

When you wish upon a star...



Yeah, that's pretty much how we work.



**Blue Star** is an idea design studio.

We design, we market, we use technology to move ideas forward. We concept, we create. Our approach is integrated and layered, never linear. Our focus – sharp – on your next prospect, next donation, next sale. Protecting your brand, protecting your client base. We're designers who understand business. We're business people who understand design.

Our belief – every idea big or small deserves the respect of great design.

We are Blue Star.

## service offerings

graphic + digital + social media design  
branding + identity  
web + technology + online applications  
inbound + outbound marketing



## TESTIMONIALS

“Your hard work and dedication does not go unnoticed by the marketing team at Hillcrest. We love you guys and depend on you for so many things, and you always seem to make us look good.”

Hillcrest Hospital Marketing Team

“Julia and her team roll up their sleeves and go above and beyond to make sure that our exact needs are met on every project. Blue Star’s efforts, in particular around our brand identity and web presence, have been integral in helping us to reach our target markets in meaningful new ways. Julia is straightforward, accommodating, and always looking out for our best interests. On a personal level, I have learned a great deal from working with Julia in terms of her expertise in design and branding.”

— *David Gecht, Impact Solutions*

“Julia and her Blue Star Design team did an excellent job in designing our new brand identity. They successfully captured our culture and values to create a unique brand in our industry. It was a pleasure to work with Julia - who, aside from her creative talents, is a great task master and consistently went the extra mile to deliver projects on time.”

— *Ronald Huiskamp, Dwellworks*

“It is very rare in business to have the opportunity to work with a person who is talented, knows their market and industry and also has a sense of urgency to meet and exceed deadlines and expectations. That person I described is you. We thank you for your enthusiasm...even when we are a pain...and your leadership on our new product launch of the Storability brand. Your efforts will give us an opportunity to open doors for our products as we meet with 4 key customers next week. It makes ALL THE DIFFERENCE. Thanks for your continued interest and support.”

— *Terry Palermo, Triton Products*

Blue Star Design offers very personalized service. They are creative and offer a variety of ideas that are very beneficial for marketing my small business.”

— *Marla Simon, Educational Options*

Flier Styler: “I was willing to do a payroll deduction to get the application in place! It saves me time and decreases the chances that something will be in print that is not on brand. No more clip art! Whoo hoo!”

— *Anne Kuenzel, Marketing, Lakewood Hospital*

Flier Styler: “This tool allows our employees to take back creative control while staying within branding guidelines and within budget. “

— *Stephanie Petrucci, Marketing, Hillcrest Hospital*

# KENO

BRAND + IDENTITY



**NAMING:** We have experience in naming companies, products, taglines and events; such as:



- **Dwellworks™** (Residential and relocation company)
- **Vedas Fitness** (Fitness center specializing in body alignment and nutrition.)
- **jun•cio•n** (Newsletter connecting CIO's to the latest technology solutions)
- **Storability™** (Storage product line by Triton Products)
- **I ♥ Me Day** (Hillcrest Hospital & Speaking of Women's Health event)
- **Lot 'O Play, Lot 'O Fun, Lot 'O Money** (Ohio Lottery's tagline for Lot 'O Play.)
- **Bought anything juicy yet?™** (Tagline for LimeRibbon)



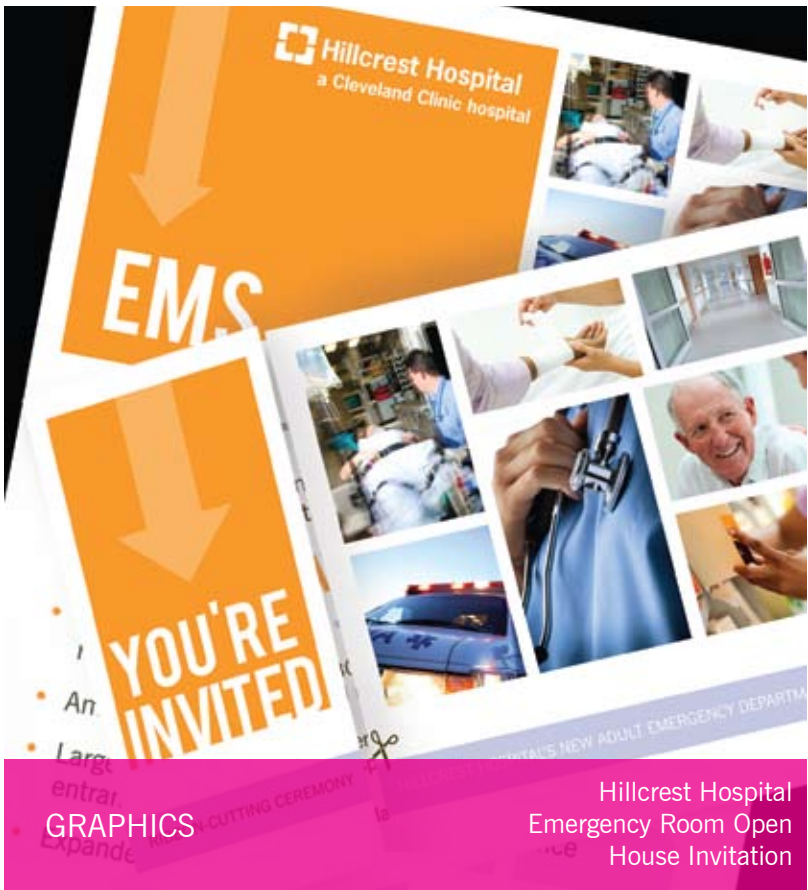
EDUCATIONAL OPTIONS  
The Way Forward



SWS

jun•cio•n





- Our graphics work includes:**
- Advertising
  - Annual Reports
  - Booth and Banner Graphics
  - Business Cards and Letterhead
  - Business Collateral
  - Brochures and Booklets
  - Complete Marketing Campaigns
  - Fliers and Invitations
  - Packaging
  - Postcards and Self-mailers
  - Newsletter and Magazine Layouts
  - Signage and more



## Campaigns



Agilysys HP Campaign:  
Dig In. Discover.  
Transform.

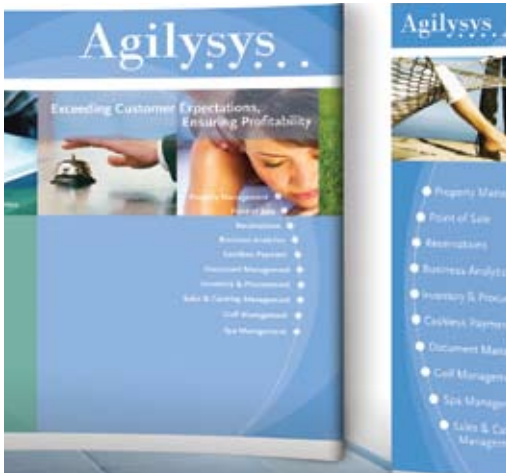
Concept, 3-D Packaging Mailer, Variable Printing, PURLs, HTML emails, Online Interactive Survey including Flash & Video



## Brochures and Invitations

Case Western Reserve University  
Event Invitation

Five color event invitation, including PMS Silver, Aqueous Coating, Self Mailer



## Trade Shows

Agilysys Hospitality Booth

Pop up booth with duraflex panels, and banner stands. Additional work includes custom booth graphics, lightbox designs, directional signage, table throws, custom table top signage, and peel & stick wall clings.



WEBSITES

[www.dwellworks.com](http://www.dwellworks.com)

**Our website work includes:**

- Detailed Consultation
- Content Management Systems
- Online Branding
- Custom Database Programming
- Advanced Pagescripting for Custom Features
- Online Membership and List Development
- Online Donation and E-commerce
- Server System Administration
- Custom Blogs
- Video/Multimedia/Flash Animation
- Traffic Analysis, Training and Documentation
- Mobile Friendly Formatting



# PILGRIM United Church of Christ

[www.pilgrimalive.org](http://www.pilgrimalive.org)



[www.shopbanyantree.com](http://www.shopbanyantree.com)



[www.diversatec.net](http://www.diversatec.net)



[Extended Assistance](http://www.extendedassistance.com)



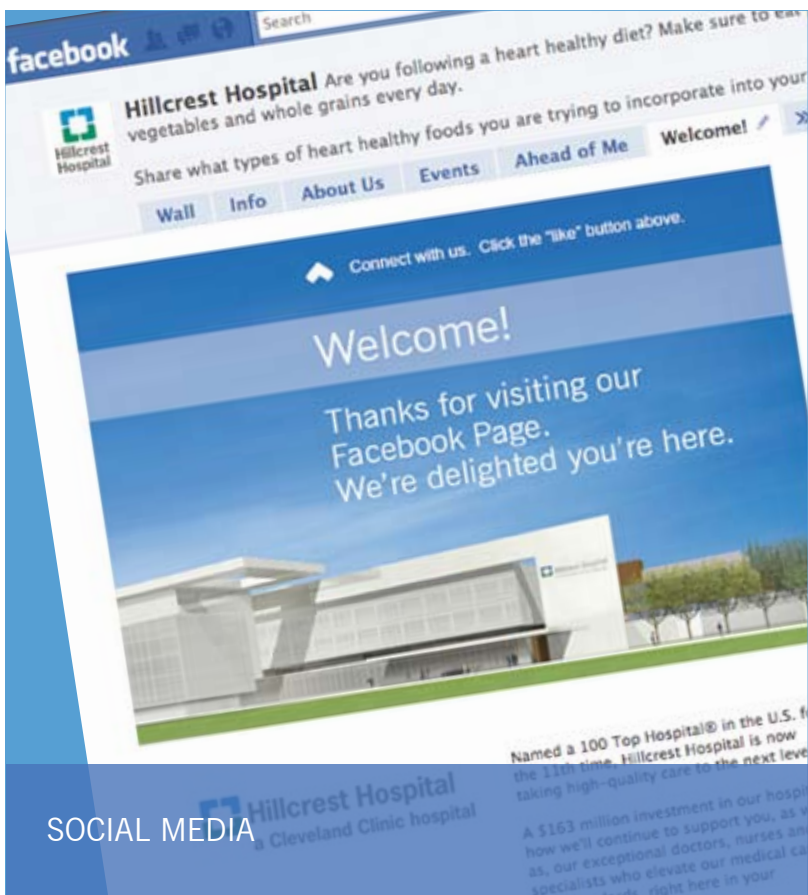
[www.tremontwest.com](http://www.tremontwest.com)



[www.cspn ohio.org](http://www.cspn ohio.org)



[www.tritonproducts.com](http://www.tritonproducts.com)



## Hillcrest Hospital Social Media Implementation

- Social Media Platform Overviews & Training
- Policy Setting & Customer Service Response Plans
- Research, Listening and Defining Audience
- Content Strategy, Writing & Distribution Tools Setup
- Social Media Hub/Blog Setup
- Social Media Accounts & Profile Setup
- Twitter & Facebook Backgrounds & Avatar Design
- FBML Coding
- Bitly Setup & Analytic Training
- HTML Email Account Setup & Design



## Twitter (@marlasimon)



Social Media Platform  
Overviews & Training

Twitter & Facebook  
Backgrounds & Avatar  
Design

Distribution Tools Setup

HTML Email Account Setup  
& Design



## Html Email (Dwellworks)

HTML Email Account  
Setup & Design



## Social Media Hub (Hillcrest Hospital)

Buzz Caddy™ Setup  
(Relevant Content  
Aggregator and  
Publishing tool)

Content Strategy/Writing

# flier stycler™



## Flyer Stycler™

A custom, online tool used to create fliers that stay on brand.

## PRODUCTS

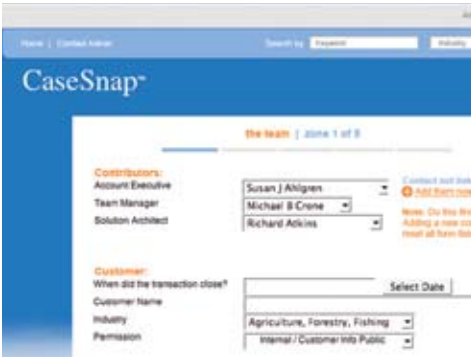


- Euclid Hospital
- Hillcrest Hospital
- Lakewood Hospital
- Lutheran Hospital
- Marymount Hospital
- Medina Hospital
- South Pointe Hospital



## BuzzCaddy™ (Hillcrest)

BuzzCaddy™ is an online tool used to deliver relevant, timely content to customers and prospects, and to keep them engaged with your brand.



## CaseSnap™ (Agilysys)

CaseSnap™ is a web-based system for documenting customer references and creating success stories.



### Transform Your IT Landscape to Improve Business Results

Join Us At Wigley Field  
Columbus, Indiana  
Friday, April 29 at 6:30 p.m.  
1050 W. Wabash  
Beyond the "Try" Workshop at Wigley Field

Think IT expenses too growing problem to reduce the cost? They often do the same with all the same time taking the changes

## EviteRight Powered by Flier Styler™ (Agilysys)

A custom, online tool used to create html email evites that stay on brand.



## COMMUNITY SERVICE

For the last decade, Blue Star has donated design services to the Ronald McDonald House of Cleveland Familia Fashion Event, designing fun and creative invitations and programs.



## Ronald McDonald House of Cleveland



### 2009 Familia Event

Green Theme:  
Resuable Fan Invitation,  
recycled paper stock and a  
sold out event - again.



## Christian Heritage Church

Our local vendors give an awful lot - they give us a ton of help, advice and great service. Every now and then we can pay them back. We donated these designs back to a local printer who has gone above and beyond for us as well as the Ronald McDonald House of Cleveland.



## Drive Thru Bi-Annual Event benefitting the Ronald McDonald House of Cleveland

An event conceptualized and sponsored by Blue Star. Twice a year we Drive Thru NEO to pick up donated items and deliver them to the House.



## OUR TEAM

### Julia Briggs - prez + creative



Julia earned a B.A. from the Columbus College of Art and Design in illustration, graduating in 1991 with honors. Stepping out in the middle of a recession, she opted to put illustration in her back pocket and jump into a wide array of design careers: advertising, publishing, and social expressions.

In 1999, Julia took the biggest jump of all and created a job for herself in her very own studio, Blue Star Design. Having experience with everything from illustration to packaging

to branding to print to web, meant Julia would never be bored and her clients would benefit from the variety of her talents.

Three years ago (2007), she took one more small step for mankind and added a talented crew to the mix to offer clients a more integrated approach to design, marketing, and idea generation. Julia believes every idea, big and small, deserves the respect of great design.

### John Briggs - veep + mkt



John graduated from The Ohio State University in 1991 with a B.A. in English after earning a degree in Computer Engineering, nearly becoming an architect and taking enough French courses to all but make him a dual citizen.

He made the smart move of venturing into the technology industry at the beginning of the 90's bubble, working for companies such as Sarcom, Agilysys and Arrow Electronics.

His marketing expertise grew right along with that big, fat bubble as he managed multi-million dollar accounts and became a trusted advisor to outside sales teams and stakeholders driving collaboration, accountability and results.

The bubble burst but Blue Star beckoned. In 2007, he left the technology arena to share his marketing wisdom with everyone, fell head over heels for a Macintosh and embraced social media like no other English major.



## Sue Harris - creative



Sue received a B.A. from Marietta College and went on to graduate from Marshall University with a Master's degree. Early on, she worked as an in-house designer for a small printing company and did design work for two national magazines based in Tuscaloosa, Alabama.

Realizing she would never be able to fake a good southern accent, Sue moved back to Ohio in 1985. She worked for a regional arts magazine for several years before joining Case Western Reserve University's in-house publications office where she remained for over 17 years, designing anything and everything imaginable. After a year at Agilysys, Inc. and a few months of freelancing, Sue joined Blue Star Design as a full time designer in January 2008.

Sue believes in true love, world peace, and giving 100% to the task at hand.

## Kellie Micka - creative



Kellie graduated from Michigan State University in 2000 with an English degree and high hopes of writing novels all day, lakeside. Realizing this only happened in the movies, she went on to discover the world of Graphic Design and headed back to college. After earning a B.A. in Fine Arts from Kendall College of Art and Design, she took her degrees and entered the world of social expressions.

In 2005, she packed up and moved to Cleveland and three years later decided to try her hand at the other side of graphic design. Landing a job with Blue Star Design, she's been happily designing a variety of projects, lakeside.



## CLIENT LIST

Aerospace Engineering Associates	Hillcrest Hospital
Agilysys	Huron Hospital
Banyan Tree	Interchange Institute
Bellwether Real Estate Capital	IMPACT Solutions
Bridgeway	Lakewood Hospital
Carolyn Marie Designs	Lutheran Hospital
Case Western Reserve University	Mandel JCC
Central School of Practical Nursing	Marymount Hospital
Cleveland Christian Home	May Dugan Center
Cleveland Clinic	Medina Hospital
Cleveland Clinic Arts and Medicine Institute	Ohio Lottery Commission
Community Care Network	Pilgrim United Church of Christ
Crafty Parent	Plexus
Diversatec	Robert Wentz & Associates
Dwellworks	SE Blueprint
Educational Options	South Pointe Hospital
Euclid Hospital	Sunset Builders
Faber-Castel USA	The Basement Framer
Gamertrainer	Tremont West Development Corporation
	Triton Products
	Tucky's
	Vedas

## REFERENCES

Jennifer Davis, Director of Marketing, Hillcrest Hospital	440.312.4229
Marla Simon, CEO, Educational Options	858.922.6888
Gayle Pekkola, Director of Marketing, Agilysys	440.519.8192
Carolyn Hammerschmidt, Carolyn Marie Designs	440.967.9667
Bob Rosing, President & CEO, Dwellworks	216.682.4202

## find us

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twitter @piratebluestar

twitter @bluestarlounge