Relationship Building by Design
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At RBD Creative, we put ourselves in your shoes. This gives us the right perspective to understand you, your business and your audience. We analyze and review, we question and strategize, we explore and create. This shared understanding helps us design the right solutions for your communication needs.

We explore the world of print and present solutions that make your message a joy to read, a treat to see and a pleasure to touch.

• Brochures and annual reports
• Logos and identity systems
• Banners, posters and trade show booths
• Advertising and direct mail

Going digital is your chance for a 24-7-around-the-world presence. We develop digital assets that maximize your outreach.

• Website design and maintenance
• Search engine optimization (SEO)
• Social media strategy and support
• Programmatic Digital Advertising
• Email newsletters and campaigns

Good marketing is a balance of self-assessment and knowing your audience. We create ways for your audiences to connect with you.

• Strategy, planning and review
• Identity and branding support
• Press releases

Our team of designers and strategists work with scientists, academic institutions, culinary experts, medical professionals, manufacturers, wellness specialists and many others. We provide solutions that run the gamut of print and digital media, always keeping an eye on the client's overall goal and strategy, and helping define those elements whenever necessary. We understand that your business is about building relationships; our goal is to provide the design that helps you do exactly that.

Within these pages are samples of a few of our clients, their needs and how RBD Creative provided solutions. But we have many stories to share. For more of our work, please visit us at rbdcreative.com.

To speak with one of our professionals and get your project underway, please call 734 927 7168 or email Dorothy Twinney at dorothy@rbdcreative.com.
Great Lakes Culinary Center is a kitchen stadium, resource hub, entrepreneurial launching pad and special event site, all under one innovative roof. It offers amenities for chefs and food service professionals, providing everything needed to design, build, test and launch a fully equipped commercial kitchen. In addition, it houses an interactive demonstration classroom and multimedia learning center, and serves as a venue for private parties and events.

Proud of their connections with Michigan-based resources, Great Lakes Culinary Center wanted to ensure that their new identity would feature elements of the state and its surrounding lakes. The Center is also affiliated with Great Lakes Hotel Supply, who displays a state image prominently in its logo. Our task was to create a logo for a new business that built upon these connections, a Michigan heritage and the new Center’s experiential possibilities.

In addition to exploring a stylized map, we looked at ways colors could represent the Great Lakes, even building shapes divided into the percentage of water supplied by each lake. Typefaces that carried a distinct lakeside or Michigan shoreline feel were considered. In each case, we designed with a level of clean sophistication and ease of use in mind.

After some modifications to a selected concept, Great Lakes Culinary Center had their logo. With warm, contemporary colors, a bold serif name and a round-cornered map highlighting the lakes, the end result answered the requests for a celebration of Michigan and a refined, high-end kitchen experience.

With their new logo in place, we created a range of supporting materials to help tell the Center’s story. In each case, a connection to the experience and atmosphere of the Center is key. Hallmarks of color, typeface, texture and message help maintain a recognizable presence.

Many of these pieces feature original photography by RBD’s in-house image experts. By creating our own images, we are able to focus on details and environments specific to the client.

The identity package and brochures serve as introductions to the Center. Menu templates provide flexibility for events without losing touch with the overall brand.

The website, built in WordPress, allows the client to make editorial updates on their own. In addition to the design and original build, RBD provided training on how to manage the site and continues to offer support for larger edits and overall performance maintenance.
Logo Revitalization
Revisiting and Revising a Brand

**SUBJECT**

**Genesis Genetics**

Genesis Genetics is the pioneer of preimplantation genetic testing of embryos for inherited genetic abnormalities. Founded by world-renowned scientists largely responsible for discovering and implementing the first successful cases of Preimplantation Genetic Diagnosis (PGD), they have spent more than 25 years on their goal of helping build healthy families all over the globe.

**ORIGINS**

From early in its existence, Genesis was ahead of the curve in terms of research and technology. Its logo easily reflected the genetic nature of their business. But what the logo leveraged in science, it lacked in connection with a broader audience. The implication of the people within the process was not as direct as it could be. In other words, those three little teal dots needed some definition.

**MODIFIED**

As it became necessary to focus on both the clinic and patient sides of the genetic testing process, we evolved the dots into a family of people. In addition, the name presented in the logo needed to speak to a broader audience. Dropping the stuffy “institute” in favor of a comfortable mirroring of “genesis” helped, and was more in line with how the staff referred to themselves to boot.

**COMPARISON**

Recently, we took a good look at Genesis in comparison to other genetics-based companies. While the company’s direction was still forward, serving as leaders in the field, the logo felt stuck, heavy and outdated. Elongated type was no longer the fashion. The gradient built into the strip of DNA became an issue with new designs, often forcing the logo to only exist on fields of white. It was time to think differently.

**CONCEPTING**

We began a wide exploration of the company, including interviews with staff, patients and clinicians. We developed mission and vision statements, as well as a wide range of new logo options. From streamlining the current logo to discovering new iconography, we presented concepts that exposed Genesis to new colors, new typefaces and new ways of thinking about themselves.

**COMPLETION**

The final result is a modernized version of the original, using a clean sans serif typeface and a comfortably redrawn icon nesting a family in the study of DNA. In addition, we developed a style guide to support all design needs and create a unified voice in their materials.

With their new logo in place, we were able to design new brochures, patient and clinic folders, trade show displays and materials and website, connecting their rejuvenated identity with their advancing position in the world of genetic testing.

For more, visit rbdcreative.com
Untangling the Web
Ensuring Your 24/7 Presence is Present

SUBJECT
West Grange Pharmacy

For nearly 60 years, West Grange Pharmacy has served the city of Trenton, Michigan with a full range of modern amenities and a dedication to old-fashioned customer service. While it might be a shorter distance to go to a chain drugstore closer to home, customers are more than willing to drive a few extra minutes to West Grange Pharmacy to talk to their trusted family pharmacist.

ORIGINS
In keeping with its mission to provide modern services and efficient customer support, West Grange needed to renovate their web presence. The site needed to be easy to read and to navigate, especially given that their customers include both tech-savvy individuals and active seniors for whom vision may be an issue and clarity is a must.

MODIFIED
While planning the new site, we found the existing West Grange logo would benefit from a bit of a facelift — something fitting for the updated style of the revised site. With a nod to the brand’s history, we embedded the script initials of West Grange in a mortar and pestle, the traditional tool of the pharmacist’s trade. A bright green adds energy and a sans serif face adds clarity and legibility.

PHOTOGRAPHY
The updated site features a mix of original photography by RBD’s in-house image experts and selected high-quality stock images. Whether original or royalty-free, the photos focus on the well-stocked, caring, friendly and unique experience of doing business at West Grange.

COMPLETION
The revised website is a bright and inviting experience, reflective of the personality of West Grange itself. Large images provide warmth and color, and clearly divided information make the pages easy to read.

Built in WordPress, the site allows the client to make any editorial updates on their own, thanks to training provided by RBD. In addition, we continue to update the website with links to monthly circulars, create homepage sliders featuring special or seasonal offers, and provide overall site maintenance. Our in-house project management system helps us keep the updates on time and on budget.
Try Us on for Size

Discover the difference when you build relationships by design. Discover RBD Creative.

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