

**STAY HUNGRY,**  
*Stay Foolish.*

**K** KELLEY REDMOND  
DESIGN

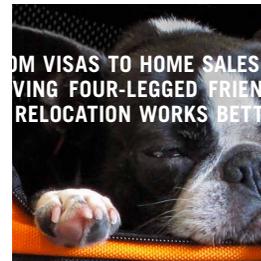
*click to continue >*

# HELLO, MY NAME IS *Kelley Redmond.*

I am an ambitious art director and graphic designer with over seven years of agency experience residing in Rochester, New York. Since graduating with a BFA in graphic design in 2011, I have assisted multiple organizations both large and small with their visual communication and creative marketing needs. Some of these brands include Xerox, Constellation Brands, Excellus, Kia Motors, Textron, and Highmark.

Thank you for taking the time to check out some of my work. Flip through this .pdf portfolio or find more on my website [www.kelleyredmond.com](http://www.kelleyredmond.com).

click on images to view individual projects



% INTERESTED + % WHO FOLLOW + % WHO FAN (FROM 0-10) FOR SPORT/LEAGUE, IF IN

WOMEN (15-65)	% INTEREST	% FOLLOW	% AWD	AVERAGE FAN RATING
	43.4%	31.9%	20.7%	7.06
	28.4%	16.1%	11.8%	6.83
	22.0%	10.5%	9.3%	6.78
FTBALL	19.2%	10.4%	8.3%	6.96
A BASKETBALL	18.7%	4.6%	7.1%	6.72
	14.9%	6.7%	6.0%	6.73
	14.4%	5.8%	6.2%	6.82
	10.6%	4.7%	4.6%	6.75
	8.3%	2.4%	2.9%	6.34
ATING	7.7%	2.3%	3.3%	6.84
	7.7%	1.2%	3.3%	6.73





# TEXTRON

CORPORATE BRANDING GUIDELINES

## TIMELINE



**1960s:**  
Entering the Transportation Industry

After acquiring E-GO and Bell Helicopter and forming Textron Financial, Textron bid farewell to the textile industry and was recognized as a pioneer of the conglomerate.



**1970s:**  
Surviving Amid a Financial Crisis

Textron persevered through tough economic times, winning new customers in the aerospace industry. Textron grew again with the purchase of Jacobsen in 1978.



**1980s:**  
Positioned for Growth

True to its tradition of diversification, Textron acquired Avco (now Textron Systems) Logging and Greenlee.



**1990s:**  
Preparation for the 21st Century

Textron focused on obtaining its revenues from its core businesses—aircraft, automotive, industrial and finance. To help achieve this goal, Textron purchased Cetron, Kaubov and Cushman.

## DESIGN ARCHITECTURE



## COLOR PALETTE

The brand color palette consists of Textron Blue, Textron Light Blue and Textron Dark Gray. The primary Textron brand color is Textron Blue. Textron Dark Gray should only be used for type. The Pantone, CMYK, and RGB values for each color are defined to the right. Note: The Pantone value for Textron Dark Gray is different for coated and uncoated applications.

For small type printed CMYK, substitute black for Textron Dark Gray. Also use black as a substitute for Textron Blue in one-color and grayscale applications.



**TEXTRON BLUE**  
PANTONE 294 C  
CMYK: 100 / 58 / 10 / 21  
RGB: 0 / 85 / 130



**TEXTRON LIGHT BLUE**  
PANTONE 2925 C  
CMYK: 70 / 155 / 0 / 0  
RGB: 0 / 155 / 222



**TEXTRON WHITE**  
PANTONE WHITE  
CMYK: 0 / 0 / 0 / 0  
RGB: 255 / 255 / 255



**TEXTRON DARK GRAY (COATED)**  
PANTONE COOL GRAY 11 C  
CMYK: 65 / 101 / 101 / 129  
RGB: 85 / 86 / 90

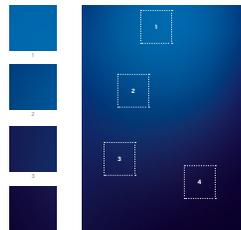


**TEXTRON DARK GRAY (UNCOATED)**  
PANTONE 426 U  
CMYK: 71 / 153 / 153 / 122  
RGB: 104 / 104 / 105

## TEXTRON BLUE GRADIENT

The signature Textron gradient is a clean, deep blue gradient that can be cropped for different applications. The lightest portions of the gradient are Textron Blue. Smaller sections of the full gradient can be used to produce background colors that range from Textron Blue to shades that are near pure black.

When possible, use the full gradient or cropped sections of the gradient instead of a flat color to add depth. Only use the approved Textron Blue Gradient artwork. Do not produce alternative gradients without approval by Textron's marketing department. (see page 41 for marketing contacts).



## THE TEXTRON ANGLE

The Textron Angle is taken from the repeating slash element derived from the angle of the logos' letterforms. The angle can be used as a framing style for brand photography.

Examples of the angle being used correctly in a few scenarios are displayed to the right.



# CORPORATE BRANDING GUIDELINES

Textron Inc.

Art direction, brand and identity development, production design

Textron is an advanced technologies conglomerate that owns and manages over 20 successful brands. As an art director at Roberts Communications, I was privileged to lead a small team in developing and redesigning the umbrella brand's visual standards and branding guidelines.



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RELATIONSHIPS WORK BETTER.

Xerox Intelligent Automation helps companies work with customers more personally and efficiently. Using real-time data and machine learning to anticipate and respond on any device means faster answers and a lasting connection. **Work can work better.**

Xerox Customer Care soon to be **CONDUENT**

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SENDING YOUR TALENT HALFWAY  
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Let your talented HR staff manage people—not mobility. With decades of global experience, 25+ locations worldwide and expertise in everything from house hunting to helping spouses find jobs, we have you covered. **Work can work better.**

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FROM VISAS TO HOME SALES TO  
MOVING FOUR-LEGGED FRIENDS,  
SO RELOCATION WORKS BETTER.

The best partners care about your staff just as much as you do. That's why we combine dashboards, analytics and decades of experience, providing 360-degree global mobility services. We love making life easy for you—and your employees. **Work can work better.**

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## WORK CAN WORK BETTER ADVERTISEMENTS

Xerox Corporation

Art direction, production design

This diverse series of ads was conceptualized and designed in order to strengthen and give life to Xerox's corporate tagline "Work can work better." The ads have since been resized and reused in various digital and print publications worldwide.





## HEALTH INSURANCE ENROLLMENT DIRECT MAIL PIECES

Highmark Blue Cross Blue Shield

Graphic design, production design

Highmark Blue Cross Blue Shield is one of Pennsylvania, West Virginia, and Delaware's leading healthcare providers. In my time freelancing at Partners and Napier, I worked with an established and talented team in designing, producing, and versioning several direct mail pieces and touchpoints.



poster



## PESTICIDES CAUSE ECOCIDE POSTER AND TIMELAPSE

Organic Consumers Association

Art direction

The concept behind this campaign utilized a fresh apple carved to depict the recognizable layout of a world map. The apple was then photographed for thirty consecutive days to create a visual timelapse of the planet quickly rotting away. This piece was used to create a short video, looping .gif, and a poster that was featured in Ads of The World. The timelapse can be viewed [here](#).

timelapse animation





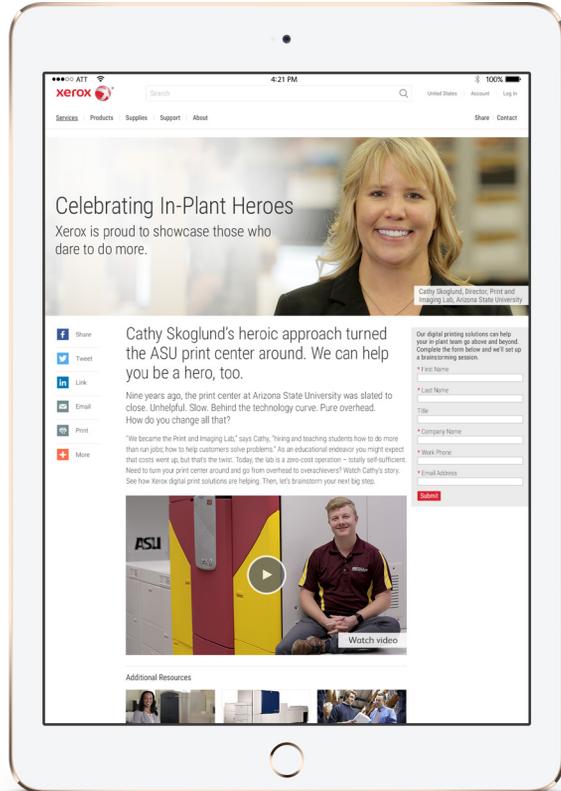
## VARIOUS BRANDING AND IDENTITY PROJECTS

Art direction, brand and identity development, production design

These marks represent a sampling of logos and brands I have developed and created throughout my professional career.



landing page



email



video



## IN-PLANT HEROES DIGITAL CAMPAIGN

Xerox Corporation

Art direction, video production, email marketing

This monthly campaign targeted potential Xerox managed print services and production customers alike. By highlighting the inspirational ways print shop owners use their Xerox products for the greater good, we engaged emotions and empathy to raise sales and awareness of products and services. Several of these videos can be seen on the [Xerox YouTube channel](#).



various examples of usage



## RMSC CENTENNIAL CELEBRATION

Rochester Museum & Science Center

Art direction, brand and identity development, production design

The Rochester Museum and Science Center is one of the area's most visited public attractions. As a freelance designer, I was asked to assist in creating a mark and extension of their branding for their centennial celebration. The logo was used and printed on the institution's collateral throughout the year long event.





# PERSONALIZED WILL CALL FUEL CAMPAIGN

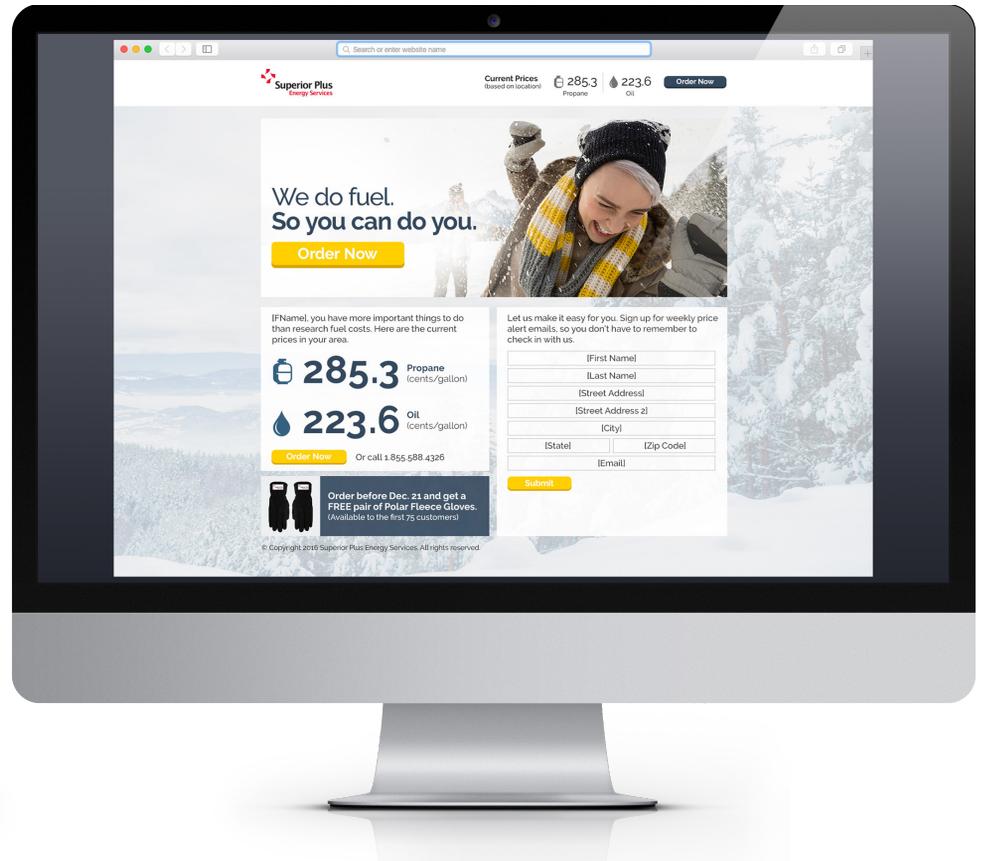
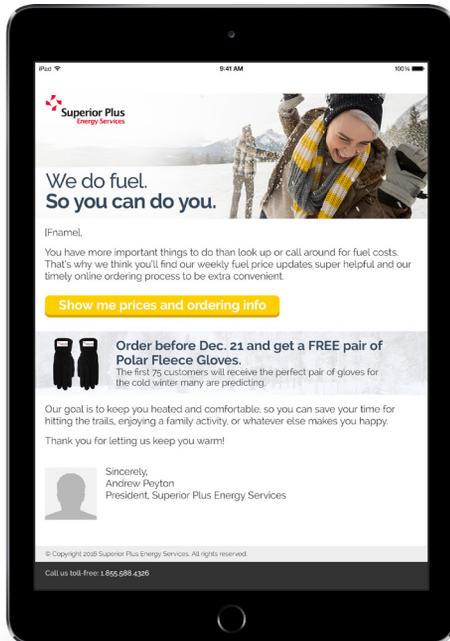
## Superior Plus Energy Services

Art direction, email marketing, web design

Superior Plus Energy Services is a Northeast and Mid-Atlantic energy company specializing in fuel delivery and outstanding customer service. This personalized campaign encouraged customers to refill early in the season in order to have security and peace of mind for the upcoming cold winter months.

landing page

email





Chief Optimist

## Why Digitization Matters

And how document analytics can help.

## Paper has been great.

For thousands of years, it has honorably served humankind, documenting everything from the exploits of pharaohs to the business plans of corporations.

Chief Optimist

71% of organizations say digitization is key to their corporate strategy.\*

**Yet Only 10%**  
of organizations are digitized across major process areas.\*\*

\*Source: Digitization at Work, Xerox 2016.  
\*\*Source: Digitization Survey, Flansby 2016.

Chief Optimist

**Plus, with the right data,**  
people will be more motivated to get behind your digitization efforts.

Chief Optimist

So what do you think?

## Are you ready

to get this digitization thing going?

Chief Optimist

## Uncover more digitization insights.

Read Document Analytics eBook >

Read Faster Digital Transformation eBook >

Follow Chief Optimist for smart ways to transform your business:

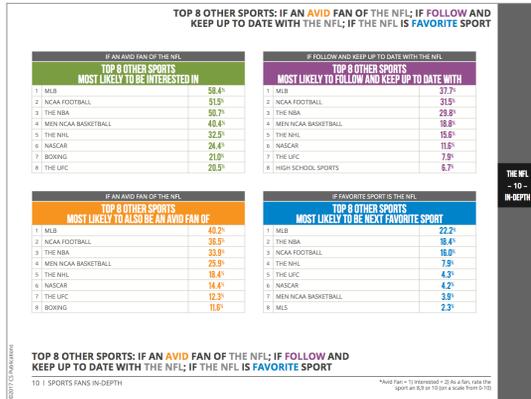
Chief Optimist

## WHY DIGITIZATION MATTERS SLIDESHARE

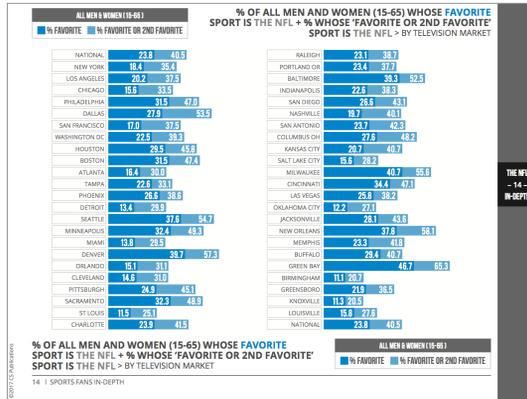
Chief Optimist

Art direction, illustration

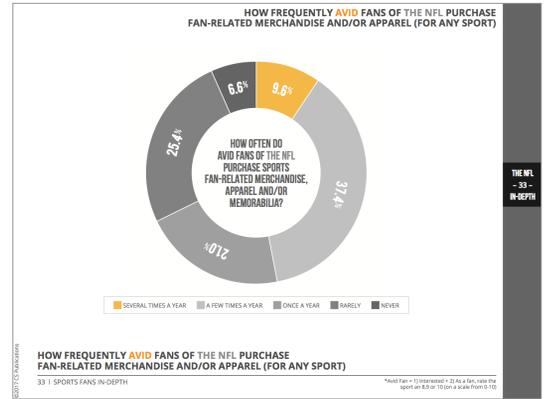
Chief Optimist is a publication and blog sponsored by Forbes Magazine that uses positive attitudes and optimistic strategies to promote new business ideas as well as Xerox services. This [SlideShare](#) is one of many pieces of various marketing I have created for the brand.



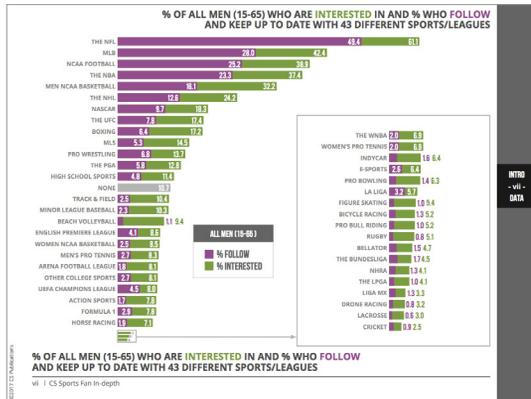
THE NFL - 10 - IN-DEPTH



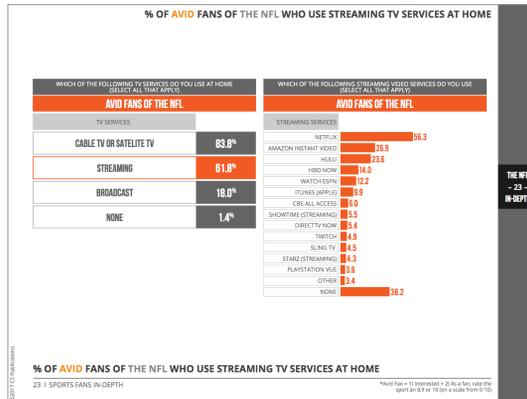
THE NFL - 14 - IN-DEPTH



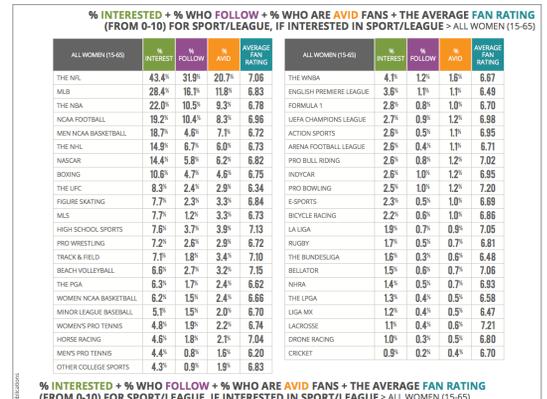
THE NFL - 33 - IN-DEPTH



INTRO - VII - DATA



THE NFL - 22 - IN-DEPTH



THE NFL - 23 - IN-DEPTH

# SPORT FANDOM INFOGRAPHICS AND DATA REPORTS

## CS Space

Art direction, production design

CS Space is a research and brand strategy consultancy that publishes analytic reports for brands and businesses looking to stay in tune with developing entertainment, sports and lifestyle preferences. As a freelancer working entirely remotely, I designed and produced templates and thousands of data driven charts, tables, and infographics to visually represent their library of data.



oversized career fair banner and backdrop



engineering video

## MAKE SOMETHING REAL

Textron

Art direction, brand and identity development, video production, social media, production design

This multichannel campaign was designed to recruit graduating students to apply to work for Textron. Tactics and collateral designed for this campaign included videos, infographics, email marketing, social media posts, direct mail pieces, and an interactive web application.

A [recent video](#) as well as several others I helped produce can be seen on the [Textron YouTube channel](#).

college specific infographics



social media posts





**KELLEY REDMOND**  
**DESIGN**

*Thank You.*

I appreciate you taking the time out of your schedule to review some of my work. I am currently looking for new opportunities within the creative industry and I would love to discuss the possibility of working with you.

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