



*web design
& production
color correction*

design
production
photo color correction
ecommerce

tracy wessel

*design and build for
efficiency of use, re-use
and practical exposure...
reduce, re-use, recycle!*

irideon riding wear (.com)

irideon riding wear (yes all lc) is a subsidiary of Toklat, a manufacturer of equestrian products. IRW apparel is found in both retail channels and through a growing online presence of retailers participating with Shopatron.

The online store is designed to seamlessly connect the buyer to Shopatron, with order fulfillment preference being given to participating retailers before direct warehouse support is put into place.

The prior generations of the IRW website varied greatly without consistent attention to brand awareness. Additionally, some sites were built using Flash which eliminated some of the audience of “mom-an-pop” shop keepers, and some remote audiences with dial-up connections.

This iteration of the site was to become the template for future iterations, which happen 2x per year. I designed and built both the template and the site, including color corrections of apparel images as needed. 🌿➡️

*web &
collateral design
w/
brand awareness*



*understanding of mutual
goals, brand, function
and audience*

**Corrigo & AT&T
(as marketing channel partner)**

Corrigo distributes its product primarily through channel partners AT&T, Sprint, Verizon, Unicef and other carriers. In so doing, Corrigo is responsible for producing collateral, microsities and eMarketing campaigns that reflect the white-labeled or co-branded status of the partnership. In the case of AT&T, the product is white-labeled, but identifies Corrigo as the power behind the product. 🌱➡️

design
production*eMarketing
Evite
Collateral**understanding of mutual
goals, brand, function
and audience*

Corrigo & Sprint (as marketing channel partner)

Corrigo distributes its product primarily through channel partners AT&T, Sprint, Verizon, Unice! and other carriers. In so doing, Corrigo is responsible for producing collateral, microsites and eMarketing campaigns that reflect the white-labeled or co-branded status of the partnership. In the case of Sprint, the products are identified through a co-branded partnership. ➡🌱➡

Evite for Webinars



generic templates for quick, easy updates, best possible delivery through email, content placement, brand, function and audience

Corrigo & Multi Channel Partners

Corrigo distributes its product primarily through channel partners AT&T, Sprint, Verizon, Unicef and other carriers. Webinars and sales campaign events, which are similar to trade shows, but held in private venues, are common practice for Corrigo and its partners. The primary mode of invitation to these events are through evites. Events are lead generating. This project was slated to build a generic template for recurring events, which could be easily updated to reflect some brand awareness for the channel, would have minimal graphics for best practice

delivery, and have the ability to carry a significant amount of detailed content. ➡✂➡



concept
design
production
maintenance

tracy wessel

website



*above all else,
have fun!*

North County Dog Training/Marla Friedler

Marla Friedler, an established producer in L.A. and proprietor of Blue Tango Productions, needed a site for her new business training humans and their dogs for competitive canine agility. Marla herself is a successful international competitor in the fast-growing sport. The site reflects the fun and motivational (for dogs and people) style of Marla while maintaining the seriousness of a legitimate business. 🌿➔



concept
design
messaging

tracy wessel

messaging

*try your best ideas,
and accept the results*

**Corrigo, AT&T, Motorola, Telenav & Microsoft
(as marketing channel partners)**

To launch the new MC35 device from Motorola-Symbol, Corrigo was to create the concepts/themes, collateral, event pieces and generally orchestrate the nationwide event campaign, together with AT&T, Telenav, Motorola and Microsoft. These were the three campaigns presented: “Messy - Take Control,” “Conservative - Take Control,” and “Take Flight - Air Show.”

The nemesis for the Take Flight/Take Control theme lies in the product offering from Corrigo: A wireless, paperless system for managing field service, work orders, and associated billing/accounting flow. ➡️

concept
design

ad campaign
concept, design &
production



*what makes you say
“awww”?*

Holiday Retirement Corp.

Holiday Retirement Corp. is the largest provider of Active Senior Communities in North America. They have over 250 facilities in the United States, Canada and England. They construct and open an additional 25 facilities annually. As such, they also have a 100% occupancy goal - this achieved through an aggressive, but kind, advertising and marketing program.

The 2006 directive for advertising pieces was to capture the audience with a key photo, eliminate as much copy as possible, and to speak to the heart of a woman.

This series was designed to appeal to the soft warm spot most of us have for pets - and informs the audience that small pets are welcome too! ➡🌱➡



concept
design

*ad campaign
concept, design &
production*



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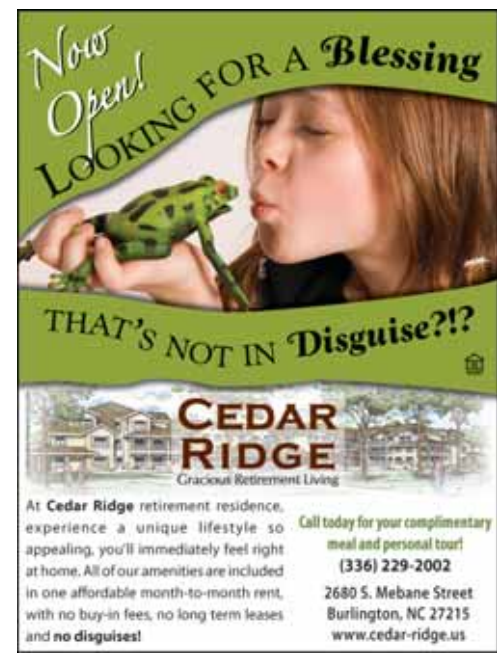
The 2006 directive for advertising pieces was to capture the audience with a key photo, eliminate as much copy as possible, and to speak to the heart of a woman.

This series is intended to bring a smile and a chuckle to the viewer, and to capitalize on the 3 home cooked meals offered by each facility - a feature that most of the competition does not offer! →

design

(concept by Jodie McClure)

ad campaign
concept &
production



fairy tale messages

Holiday Retirement Corp.

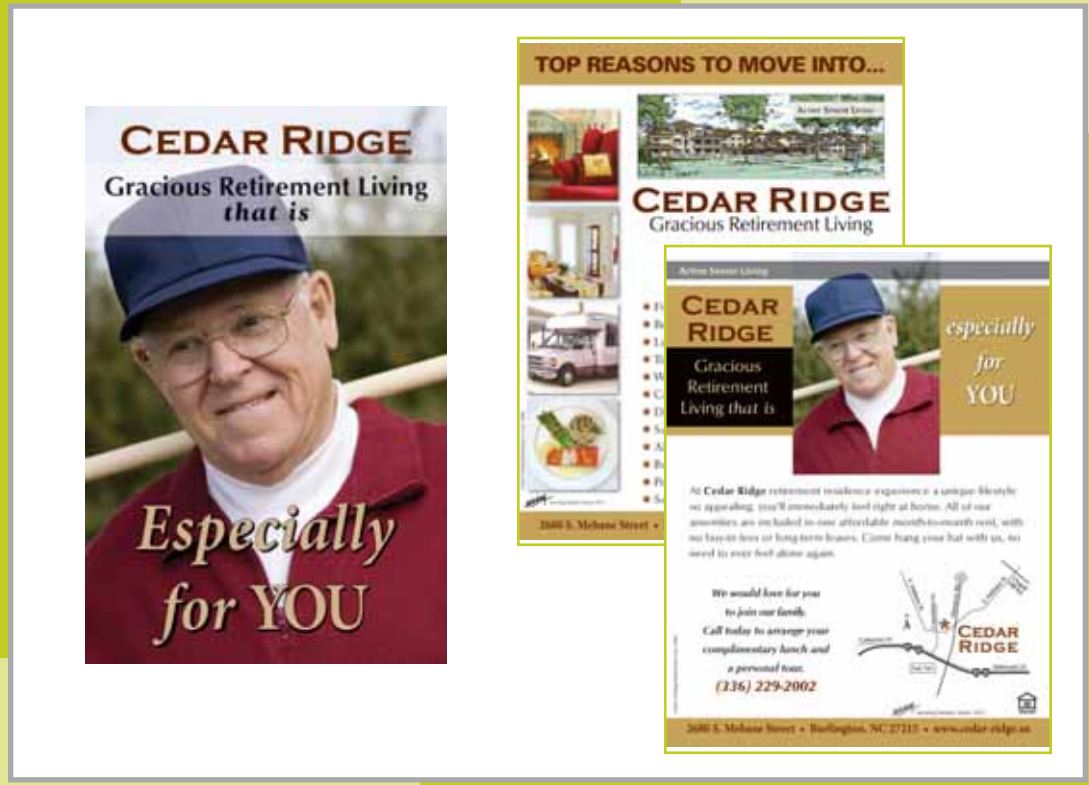
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The 2006 directive for advertising pieces was to capture the audience with a key photo, eliminate copy, and to speak to the heart of a woman. →🌿→

concept
design
copywriting

tracy wessel

*ad campaign
design &
production*



what makes you smile?

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This ad campaign was a Holiday first in targeting men, and was extremely well received in multiple markets. 🌱➡️



Print Ad

concept
design
copywriting

tracy wessel

what captivates you?

Holiday Retirement Corp.

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The above piece is a very SMALL ad produced for the Deltona Chamber of Commerce to begin marketing a facility under construction. It is meant to appeal to both genders of senior, and to appeal to the core requirement of any retirement facility to be safe and secure. ➡🌱➡

art direction
design
production

tracy wessel

*identity
web design
collateral*



*i design for visual appeal
and message delivery*

ePDOL

ePDOL was an innovative start-up with generous venture capital from the pharmaceutical industry. They were created as a b2b solution, linking pharmaceutical companies to physicians for education and sales purposes. Though they had gone to a design firm in their corporate city of Raleigh NC, they were unhappy with the results of their identity package and brochure. I redesigned all of their identity pieces using their provided logo, and created new collateral pieces with a sharp, hi-tech, sophisticated look. ➡️

design
production

brochure



*i create
the client's vision*

Tutti Gutti Fine Gourmet Foods

Tutti Gutti, maker of fine French puff pastries, had appointments with Trader Joe's, government accounts and several cafés. The proprietor had the benefit of his delicious pastries for taste presentations, but no leave-behind collateral. Under his watchful eye, I created a brochure to reflect the feeling and ambience of France and the fine cafés the proprietor was accustomed to. 🌿➔

design
production
photography

tracy wessel

catalog

*i create
user friendly interfaces
for print and web*



Belkin Components

Belkin Components, one of the leading manufacturers of computer accessories, had not refreshed its catalog in two years. They also needed to create some interactivity between their print catalog and their growing online presence. I created their print catalog, produced a pdf version of it, and created interactive links for all part-numbers from the index to it's corresponding catalog page, and links to Belkin URLs. This was their largest catalog at the time, and the first one that was set up with style sheets, indexed and TOC through Quark.

Previously, there had been no style sheets and indexing/TOC was done manually. I also did the bulk of the photography and production. 🌱➡️



signage

art direction
concept
design
production

tracy wessel

*i aspire to create
that which will inspire*

SYDA Foundation

The SYDA Foundation is a non-profit organization with headquarters in New York, California and India. The Foundation and it's many satellite centers offer many courses, workshops and free programs to the public for the spiritual upliftment of mankind.

I created many event posters for them, such as the above. In addition, I worked as an audio technician for live venues, and an online video technician for graphics and character generation for live, satellite broadcasts. While the goal of every course or program offering is

partially attendance, the primary focus of all events is inspiration, growth and renewal.

Projects such as these inspire creativity which in turn inspires the audience. 🌱➡️

design
production

brochure



who is
your audience?

XL Management

XL Management, a provider of assisted living communities, needed a fast turnaround for their leading sales piece, their brochure. The feeling of their collateral needed to be comforting, restful, and welcoming to 70+ aged seniors. It needed to provide peace of mind and an assurance that a dignified housing solution was being offered. 🌱➡️

concept
design
production

identity



*a bit of whimsy
goes a long way*

Shark Technology

Graydon Corp changed their name to Shark Technology as they ventured into territories beyond Legacy conversions. They wanted a fresh young identity to attract new technology clientele. With generous provisions to printing needs from their regular vendor, I was able to create the custom, tiered, die-cut inserts for their press package to mirror their name and their slogan – “Razor-Sharp IT Solutions.” 🌱➡️

design
production

tracy wessel

brochure



*beauty should be
displayed in all its glory*

inFocus Photography

Infocus Photography was one of the leading vendors for wedding photography and portraiture in California's San Luis Obispo area. They needed a brochure that reflected the quality of their work and could be left with bridal shops, galleries and trade shows. Budget allowed for a custom die-cut brochure with tiered inserts. 🌿➡️



direct mail

design
production

tracy wessel

*colors can be used in a
delicious, heartwarming,
and invigorating palette*

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Holiday Retirement facilities host many events both for current residents and to draw new renters. These events, which attract upwards of 500 visitors per event, are partly responsible for their high occupancy rates.

The above piece is a direct mail postcard I designed and produced for Holiday Retirement Corp. as a contract staff member. 🌺

design
production

packaging



*i design packaging to
standout from the
competition in the retail
space...i research this*

Belkin Components

Belkin Components, a leader in computer accessory manufacturing, caters to its many retailers with both custom and branded packaging. As such, the work flow is heavy, fast-paced, and revenue driven with often very short lead times.

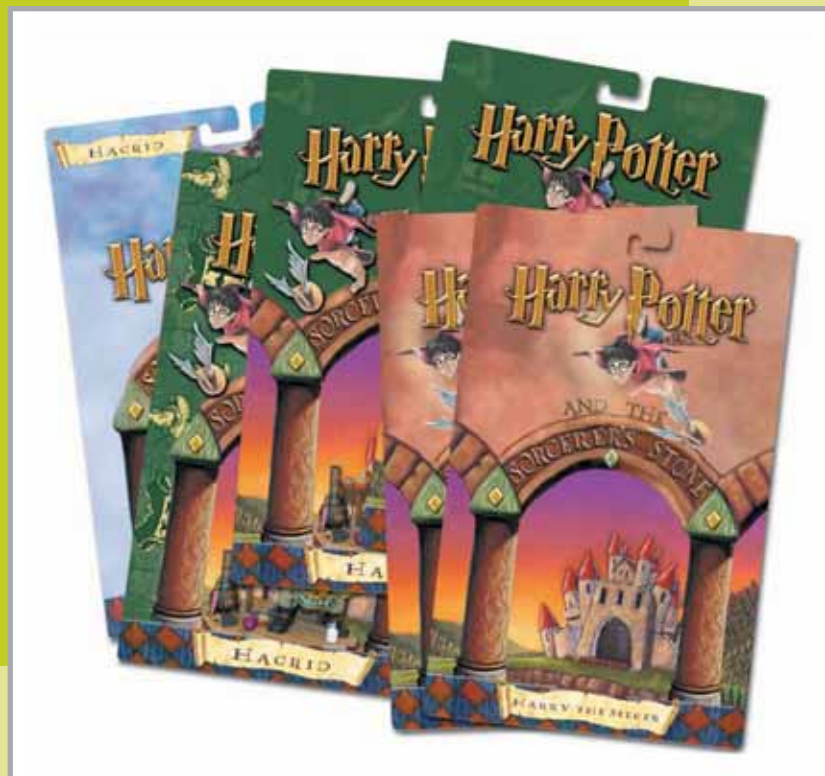
In addition to design and production roles on their wireless and computer accessories lines, I developed packaging for their first venture into gaming devices, namely joysticks. With heavy competition, they wanted their packaging to stand out. In researching the

competition's packaging, I found the art to be busy and colorful. It seemed a package with organization and action artwork would be a standout.

Additionally, I developed Belkin's first Multimedia Department for interactive educational materials for inclusion in packaging and for retailer education. 🌱➡️

production
production design

packaging



*to create, one must be
child-like on the inside*

Mattel®

In collaboration with Warner Brothers and Thirty-Sixty, Mattel was in a crunch to produce packaging for Harry Potter branded toys and games. The branding process being a lengthy one, this left little time for the actual production of packaging. I was brought on board to participate in both the design phase and the production phase of this first roll-out of Harry Potter merchandise and to help with signage for Toy Fair. ✨➡



production design

tracy wessel

unique, but consistent

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In 2006, HRC redesigned it's brochure template - thus beginning the long process of creating unique, but streamlined brochures for most of the facilities.

The above pieces are some the tri-fold brochures I produced for Holiday Retirement Corp. as a contract staff member. 🌱➡️

design



*what identifies
your business?*

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Each facility has a unique identity, and branding of Holiday Retirement Corp into advertisements and collateral did not begin until year-end 2006. The logos above I created for five Holiday Facilities that opened in 2006. 🌿➡️



design

tracy wessel

*you must be
100% satisfied*

production design

advertisements

*i look for eye appeal
& catch phrases in
advertising*

IT'S ALL INCLUDED!



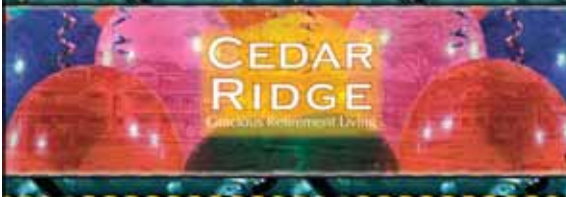
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I created many ads for them for newspaper targets, such as the above. Some ads were new designs, some production resizes. The above samples represent both services I provided to Holiday Retirement Corp. as a contract staff member. 🌱➡️