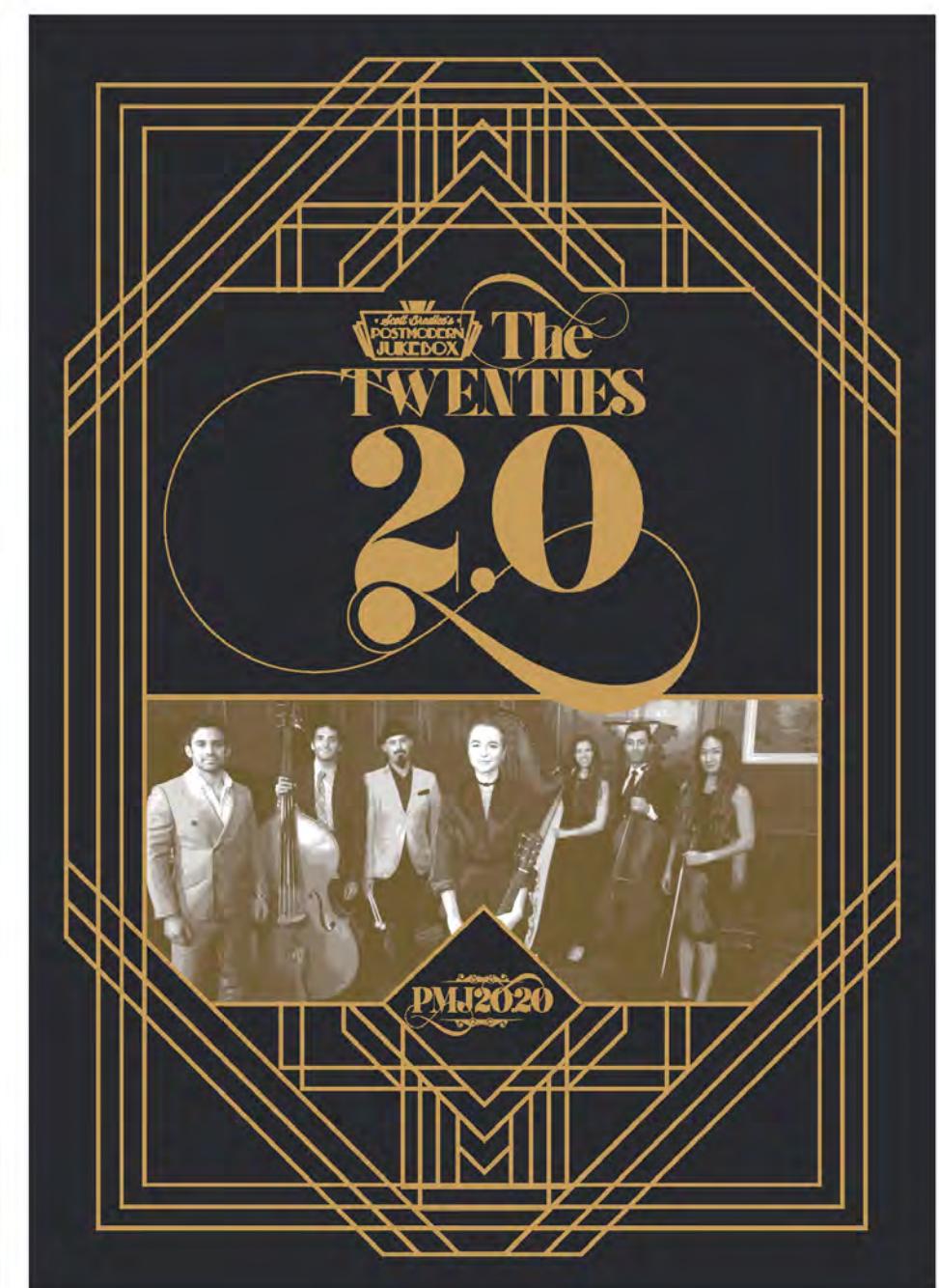
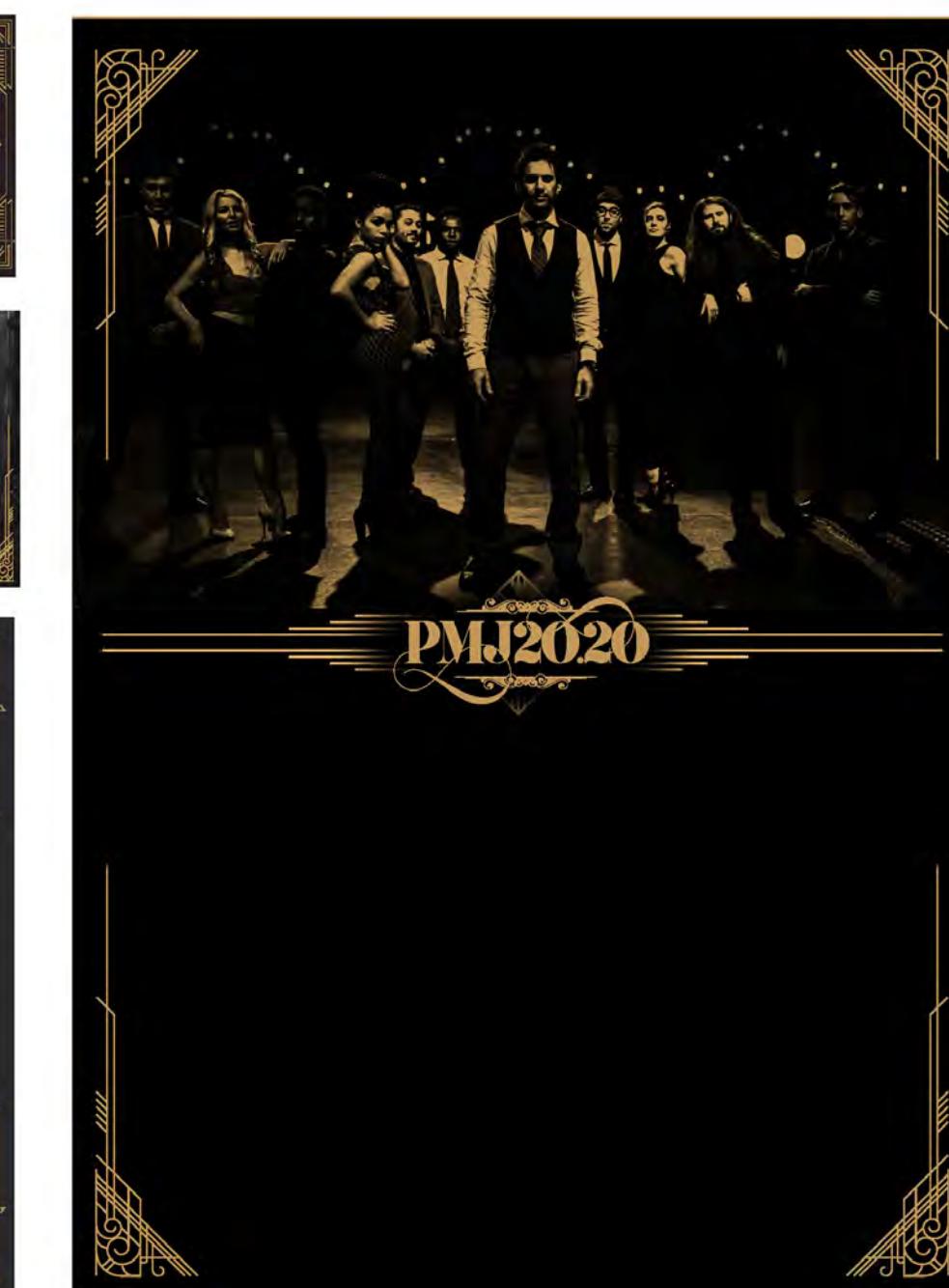


Client: Postmodern Jukebox

- Developed the brand identity and style guide for Postmodern Jukebox, a genre-blending musical collective founded by New York-based pianist Scott Bradlee. Known for reimagining contemporary pop hits through the lens of vintage styles—especially swing, jazz, and other early 20th-century genres—the brand system captures the group's nostalgic flair and theatrical energy while ensuring consistency across digital, print, and tour marketing assets.



Logo System



- We extended the food cart/truck culture roots into an ad campaign and who doesn't love a good pun?
- The vibrant color palette, the bold graphics, and the cheeky tone embodied the brand persona of the two owners.
- We created two styles: Graffiti and stencil with various backgrounds and textures, which was a direct nod to the textured flavors of the chili crisp.





LOREM IPSUM dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquid ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Consectetur adipisicing elit, sed diam nonummy nibh euismod tincidunt ut labore et dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Consequatur
Lorem ipsum dolor sit amet, consecetur adipisic
elit, sed diam nonummy nibh euismod tincidunt ut

laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tatione ullam corporis suscipit lobortis nisl ut aliquip ex ea commo- do consequat. Duis autem vel eum iriure dolor in hen- drerit in vulputate velit esse molestie consequat, vel illum dolore eu fugiat nulla facilisi. At vero eos et accusan- tium dolore eu fugiat nulla facilisi. At vero eos et nulla facilisi.

LOREM IPSUM dolor sit amet, consectetuer adipiscing elit. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusamus et iusto odio dignissim qui blanditiis praesent

LOREM IPSUM DOLOR SIT AMET, CONS ECTETUER ADIPISCING
elit, sed diam nonummy nibus suscipit. Incidunt ut
laoreet dolore magna aliquo ex ea commo-
do consequat. **LOREM IPSUM DOLOR SIT AMET, CONS ECTETUER ADIPISCING**
enim ad minim veniam, quis nostrud exerci tation ullam-
corper suscipit lobortis nisl ut aliquo ex ea commo-
do consequat.

incorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril denet augue duis dolore te feugait nulla facilisi.

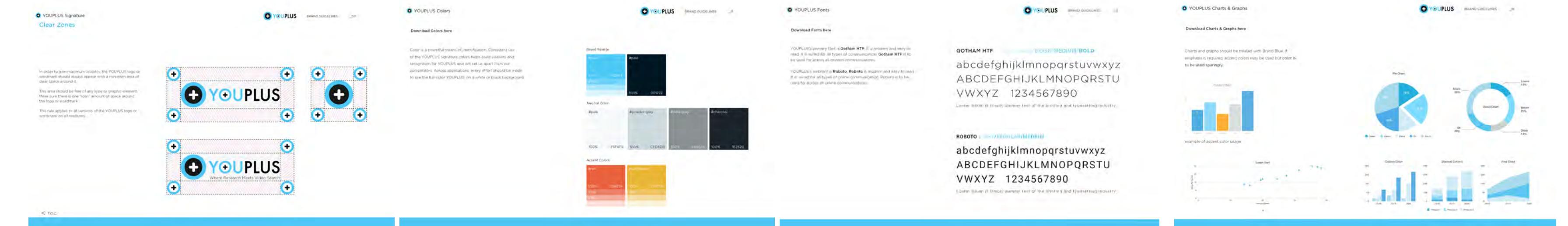
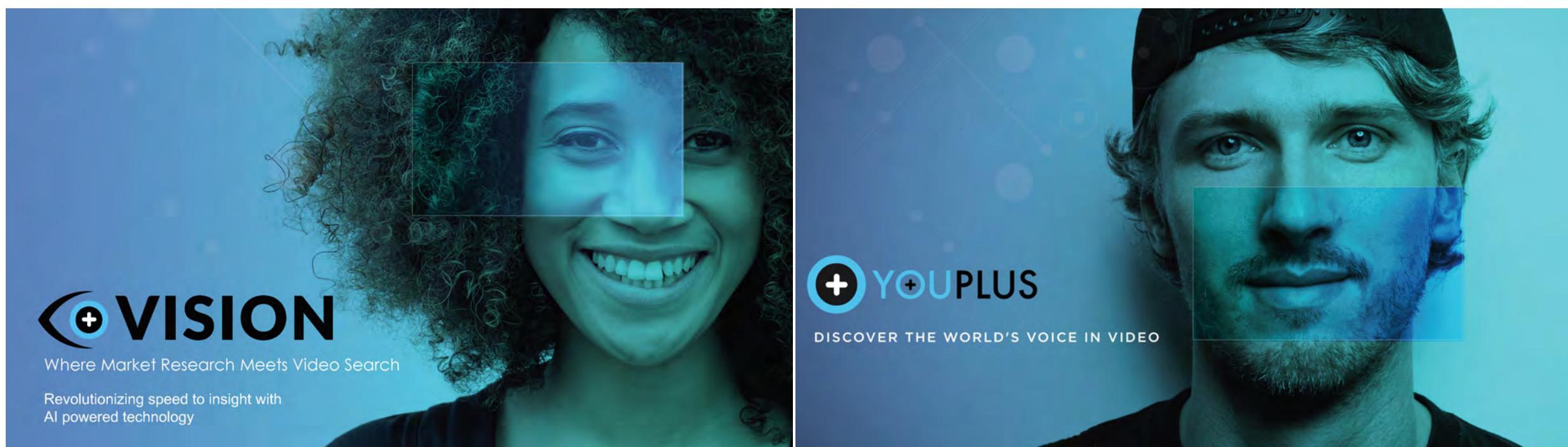
US
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Client: YouPlus

YouPlus is building AI-powered technology to change the way we search and use video and how that data is interpreted and used to determine industry trends, brand sentiment. Their tech delivers in-depth business insights extracted from billions of hours of video opinions.



Logo



Brand Style Guide

Developed a comprehensive brand style guide for **YouPlus**, translating their AI-driven video intelligence platform into a clear, future-forward visual and verbal system that reflects data depth, insight, and innovation.



HOTU

045

275.0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

0

Client: Open to Debate

THE ASSIGNMENT

Intelligence Squared US, underwent a brand refresh. They truly flourished during the pandemic by refining their business strategy. Always offering debates that are civilized and respectful of different points of view, and always facts-focused, they leaned into a news/podcast model. What they needed was a complete brand refresh.

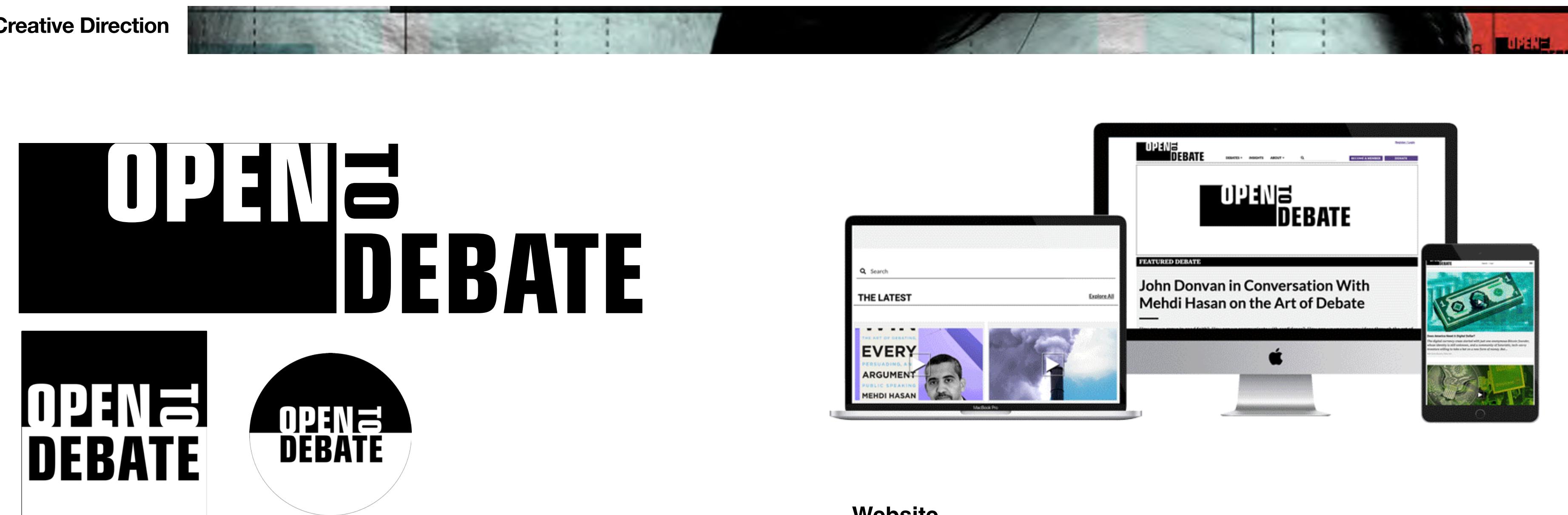
A SOLUTION

- Refined the new logo to work in the digital space.
- Developed brand style guidelines that included big idea image treatments that took on an editorial look and feel with an option to showcase both points of view.
- Through multiple workshops with the client we identified a website structure that engages the user, keeps them curious and coming back, and telegraphs a news organization.
- Developed all the wireframes and skinned them with the new brand design.
- A brand guideline was developed and distributed to all vendors including: corporate communications, PR, merch, newsletters, email blasts, and social media.

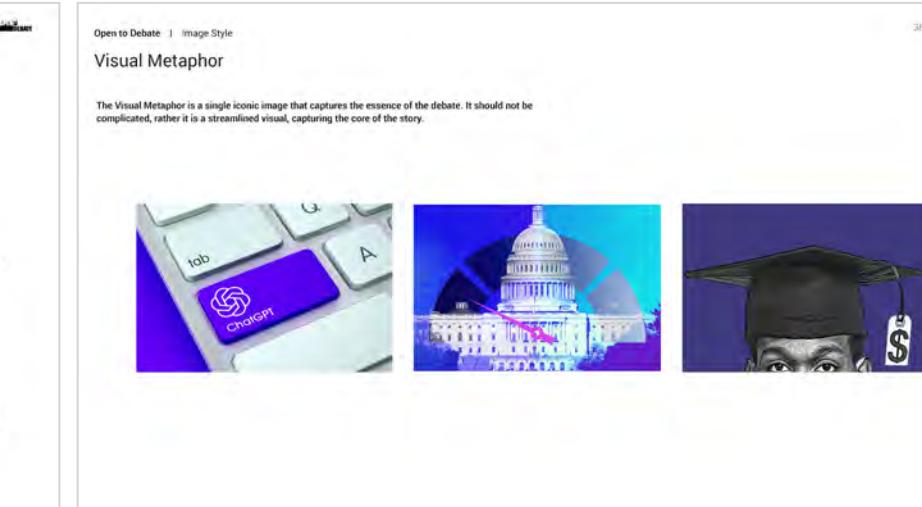
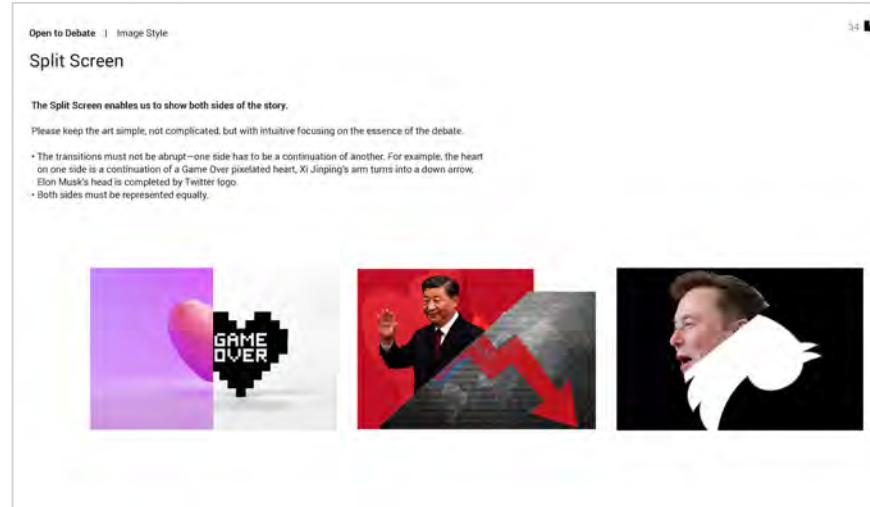


THE CREATIVE EXCELLENCE AWARDS

- Nominated for a Webby
- Winner of The Creative Excellence and a GOLD AVA Digital Award

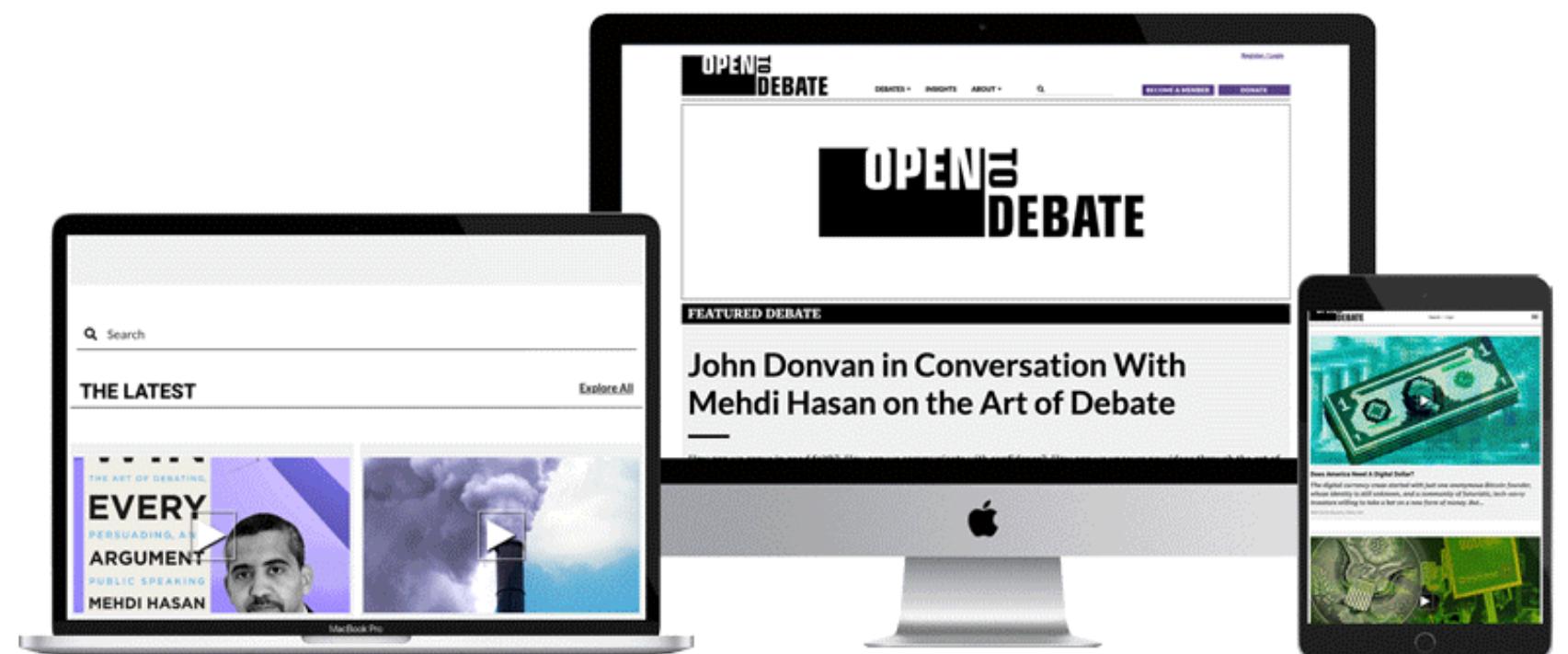


Logo



Brand Style Guide

Developed a complete brand style guide for **Open to Debate**, translating their refreshed identity into a flexible, news-forward system that supports digital debate, balanced perspectives, and consistent storytelling across all platforms.

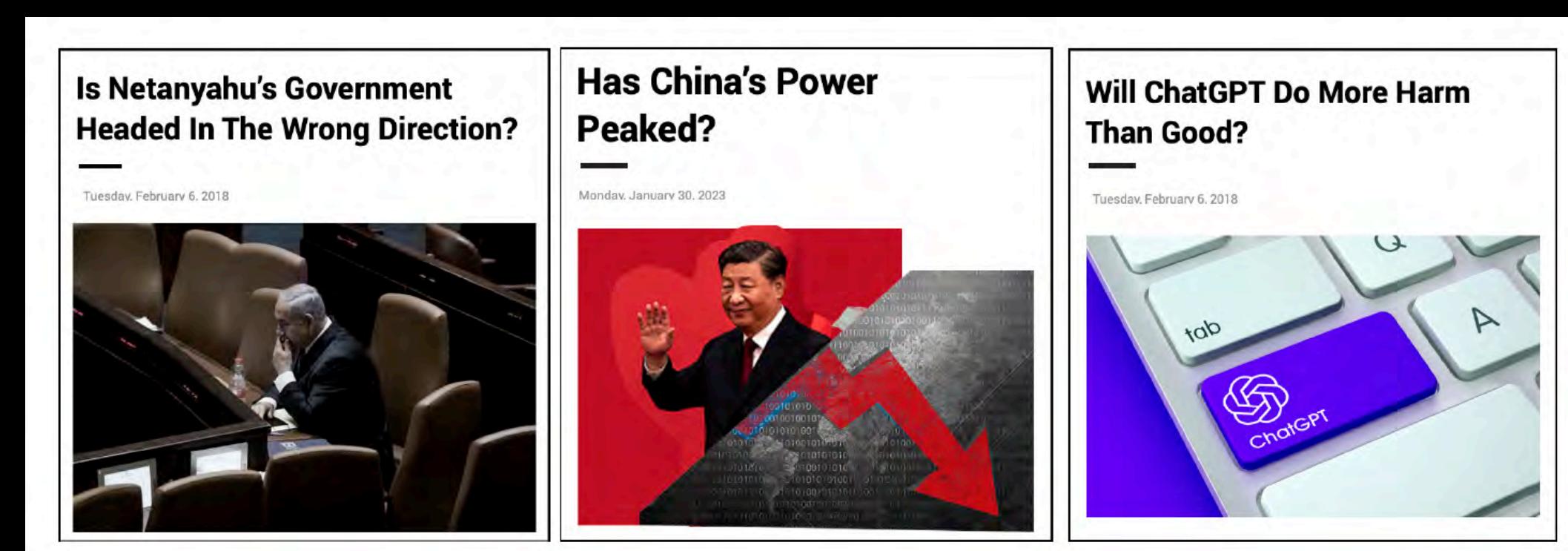


Website



Visaul roll-out

- Editorial illustrations and curation
- Print brochures
- Social media posts



Confident. Strategy Group

Contents

The Logo

The Palette

Brand Asset Application Samples **14**

Sample Imagery Styles **17**

4

9

14

17

Client: Confident Strategy Group

Confident Strategy Group is a marketing, and strategic counsel specializing in government, corporate, and non-government institution advocacy, promoting environmental, women, minority and equality causes.

THE ASSIGNMENT

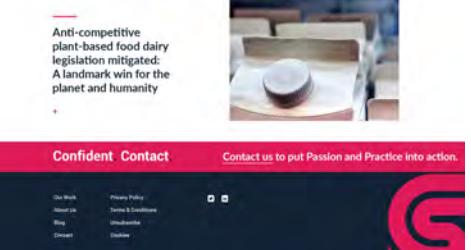
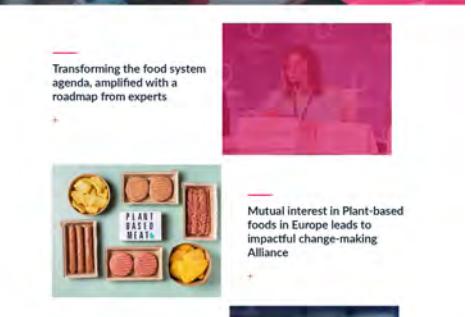
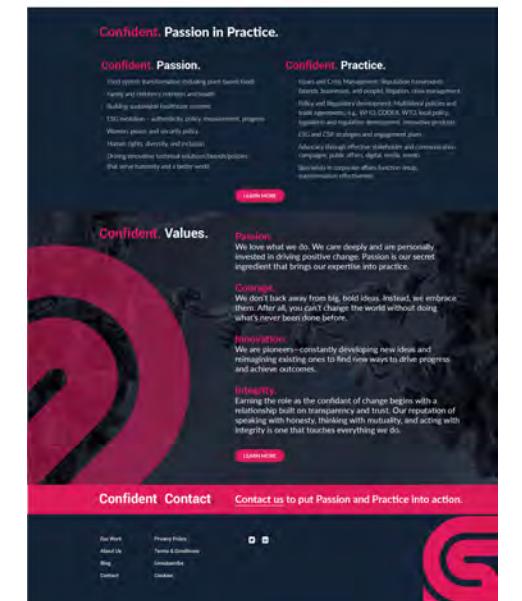
- Create a brand identity that amplifies CSG's personality: strong, proud, impactful female leadership.

SOLUTION

- Created an ownable “ruby” watermark that is a bold, abstract monogram of the company’s initials, and paired with a dark blue, corporate canvas.
- The style guide is visual inspiration on how to use the branding, including photography, which is inclusive, showing a wide spectrum of ethnicities and genders in heroic poses and always on the move.
- Using the style guide, we began with a UX outline, worked with CSG on the copy, and designed the website.

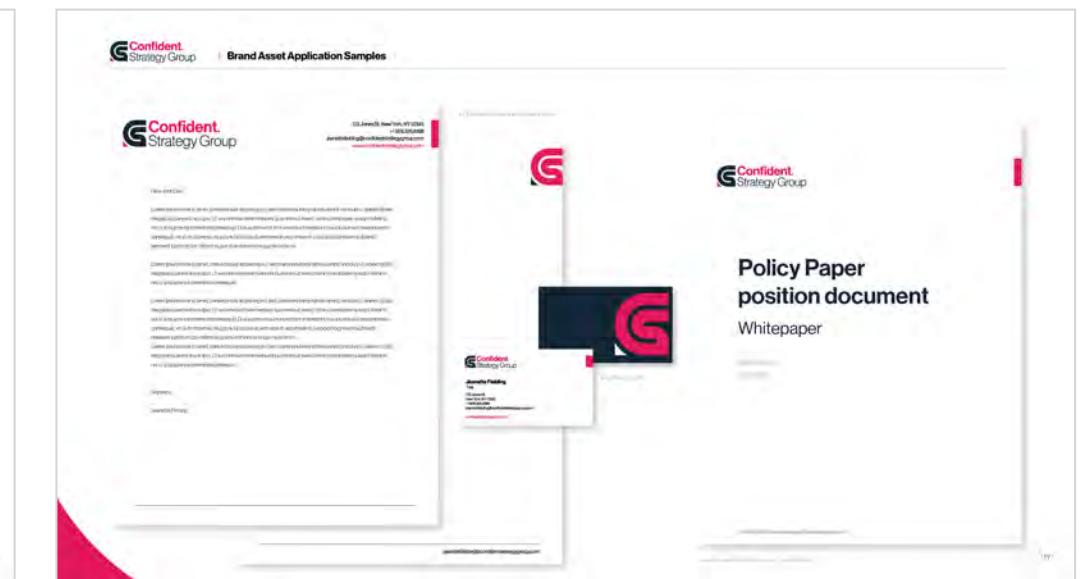
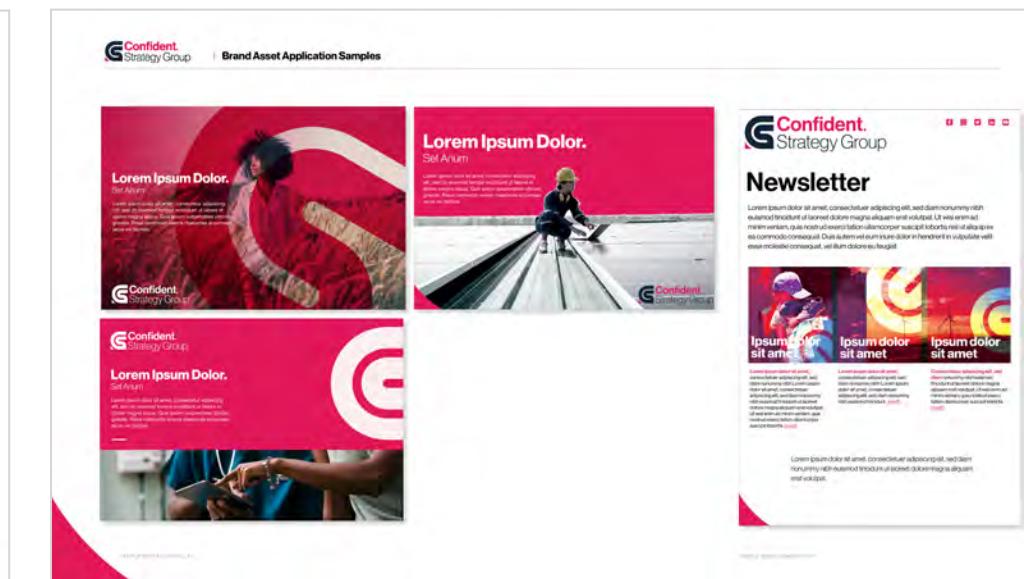
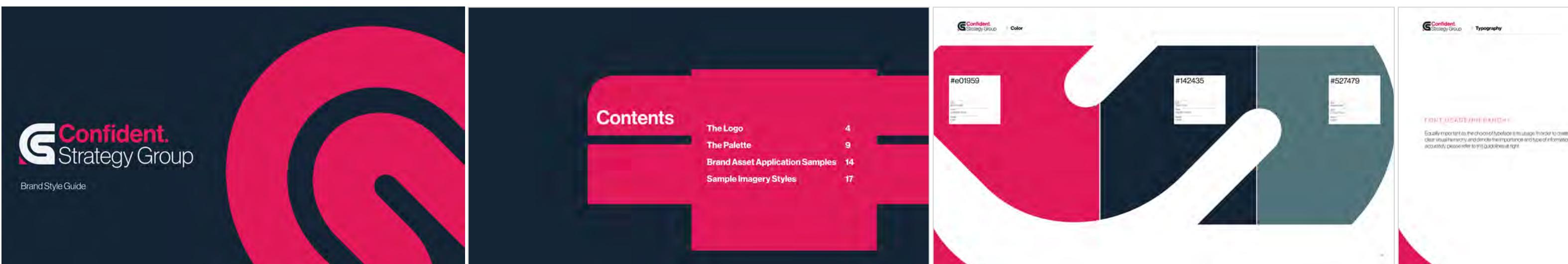


Logo



Confident. Contact Contact us to put Passion and Practice into action.

Website



Brand Style Guide

Created a bold, purpose-driven brand style guide for **Confident Strategy Group**, translating their advocacy-led mission into a distinctive visual system that centers strong female leadership, inclusivity, and authority across identity, UX, and digital platforms.

COLOR

STATE ORANGE

PMS 172C / 2028U
CMYK 0/60/100/0
RGB 250/70/22
HEX #1A4616

SHARK

PMS 172C / 2028U
CMYK 70/59/58/62
RGB 31/34/34

Color is interwoven into the brand infrastructure and what we're trying to convey emotionally. It is the palette of vibrant sunsets either the end of a hard day's work or at the beginning of the a nightshift adventure.

SECONDARY

GRANITE

PMS 172C / 2028U

CMYK 0/80/100/0
RGB 250/70/22
HEX #1A4616

TREELINE

PMS 172C / 2028U
CMYK 0/60/100/0
RGB 250/70/22
HEX #1A4616

MOUNTAIN
HARD
WEAR



PRIMARY

STATE ORANGE

PMS 172C / 2028U
CMYK 0/80/100/0
RGB 250/70/22
HEX #1A4616

SHARK

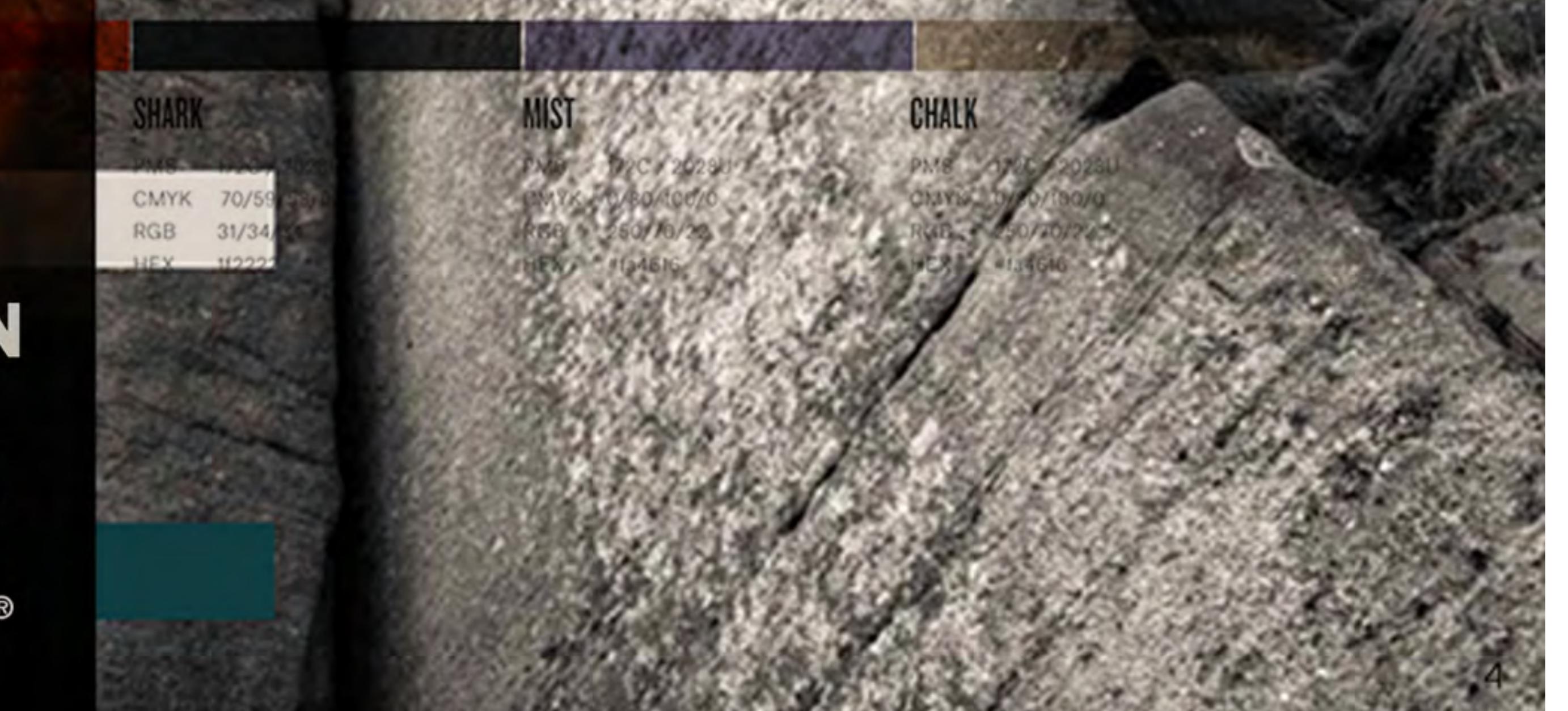
PMS 172C / 2028U
CMYK 70/59/58/62
RGB 31/34/34
HEX #1A4616

MIST

PMS 172C / 2028U
CMYK 0/80/100/0
RGB 250/70/22
HEX #1A4616

CHALK

PMS 172C / 2028U
CMYK 0/60/100/0
RGB 250/70/22
HEX #1A4616



Client: Mtn Hardwear

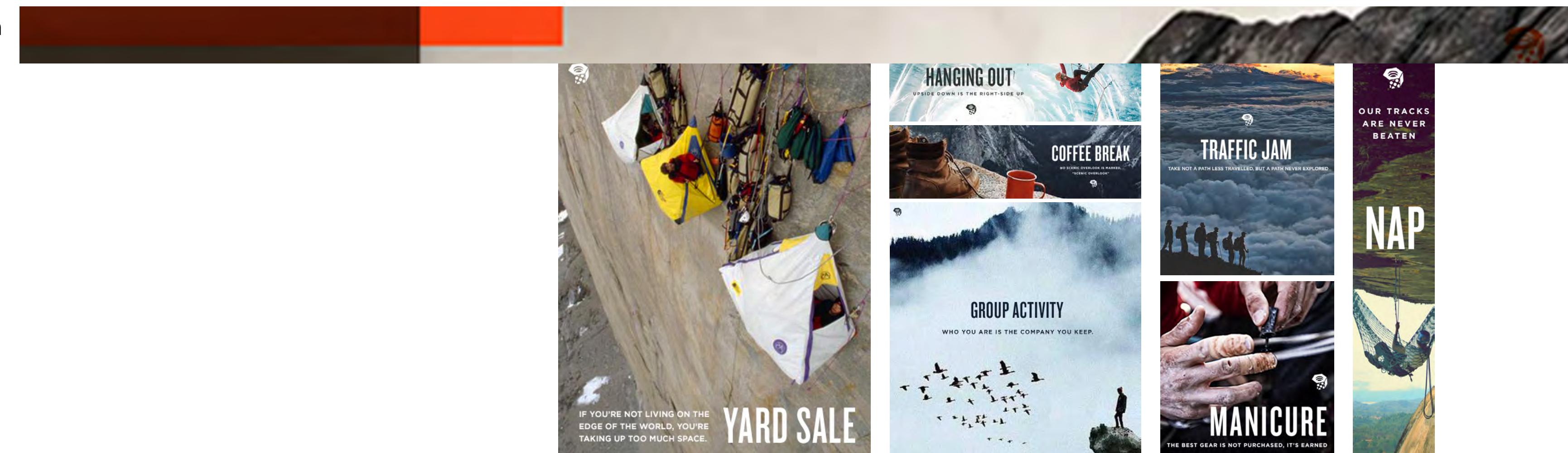
a B2B event promoting hardware industry's innovation in tech, retail, and manufacturing.

THE ASSIGNMENT

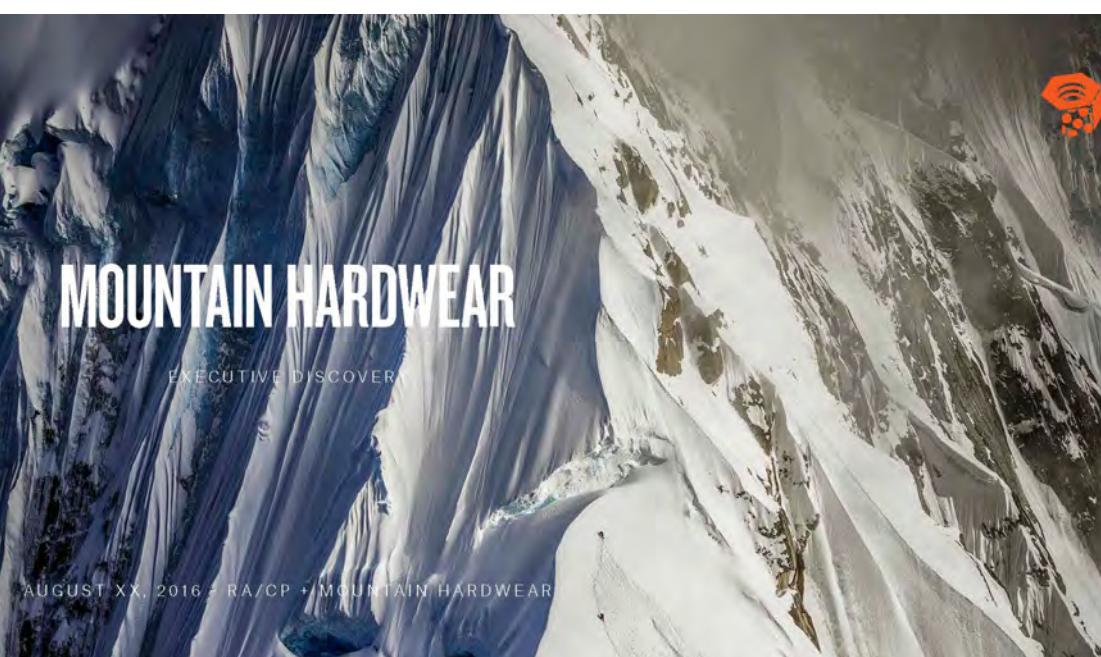
Create an image driven campaign to establish MHW's brand personality by tapping into the mindset and culture of outdoor sports and exploration.

SOLUTION

Visually, we redefined everyday terms to the sports lexicon.



Social Media Campaign



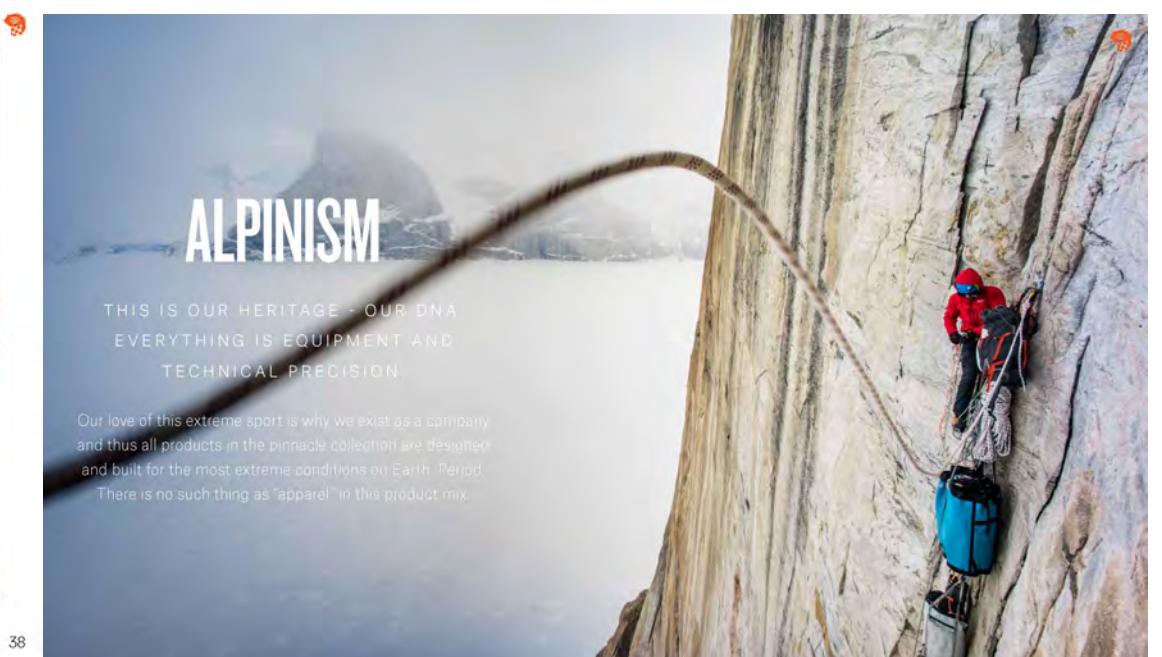
COLOR

Color is interwoven into the brand infrastructure and what we're trying to convey emotionally. It is the palette of vibrant sunsets either the end of a hard day's work or at the beginning of a nightshift adventure.

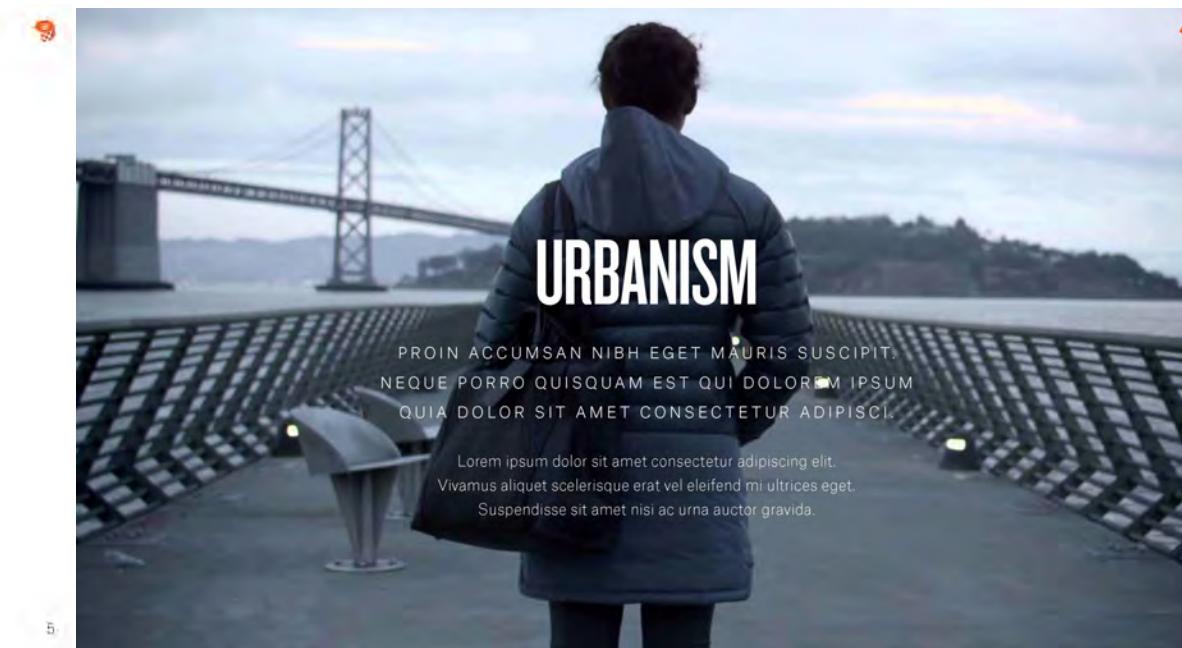
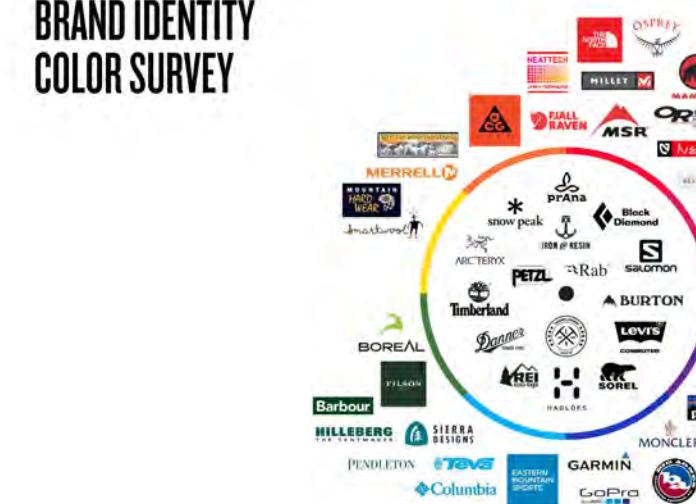
PRIMARY



SECONDARY



BRAND IDENTITY COLOR SURVEY



COLOR

Color is interwoven into the brand infrastructure and what we're trying to convey emotionally. It is the palette of vibrant sunsets either the end of a hard day's work or at the beginning of a nightshift adventure.

PRIMARY



SECONDARY



Brand Style Guide

Developed an image-led brand campaign for **Mtn Hardwear**, translating the culture and mindset of outdoor exploration into a distinctive visual language that redefined everyday terms through a performance-driven, sport-informed lens.

A collage of various food items including a sandwich, a bowl of soup, a pizza, and a salad, arranged in a grid-like pattern. The background is a dark, textured surface.

A collage of food-related words and images, including a central Mr. Bing logo and a food truck. The collage features a variety of colors and fonts, with words like 'Balance', 'Bitsy bits', 'Boost', 'Burst', 'Chili-heads', 'Chock-full', 'Complex', 'Crack it up', 'Craveability', 'Crispy bits', 'Crunch zealots', 'Culinary artistry', 'Culinary POV', 'Deliciousness [index]', 'Dial-up', 'Dialogue between crunch and umami', 'Drench', 'Flavor', 'Flavor-oh', 'Flavor-Ri', 'Flavor', 'Flavoring', 'Food car', 'Food sce', 'Food cen', 'From god', 'Full of sv', 'Full-spec', 'Fusion', 'Herbaceo', 'Infatuatio', 'K', 'Kicked-u', and 'Mr. Bing Brand Guidelines'.



A Company for Client: Mtn Hardwear

Creating a big idea campaign and redefining the company's strategic brand voice and story.

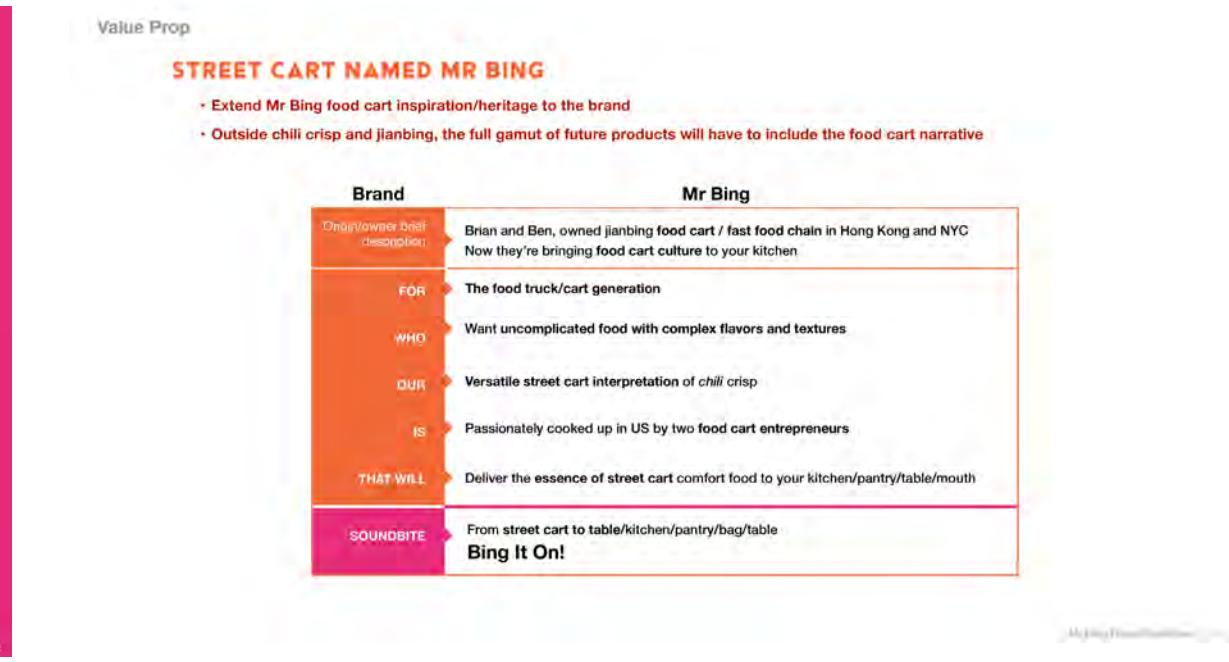
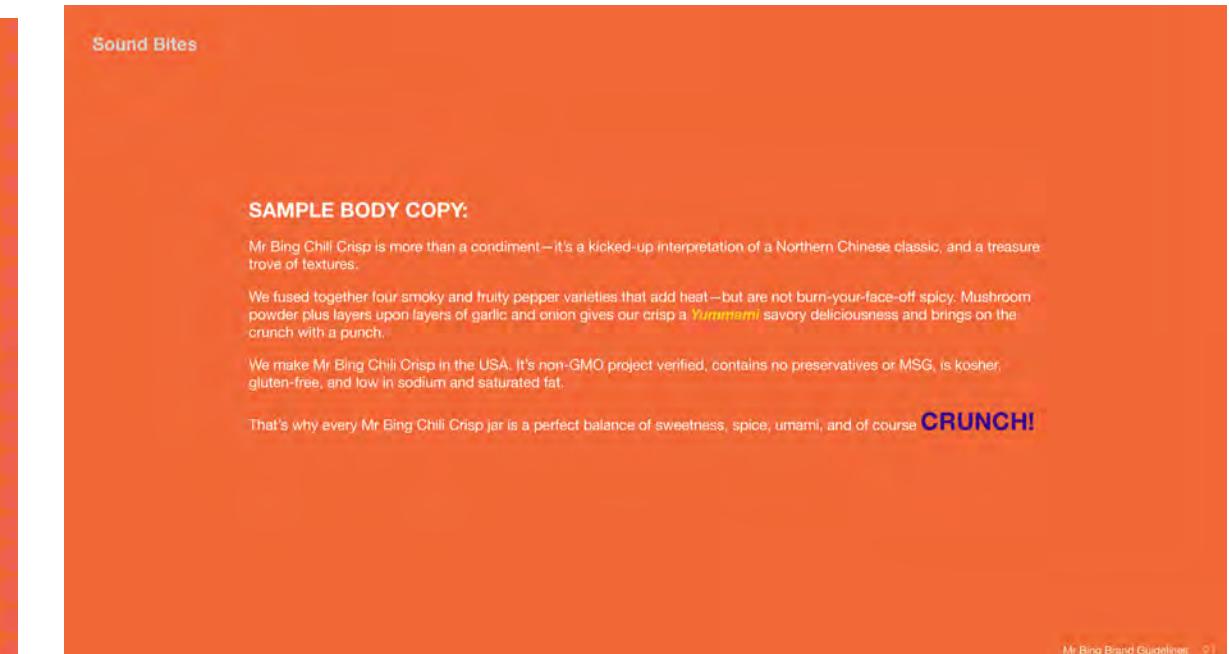
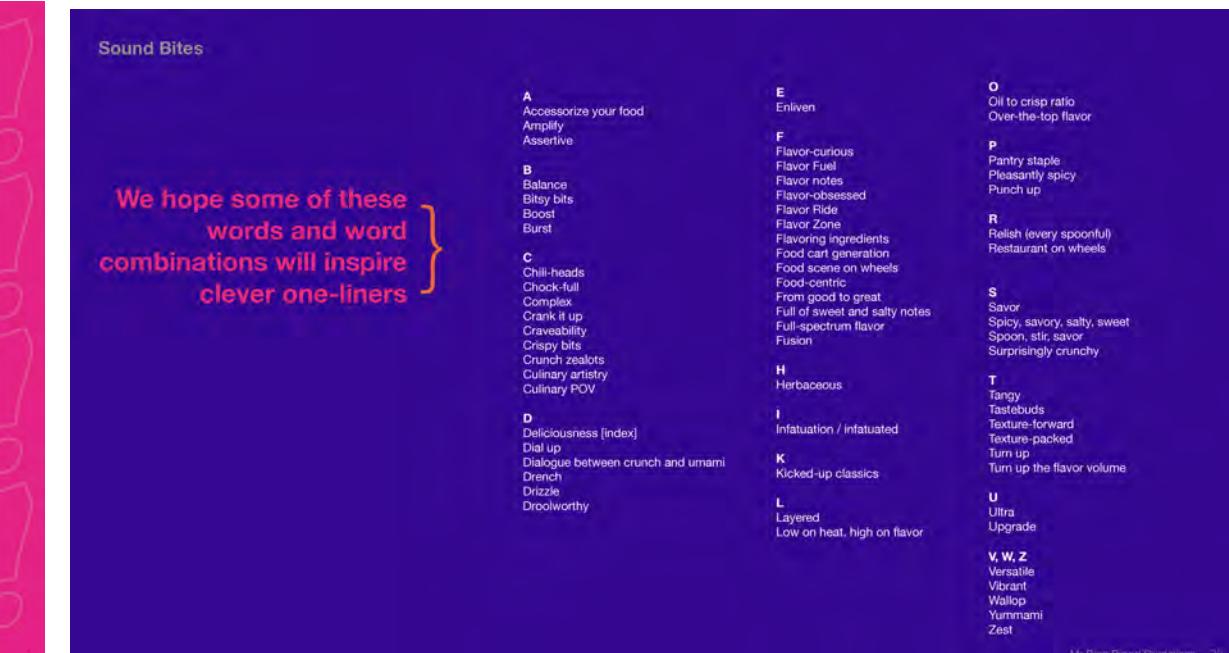
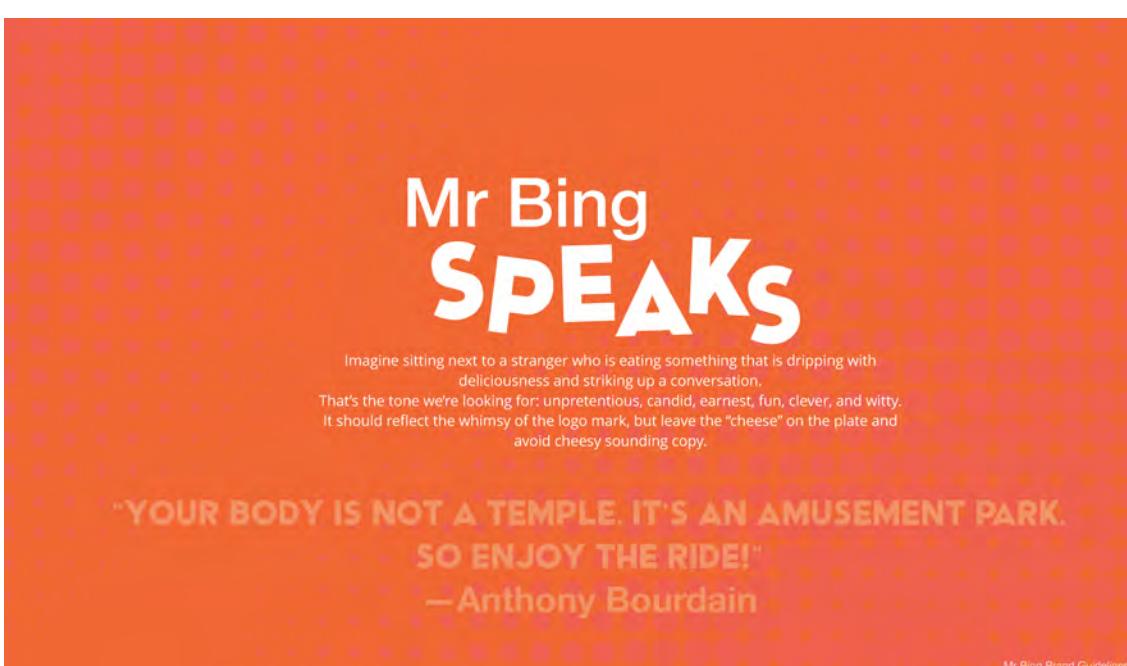
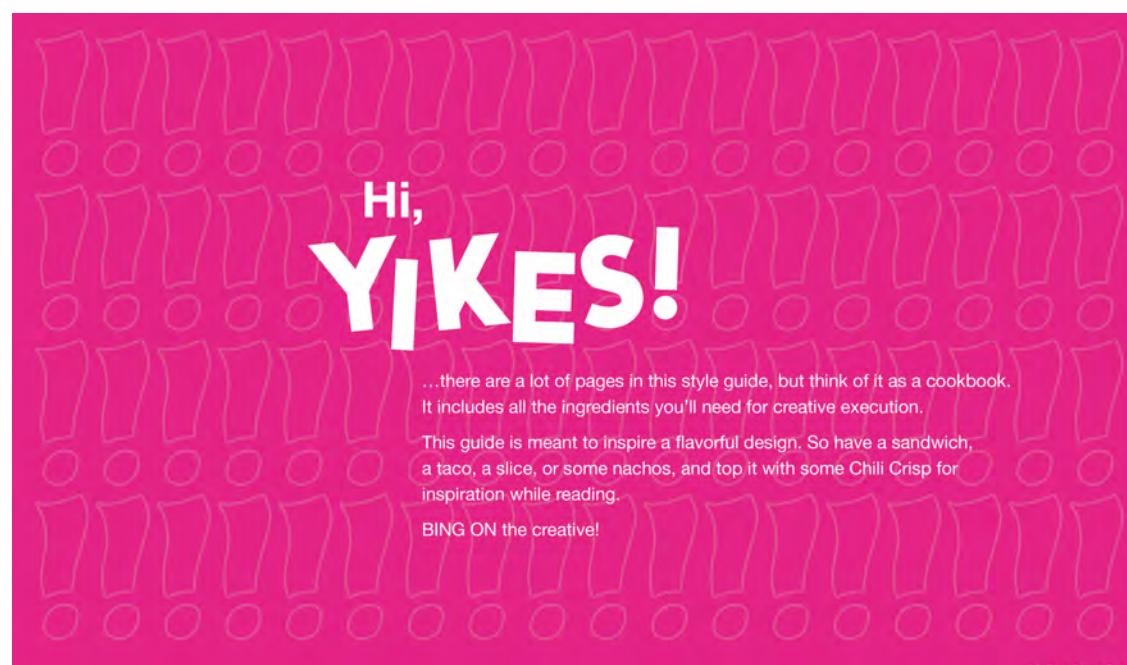
We created a turnkey guide that supplied agency partners with assets to deploy marketing initiatives.

THE ASSIGNMENT

Redefine the brand by going back to the basics of identifying the value proposition, positioning, origin story and weave that strategic foundation into a big idea campaign with assets and headlines, so that other partners and the internal team could deploy tactics when needed.

SOLUTION

Solved the assignment by translating the brand's core strategy into a bold, big-idea campaign brought to life through vibrant color and punchy, confident headlines that were easy to activate across teams and partners.



- We extended the food cart/truck culture roots into an ad campaign and who doesn't love a good pun?
- The vibrant color palette, the bold graphics, and the cheeky tone embodied the brand persona of the two owners.
- We created two styles: Graffiti and stencil with various backgrounds and textures, which was a direct nod to the textured flavors of the chili crisp.





Client: Green Ape Coffee

Green Ape is a unique company with a heritage in growing and production of premium quality coffee. Their commitment to sustainability and environment is akin to our own business ethos. Additionally, they support an organization that keeps apes safe in a native habitat.

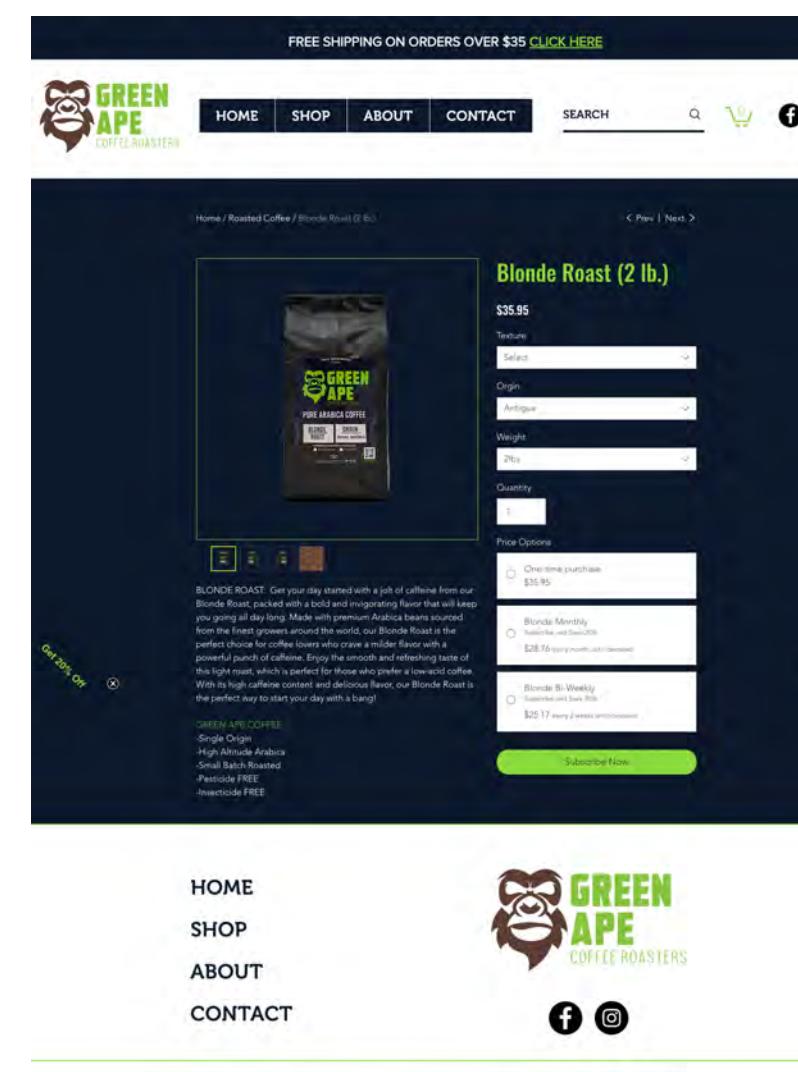
THE ASSIGNMENT

We built Green Ape's brand architecture from strategy to realization: web, advertising, social media outreach.

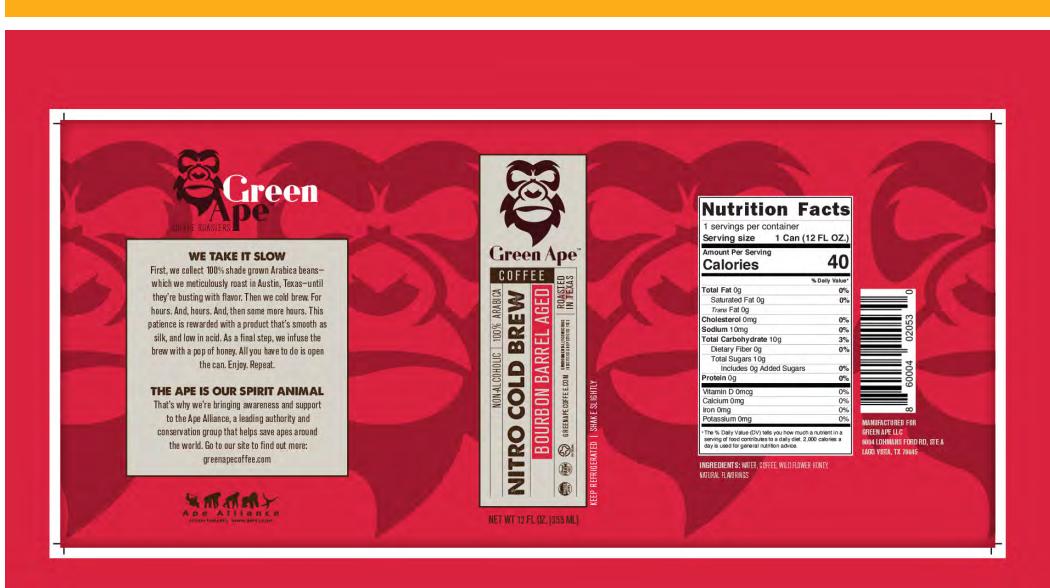
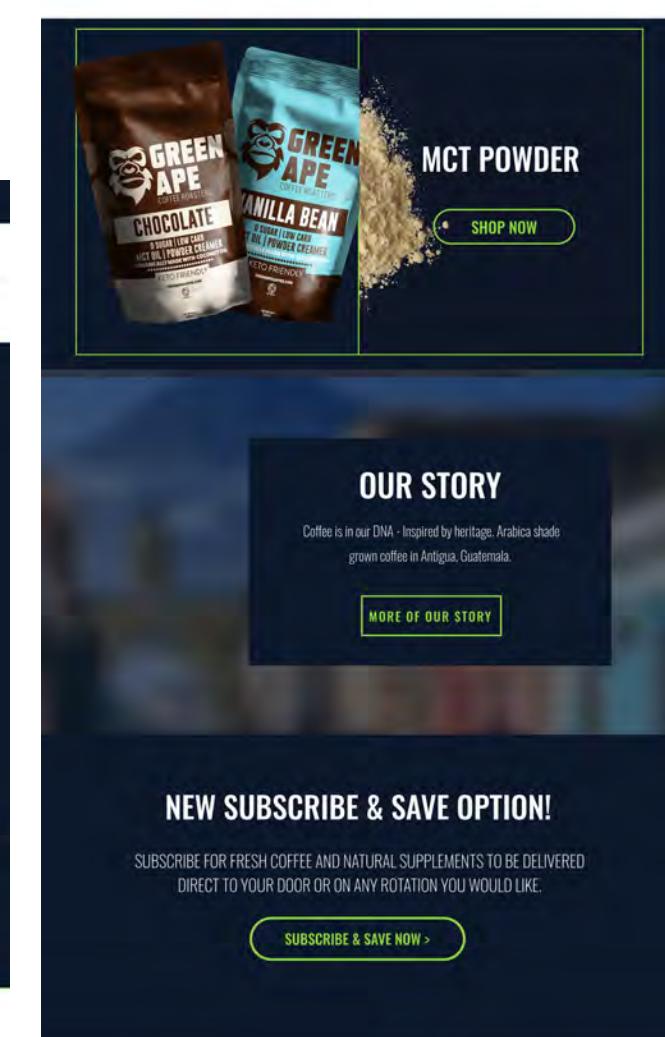
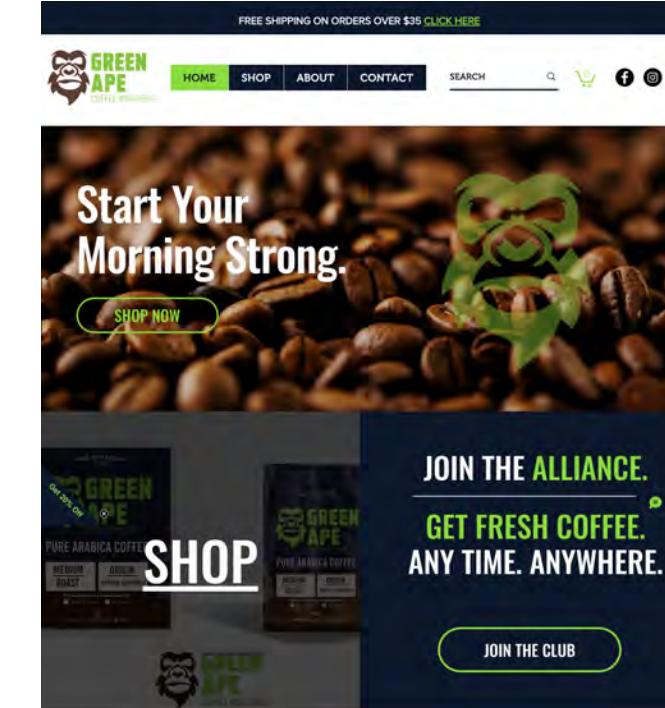
- Strategy
- Brand architecture: logo, color palette, design elements
- Copy writing (romancing the story for each product)
- Messaging
- Package design



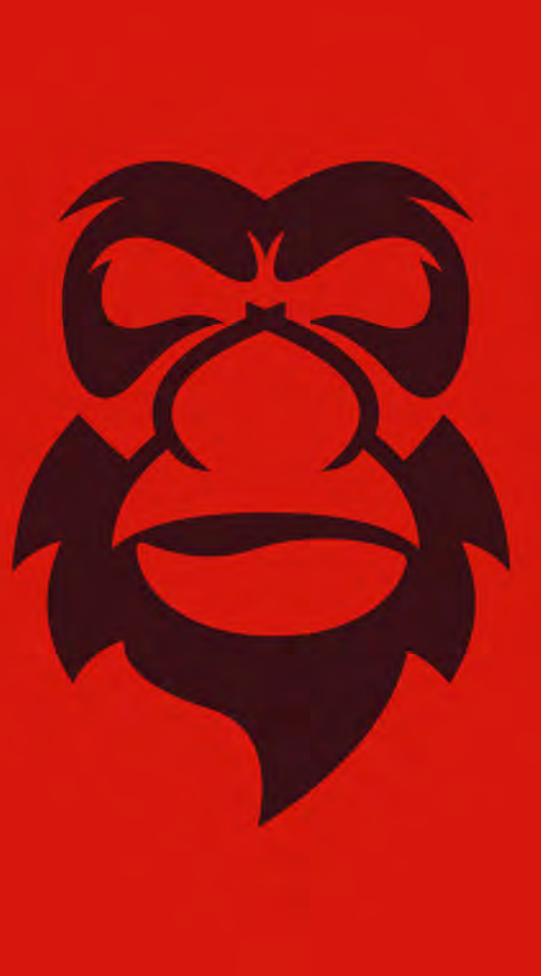
Logo



Website



Packaging



A Company for Client: Mtn Hardwear

Creating a big idea campaign and redefining the company's strategic brand voice and story.

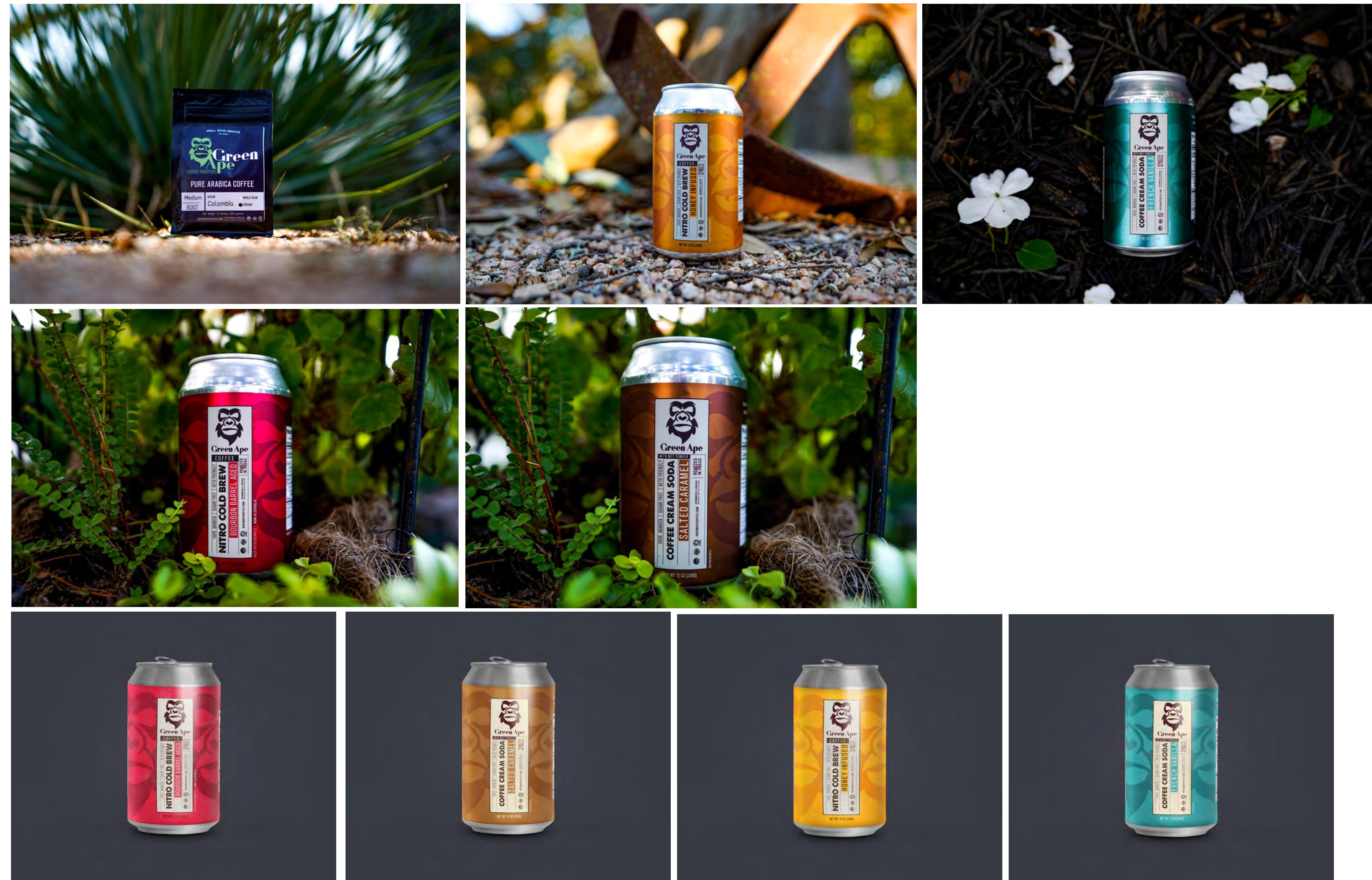
We created a turnkey guide that supplied agency partners with assets to deploy marketing initiatives.

THE ASSIGNMENT

Redefine the brand by going back to the basics of identifying the value proposition, positioning, origin story and weave that strategic foundation into a big idea campaign with assets and headlines, so that other partners and the internal team could deploy tactics when needed.

SOLUTION

Solved the assignment by translating the brand's core strategy into a bold, big-idea campaign brought to life through vibrant color and punchy, confident headlines that were easy to activate across teams and partners.





PRIMARY COLOR SPECIFICATION



Factor This and its business units have a bright color palette to create visually dynamic, and coherent communication.

Power Engineering
Each color corresponds to the distinctive business unit.

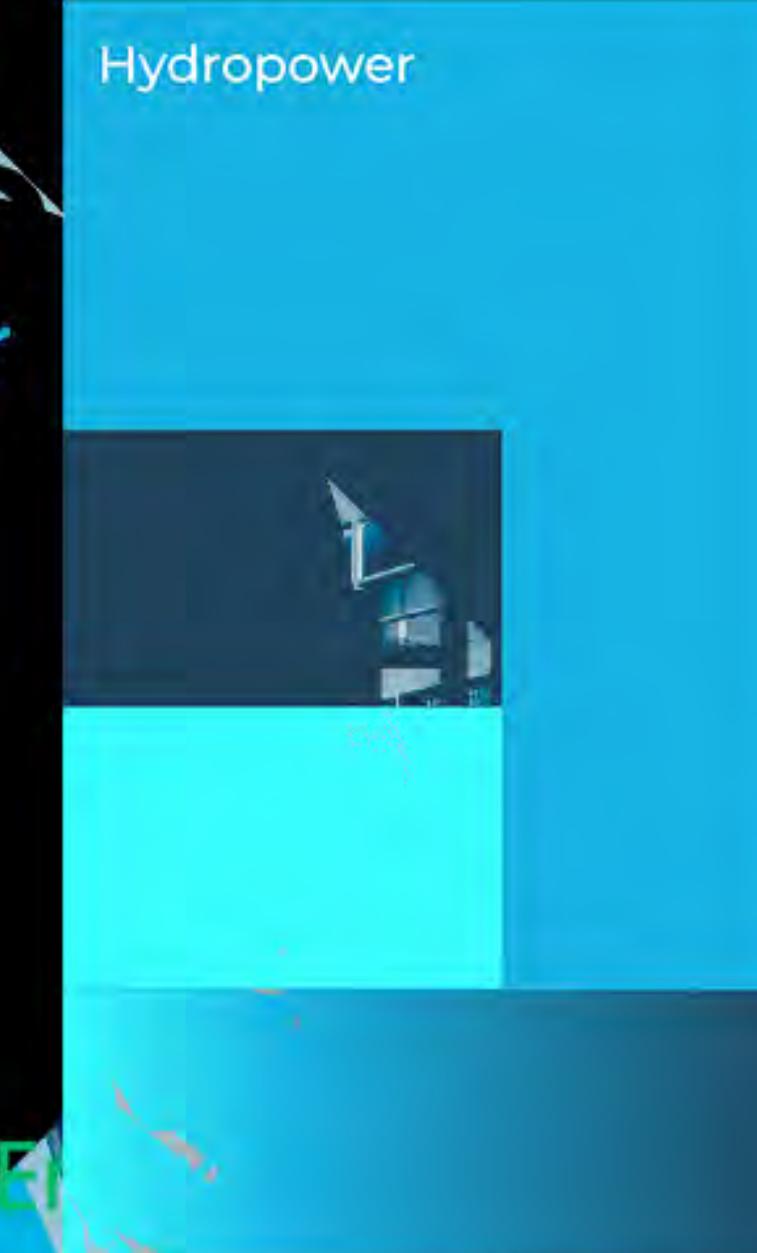
Please DO NOT switch colors between business segments.



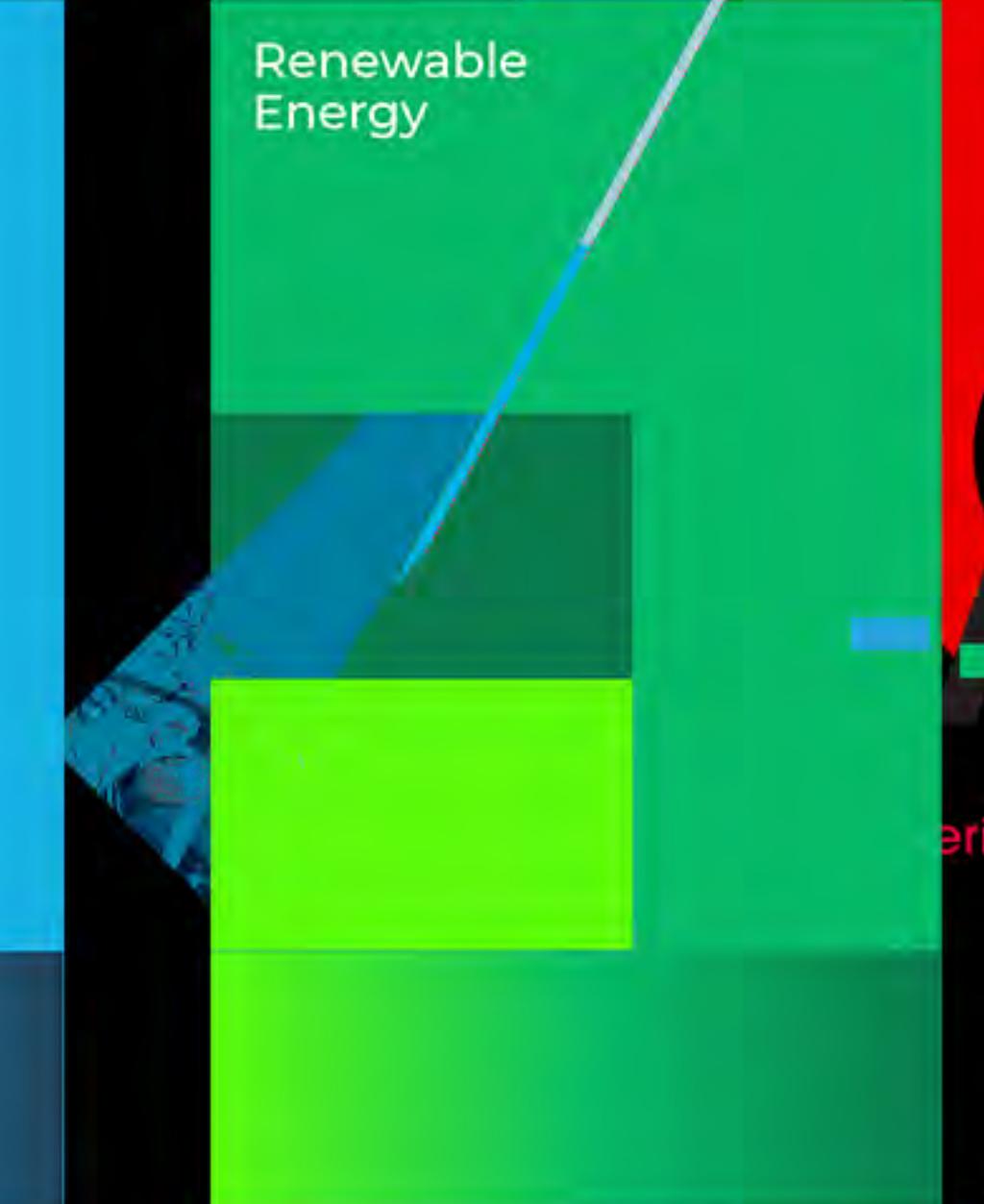
FACTOR
Power Grid



Grounding Color



Hydropower



Renewable Energy



Podcast



Power Grid

R41
G107
B252

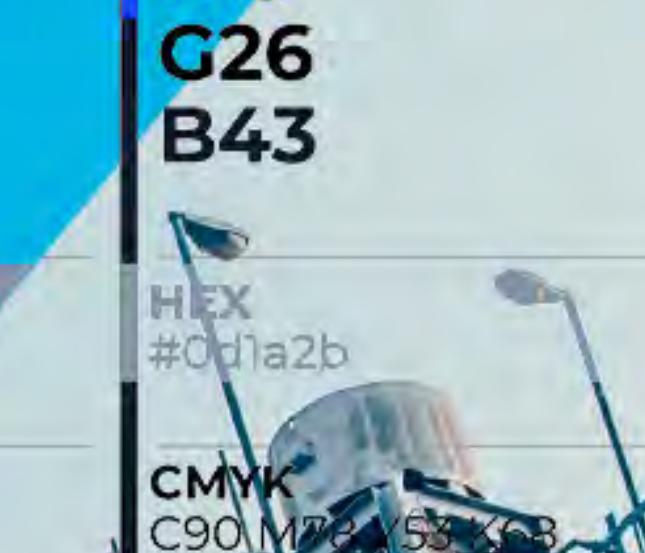
HEX
#00892A

M24 Y100 K11

R13
G26
B43

HEX
#0d1a2b

CMYK
C80 M62 Y0 K0



A Company for Client: Clarion Energy

- Clarion Energy is a subsidiary of Clarion Events. It is the primary hub for all energy and, especially renewable energy companies to meet in person, get updates on new innovations and legislation.
- Clarion Energy offers a journalistic, trade, online resource for each of the 5 energy specialties to keep their audience engaged and in the know.

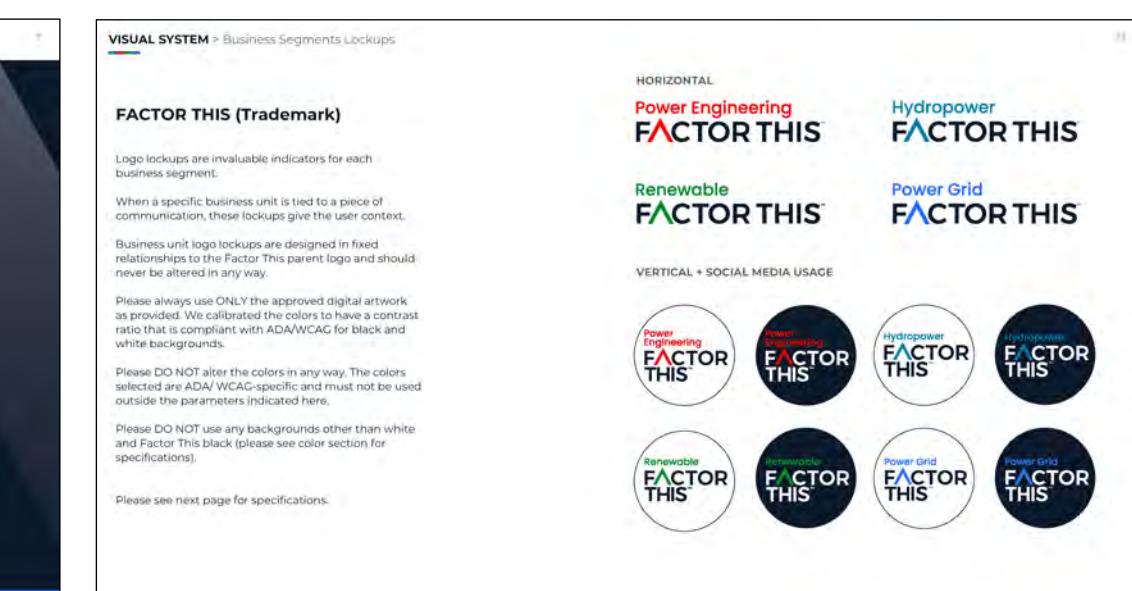
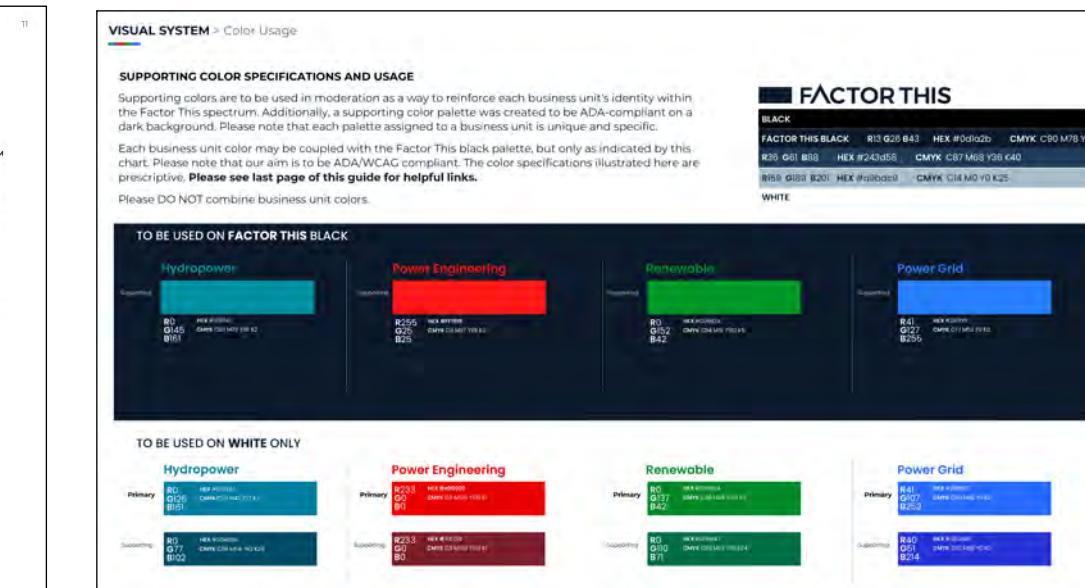
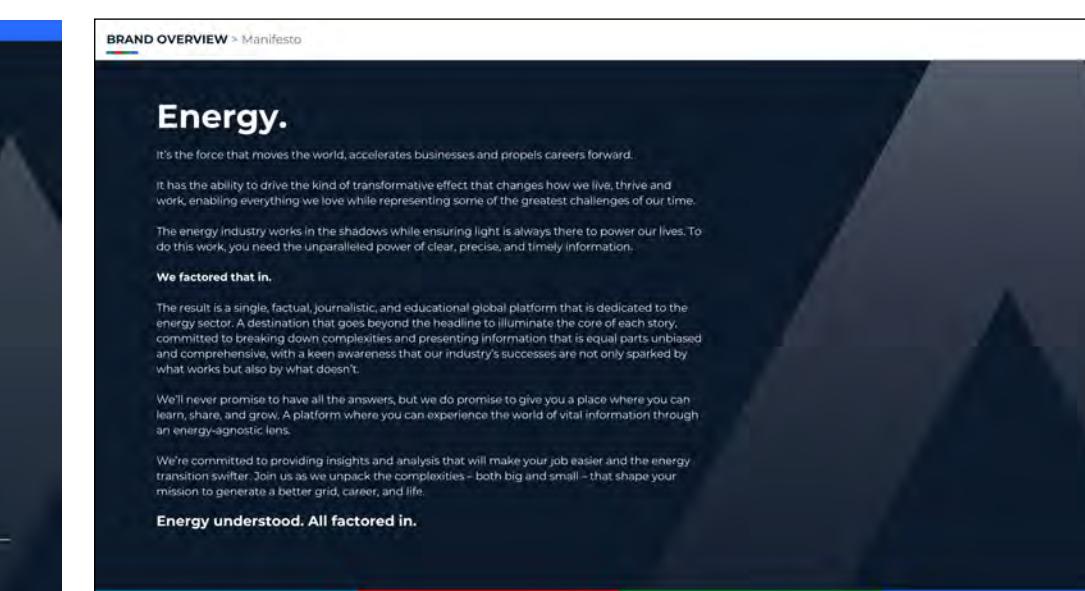
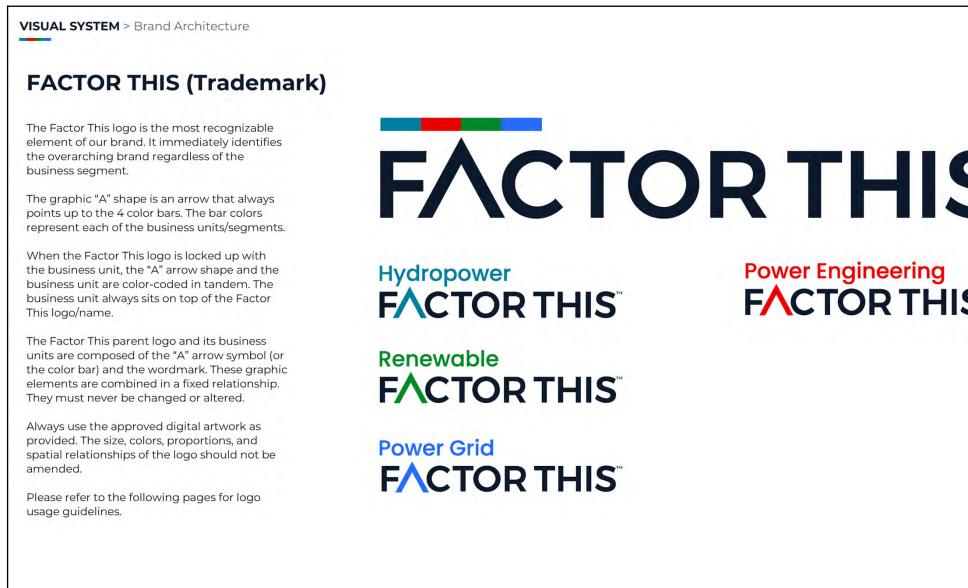
THE ASSIGNMENT

There were 5 distinctive branches of their renewable energy sector. Each subsidiary focused on a specialty such as Engineering, Power Grid, Hydro, Renewable. The client approached us to create a brand architecture structure that would serve as an umbrella for all their journalistic offerings.

- We ran a workshop and included each subsidiary project team to ensure that the structure developed was built on a solid foundation and that all stakeholders were aligned with the direction.
- Created the logo, tagline, messaging and delivered a cohesive, turnkey guideline for their internal and external partners.
- Developed market research stimuli.
- We are still consulting as brand champions.



Logo



Brand Style Guide

Delivered a comprehensive, modular brand system for **Clarion Energy**, creating a unifying architecture that flexibly supports multiple energy specialties while providing a cohesive, scalable framework for journalism, events, and internal teams across the organization.

The background of the advertisement is a vibrant, abstract composition. It features a dense arrangement of overlapping circles in various colors, including shades of blue, yellow, orange, green, and pink. These circles create a sense of depth and movement. Superimposed on this colorful base are several black-and-white photographs of people. One person is seen from behind, wearing a backpack and a hat. Another person is shown in profile, looking towards the right. A third person is partially visible on the left side. The overall aesthetic is modern and dynamic, suggesting a lifestyle of travel and exploration.

Clareon. IOL

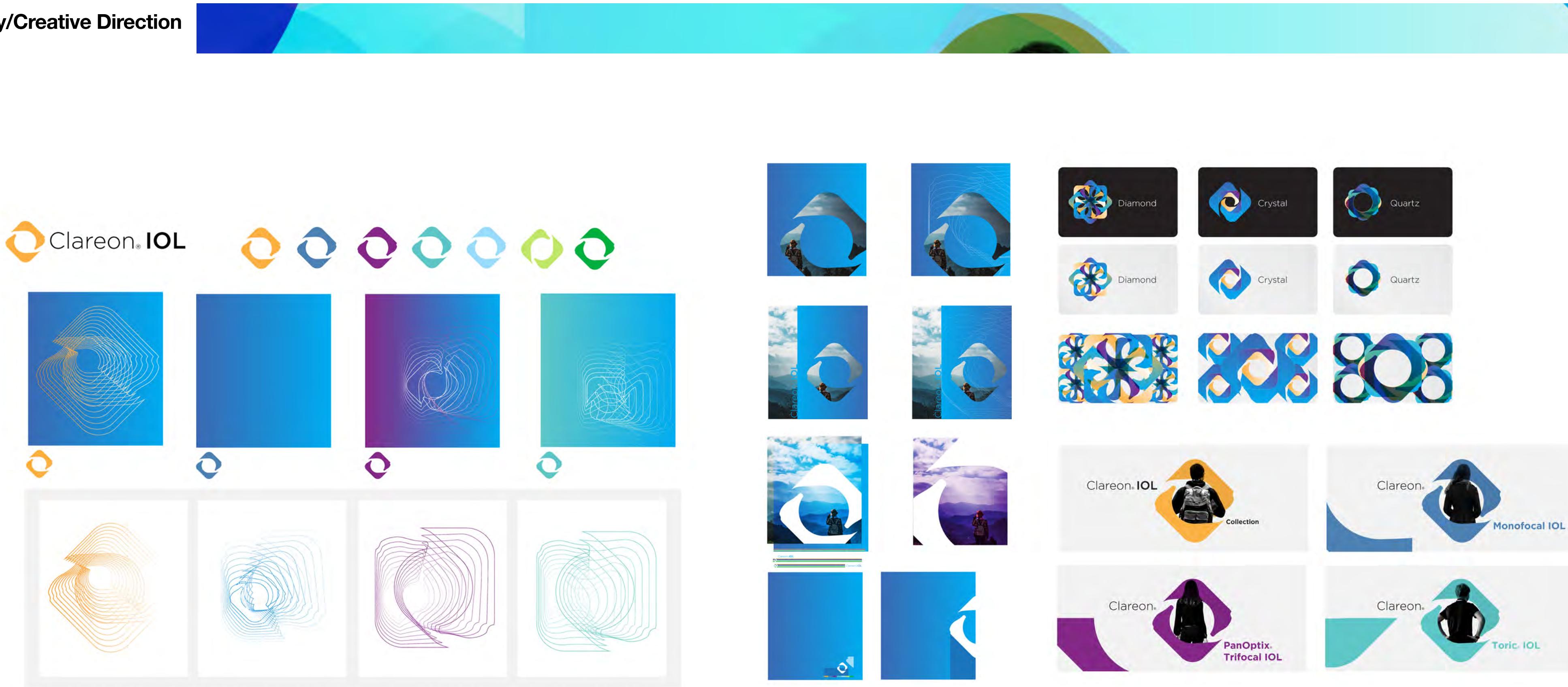
collection

A Company for Client: Alcon - Clareon Collection

ALCON cataract division explores the use of technology and innovation to upgrade their user engagement with key audience segments. They not only target HCPs and patients, but give equal support for running an ophthalmological business practice.

THE ASSIGNMENT

- We were tasked with developing branding for the Clareon Collection portfolio. Our solution was a color-based system to distinguish each brand while unifying them under a cohesive portfolio look and feel. We designed templates for digital, video, and marketing materials, as well as a booth experience that showcased the campaign's striking photography. Although the client ultimately pivoted in a different direction, this work sparked meaningful internal dialogue and helped shape the evolution of their brand approach.





Client: Guardant Health

Guardant created a portfolio of blood tests for primarily cancer screening.

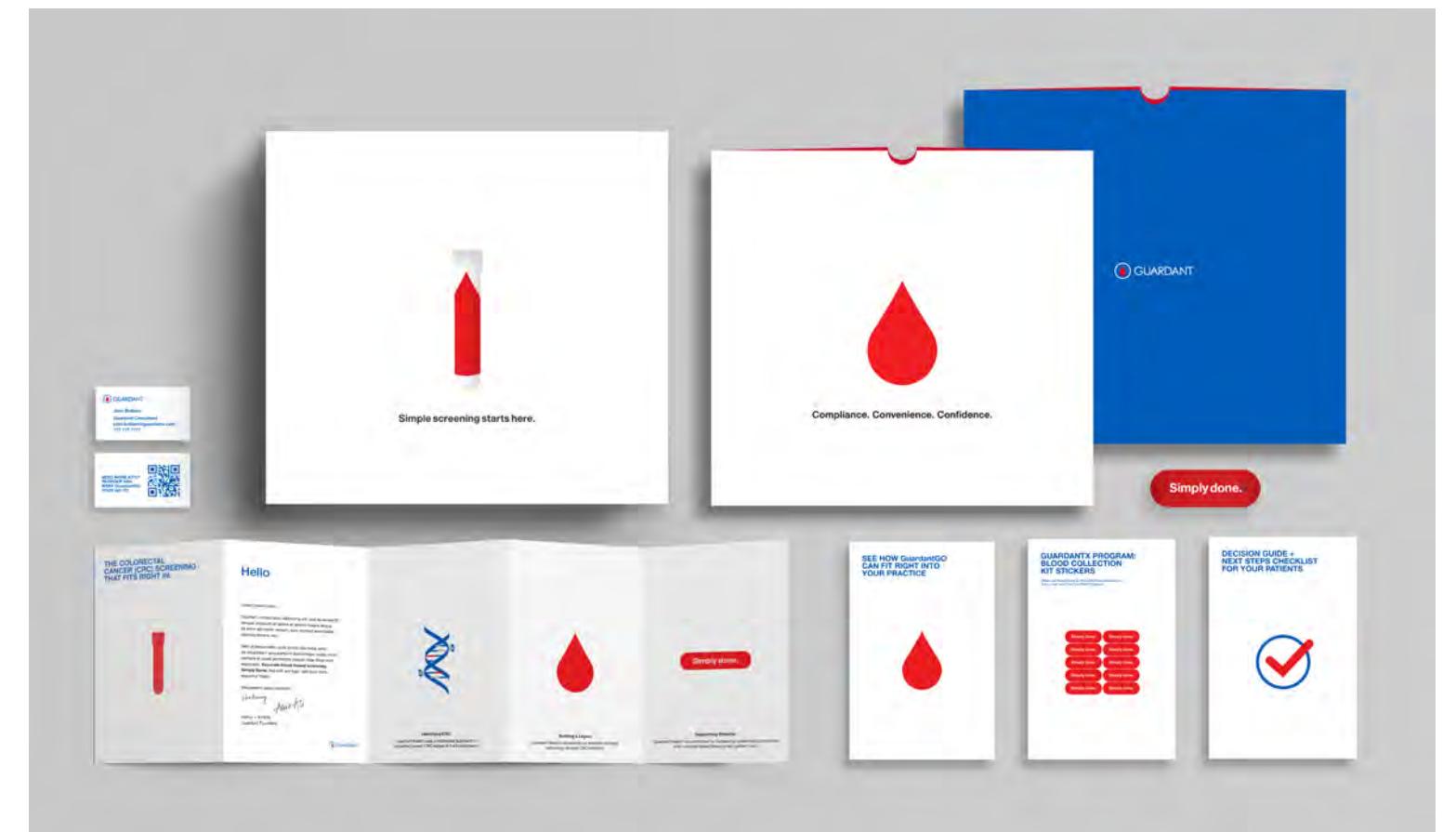
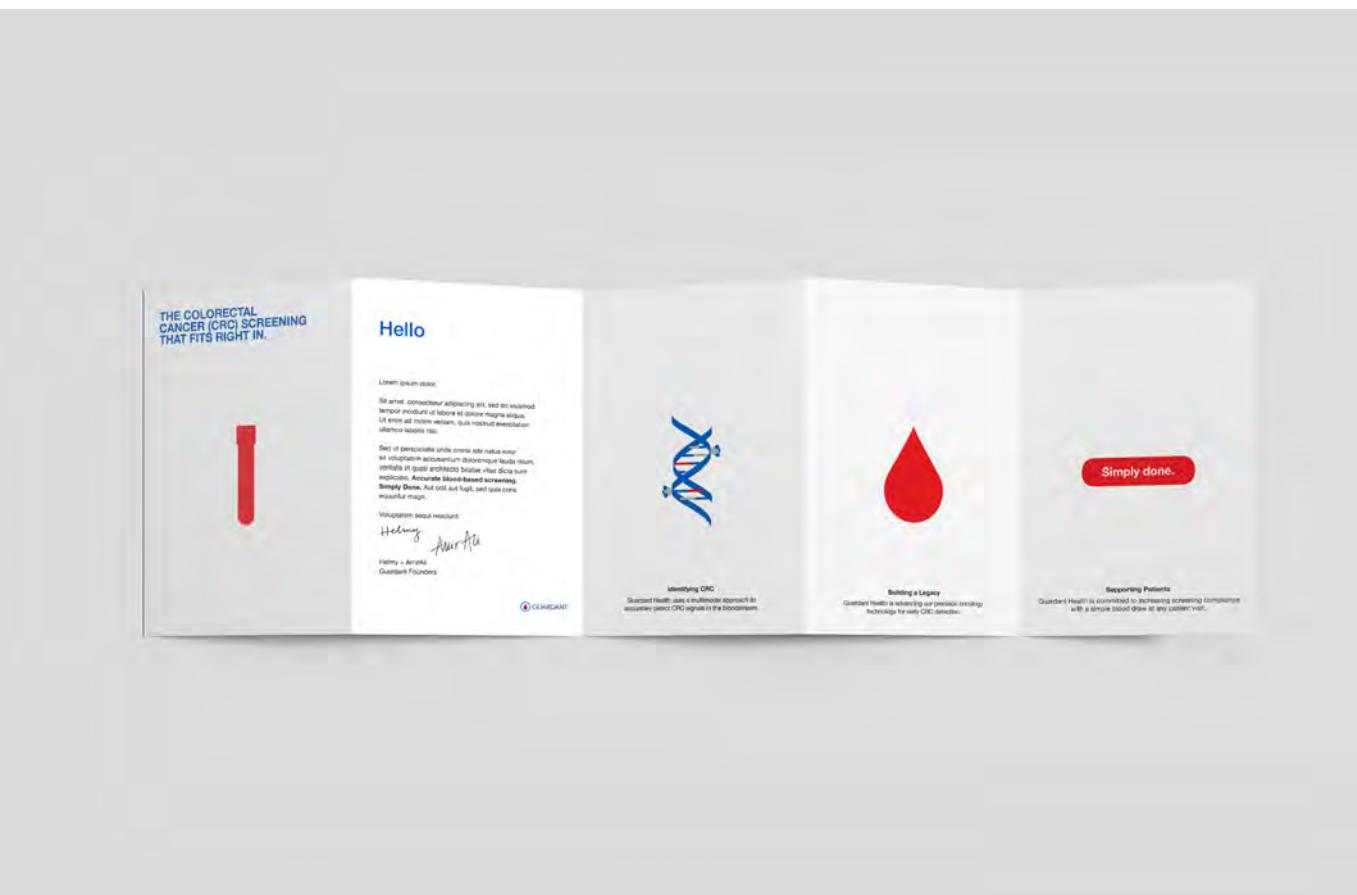
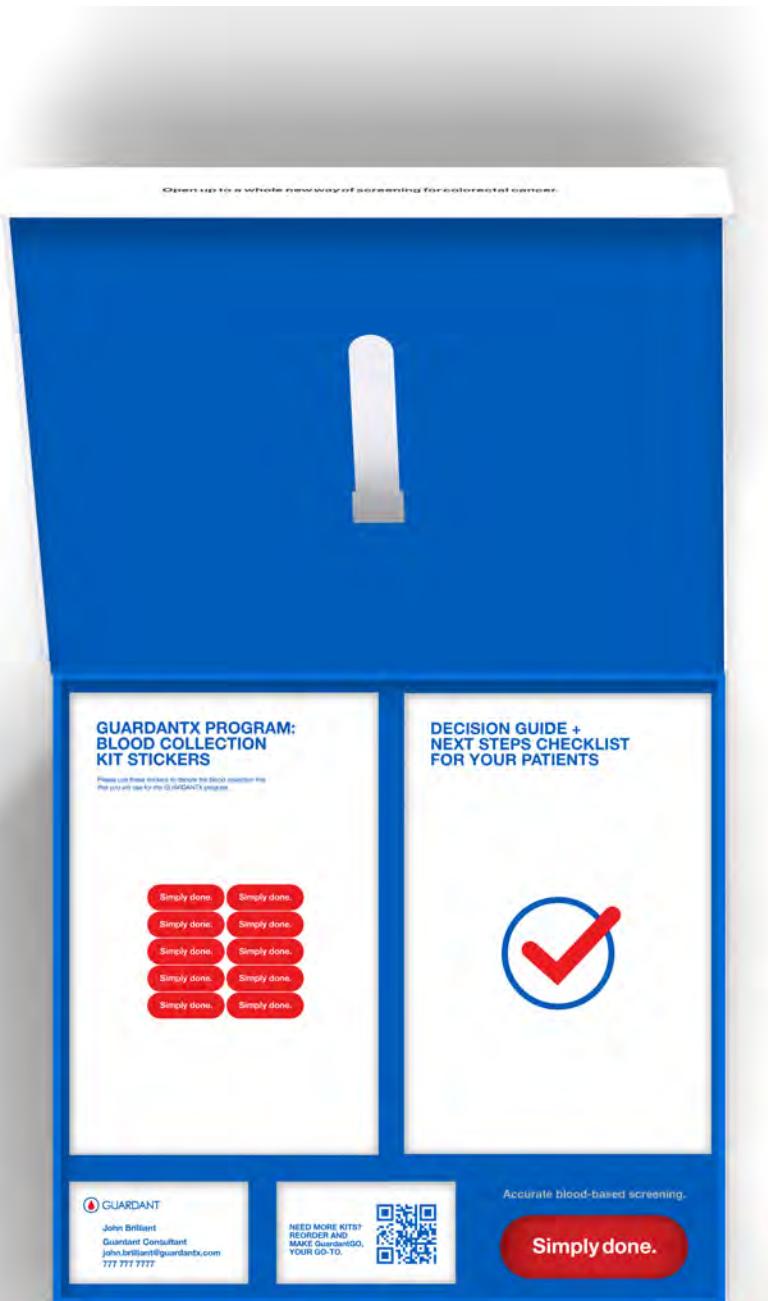
We created the logos and the HCP welcome kit.



THE ASSIGNMENT

- Name and logo creation
- Welcome Kit design
- Styleguide

Logo development



HCP welcome kit: brochure, welcome letter, sticker, desk accessory, business card



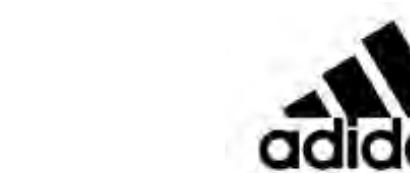
Over the course of my career, I've worked across both major and independent music labels. As Vice President and Creative Director at Capitol Records and Virgin Music, I launched and oversaw creative campaigns for iconic artists including Lenny Kravitz, The Rolling Stones, Christina Aguilera, and Jared Leto. My role spanned the full creative spectrum; developing visual systems, merchandise, packaging, styling, stage concepts, and immersive environmental design.

As digital music distribution began to reshape the industry, I adapted my practice and expanded into brand identity work. Since then, I've partnered with both global and boutique agencies as an independent consultant, specializing in high-profile brand identities and guidelines, experiential and interior design, apparel, advertising campaigns, and packaging, work designed to build lasting recognition and sustained engagement.

My brand and creative work has received industry awards and has been featured in *Communication Arts*, *Print*, *HOW*, and *Archive*. My contributions to the music industry are represented in the Rock & Roll Hall of Fame, and I am proud to serve as an annual judge and active member of the Recording Academy (Grammys).

Echo Designlab | sean@echodesignlab.com | +1 646 703 1870

AUTOMOTIVE
BEAUTY
BEVERAGE
CHILDREN'S MEDIA
CORPORATE
ELECTRONICS
ENERGY
ENTERTAINMENT
EXPO
FASHION
FINANCE
FOOD
HEALTHCARE
HOSPITALITY
MUSIC
PUBLISHING
SPORTS
TECH
TRAVEL



Healthcare

HCP
DTC
Managed Care
Med Ed
Devices
Lifestyle, high-science, rare-disease

ANTIDEPRESSANTS / ANTIPSYCHOTICS

BEAUTY ENHANCEMENT

CARDIOVASCULAR

CHEMICAL DEPENDENCY

DERMATOLOGY

DEVICES

DIABETES

DEPENDENCIES: DRUG/ALCOHOL/SMOKING

EPILEPSY

GASTROINTESTINAL

HORMONAL DISORDERS

IMMUNOLOGY

INCONTINENCE

INFECTIOUS DISEASES

INOCULATIONS

MEN'S HEALTH

MENOPAUSE

MULTIPLE SCLEROSIS

NEPHROLOGY

ONCOLOGY

OPTOMETRY

PAIN MANAGEMENT

RARE DISEASES

RESPIRATORY

SEXUAL ISSUES

SLEEP AIDS

WEIGHT LOSS

WOMEN'S HEALTH



Awards and Certifications

Certified WBE NY Business

Certified Institute of Advertising Ethics Green Shield

Active member of the Grammy Awards

AWARDS and RECOGNITIONS:

- AVA
- Archive Magazine
- Creative Excellence
- Communication Arts
- Creative Floor
- Fast Company Innovation by Design
- MM&M
- Muse Award
- Print Magazine
- Rock n'Roll Hall of Fame
- New York Festival Global Awards
- Webby



PRINT



**MM+M
Awards**



**ROCK&ROLL
HALL OF FAME**



Sean M. Smith

Global Creative Leadership | Brand Design Director

Echo Designlab | sean@echodesignlab.com | +1 646 703 1870

Thank You