

# Sean M. Smith

Global Creative Leadership | Brand Design Director

Echo Designlab | [sean@echodesignlab.com](mailto: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](http://www.echodesignlab.com)



emplate.

clients.

ended based  
viding that the

enant logo is  
o is larger than

n logo  
e footer.

Brand Style

THEORY

CONCEPT

RESEARCH

DESIGN

IMPLEMENTATION

BRAND POSITION



LOREM  
LOREM IPSUM  
NIBH EUSTOD  
ENIM AD MIN  
NISI UT ALIQU  
LOREM IPSUM  
NIBH EUSTOD  
ENIM AD MIN  
NISI UT ALIQU

CONCEPT  
DESIGN  
IMPLEMENTATION

RESEARCH



ACompany for Client: Pfizer

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

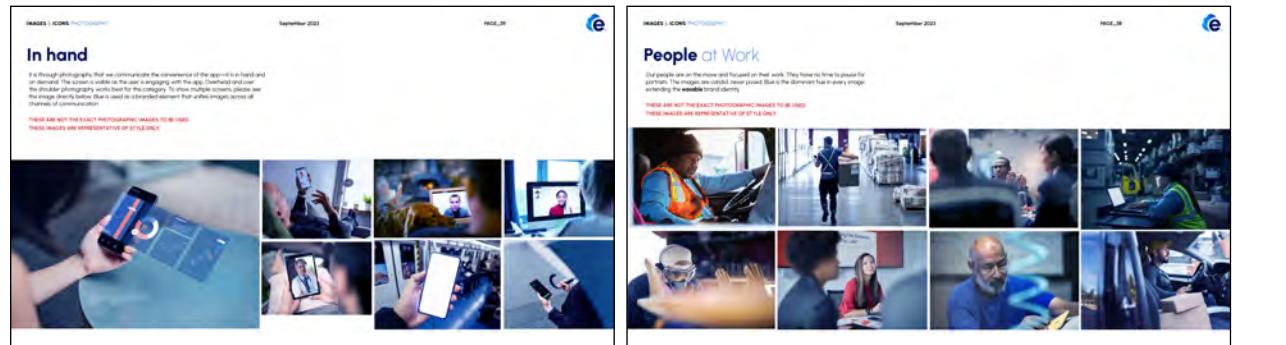
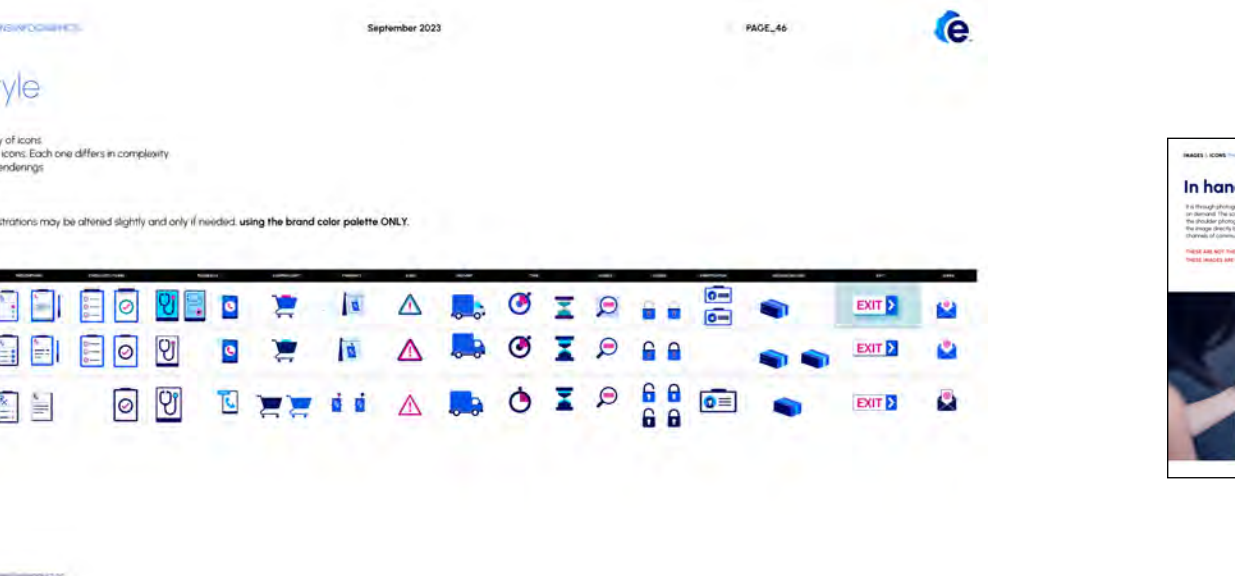
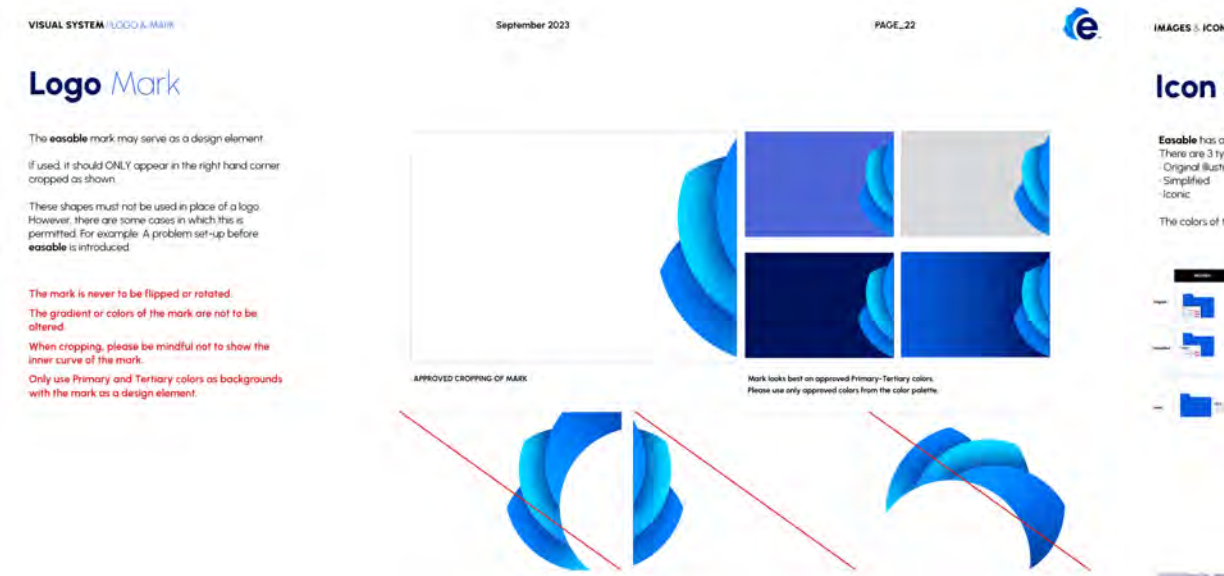
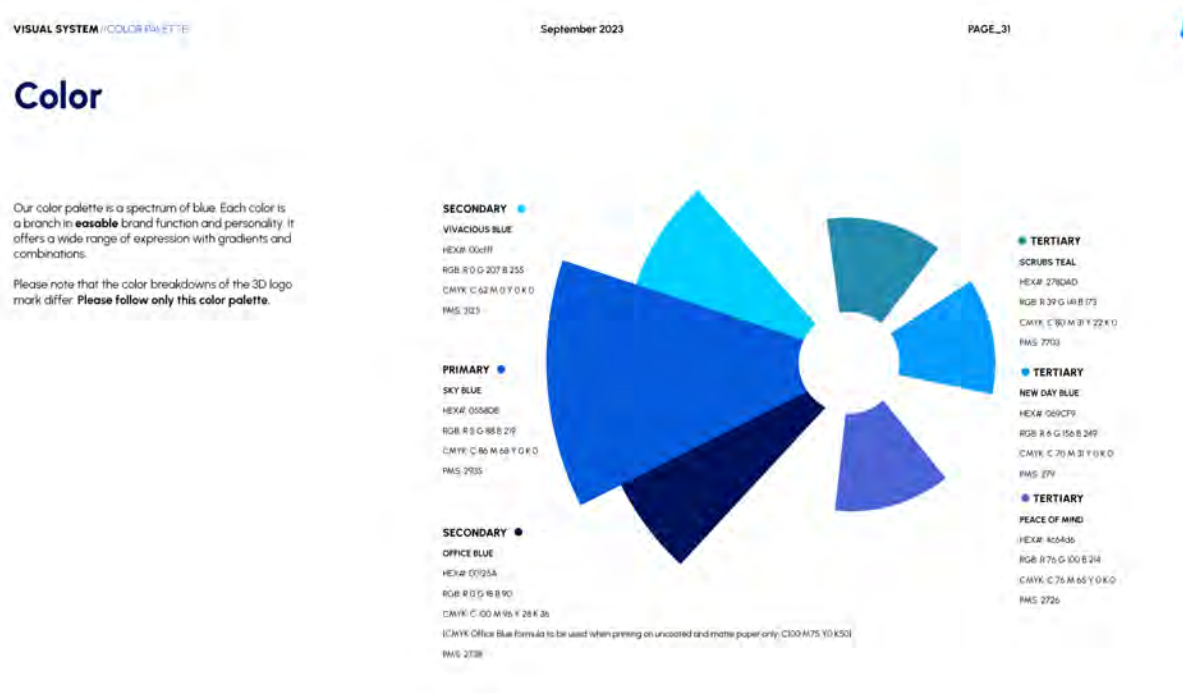
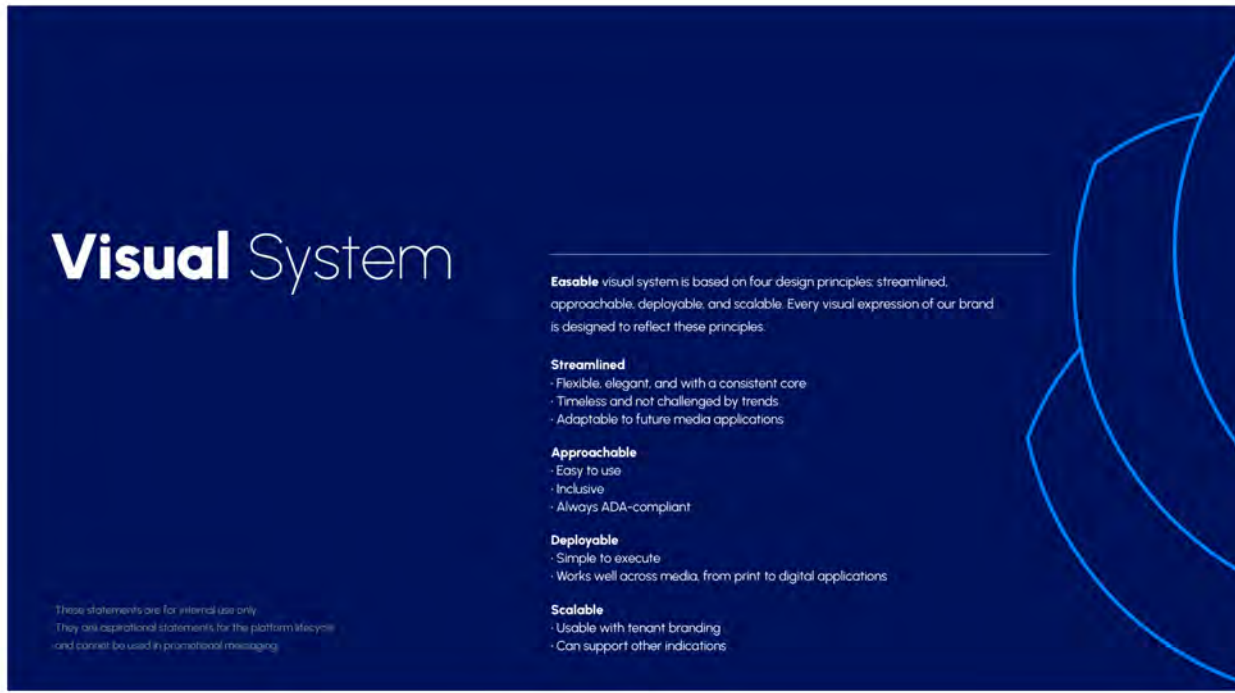
THE ASSIGNMENT

- 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.



Logo

Logo Evolution



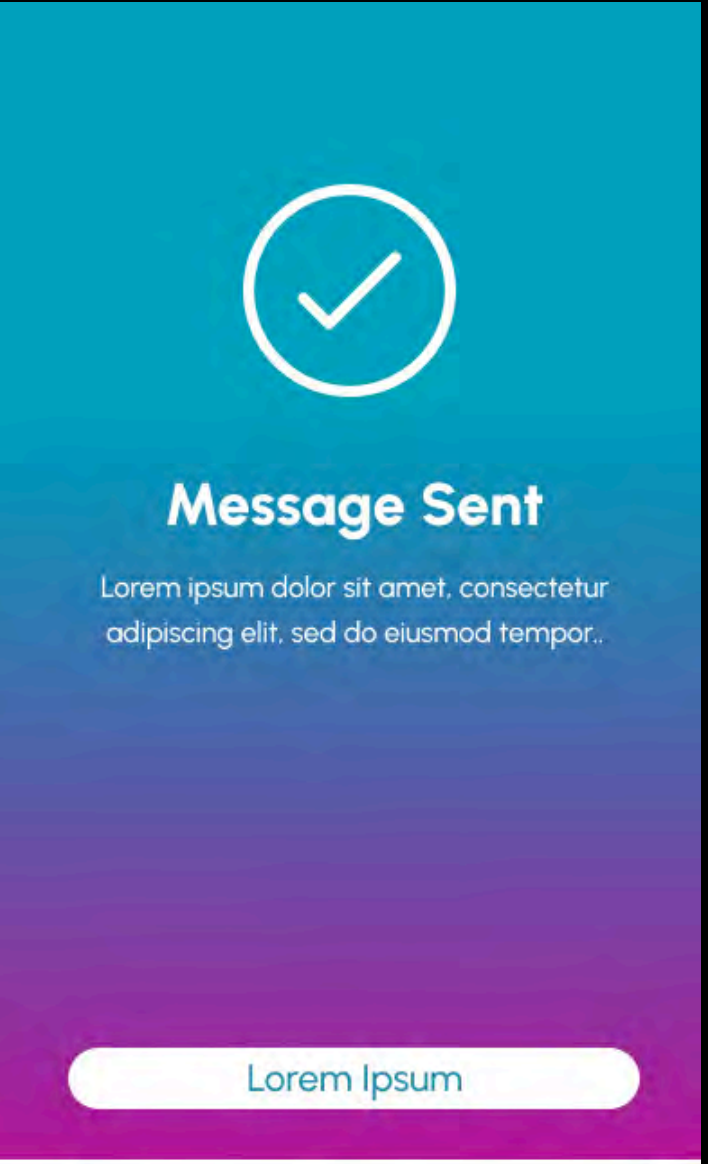
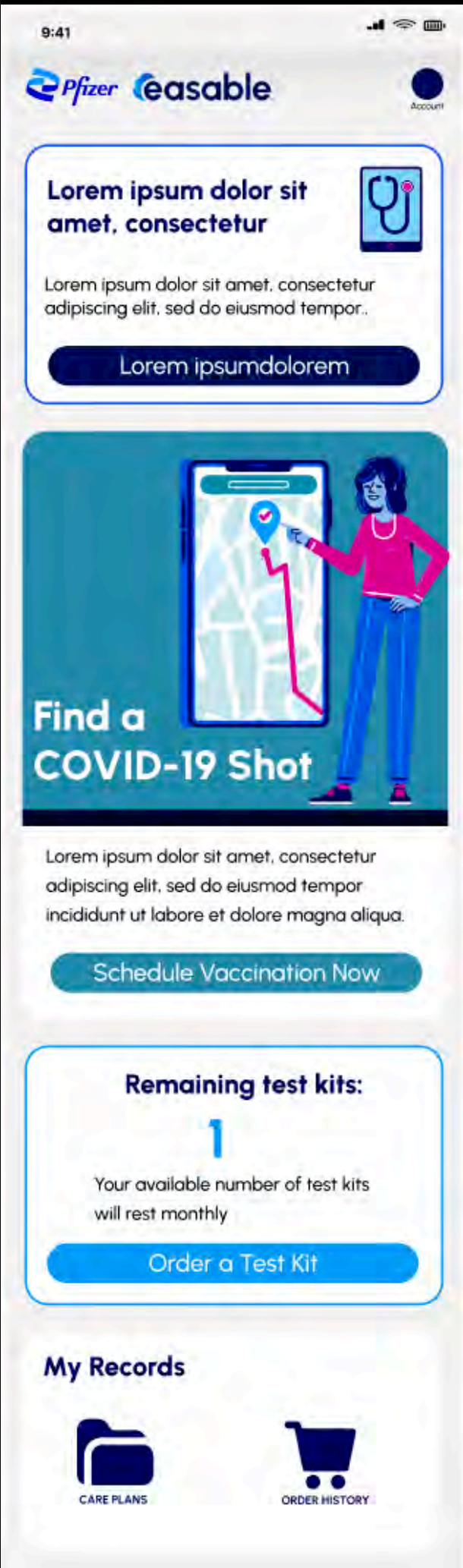
Brand Style Guide

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

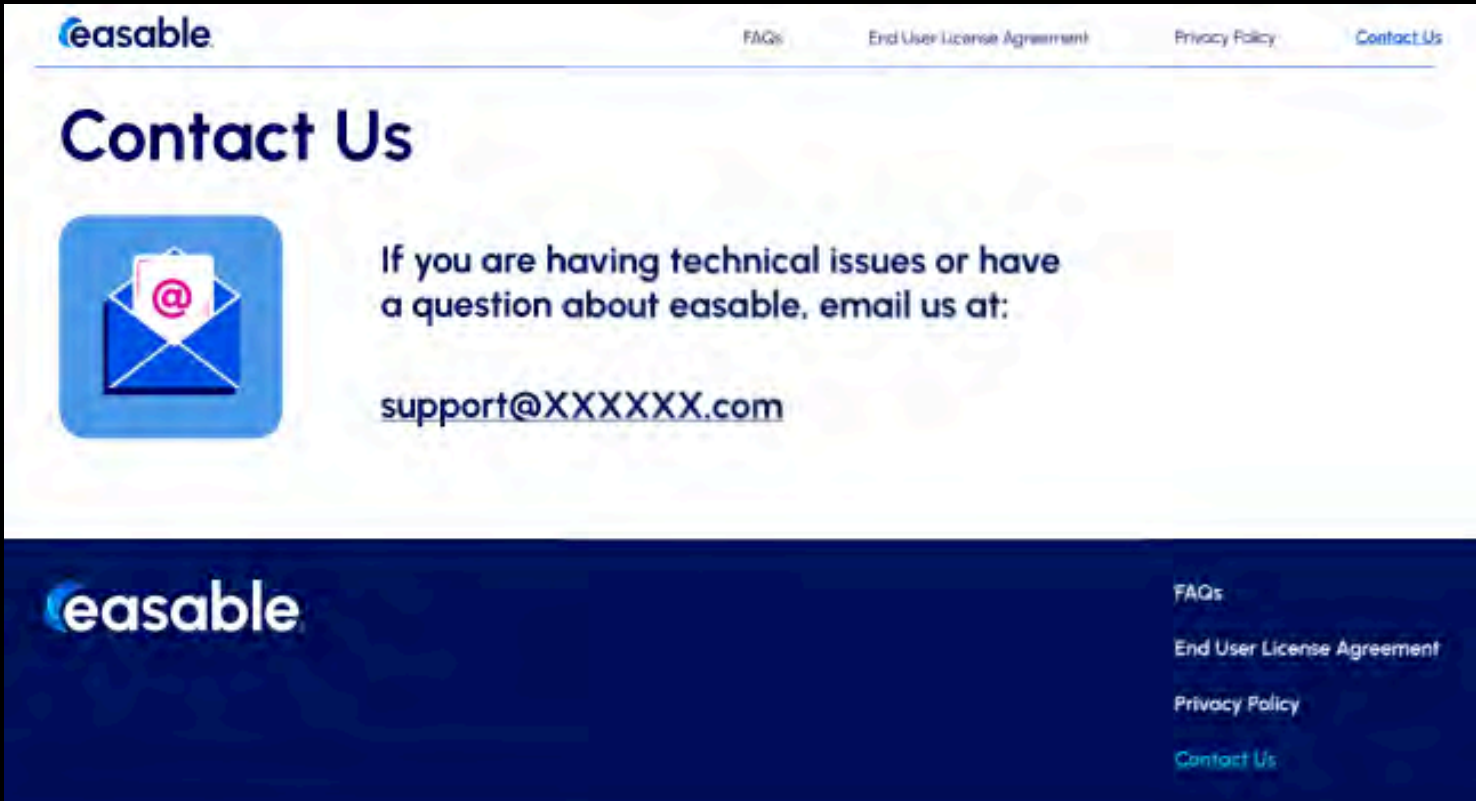
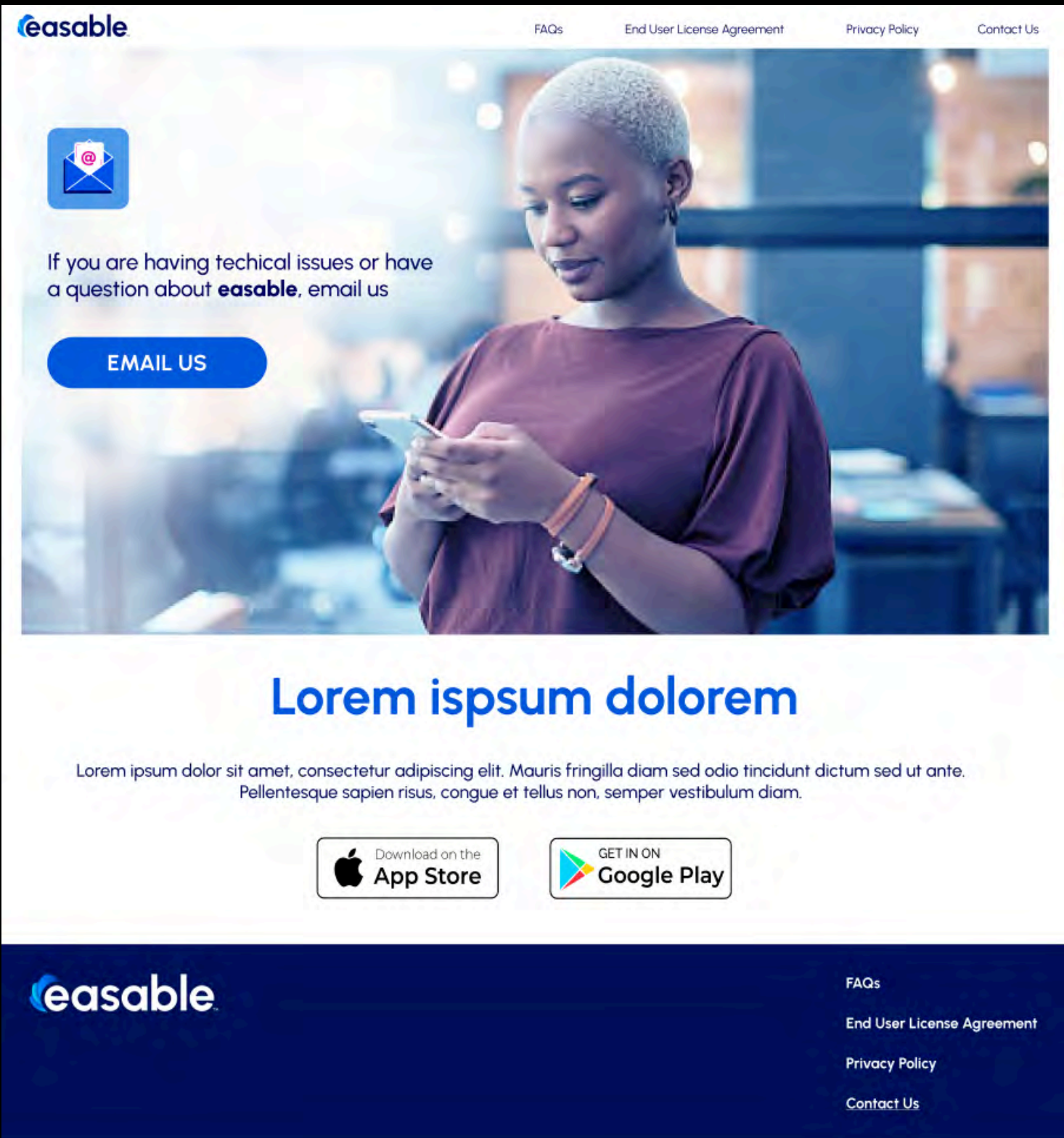
- We chose a unique illustration style to create an approachable and friendly brand visual voice. Additionally, illustrations were easier and quicker to execute as well as more budget friendly when negotiating for buyout rights.
- The 3 sections were color coded for easy recognition.
- Large font and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





Website

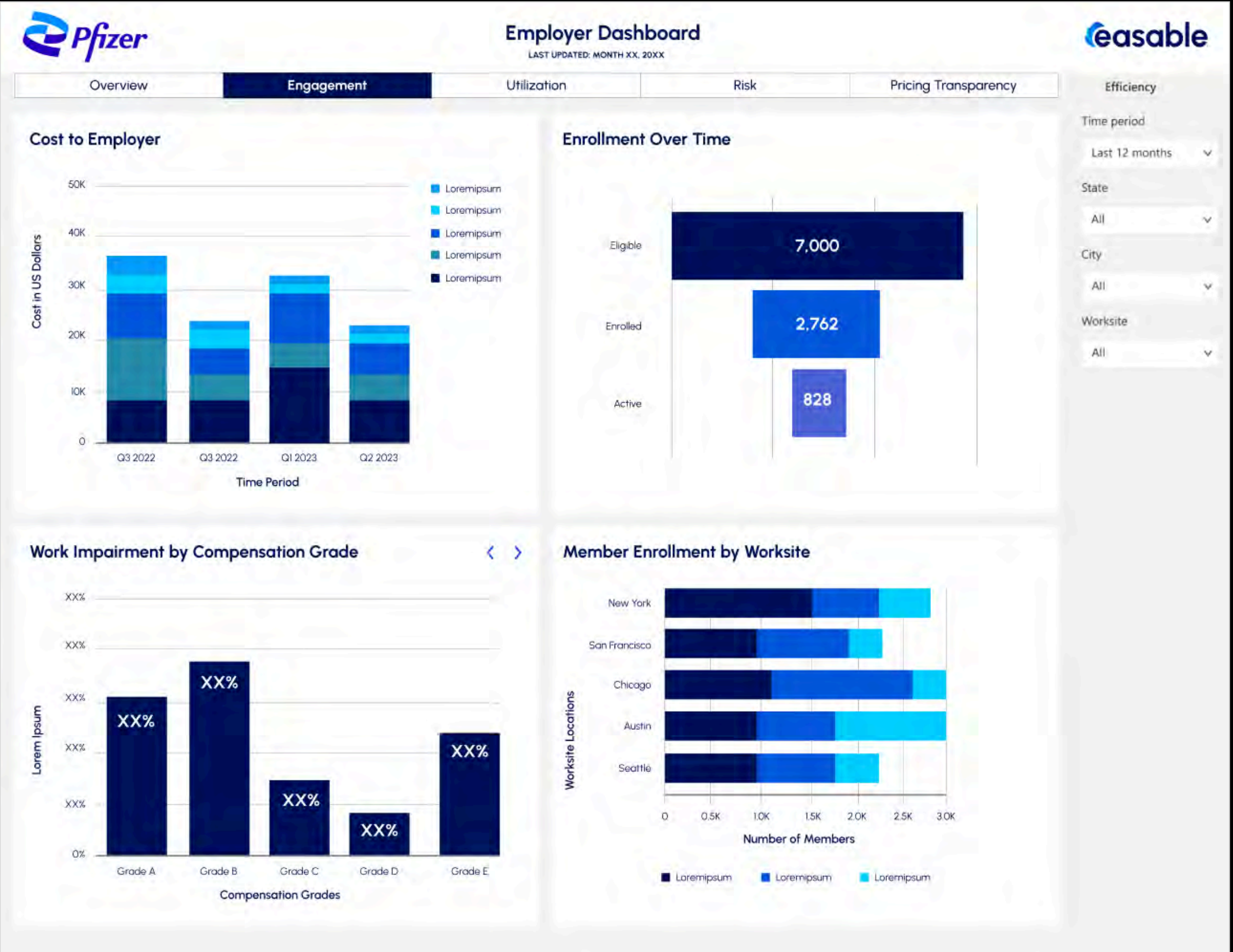
Template for the easablecare.com website, pulling through all the app elements for consistency.





Data Visualization

An employee dashboard analytic to track the program





**Signature Color**  
**Energy Red**  
Red is associated with energy,  
passion and commands attention.

**Primary Colors**  
**Overcast | Glacier**  
Like the calm seas and cooling ice, blue  
inspires a sense of calm and spiritual  
awareness along with feelings of trust.

Stay **CARBON-FREE** POWER |

#c21b18

RGB  
R192 G167 B112  
CMYK  
C16 M10 Y7 K7  
Pantone  
C1805

#323b52  
THE FUTURE

RGB  
R49 G59 B82  
CMYK  
C84 M75 Y44 K39  
Pantone  
C7546

#61c8d8

OLVE THE COOLING  
CRUNCH | **DO  
BETTER**

RGB  
R98 G181 B216  
CMYK  
C56 M40 Y15 K0  
Pantone  
C7546

**NOSTROMO**  
COOLING GLOBAL WARMING

 **NOSTROMO**



Client: Nostromo

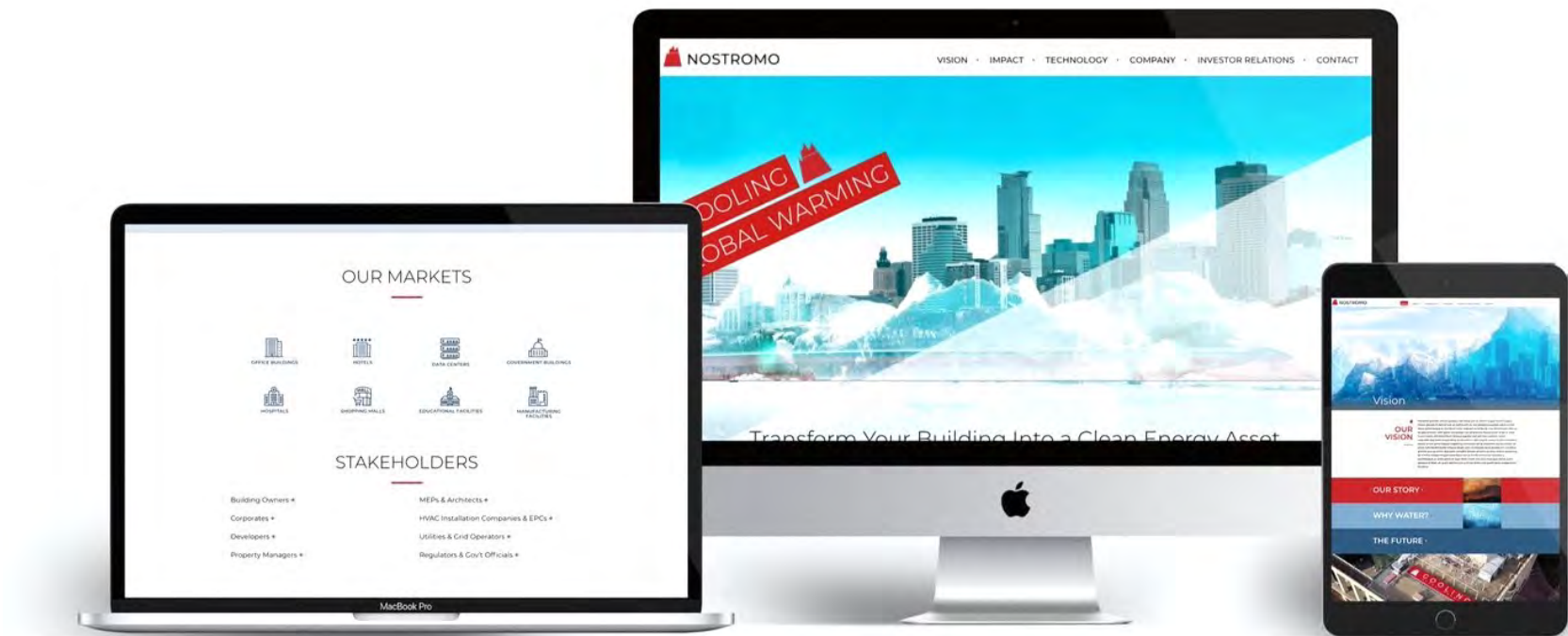
Finally, a climate change solution that is already at work in many countries: the device transforms buildings into a clean energy asset. How awesome is that?

**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.

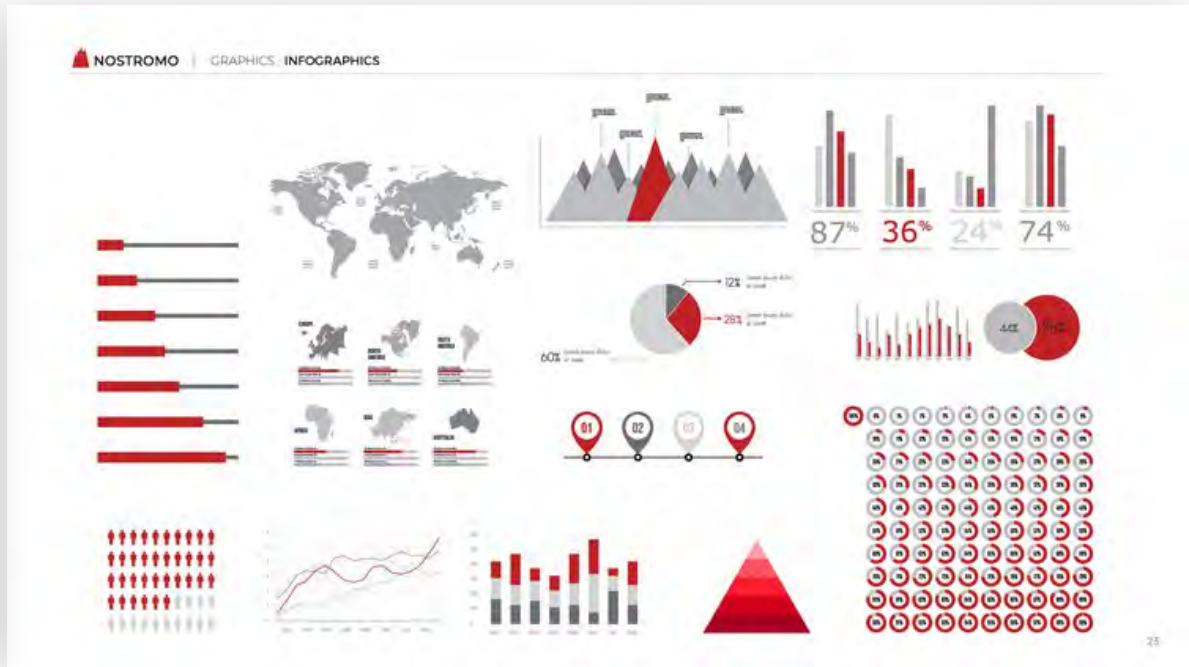
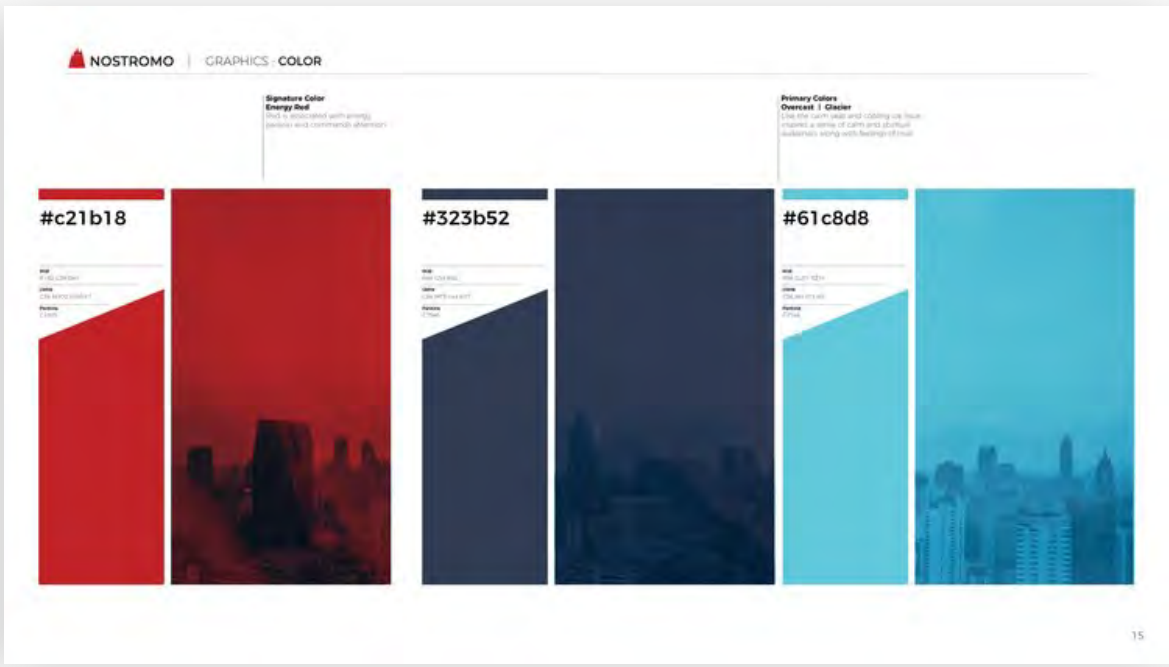
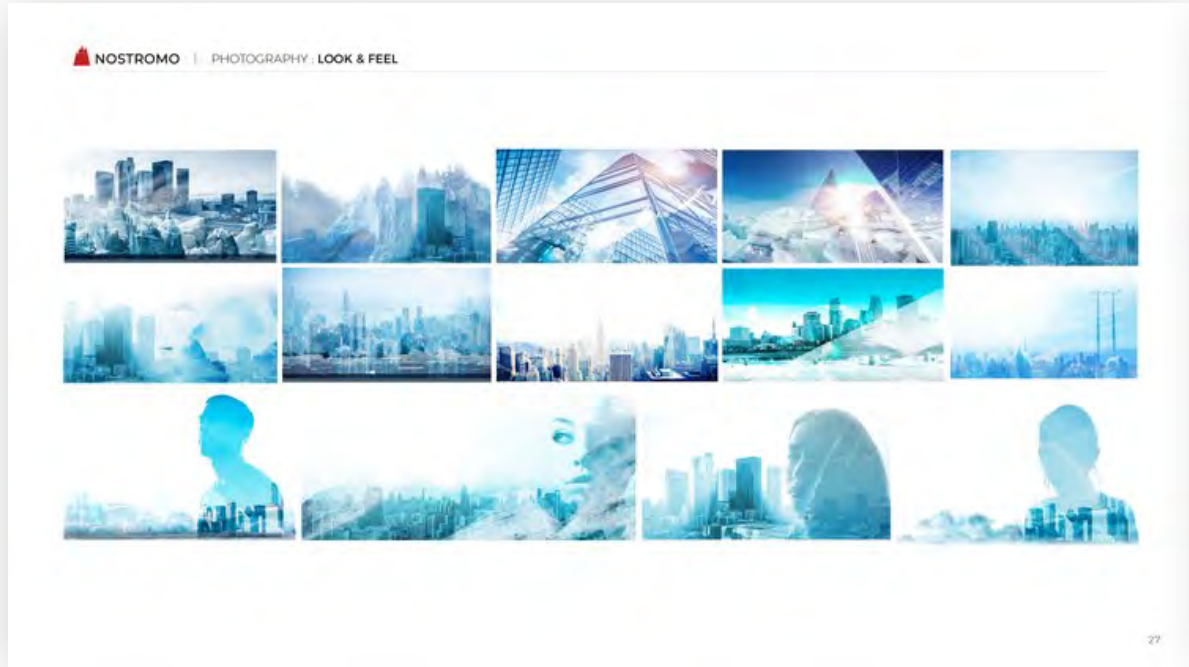


Logo



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







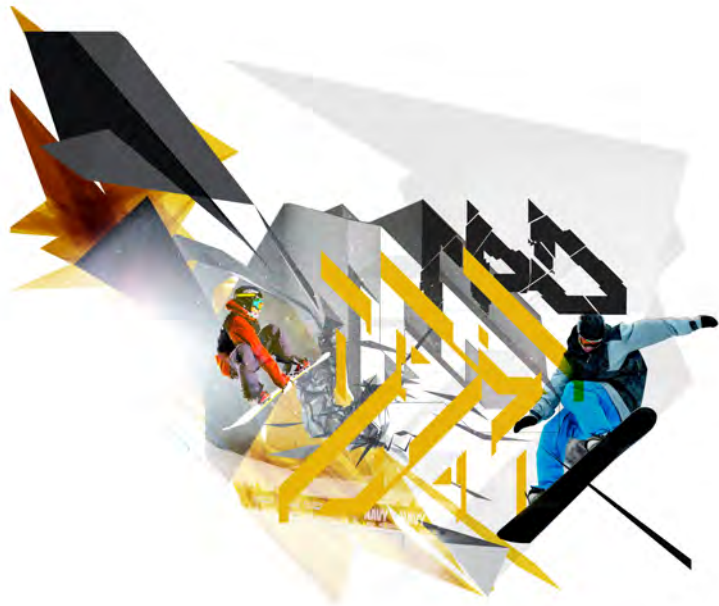
Client: ESPN X Games

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

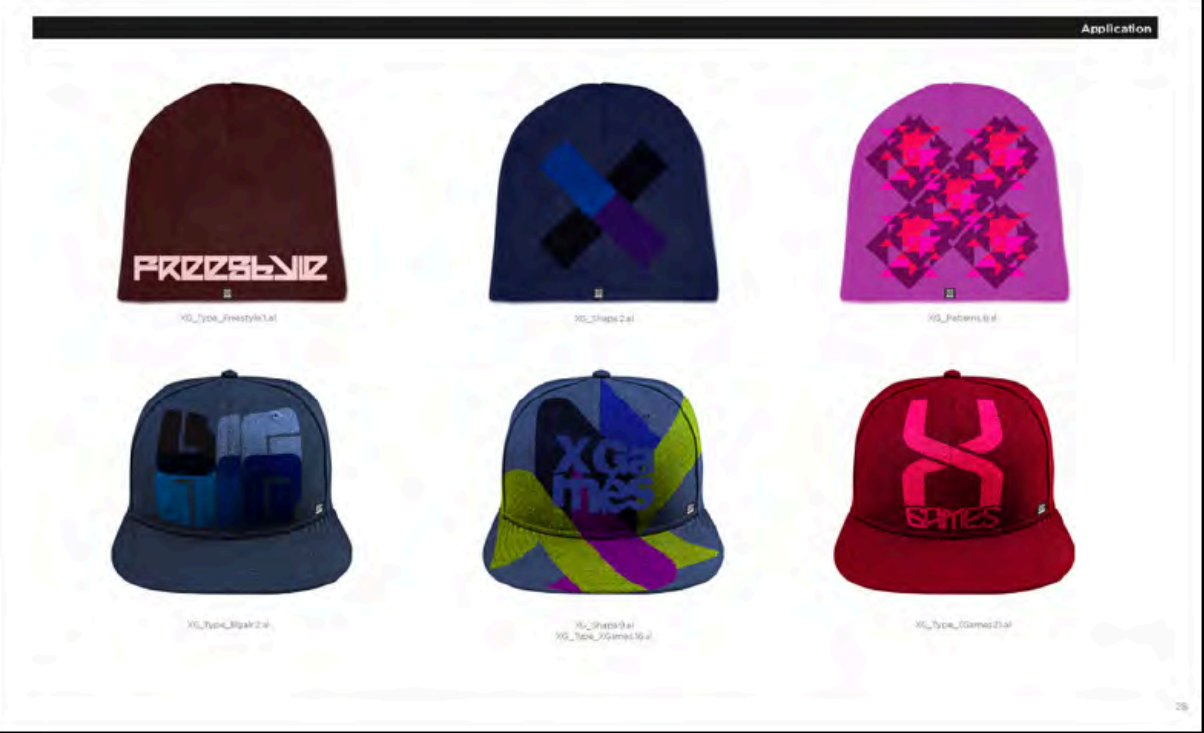
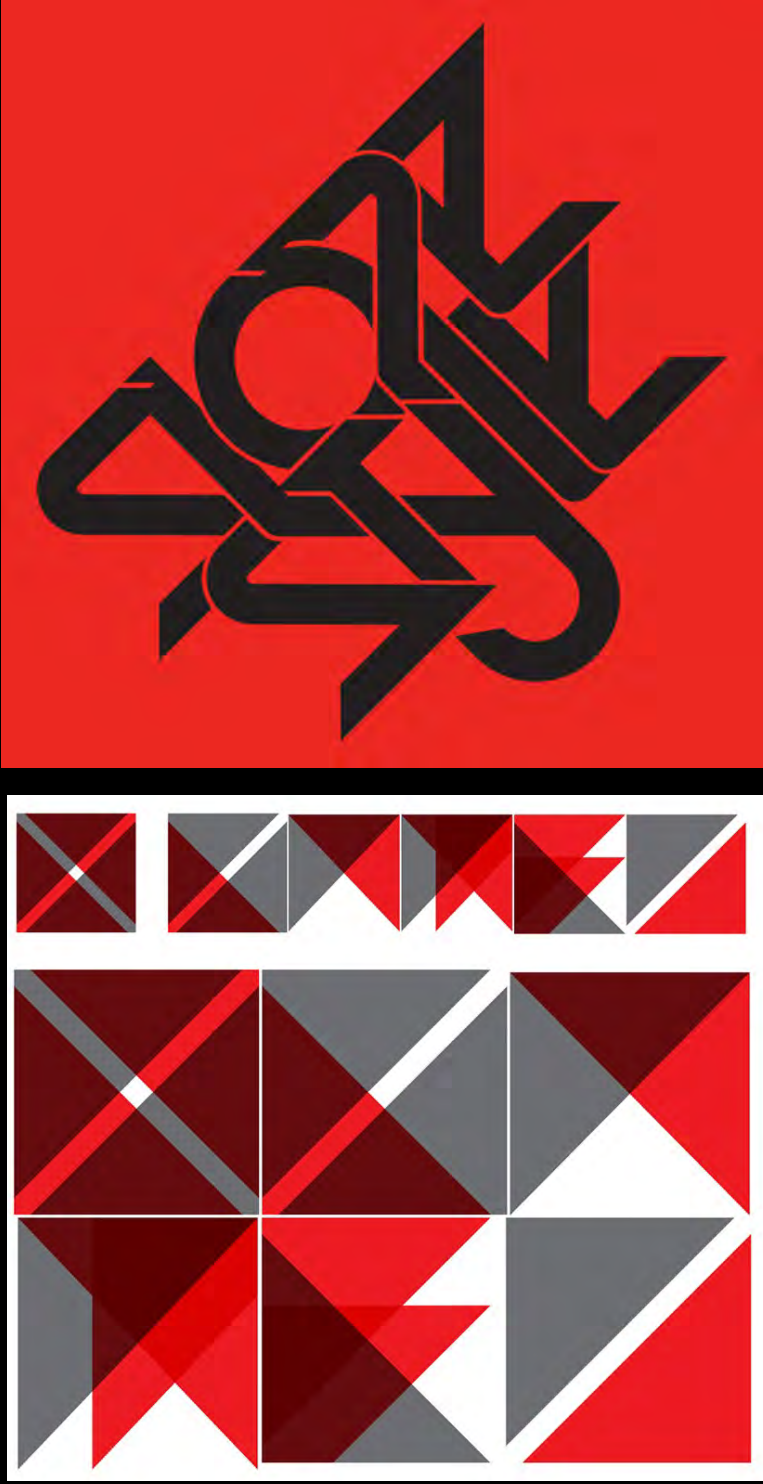
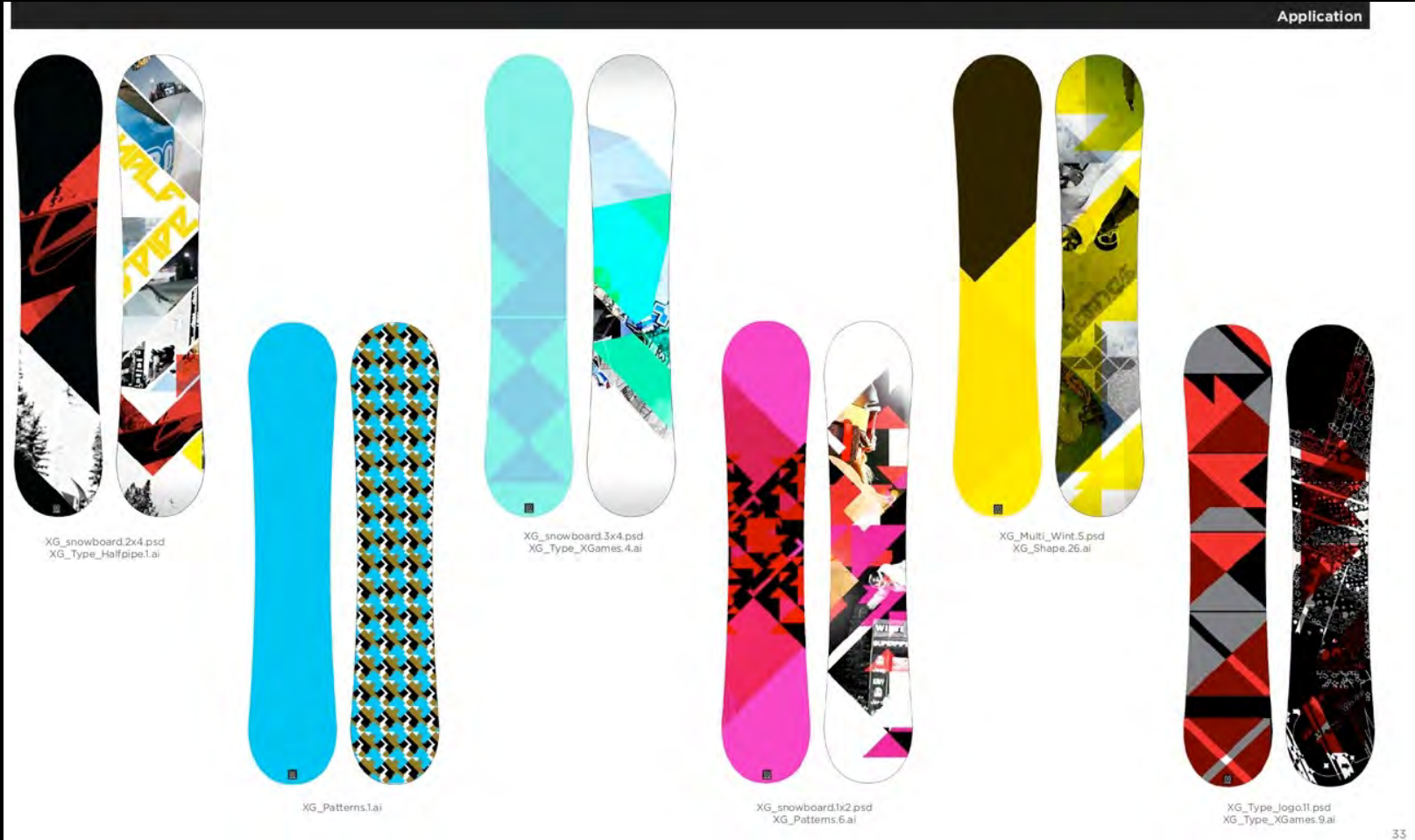
THE ASSIGNMENT

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



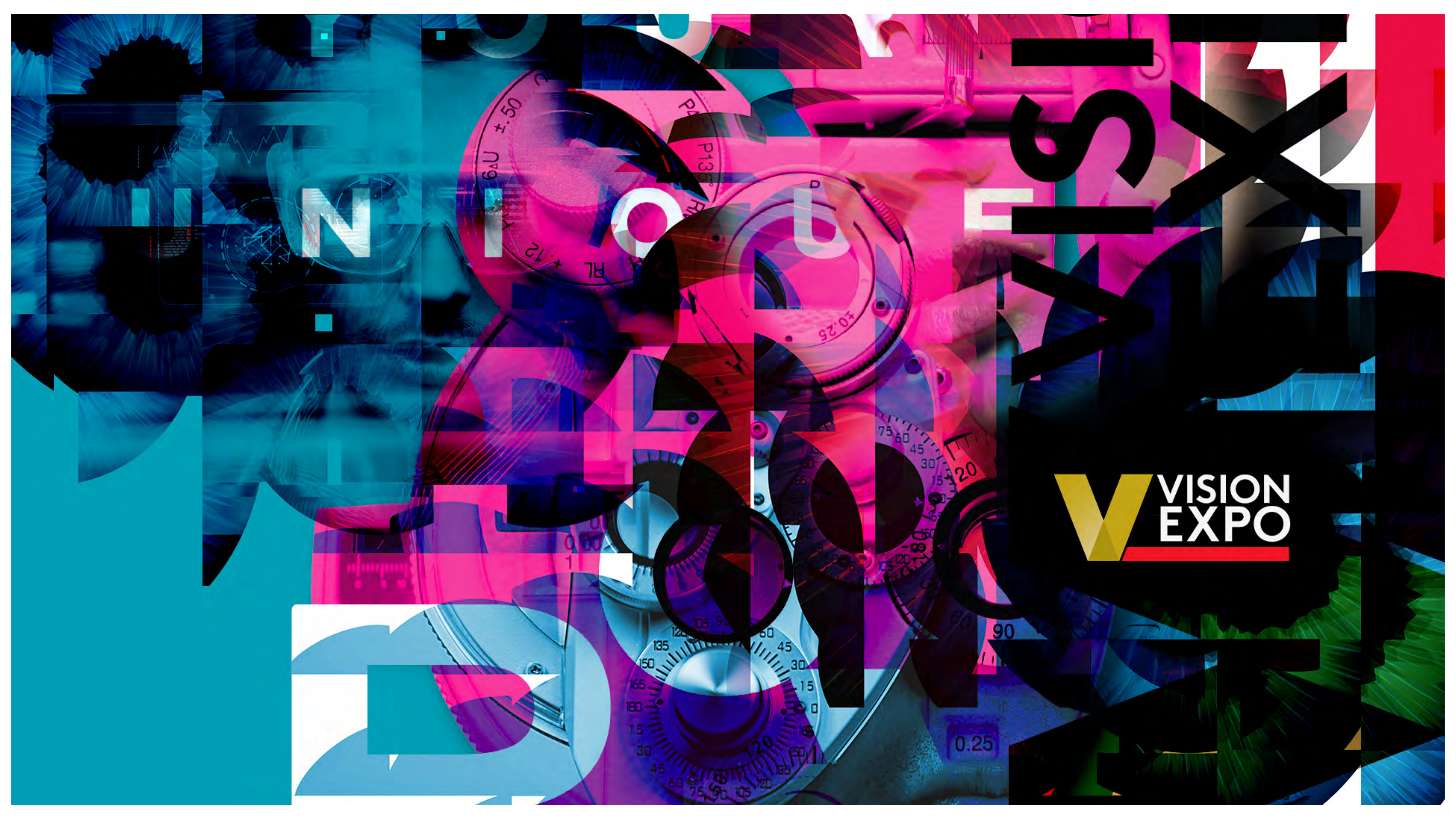












N

I

O

U

F

S

X

E

R

V

E

R

E

R

E

R

E

R

**V** VISION  
EXPO



ACompany 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.

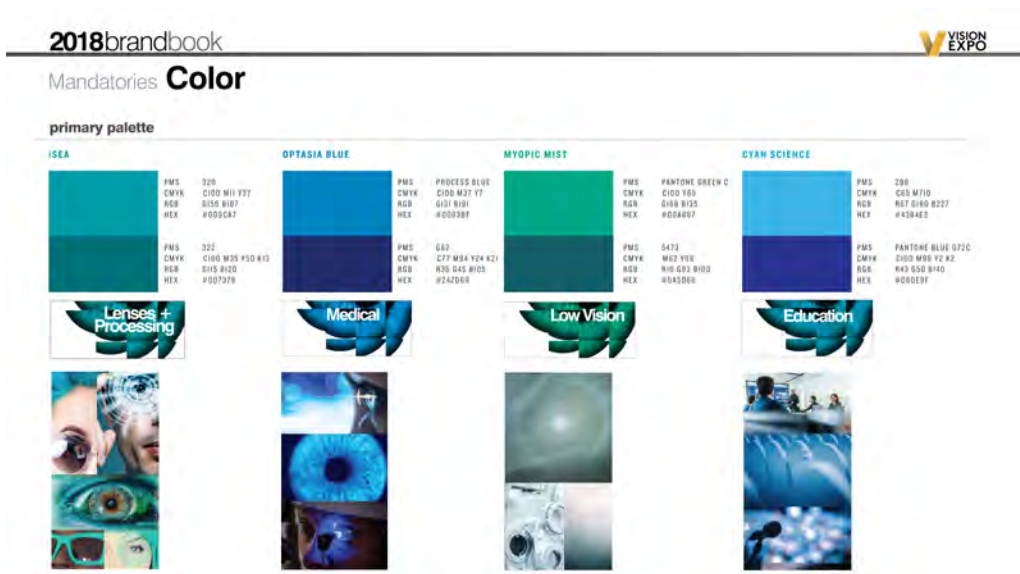
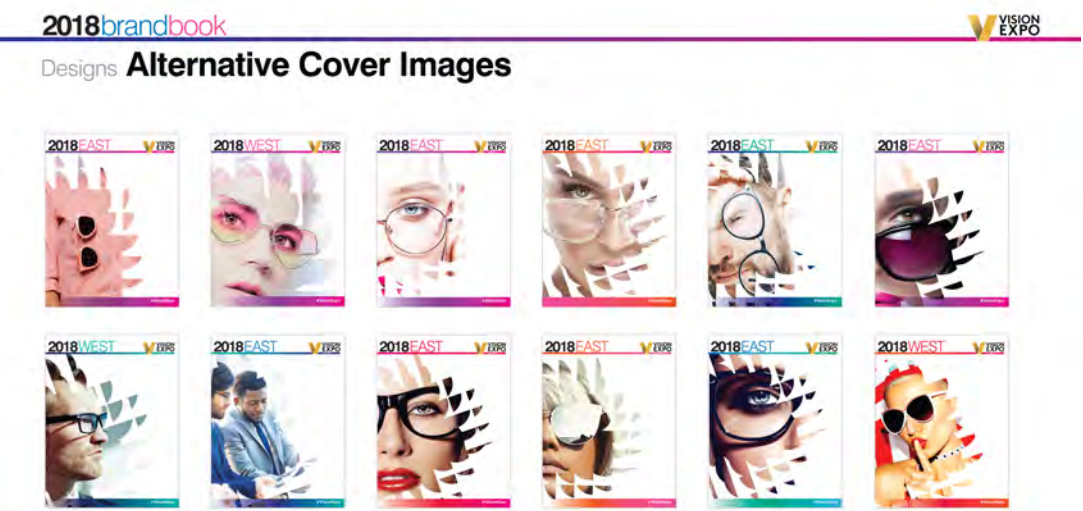
- Ran a brand and UX web analysis workshop with the client team and conducted market research with attendees and exhibitors.
- Established the show’s big-idea theme: ALL ABOUT EYES.
- Refined existing logo (which is now being used as their permanent logo)
- Wrote messaging that threads through all written 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



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.”





Color Palette

Color is integral to the NHS story. StopSign is there primary accent color that will unify all brand materials. The neutral colors are used to create depth and allow StopSign to pop. Text and icons can be used in place of black whenever possible, however, a lighter tone that compliments StopSign. There is no requirement for Pantone colors, but PMS matches are specified for the cases to ensure they are consistent.



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



Icon  
Full Name  
Acronym Horizontal  
Acronym Vertical

Web

HEX #a9b3b7

RGB R: 169 G: 179 B: 183

Print

CMYK C: 80 M: 79 Y: 79 K: 0

PANTONE PMS 7546

Web

HEX #446280

RGB R: 68 G: 98 B: 128

Print

CMYK C: 80 M: 79 Y: 79 K: 0

PANTONE PMS 7546

Web

HEX #a9b3b7

RGB R: 251 G: 261 B: 265

Print

CMYK C: 0 M: 42 Y: 50 K: 0

PANTONE PMS 741

Web

HEX #f0f0f0

RGB R: 255 G: 255 B: 255

Print

CMYK C: 0 M: 42 Y: 50 K: 0

PANTONE PMS 741

USE:

Neutral backgrounds

Quiet text and graphics

USE:

Neutral backgrounds

Quiet text and graphics

USE:

Contrast text, graphics, backgrounds

USE:

Small highlights and callouts (use sparingly)



## ACompany for Client: National Hardware Show

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

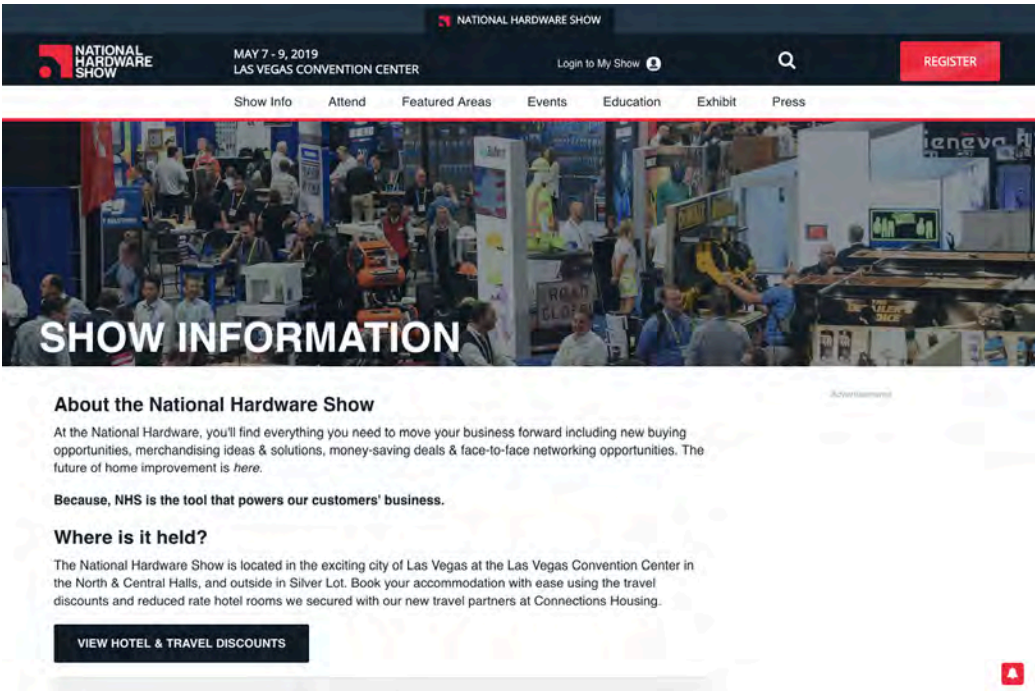
We built a 360 brand experience with a guideline as the foundation, and refined their existing logo. The outcome was a great success. **To quote our client, "A number of attendees told us they hadn’t planned on attending but the new look caught their eye and they took the time to see what was different. 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



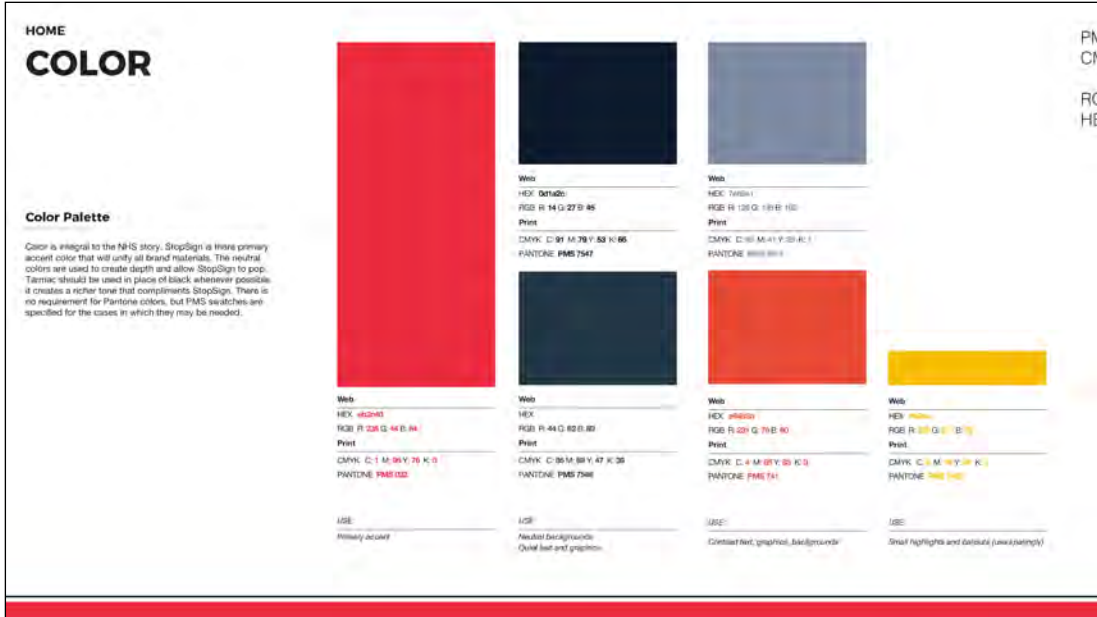
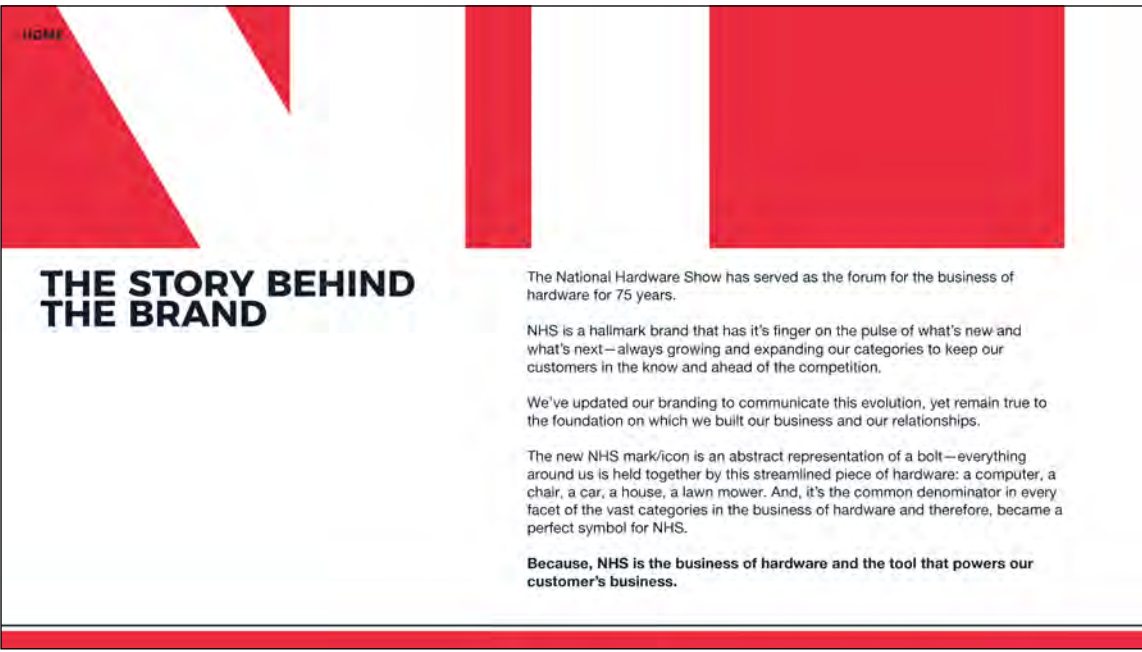
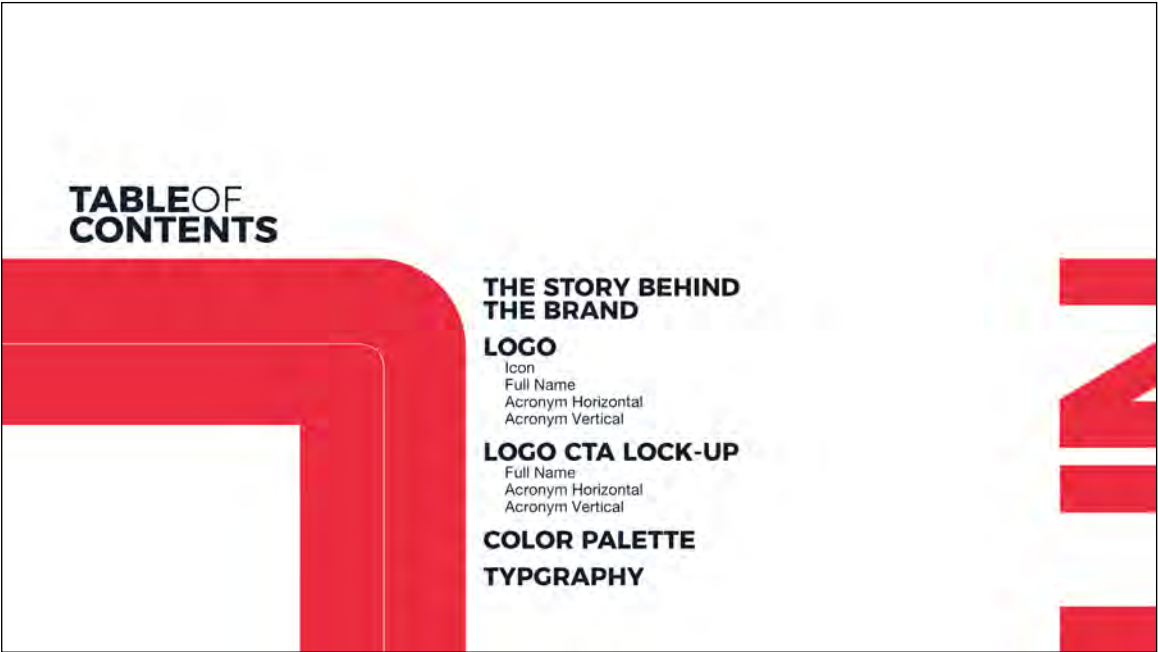
Logo



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

*No rules.*



ACompany for Client: FitHit

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

THE ASSIGNMENT

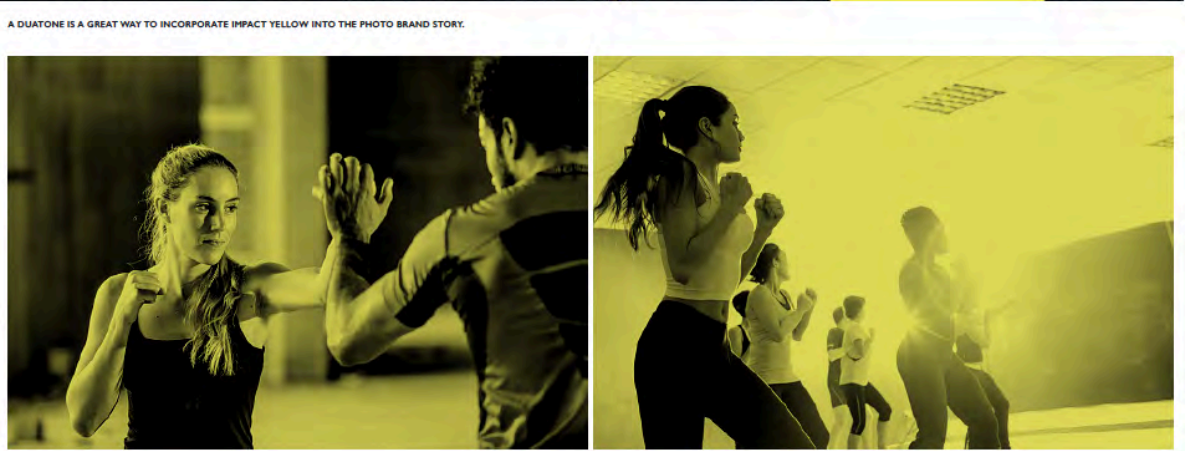
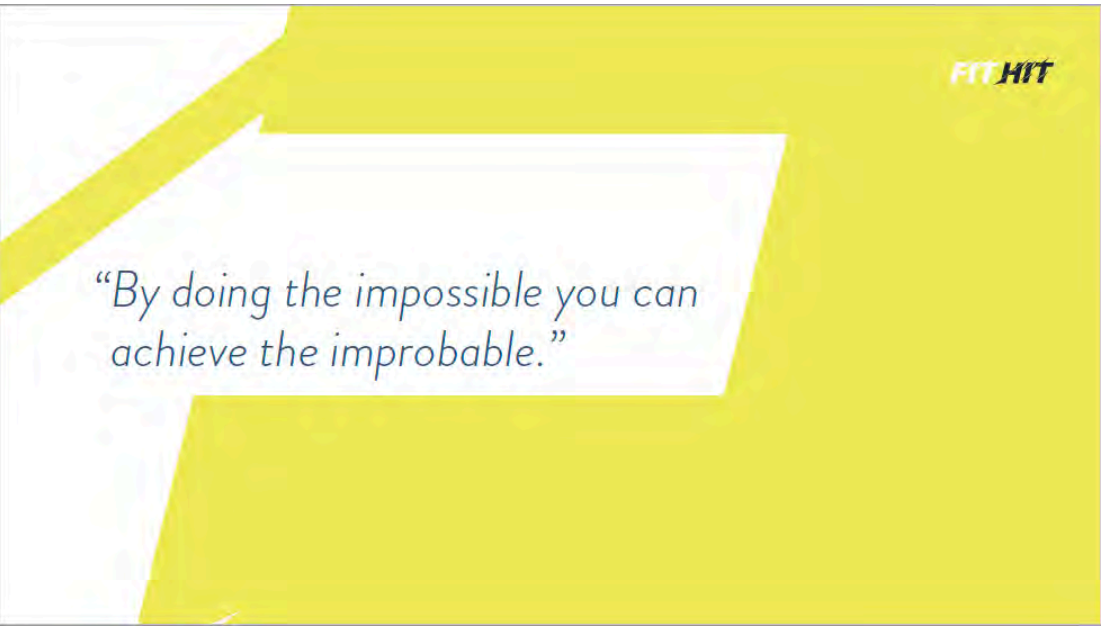
The outcome was a turn-key brand guide, which included styles for interior, merch, colors, language, signage. This enabled the client to outsource or self-create any additional assets such as schedules and signs.



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.





Scott Bradlee's  
POSTMODERN JUKEBOX

Scott Bradlee's  
POSTMODERN JUKEBOX

presents

THE TWENTIES



THE 20'S ARE COMING!

LIVE IN EUROPE  
2018 TOUR OCTOBER 10TH

DOES IT SOUND  
FLUOR

LIVE IN EUROPE  
2018 TOUR OCTOBER 10TH

DOES IT SOUND  
FLUOR

Scott Bradlee's  
POSTMODERN JUKEBOX  
The  
TWENTIES  
2.0

Scott Bradlee's  
POSTMODERN JUKEBOX  
LIVE IN EUROPE  
2018 TOUR OCTOBER 10TH

DOES IT SOUND  
FLUOR



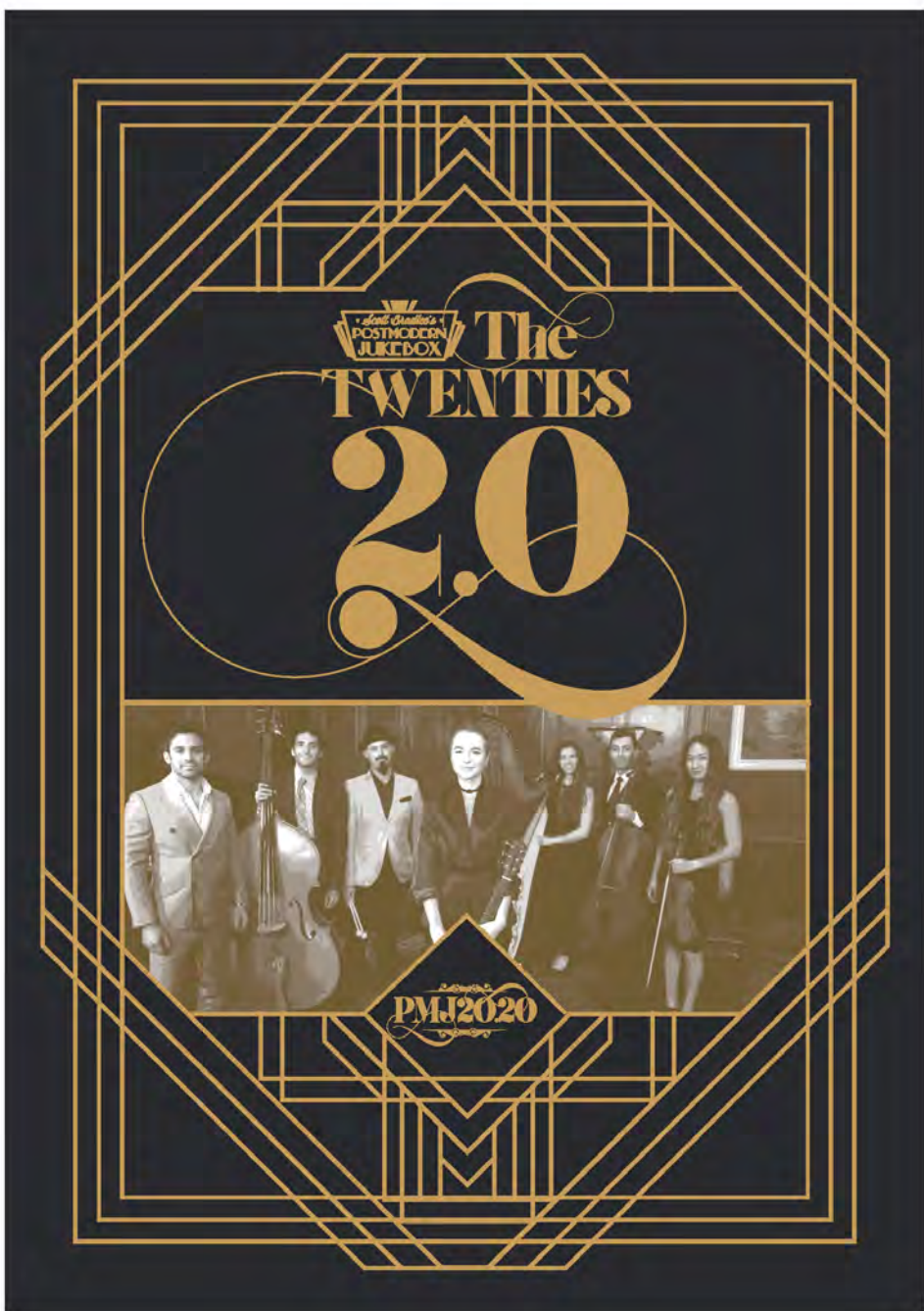
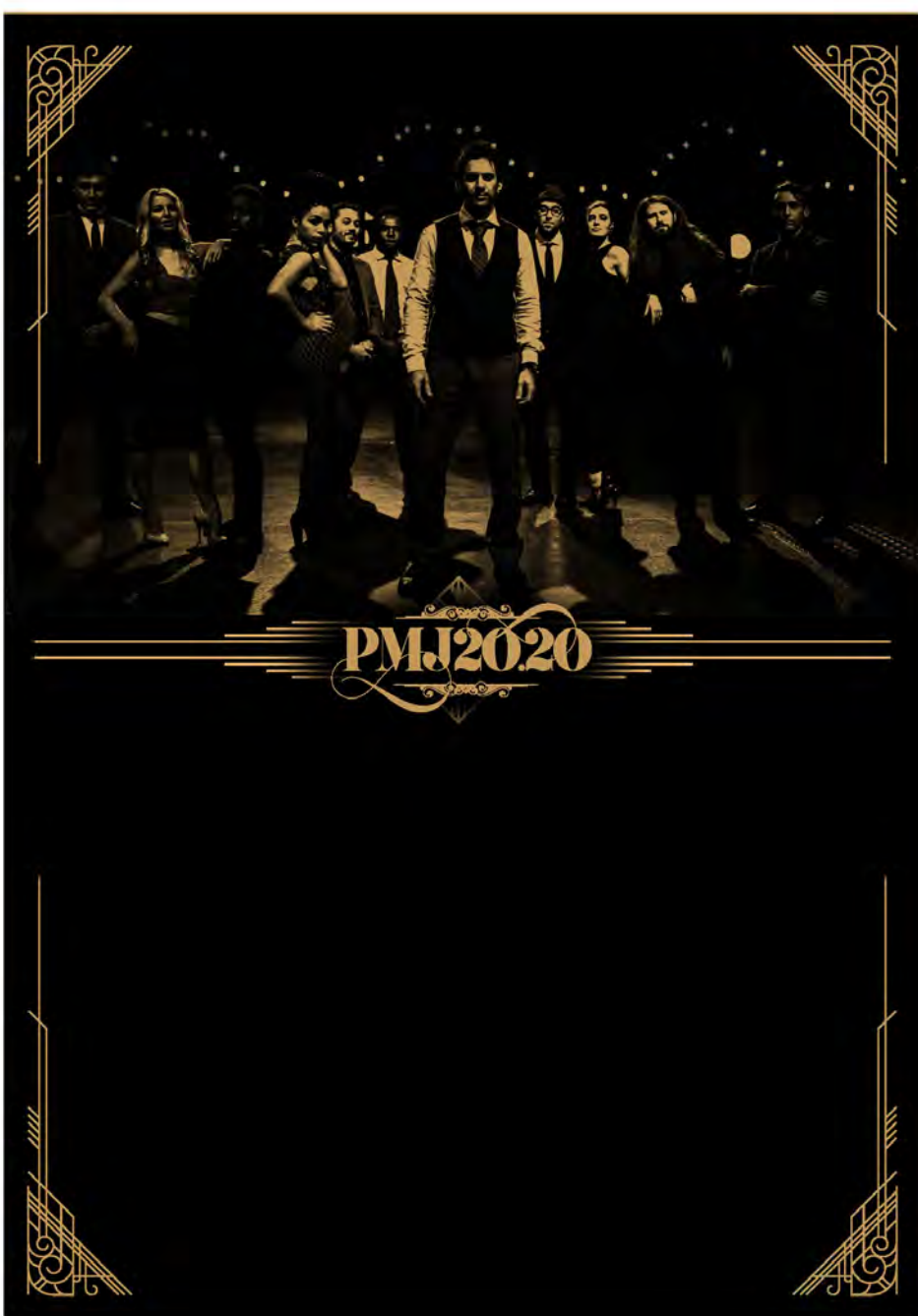


Client: Postmodern Jukebox

- 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 do-  
 elit, sed diam ne-  
 laoreet dolore m-  
 enim ad minim v-  
 mcorper suscipi-  
 do consequat.

The logo for YOUPLUS features a stylized blue circle with a white plus sign inside, followed by the text "YOUPLUS" in a bold, sans-serif font. The "Y" and "O" are blue, while "UPLUS" is black. The background is a teal gradient with a large, curved blue shape on the left.

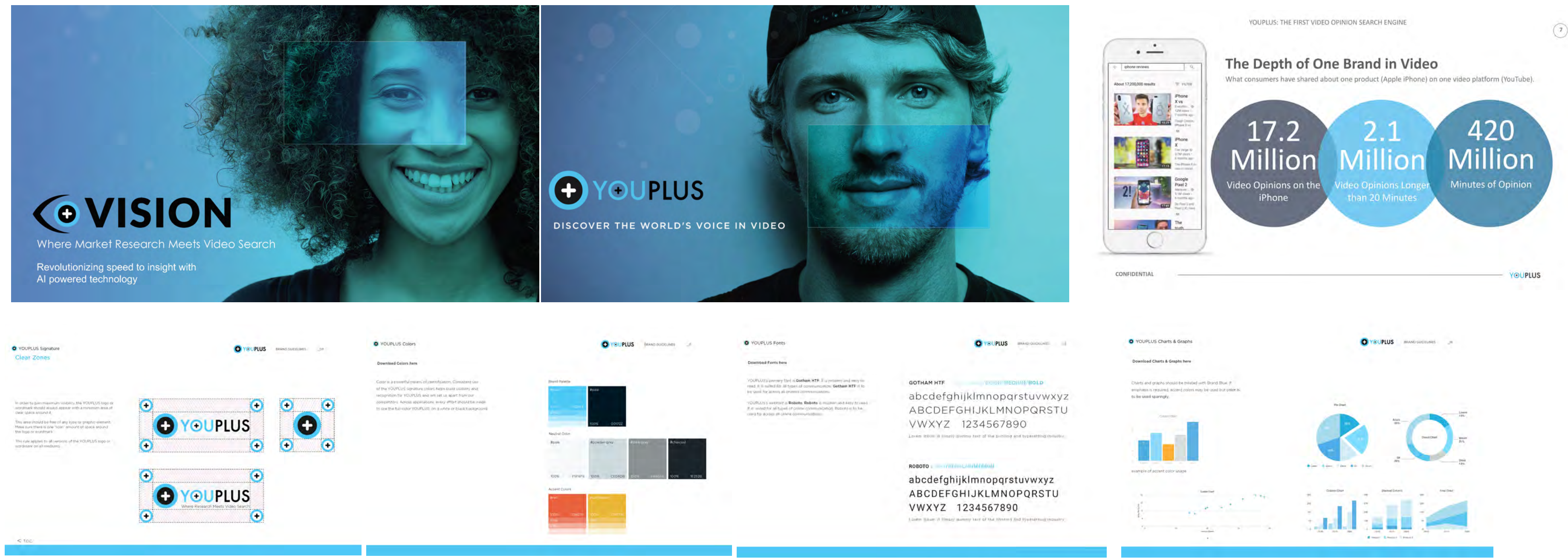


Client: YouPlus

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

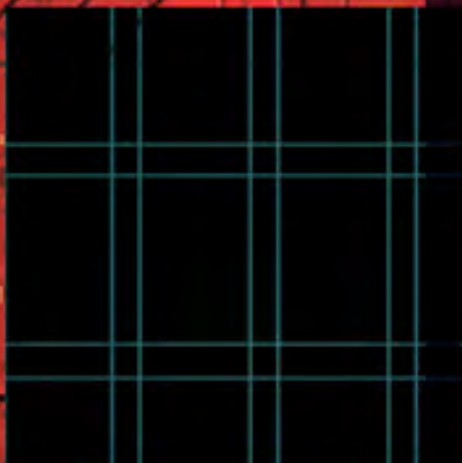
Developed a comprehensive brand style guide for **YouPlus**, translating their AI-driven video intelligence platform into a clear, future-forward visual and verbal system that reflects data depth, insight, and innovation.



Purple to black is the primary blend. The additional blends are to be used sparingly and only when a purple/black blend cannot be accomplished. Use grays in a brand's secondary colors. Use a neutral as an accent to the bright colors.

# OPEN DEBATE

PRIMARY



RGB: R 66 G 54 B 11  
CMYK: C 90 M 94 Y 1  
HEX#: 42367d

RGB: R 0 G 0 B 0  
CMYK: C 75 M 68 Y 67 K 90  
HEX#: 000000

RGB: R 0 G 0 B 0  
CMYK: C 75 M 68 Y 67 K 90  
HEX#: 000000

RGB: R 0 G 0 B 0  
CMYK: C 75 M 68 Y 67 K 90  
HEX#: 000000

RGB: R 255 G 184 B 41  
CMYK: C 0 M 31 Y 94 K 0  
HEX#: ff8229

RGB: R 176 G 82 B 243  
CMYK: C 51 M 73 Y 10 K 0  
HEX#: b066e1

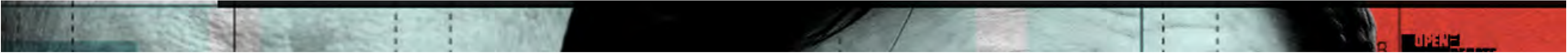
RGB: R 0 G 0 B 0  
CMYK: C 75 M 68 Y 67 K 90  
HEX#: 000000

RGB: R 0 G 0 B 0  
CMYK: C 75 M 68 Y 67 K 90  
HEX#: 000000

RGB: R 0 G 0 B 0  
CMYK: C 75 M 68 Y 67 K 90  
HEX#: 000000

RGB: R 186 G 125  
CMYK: C 41 M 19 Y 18 K 6  
HEX#: 827d7d





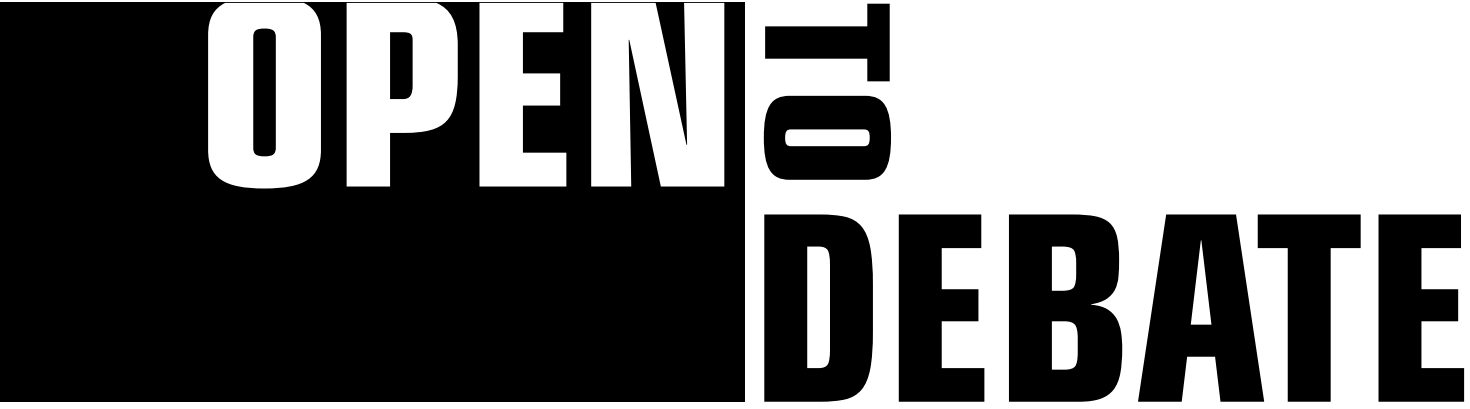
Client: Open to Debate

THE ASSIGNMENT

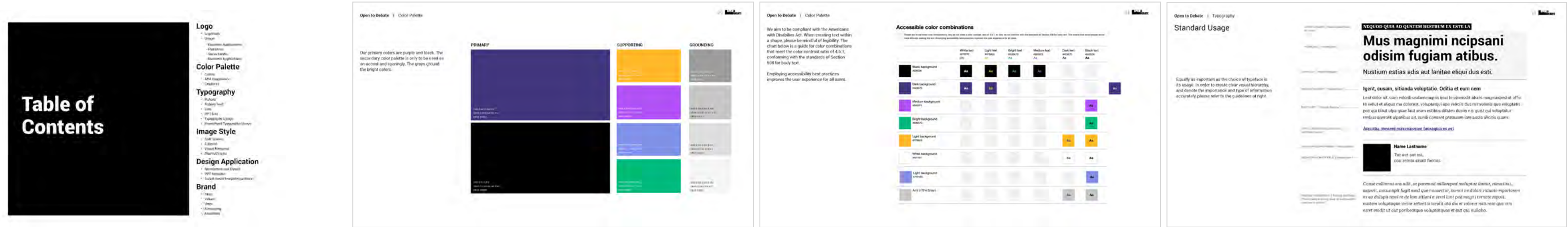
Intelligence Squared US, underwent a brand refresh. They truly flourished during the pandemic by refining their business strategy. Always offering debates that are civilized and respectful of different points of view, and always facts-focused, they leaned into a news/podcast model. What they needed was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



Logo



THE CREATIVE EXCELLENCE AWARDS

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

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.



Visaul roll-out

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

### OPEN TO SOLUTIONS

The 2024 presidential election is already upon us. Together we have an opportunity to reclaim and reshape debate – a crucial aspect of our democracy. At Open to Debate, we are empowering voters to consider other points of view and make more informed decisions in the upcoming election.

Civil debate has shaped the course of history. We have the potential to redefine the landscape of American debate, ushering in an era of transparency, dignity, and intellectual rigor for our nation's discourse. Carry Open to Debate ahead of the 2024 election and bring real debate to America's airwaves.

### OPEN TO CONNECTING

Contact Creative PR to add  
**OPEN TO DEBATE**  
to your schedule  
(323) 655-0330  
info@creativepr.org

Follow Us:  
Twitter @OpenToDebateOrg  
@opentodebateorg  
@OpenToDebate

Formerly *Intelligence*

# OPEN TO DEBATE

### OPEN TO IDEAS

Programming Open to Debate in your community helps redefine the landscape of debate in America. Together, we can establish a new era of transparency driven by balanced perspectives and the open-minded exchange of ideas.

**Recent and Upcoming Speakers:**

Andrew Yang, Larry Summers, Gillian Tett, Peter Diamandis, Katherine Mangu-Ward, Yascha Mounk, and Michael Ian Black

**Upcoming Programming:**

Will the Future be Better than the Present?  
Does America Need A Third Party?  
Should Artists be Allowed to Borrow from Cultures Besides Their Own?  
Should Ukraine Get Russia's Frozen Assets?  
Does Economic Growth Cost Too Much?  
Is Wokeness Killing Comedy?  
Unresolved: AI & National Security

### OPEN TO EXPERTISE

★★★★★  
**250+**  
Award-Winning Debates  
**800+**  
Global Thought Leaders including

Malcolm Gladwell, Peter Thiel, Garry Kasparov, Deepak Chopra, Fareed Zakaria, Karine Jean-Pierre, Gillian Tett, Ayaan Hirsi Ali, Ian Bremmer, Liz Cheney, George Church, Howard Dean, Jamelle Bouie, Melissa Harris-Perry, Arianna Huffington, David Petraeus, Nadine Strossen, Kara Swisher, Bill DeBlasio, Karl Rove, Alicia Garza, and many more...

**300+**  
NPR stations carry Open to Debate, including...  
WNYC/New York, NY  
WLRN/Miami, FL  
WOSU/Columbus, OH  
KVRN/Fresno, CA  
KSFC/Spokane, WA

**20+**  
Awards including  
Gold for "Best Regularly Scheduled Talk Program",  
New York Festivals Radio Awards (2023)

Gold Medal

Emmy-Award Winning Journalist John Conway is the Host and Moderator of Open to Debate.



### Is Netanyahu's Government Headed In The Wrong Direction?

Tuesday, February 6, 2018



### Has China's Power Peaked?

Monday, January 30, 2023



### Will ChatGPT Do More Harm Than Good?

Tuesday, February 6, 2018





Confident.  
The Strategy Group will introduce you to the information you need to know.

# Confident. Strategy Group

The Logo	4
The Palette	9
Brand Asset Application Samples	14
Sample Imagery Styles	17

- Address your brand's needs and goals
- Develop your brand's identity
- Create your brand's visual language



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.

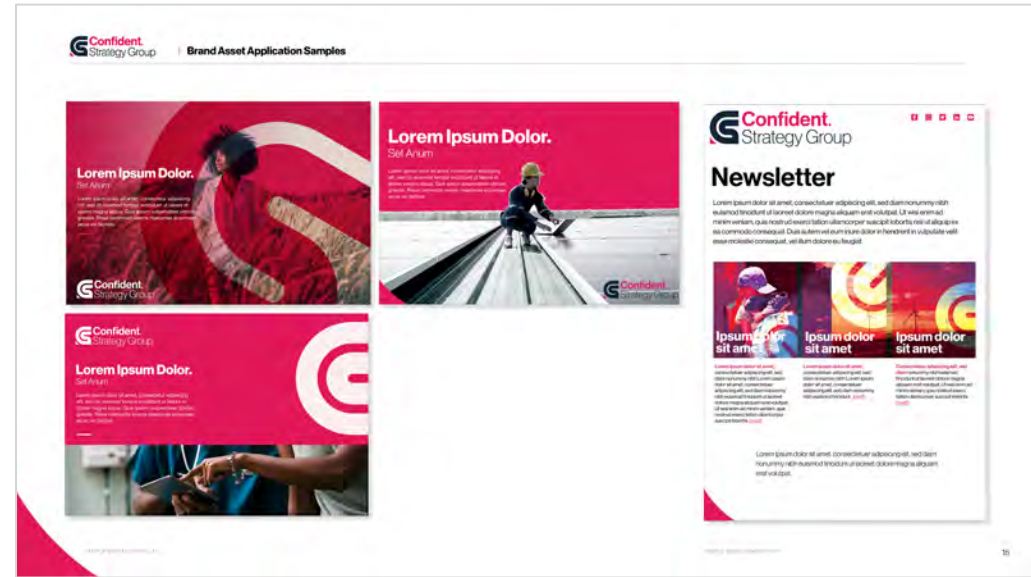
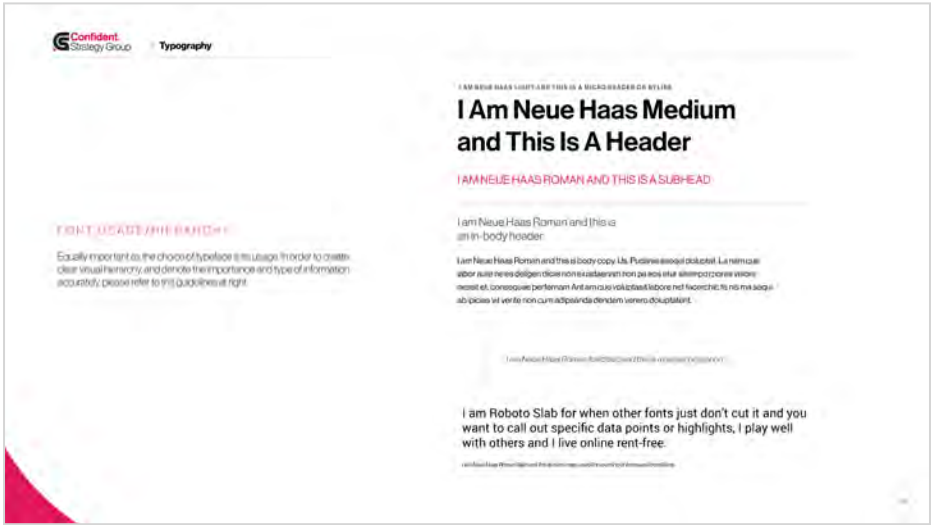
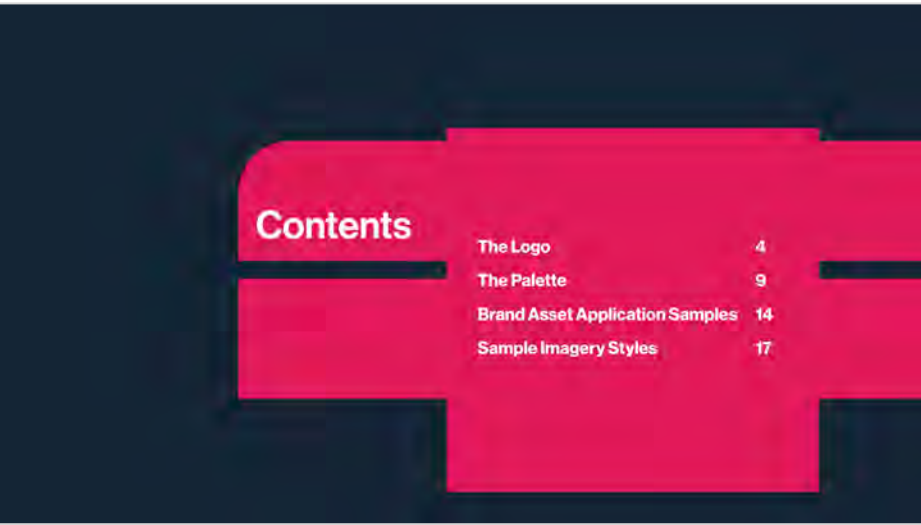
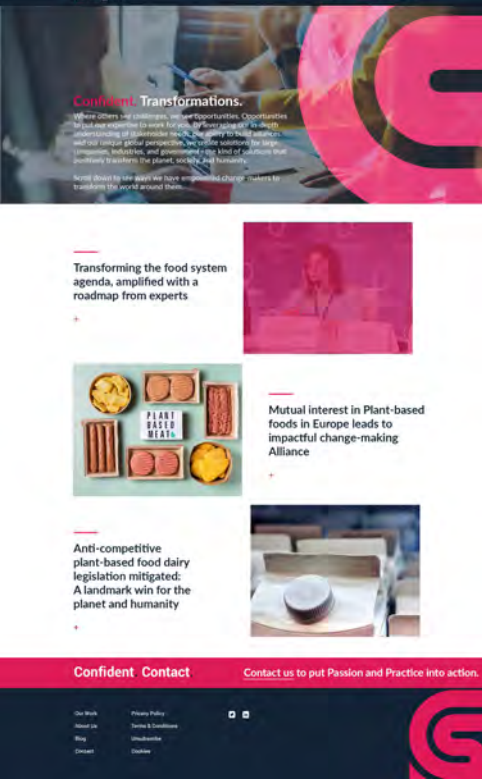
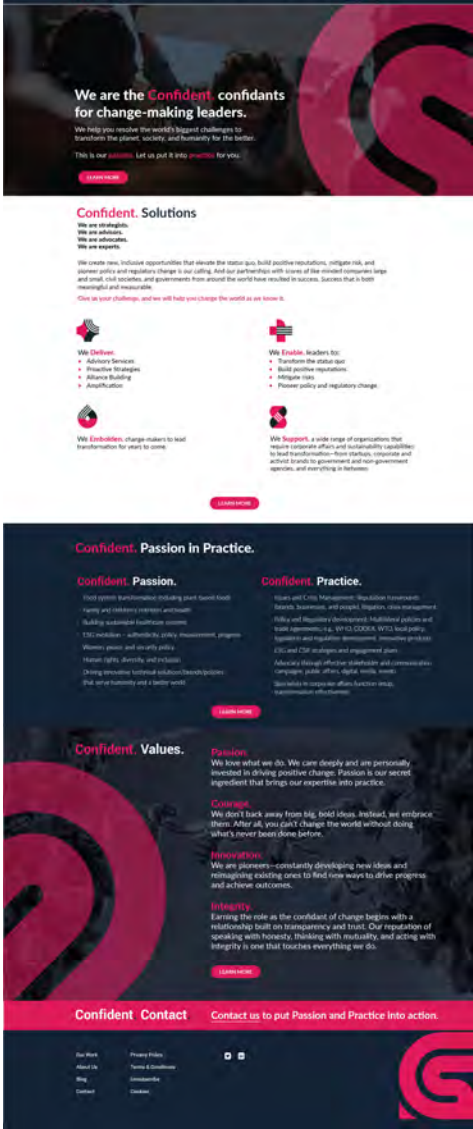
SOLUTION

- 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

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 70/59/100/0  
RGB 250/70/22  
HEX #F14616

## SHARK

PMS 172C / 2028U  
CMYK 70/59/58/62  
RGB 31/34/34  
HEX #1F2222

## PRIMARY

## SECONDARY

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

## STATE ORANGE

PMS 172C / 2028U  
CMYK 70/59/100/0  
RGB 250/70/22  
HEX #F14616

## SHARK

PMS 172C / 2028U  
CMYK 70/59/58/62  
RGB 31/34/34  
HEX #1F2222

## MIST

PMS 172C / 2028U  
CMYK 70/59/100/0  
RGB 250/70/22  
HEX #F14616

## CHALK

PMS 172C / 2028U  
CMYK 70/59/100/0  
RGB 250/70/22  
HEX #F14616

MOUNTAIN  
HARD  
WEAR 

## TREELINE

PMS 172C / 2028U

CMYK 70/59/100/0

RGB 250/70/22

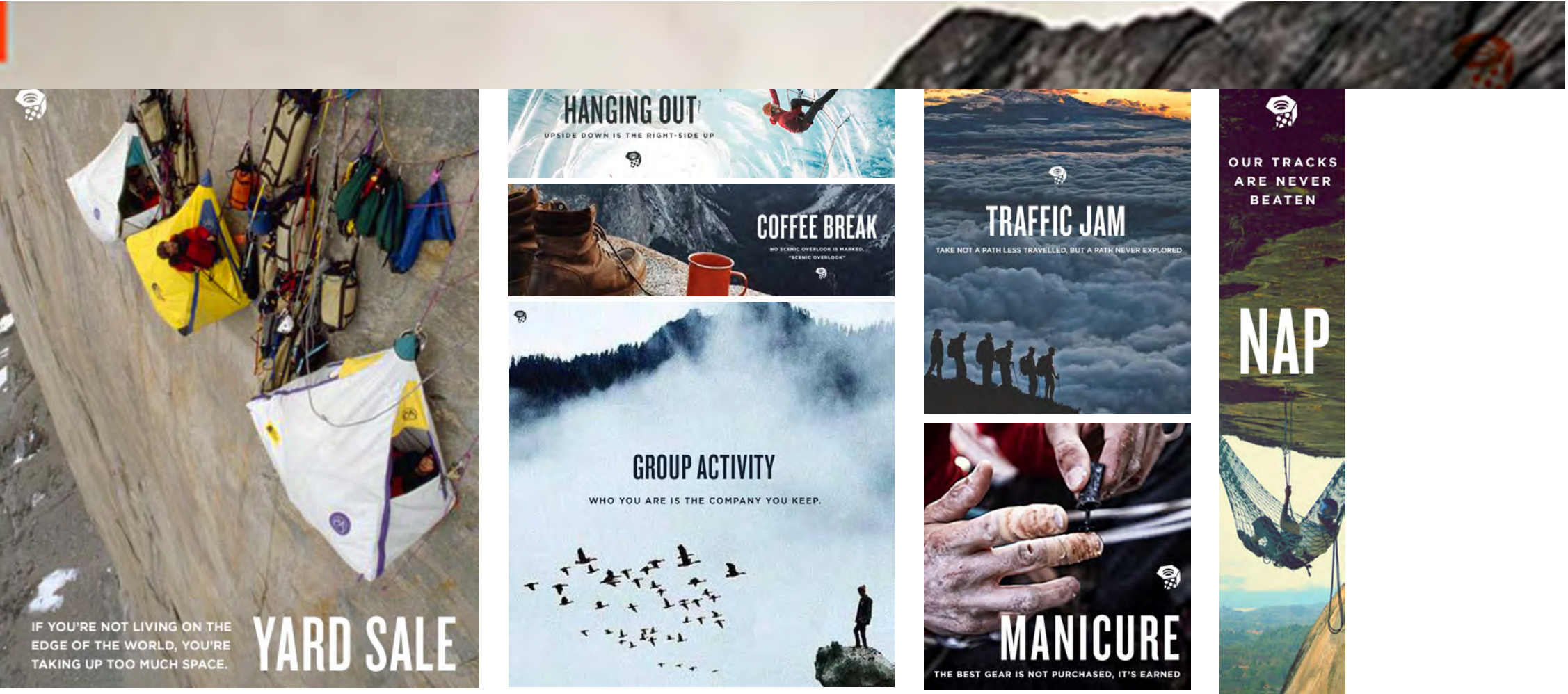


Client: Mtn Hardwear

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

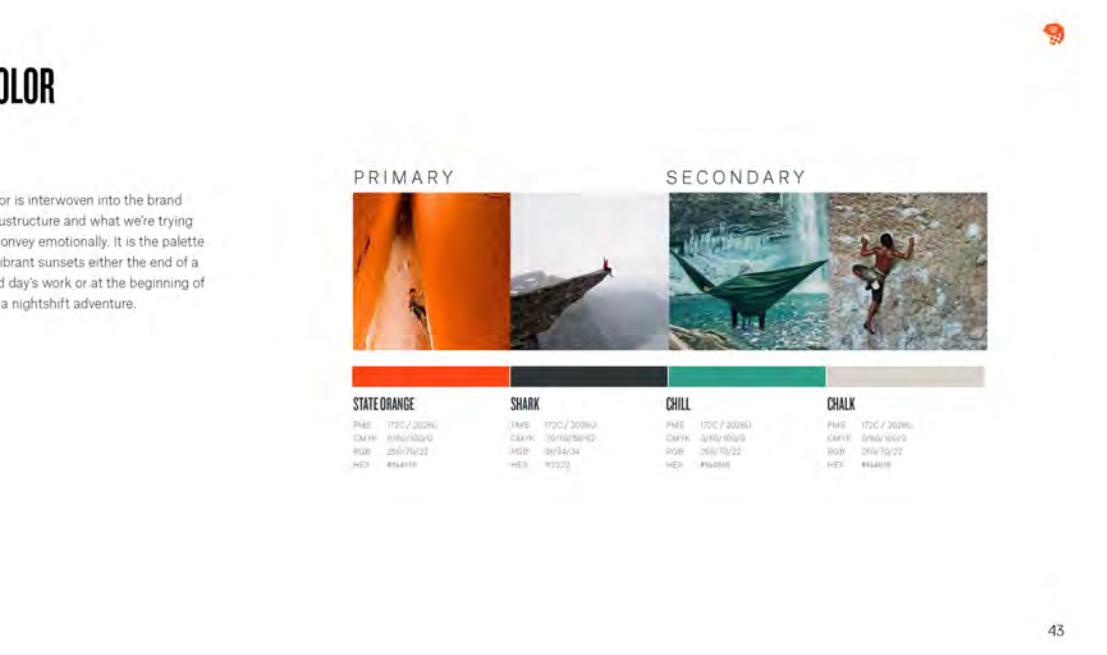
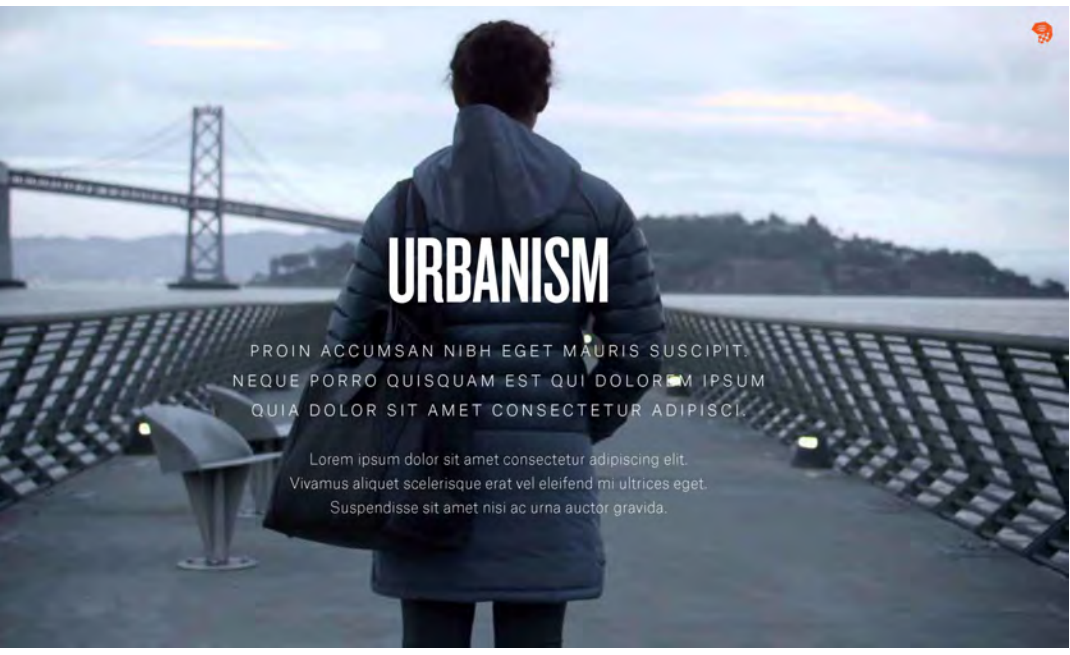
Color is interwoven into the brand infrastructure and what we're trying to convey emotionally. It is the palette of vibrant sunsets either the end of a hard day's work or at the beginning of the a nightshift adventure.

PRIMARY

STATE ORANGE	SHARK
HEX: #F06A42	HEX: #2E3192
CMYK: (100, 50, 50)	CMYK: (90, 10, 10)
RGB: (255, 106, 66)	RGB: (46, 49, 146)
HEX: #F06A42	HEX: #2E3192

SECONDARY

GRANITE	CHALK
HEX: #A0C0A0	HEX: #D0C0A0
CMYK: (10, 10, 10)	CMYK: (10, 10, 10)
RGB: (160, 192, 160)	RGB: (208, 192, 160)
HEX: #A0C0A0	HEX: #D0C0A0



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.



ne of these  
s and word  
will inspire  
one-liners

...daily routines colorful, a  
...the eyes, the taste buds, and the stomach.  
...on where  
...to eat with your eyes and enjoy the flavor ride!

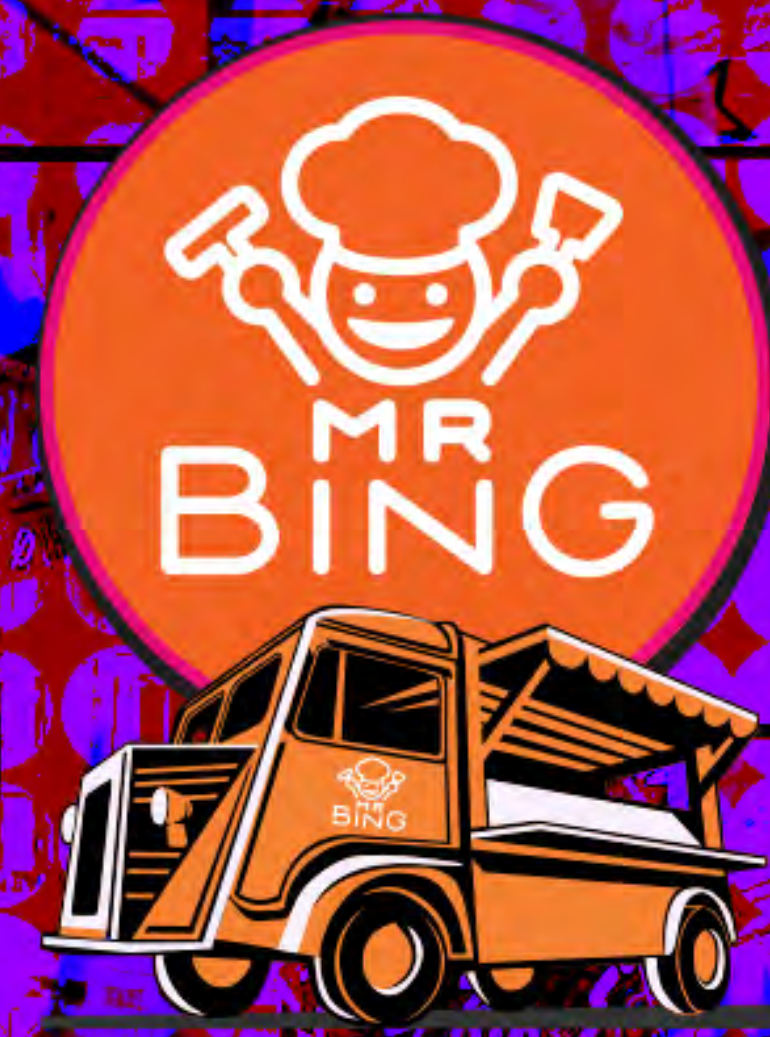
Don

...est, fun, clever, and witty  
...the bite

Balance  
Bitsy bits  
Boost  
Burst

C  
Chill-heads  
Chock-full  
Complex  
Crack it up  
Craveability  
Crispy bits  
Crunch zealots  
Culinary artistry  
Culinary POV

D  
Deliciousness [index]  
Dial up  
Dialogue between crunch and umami  
Drench



Flavo  
Flavor-oh  
Flavor-Ri  
Flavor-ic  
Flavor-ig  
Food Car  
Food sce  
Food cer  
From go  
Full of sw  
Full-spec  
Fusion

H  
Herbace  
I  
Infatuatio  
K  
Kicked-u





ACompany for Client: Mtn Hardware

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

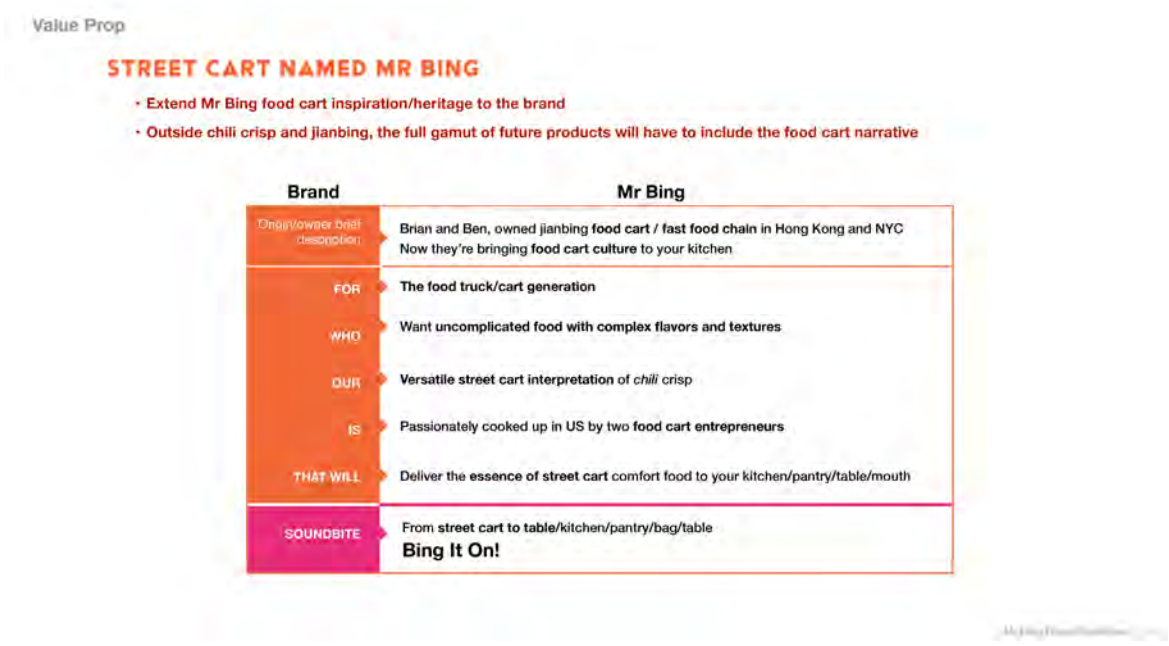
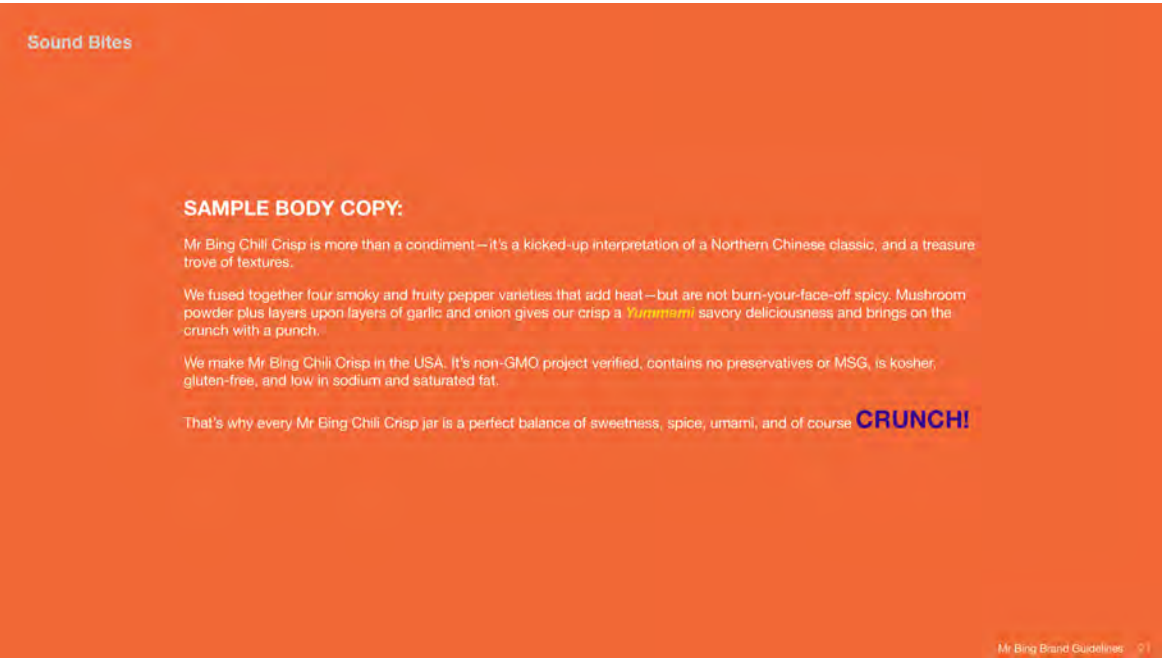
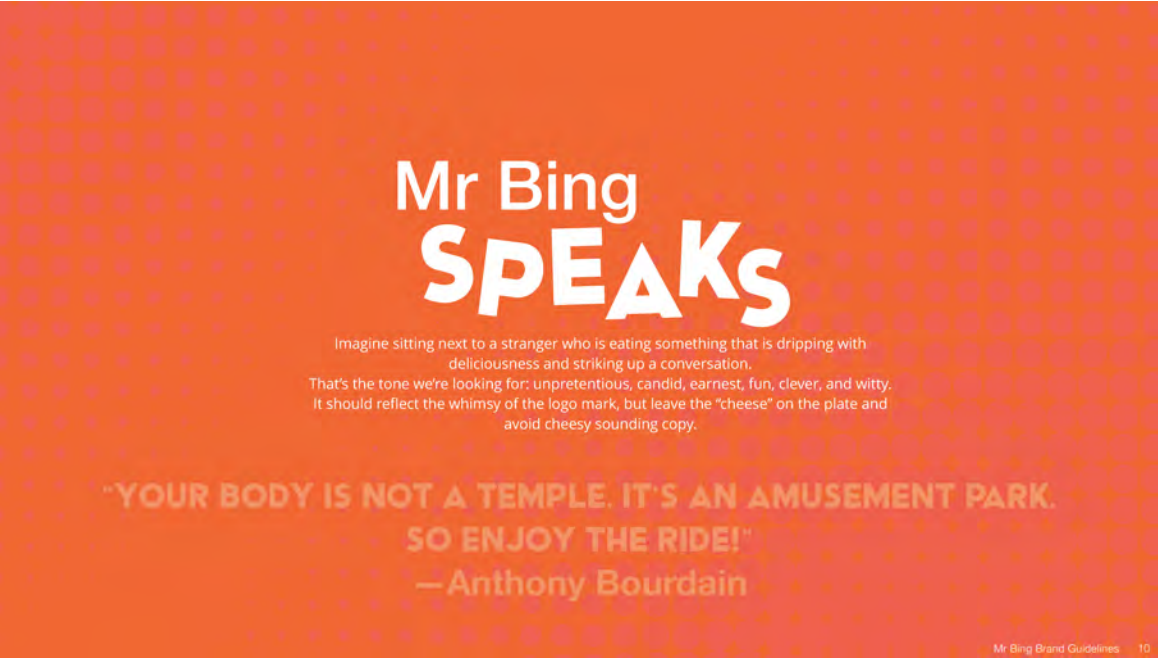
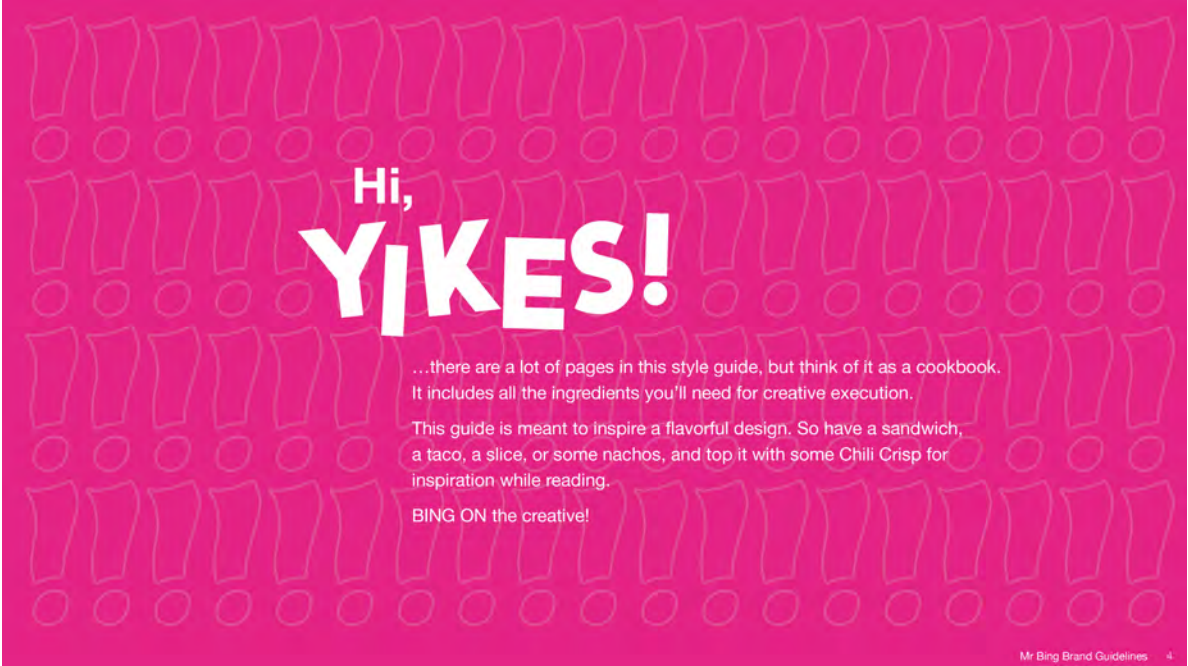
We created a turnkey guide that supplied agency partners with assets to deploy marketing initiatives.

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.



Brand Style Guide

We updated the logo with an eye towards cultural sensitivity and created modular lock ups and visual systems including textures, backgrounds, headlines, that could be assembled to create unique deliverables.



- 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



Why Green Ape Coffee?

**Small Batch**  
Roasts Daily

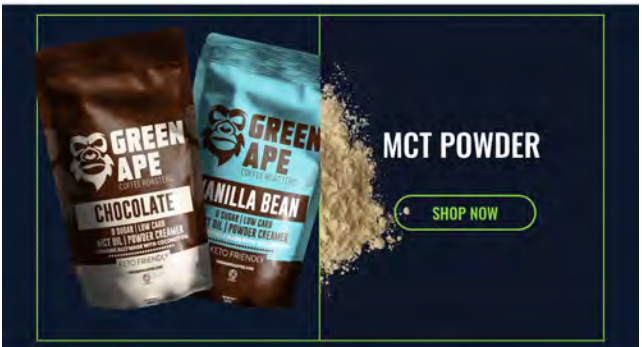
We roast the freshest. Roasting 30 pound batches of delicious coffee at a time.

**No Commitment**  
With Our Subscription

Get fresh coffee delivered straight to your doorstep. Go Apes 50". Start a subscription today!

**A Healthier & More Sustainable Lifestyle.**

The next wave of coffee. Embark on another adventure.



OUR STORY

Coffee is in our DNA - Inspired by heritage. Arabica shade grown coffee in Antigua, Guatemala.

MORE OF OUR STORY

NEW SUBSCRIBE & SAVE OPTION!

SUBSCRIBE FOR FRESH COFFEE AND NATURAL SUPPLEMENTS TO BE DELIVERED DIRECT TO YOUR DOOR OR ON ANY ROTATION YOU WOULD LIKE.

SUBSCRIBE & SAVE NOW >



Website



Packaging





ACompany for Client: Mtn Hardware

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 use a bright color palette to create a vibrant, dynamic, and coherent community.

Each color corresponds to the distinctive business unit.


Please DO NOT switch colors between business segments.




**Factor**  
Power Engineering




Hydropower




Renewable Energy




Podcast




Power Grid




Grounding Color




**Factor**  
Power Engineering




Hydropower




Renewable Energy




Podcast




Power Grid




Grounding Color




**Factor**  
Power Engineering




Hydropower




Renewable Energy




Podcast




Power Grid




Grounding Color




**Factor**  
Power Engineering




Hydropower




Renewable Energy



Podcast



Power Grid



Grounding Color

R41  
G107  
B252

HEX  
#00892A

CMYK  
C24 Y100 K11

R41  
G107  
B252

CMYK  
C80 M62 Y0 K0

R13  
G26  
B43

HEX  
#0d1a2b

CMYK  
C90 M78 Y53 K68





ACompany 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.



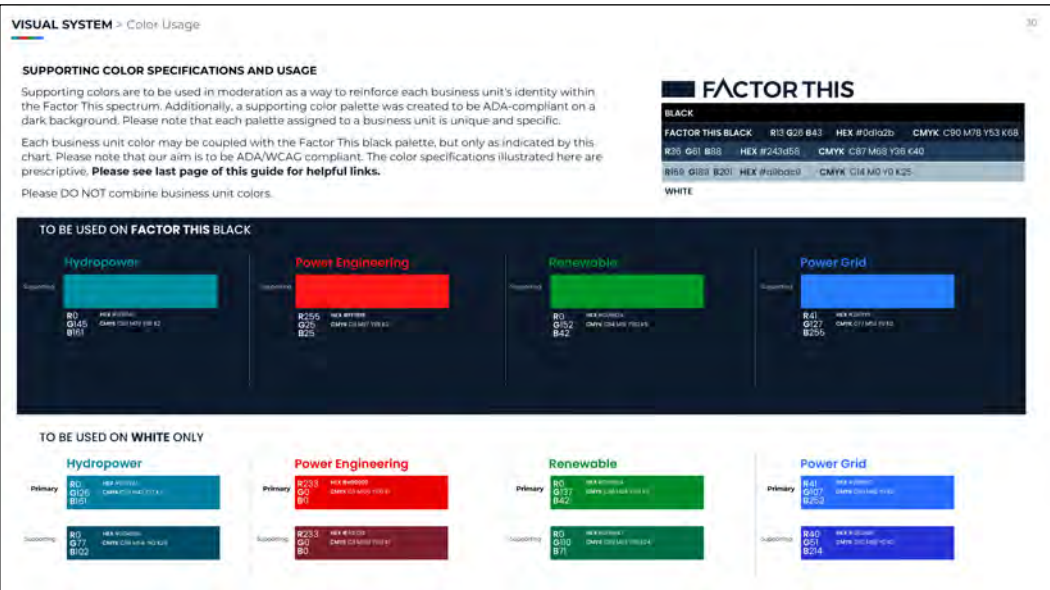
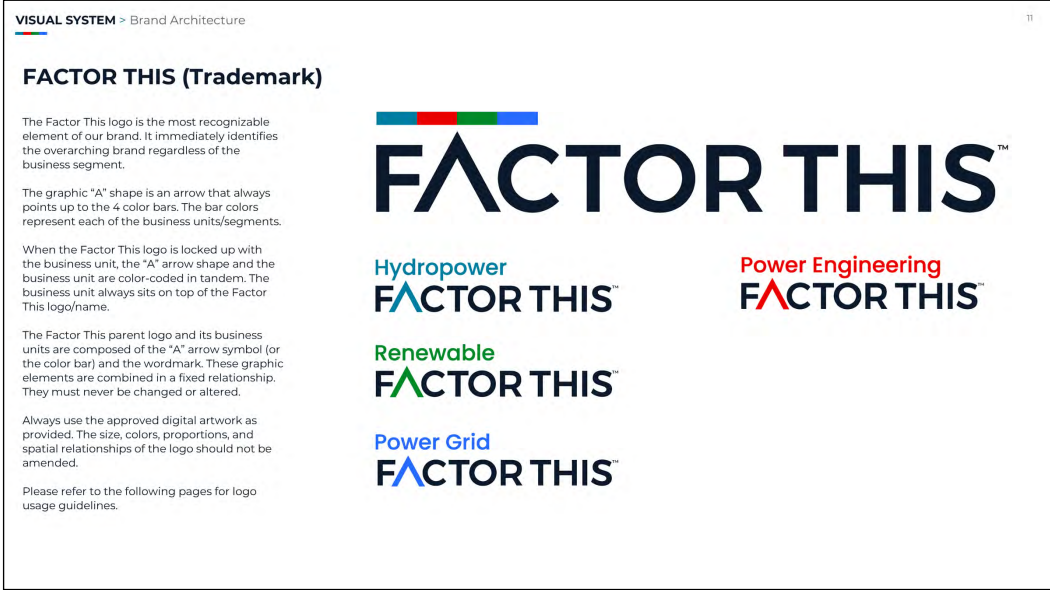
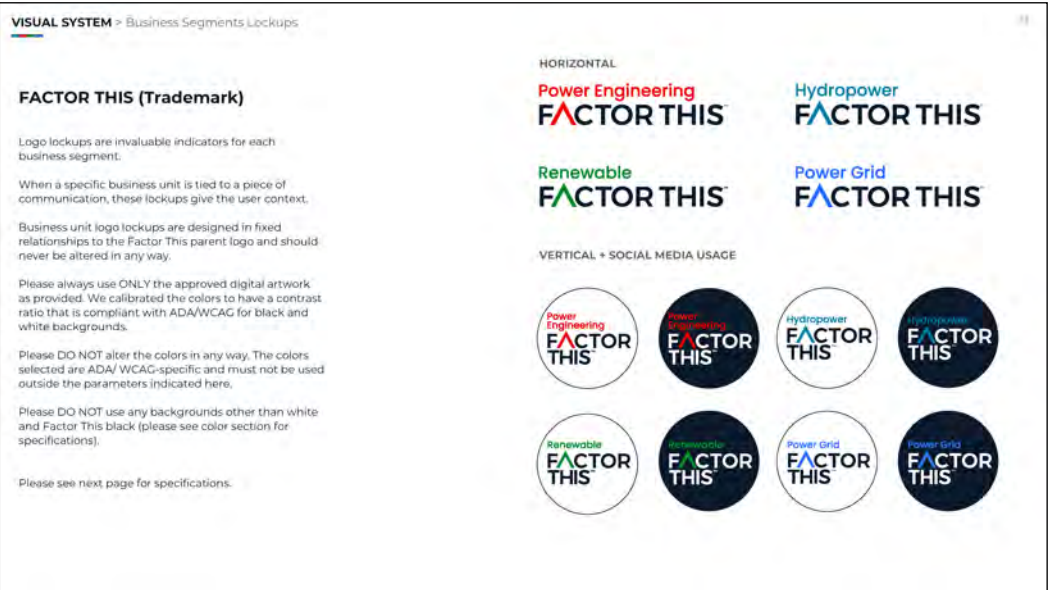
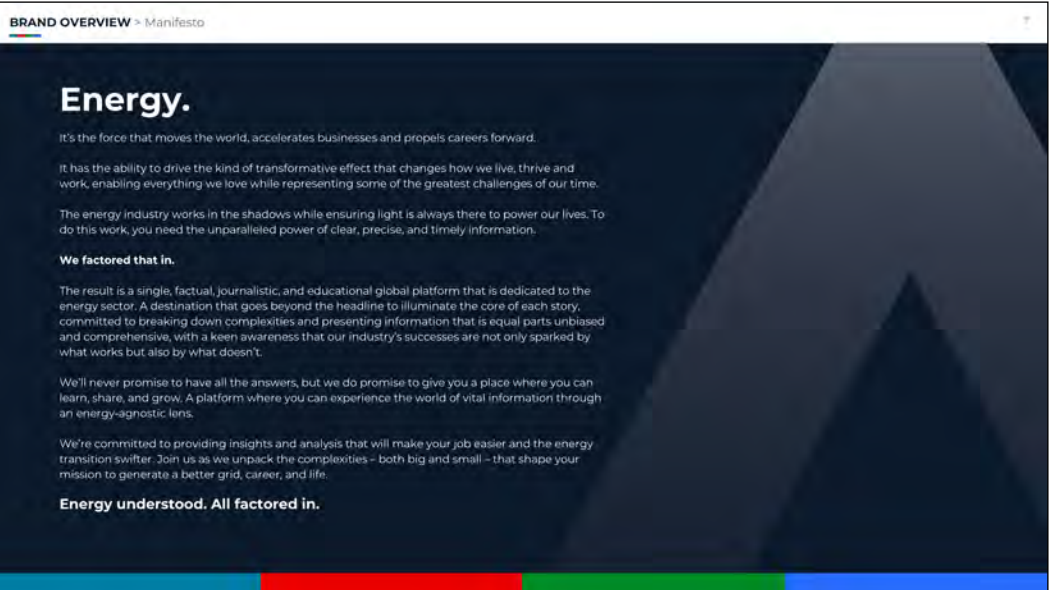
Power Engineering

Hydropower

Renewable

Power Grid

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 is a complex, abstract composition of overlapping, semi-transparent geometric shapes in various colors including blue, orange, yellow, green, and purple. These shapes create a sense of depth and movement. In the upper right quadrant, there is a silhouette of a person's head and shoulders, facing right. The person appears to be wearing a backpack or a bag. The overall aesthetic is modern and artistic.

Clareon® IOL

ollection

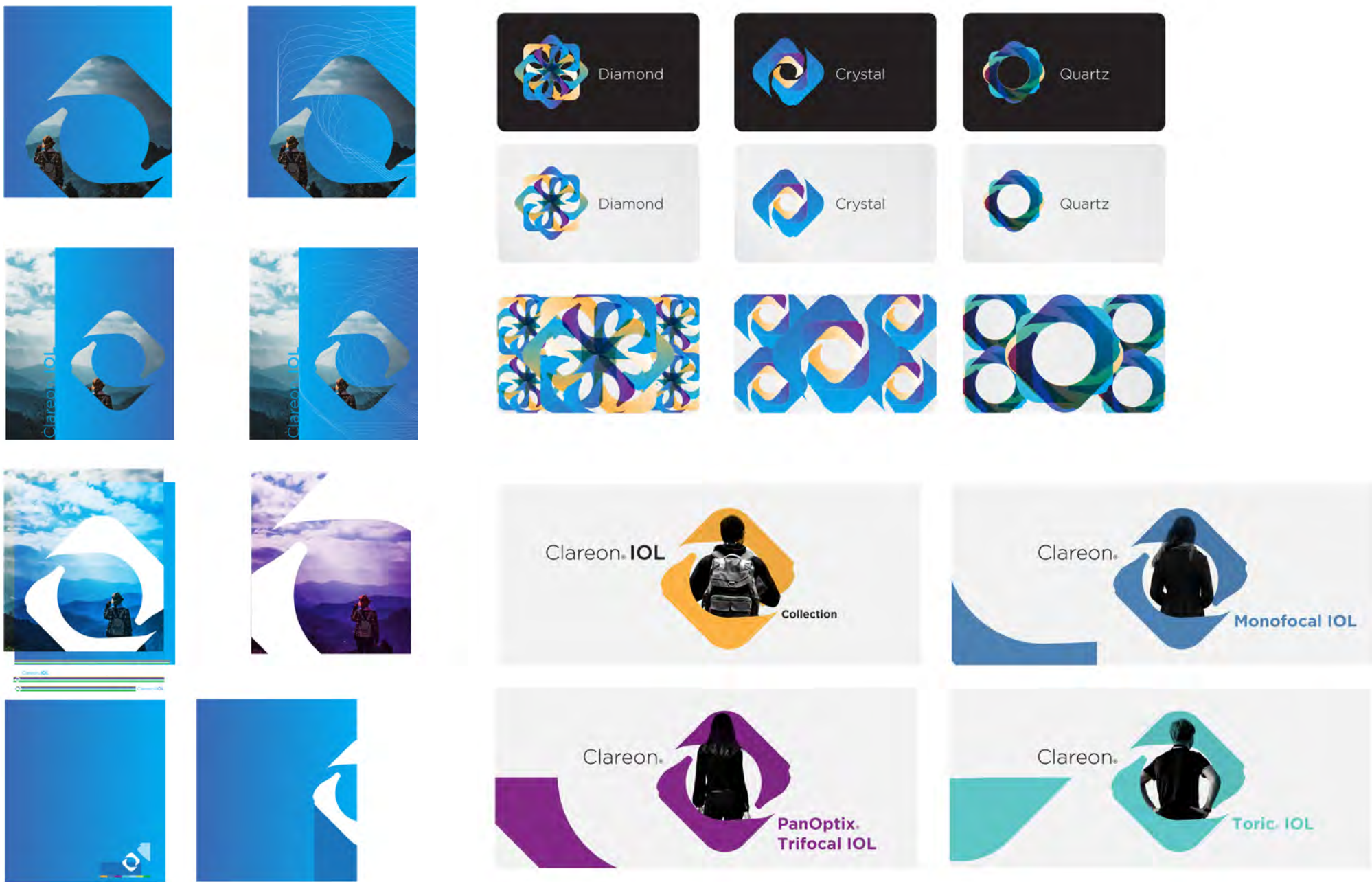


ACompany for Client: Alcon  
- Clareon Collection

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 patience, but give equal support for running an ophthalmological business practice.

THE ASSIGNMENT

- We were tasked with developing branding for the Clarion 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

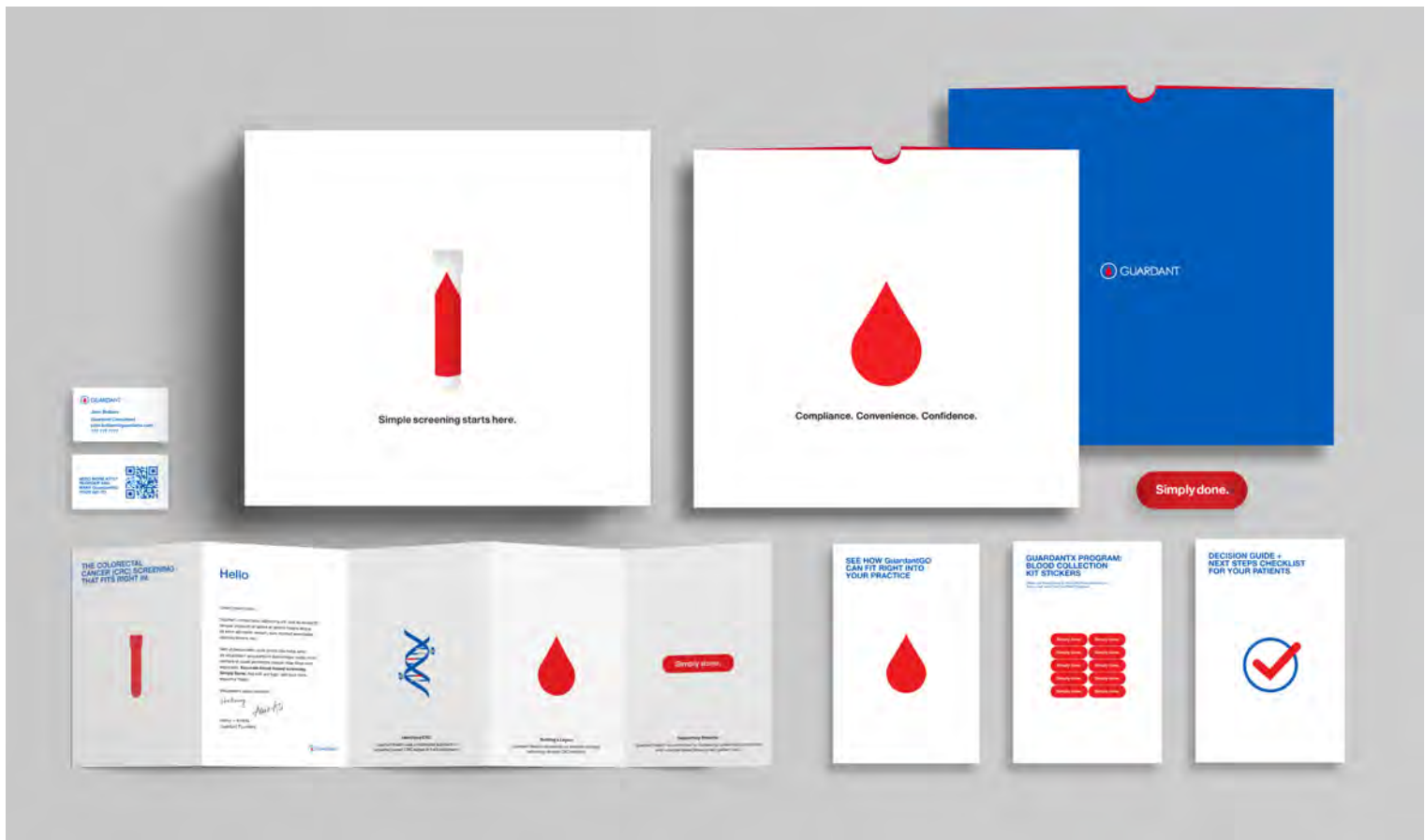
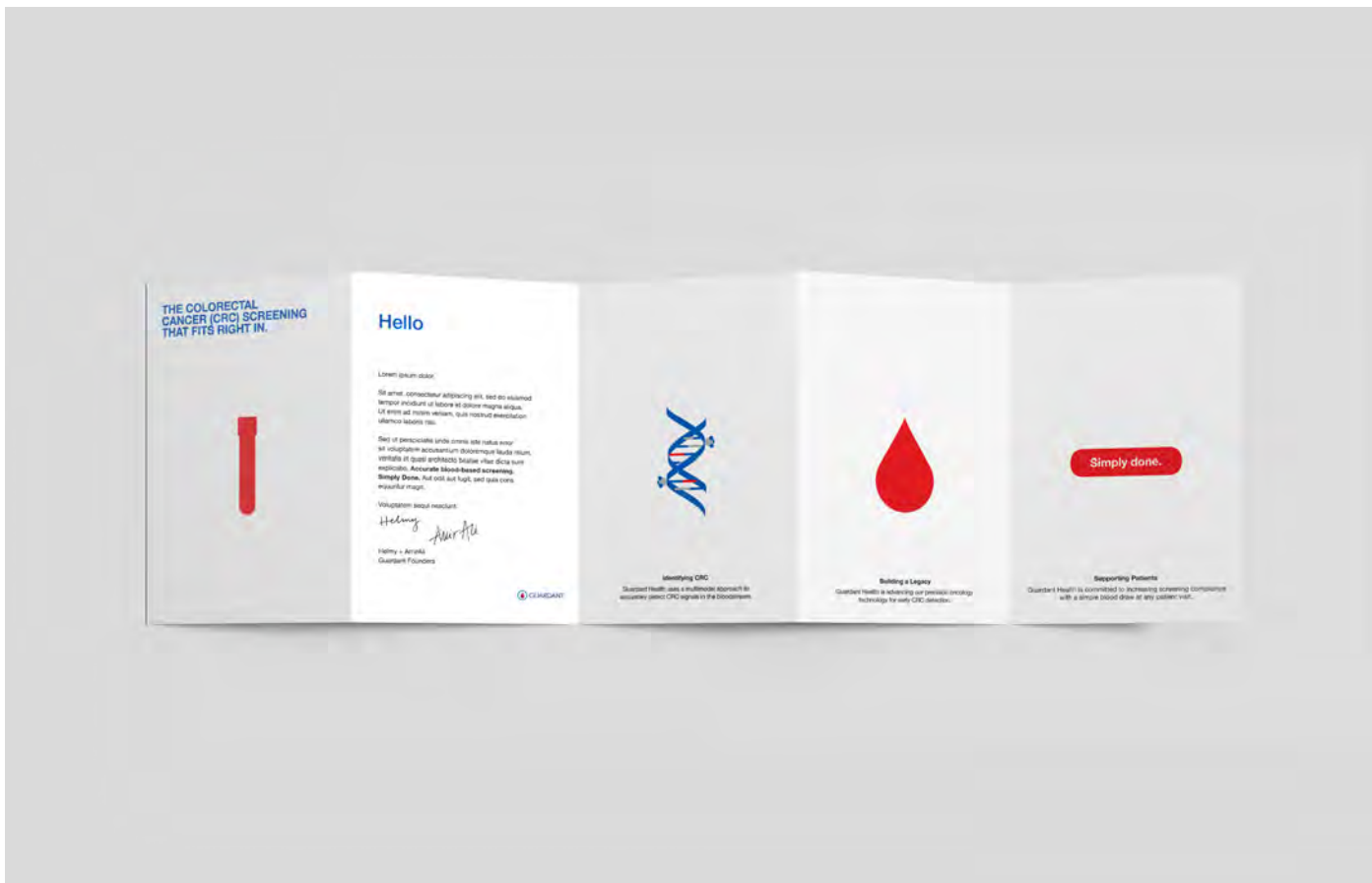
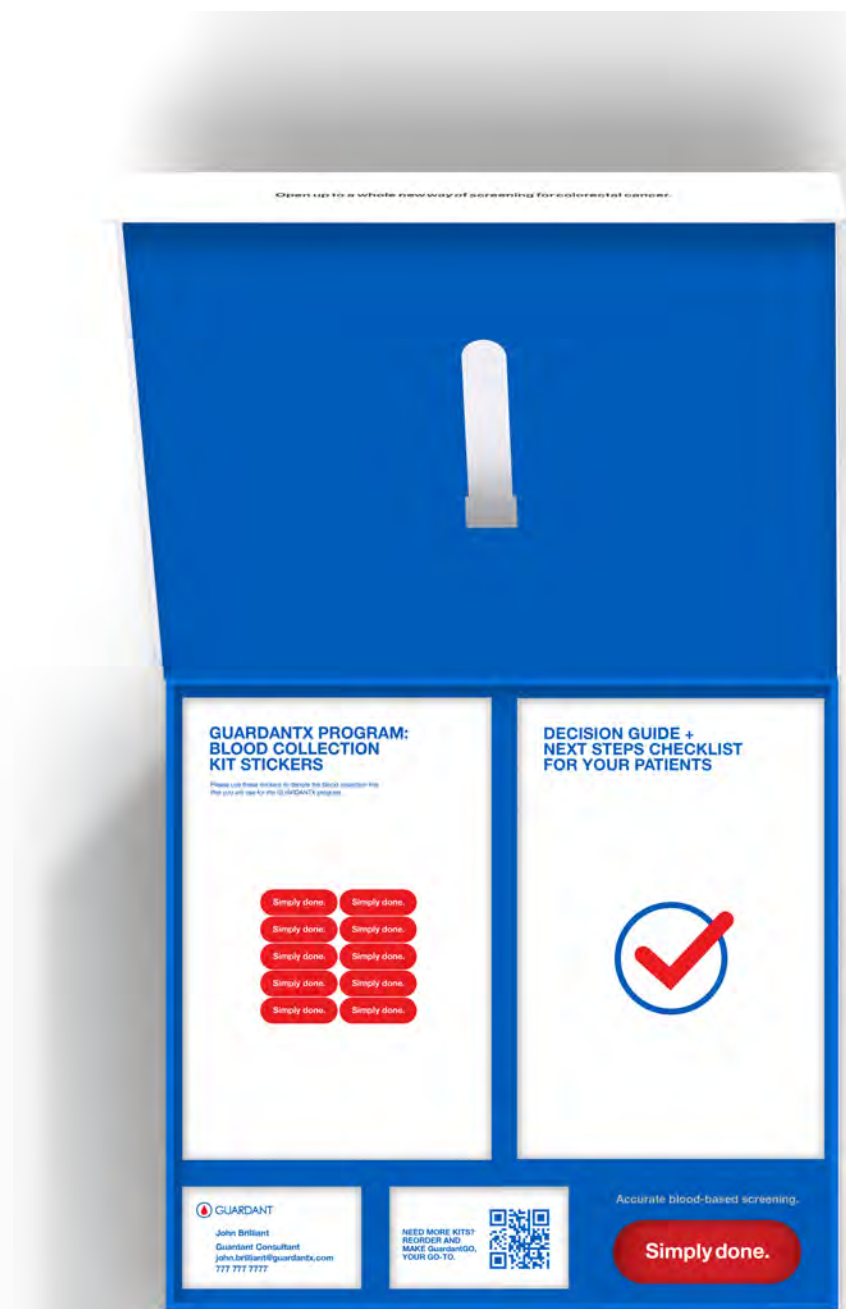
Guardant created a portfolio of blood tests for primarily cancer screening.  
We created the logos and the HCP welcome kit.

THE ASSIGNMENT

- Name and logo creation
- Welcome Kit design
- Styleguide



Logo developement



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.

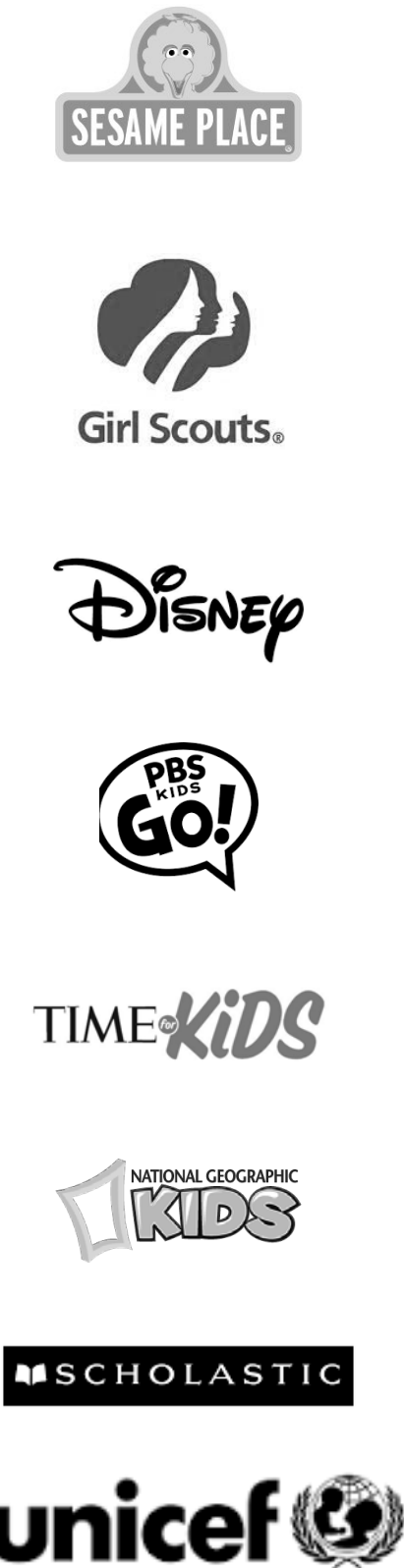
My brand and creative work has received industry awards and has been featured in *Communication Arts*, *Print*, *HOW*, and *Archive*. My contributions to the music industry are represented in the Rock & Roll Hall of Fame, and I am proud to serve as an annual judge and active member of the Recording Academy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

**Echo Designlab | [sean@echodesignlab.com](mailto:sean@echodesignlab.com) | +1 646 703 1870**



Consumer

- 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





# Sean M. Smith

Global Creative Leadership | Brand Design Director

Echo Designlab | [sean@echodesignlab.com](mailto:sean@echodesignlab.com) | +1 646 703 1870

Thank You