

Hi, I'm Joe 🖐️, A high performing production artist
with 15 years of experience creating accurate schematics
and clean brand graphics for world-class products and services!

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- 1.2 Website Home Page
- 1.3 Email Campaign

2. Tradeshow Event Assets

// XEROX

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- 2.2 Digital Kiosk Interface
- 2.3 Promotional Poster
- 2.4 Branded Notepad
- 2.5 Digital Kiosk Interface
- 2.6 Digital Kiosk Interface

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- 3.3 Promotional Sticker
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- 3.5 Promotional Flyer
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- 3.7 Promotional Flyer
- 3.8 Promotional Poster
- 3.9 Branded PowerPoint Theme & Template
- 3.10 Video Interview Best Practices Guide
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// GE

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6. Branding + Packaging

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10. Website & Branding

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- 10.2 Logo Design & Business Cards

11. Website Design & Development

// iHeart PDX

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// The Travel Gurus

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- 13.2 Alternate Logo Design

14. Website & Branding

// ATOMIZE

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- 14.5 Repeating Pattern Design
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// Dreamers Only

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// Daimler / TTS

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Contents



1.

DEMANDBASE

Demandbase Digital Marketing Assets



MARKETING PERFORMANCE ASSESSMENT

Find out what's working, and how to fix what isn't.

STOP MISSING THE MARK

The most successful B2B marketers are focusing on companies, not individuals.

In a study of U.S. Marketers by Adobe, marketing measurement ranked high on the list of important areas with 76% placing it in the top-3 on a 10-point scale. In contrast, only 29% ranked their performance in marketing measurement in the top 3. Either these marketers are being extremely humble, or they're really struggling to meet one of their most important goals.

But why is it so hard?

THE SHORT ANSWER: FOCUS ON COMPANIES

B2B companies often struggle to measure marketing's impact because their efforts are focused on individuals. Instead, B2B marketers need to zero in on attracting, engaging and converting the companies most likely to be customers. When you know how your marketing is performing across those three stages, against identifiable companies, you can draw clear lines from marketing efforts and spend to real sales opportunities and revenue.

Performance Manager does just that. It's the giant brain of the **Demandbase B2B Marketing Cloud**, and gives marketing leaders a unified view across all the programs in the funnel. It combines advertising, website and CRM data and filters everything through an account-based lens to connect marketing to revenue. You can visualize how you're attracting, engaging and converting target accounts. More importantly, you can clearly see what's working and fix what isn't.

This Marketing Performance Assessment will help you answer your most burning questions. Namely, how do you transform your marketing, and the way you measure it?

Marketers' perceived proficiency in MARKETING MEASUREMENT

Importance (10-point scale)

76%

Performance (10-point scale)

29%

GAP = 47%

Source: Adobe Research Note, Sept. 2013

MEASURE PERFORMANCE ACROSS THE FUNNEL

Get a holistic view of your account-based marketing efforts.

Performance Manager features a holistic view of your account-based marketing performance. The **Performance Summary** section (below) gives you a visual gauge on all your marketing activities across the funnel. It's organized into six stages, showing metrics over the past 90 days for how you're reaching, building awareness, engaging and converting your target accounts. With CRM data integrated, you'll also see how many opportunities, in dollars, are open for target companies.

You also get a live ticker of recent company visitors to your website, a short list of the most active companies over the past 90 days, and a conversion trend chart.

QUESTIONS ANSWERED:

How are target companies progressing through my funnel?

Is there a weak spot in my funnel?

How does my marketing performance stack up against other B2B companies?

How much sales pipeline (\$) is marketing influencing?

"When we started using Demandbase, we immediately noticed our 30 to 40% conversion rate was because of their solution."

Manu Kaushik
Director
Marketing Operations
Blue Coat Systems

THE GAME HAS CHANGED

Draw clear lines from your marketing efforts and spend to real sales opportunities and revenue.

Performance Manager combines advertising, website and CRM data and filters everything through an account-based lens to connect marketing revenue.

REQUEST A DEMO

NOTHIN' BUT NETWORTH

B2B companies often struggle to measure marketing's impact because their efforts are focused on individuals. Learn why and how to zero in on attracting, engaging and converting the companies most likely to be customers.

DOWNLOAD THE GUIDE

KNOW THE RULES

Jonathan,

THE GAME HAS CHANGED

"When we started using Demandbase, we immediately noticed our **30 to 40% conversion rate** was because of their solution."

Manu Kaushik
Director
Marketing Operations
Blue Coat Systems

Sound familiar? A lot of B2B companies struggle to measure marketing's impact because their efforts are focused on individuals. Instead, B2B marketers need to zero in on attracting, engaging and converting the companies most likely to be customers.

KNOW THE RULES

Sign up for your [Marketing Performance Assessment](#) and visualize how you're attracting, engaging and converting target accounts to **clearly see what's working and fix what isn't**.

REQUEST A DEMO

CONTACT | PRIVACY | ©2015 COPYRIGHT DEMANDBASE, INC.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollit enim. Sed est laborum et dolores fugit. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut recusandae voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.

1.1 White Paper

1.2 Website Home Page

1.3 Email Campaign

2.



XEROX Tradeshow Event Assets





2.1 I.D. Badge 2.2 Digital Kiosk Interface



2.5 Digital Kiosk Interface



2.3 Promotional Poster 2.4 Branded Note Pad



2.6 Digital Kiosk Interface

3.



NIKE Business Facing Marketing Collateral





3.1 Promotional Sticker



3.2 Promotional Sticker



3.3 Promotional Sticker



3.4 Style Guide Cover



3.5 Promotional Flyer



3.6 Promotional Flyer



3.7 Promotional Flyer



THE SUSTAINABILITY THOUGHT LEADER

I AM AN OPPORTUNIST.

I see the innovation potential in sustainability.

I AM A SYSTEMS THINKER.

I consider the things inside and outside Nike that impact Nike.

I THINK GLOBALLY.

I enable business with the greater good in mind.
I gather intelligence. I protect the brand.

I AM A SUSTAINABILITY EXPERT.

I am passionate. I am curious. I am connected.
I am a lifelong learner. I stay fresh.

I SEE THE FUTURE.

I fuel innovation by reading the sustainability landscape. I provide insight and foresight to drive better business decisions.

I AM AN INFLUENCER.

I change mindsets. I envision the future and inspire sustainable business decisions within the Nike community and outside of it.

I AM AN INTEGRATOR.

I understand Nike's business and how sustainability drives value.

I MAKE THE COMPLEX SIMPLE.

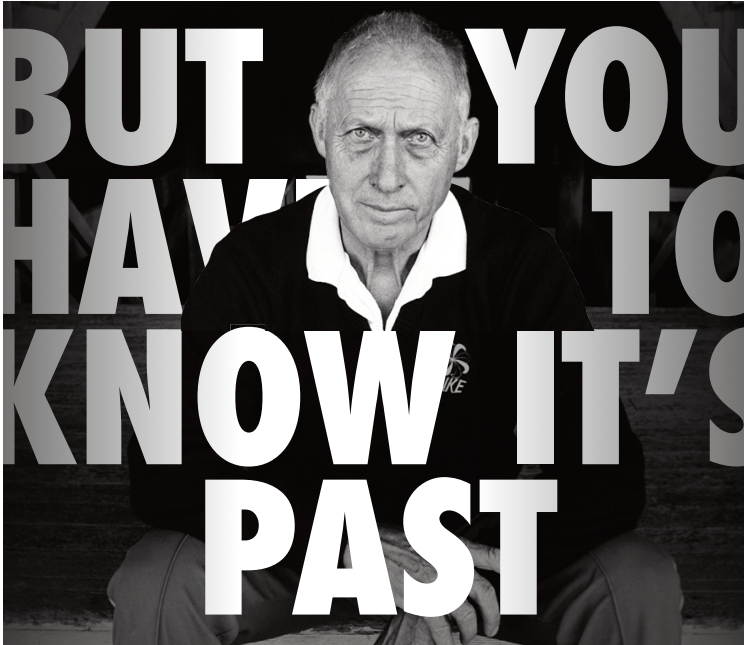
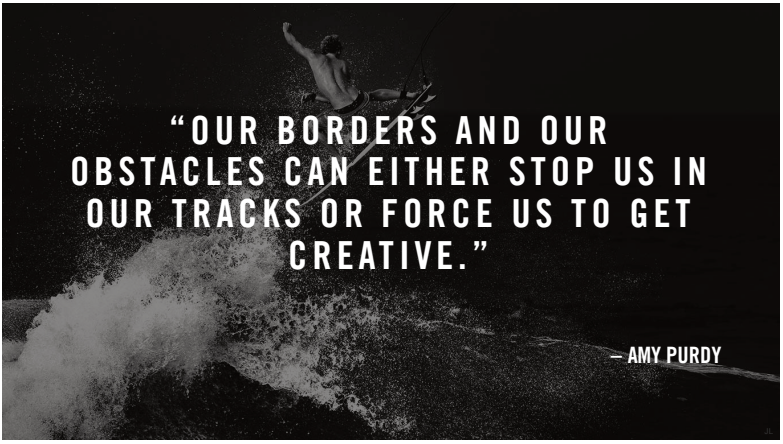
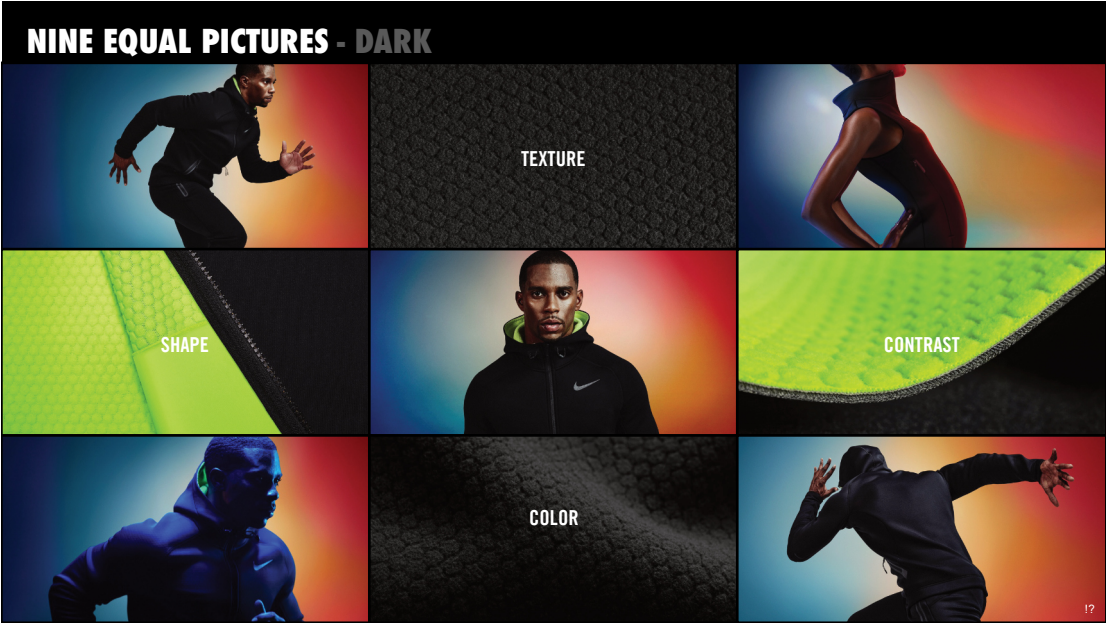
I filter the art and science to help businesses make better decisions.

I AM A PERSISTANT OPTIMIST.

I relentlessly pursue a sustainable future.

THE CHANGE AGENT

SB&I EXPECTATIONS



SHOOTING VIDEO INTERVIEWS



VIDEO. FRAMING THE SHOT

- Use a NIKE mural as backdrop.
- Position the subject right or left of center filling a third of the frame.
- Only allow the subject's torso and head space in frame.
- Do NOT have the subject look directly into the lens.



LIGHTING.

- Environment should be well lit.
- Avoid only overhead lighting.
- Be mindful of too much backlighting.



SOUND. USE THE LAVALIER MICROPHONE

- Clip or tape lavalier to the lapel or collar.
- Avoid areas with music and talking in the background.
- Use headphones to monitor the audio.



WHAT TO WEAR.

- Solid colors are best.
- Avoid small patterns.
- Anything NIKE.





3.11 NIKE 3107 Logo, Website & Poster Design

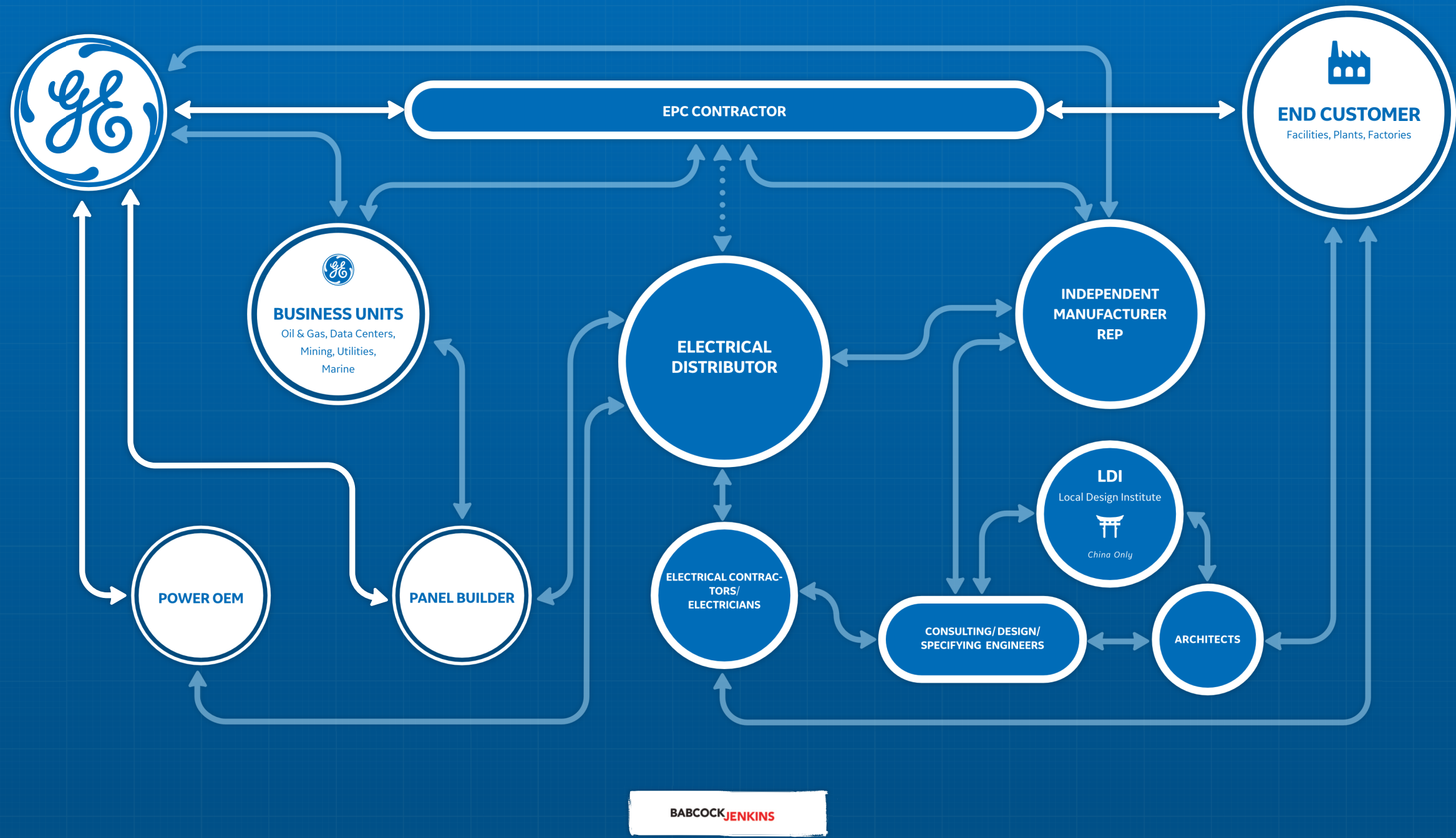
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G.E. PowerPoint Slide



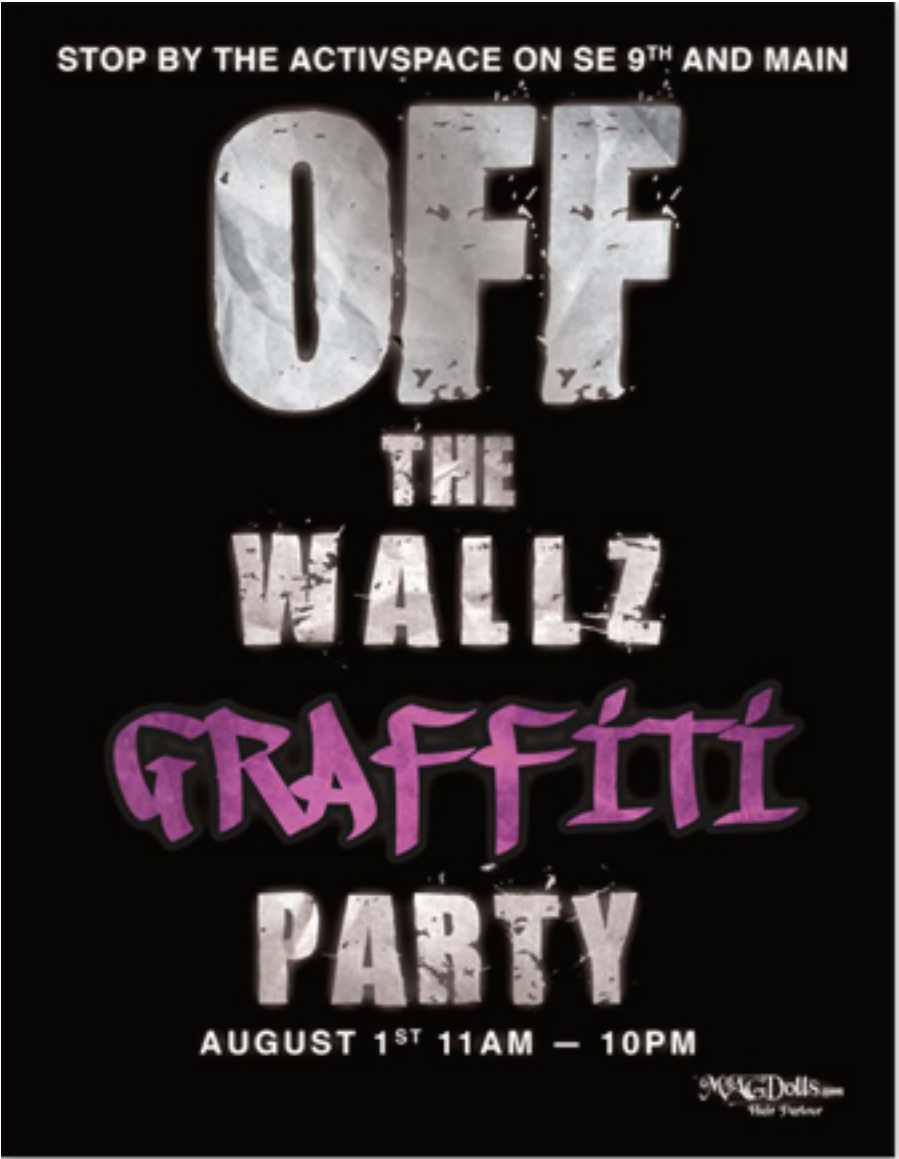
Buyer Ecosystem | Low Voltage MCCBs



5.

Off The Wallz Event Marketing Collateral





5.1 Shop Poster



5.2 Promotional Flyer



5.3 Lead Generating Website

6.

Rose city
Kombucha

Rose City Kombucha Branding + Packaging

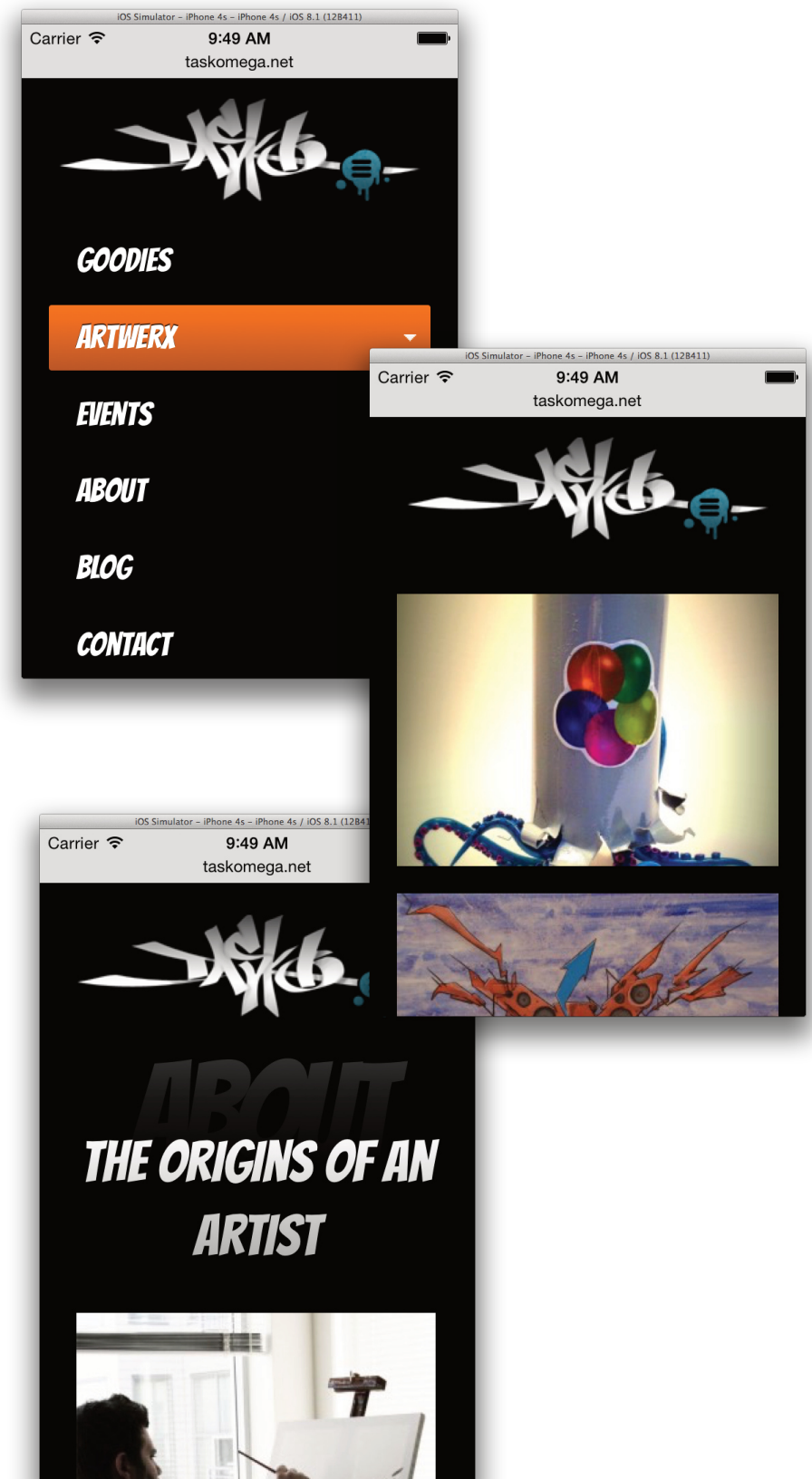
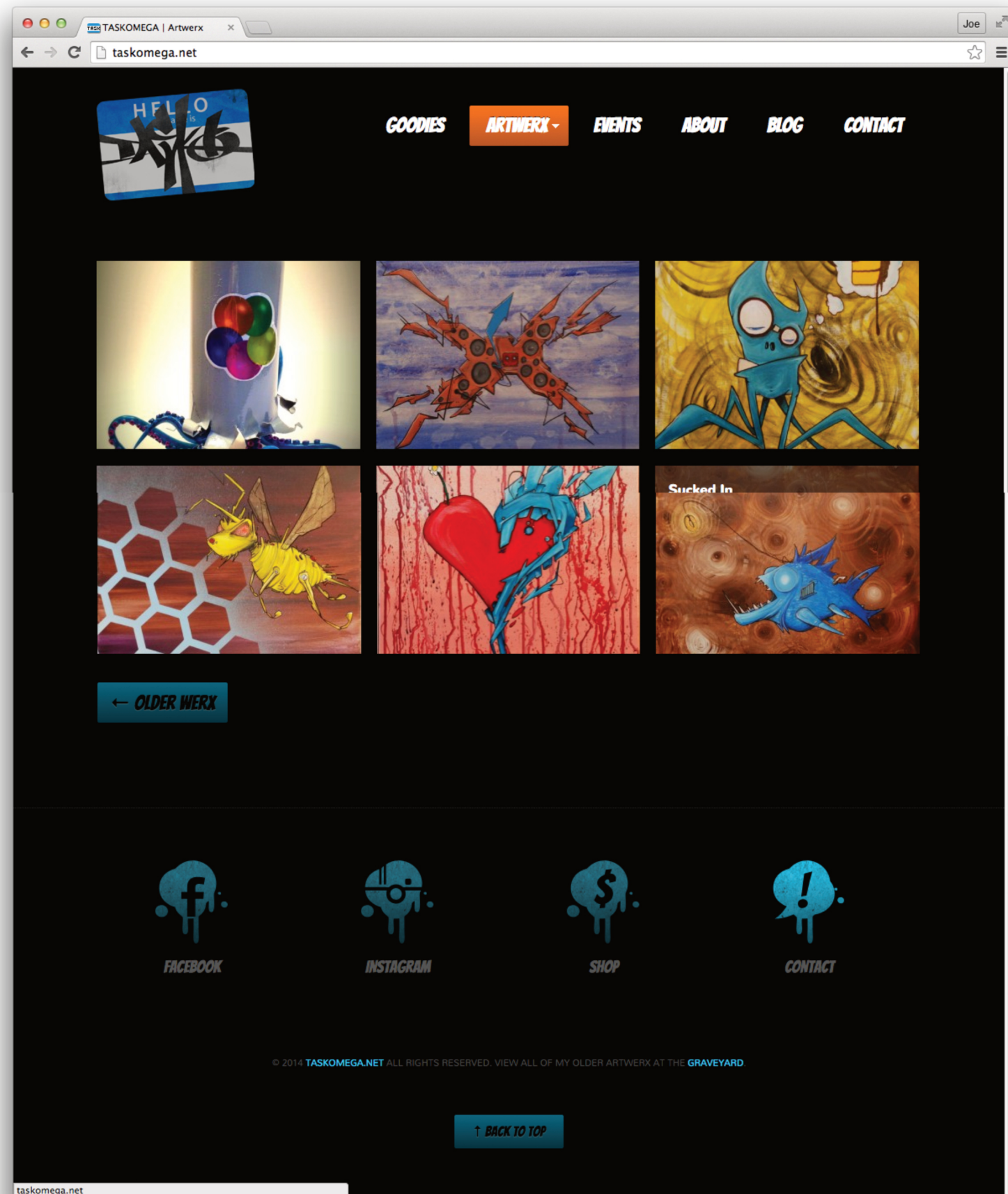


7.



TASKO Website & Branding





7.1 Personal Branding and E-Commerce Website for a Local Artist

8.

wilwin™

wilWin Website & Branding



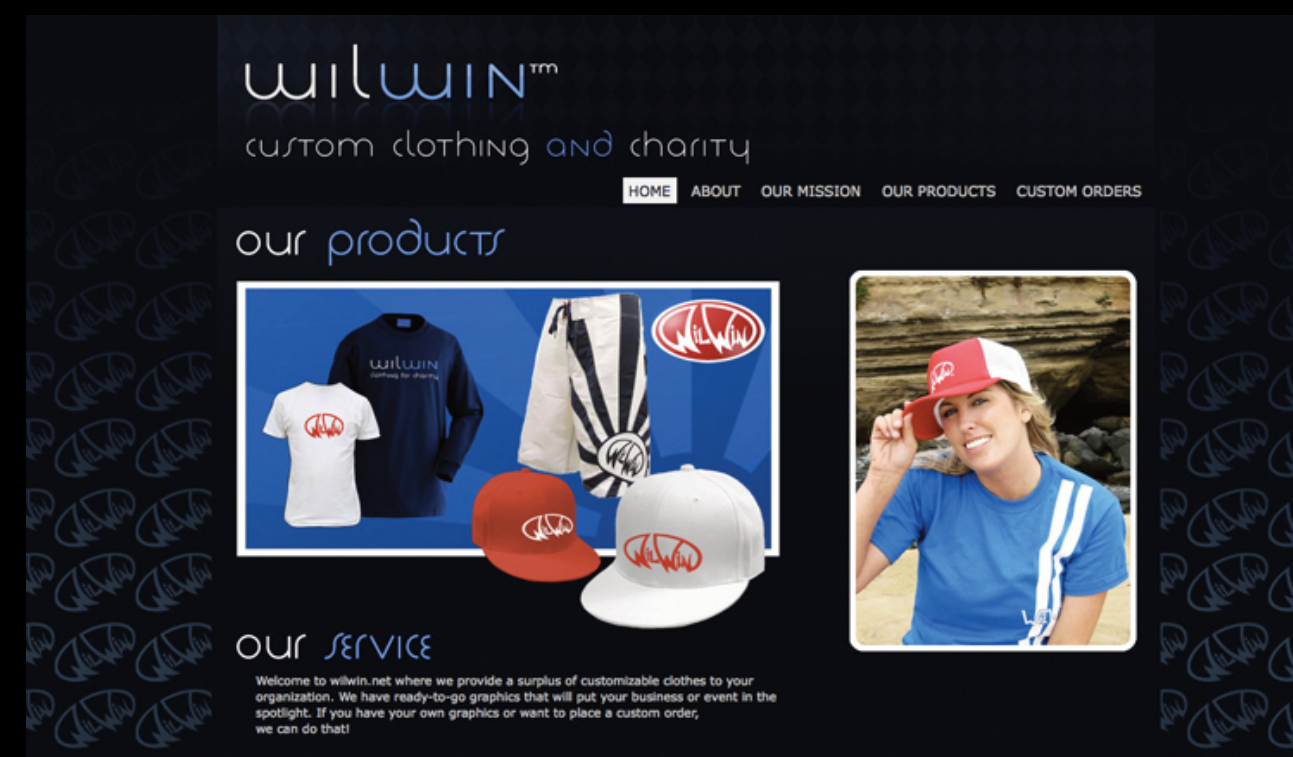
8.1 Logo Design



8.2 Website Design & Development



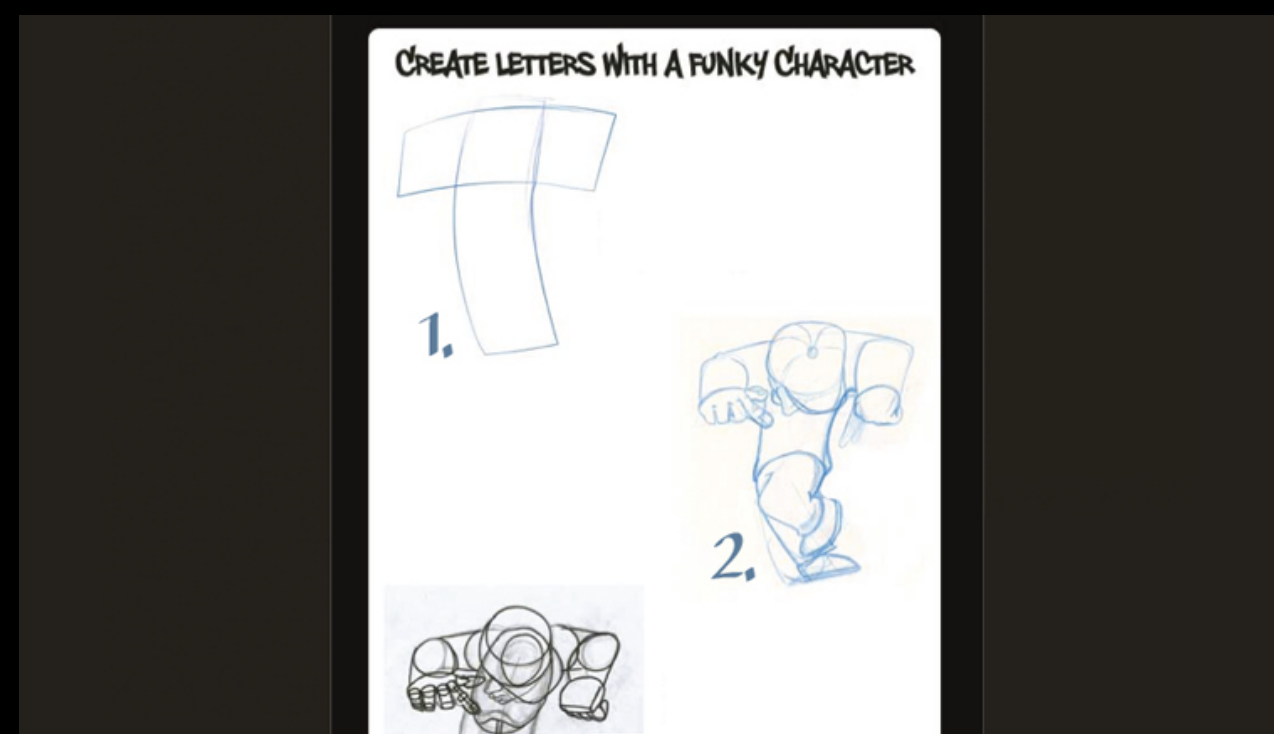
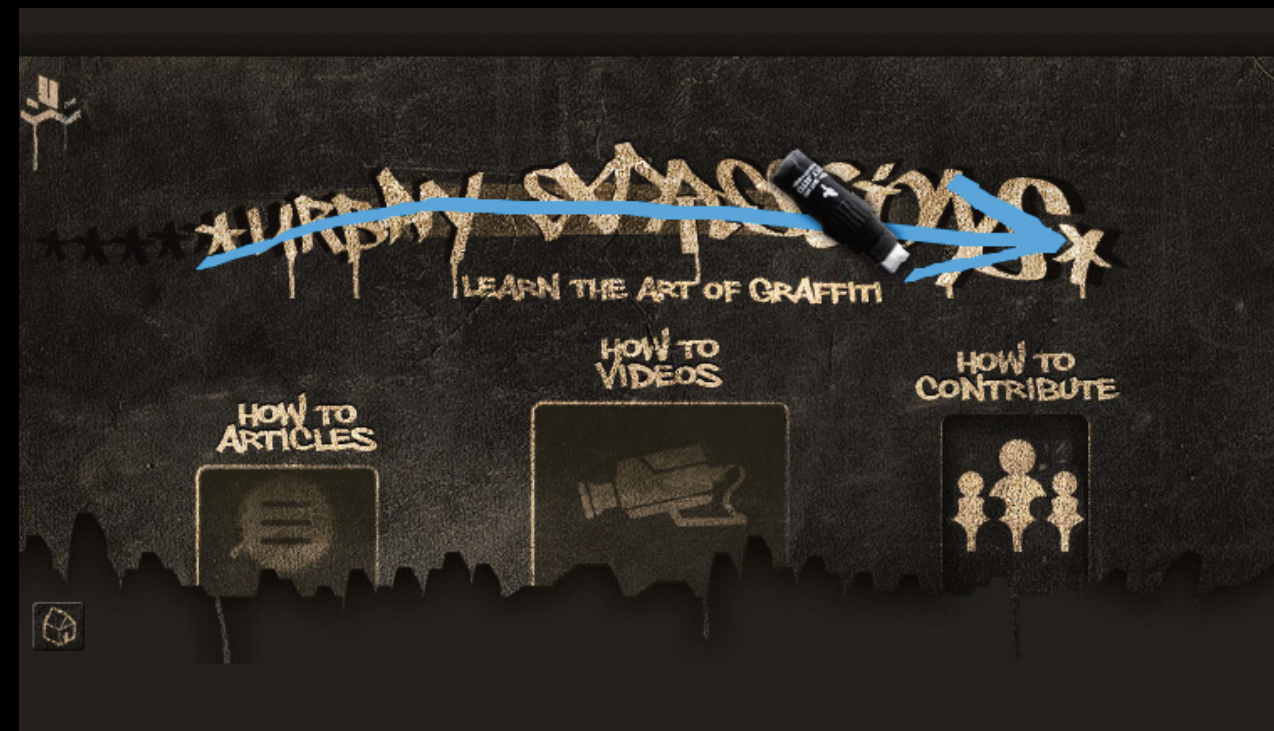
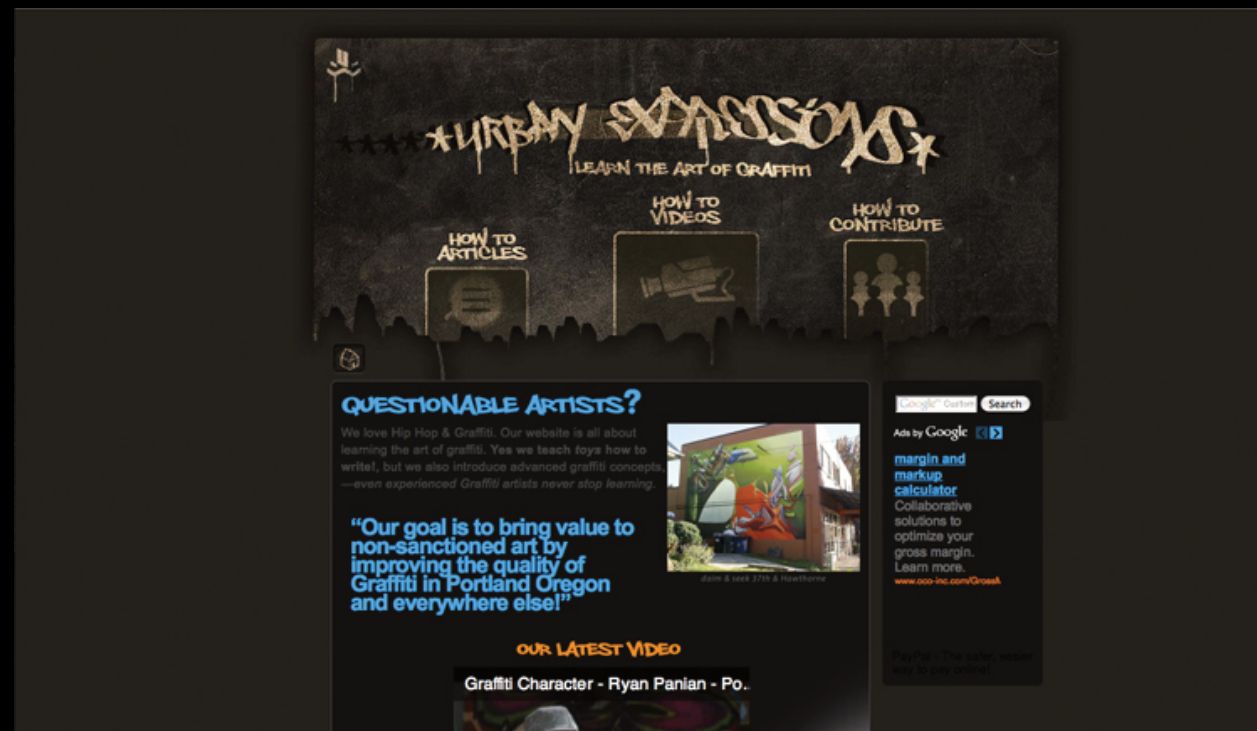
8.3 Website Design & Development



8.4 Website Design & Development



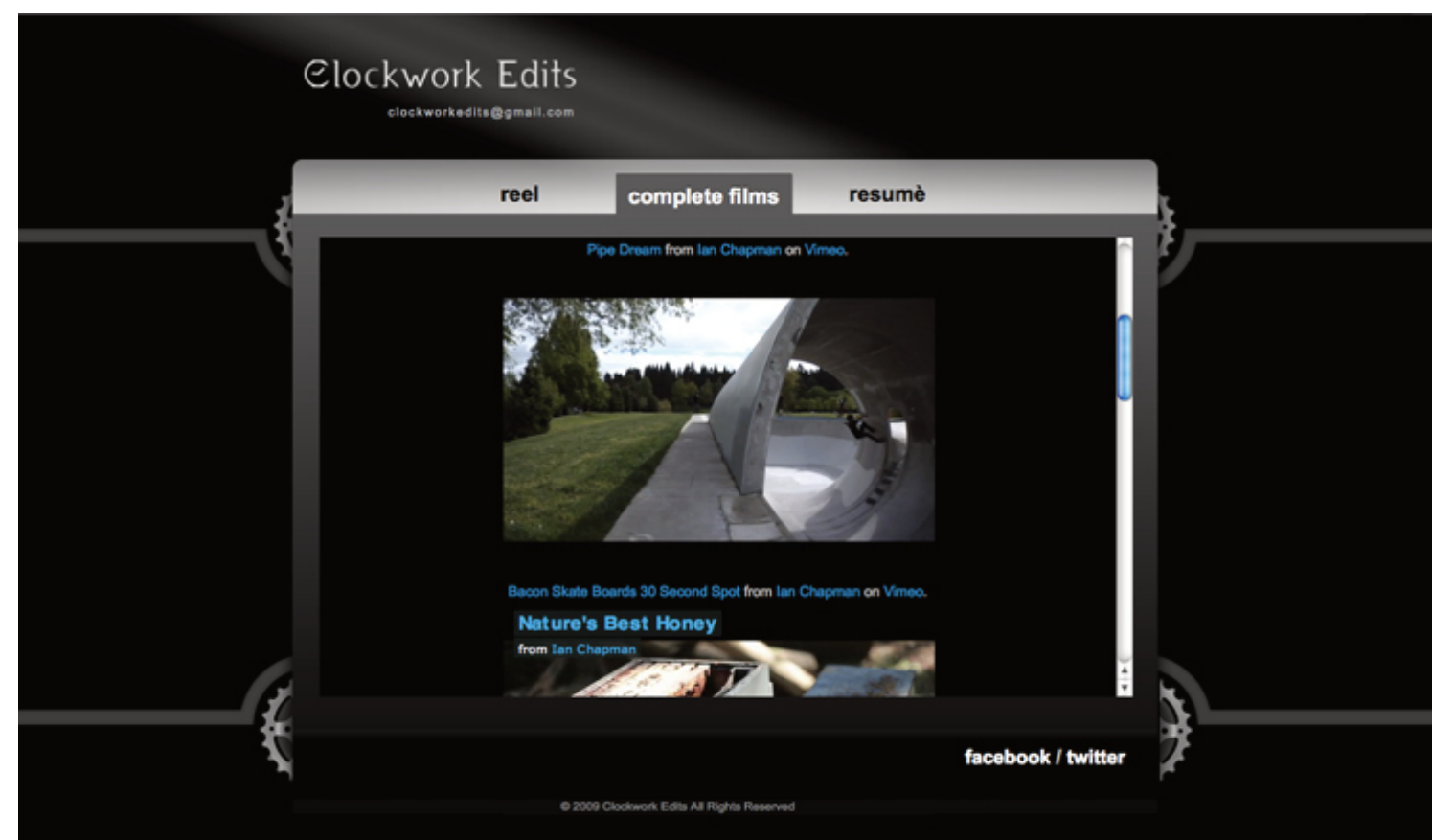
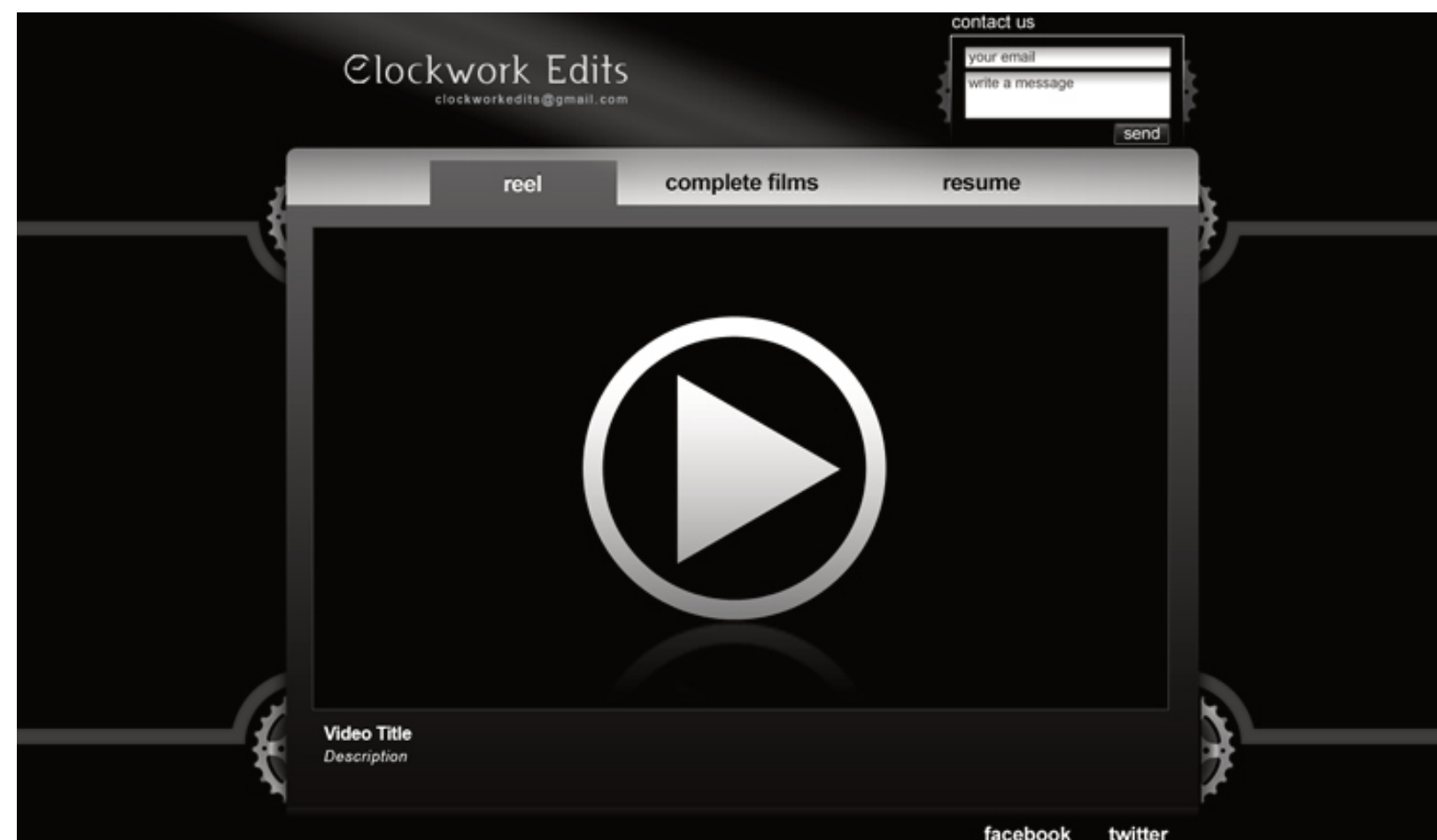
Urban Expressions Website & Branding



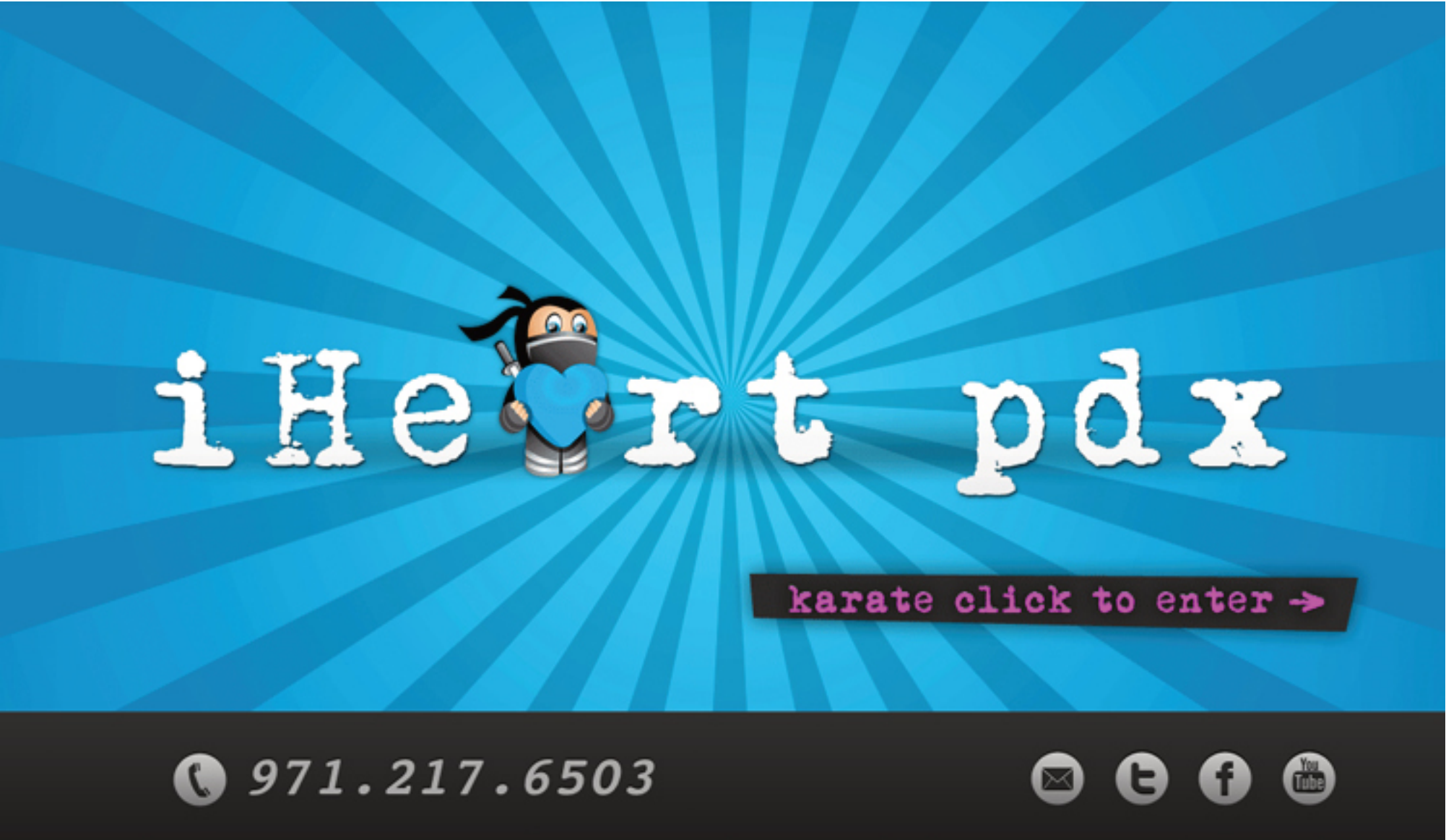


Clockwork Edits Website & Branding



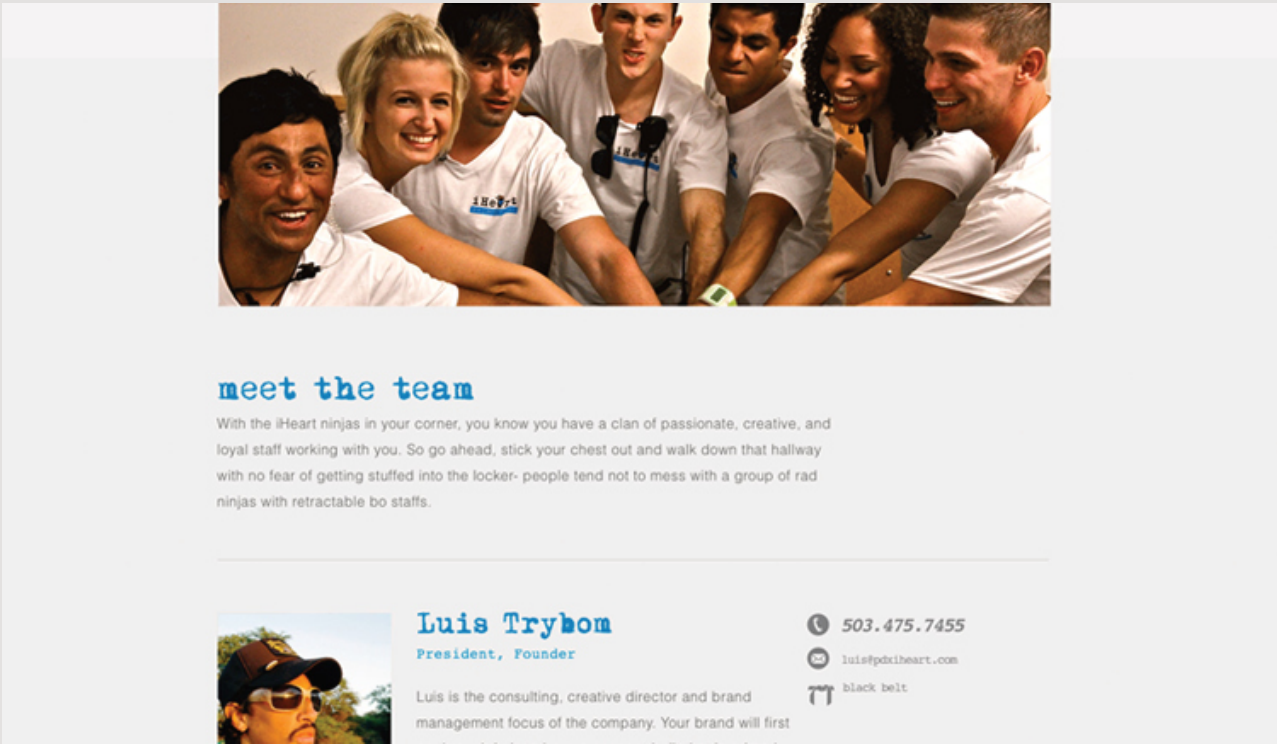
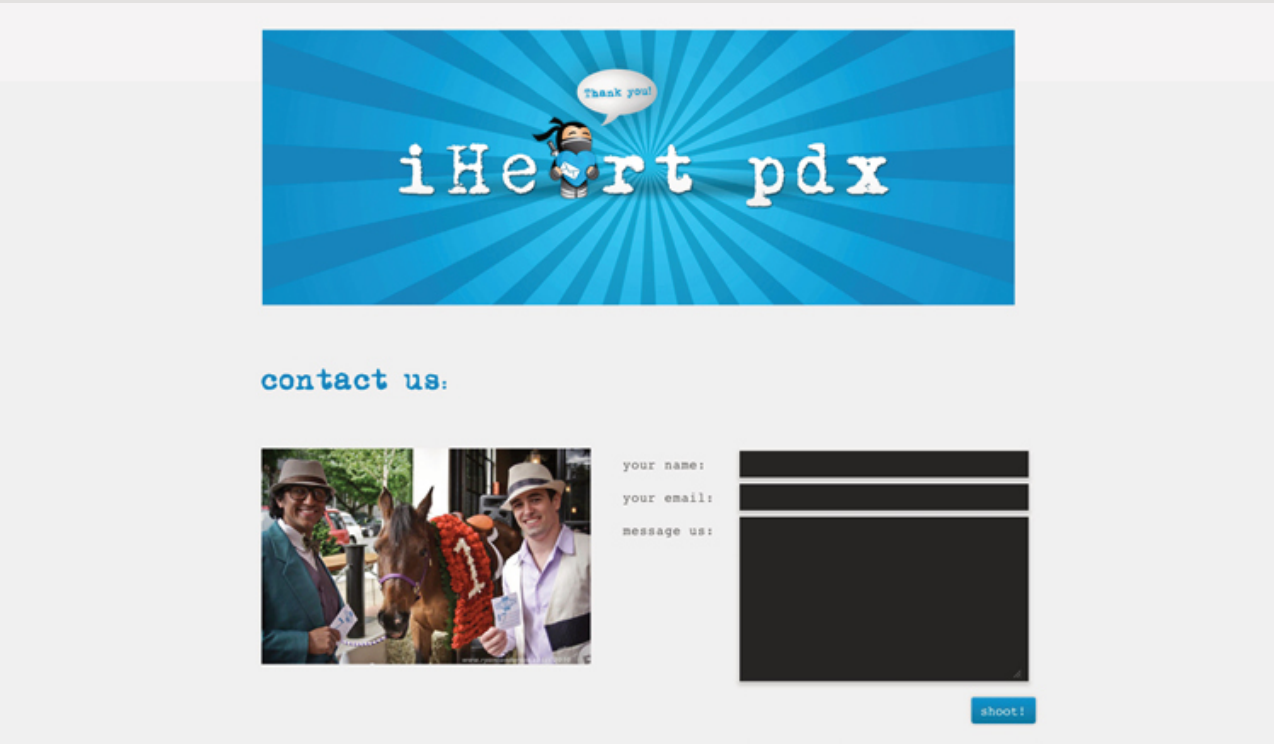
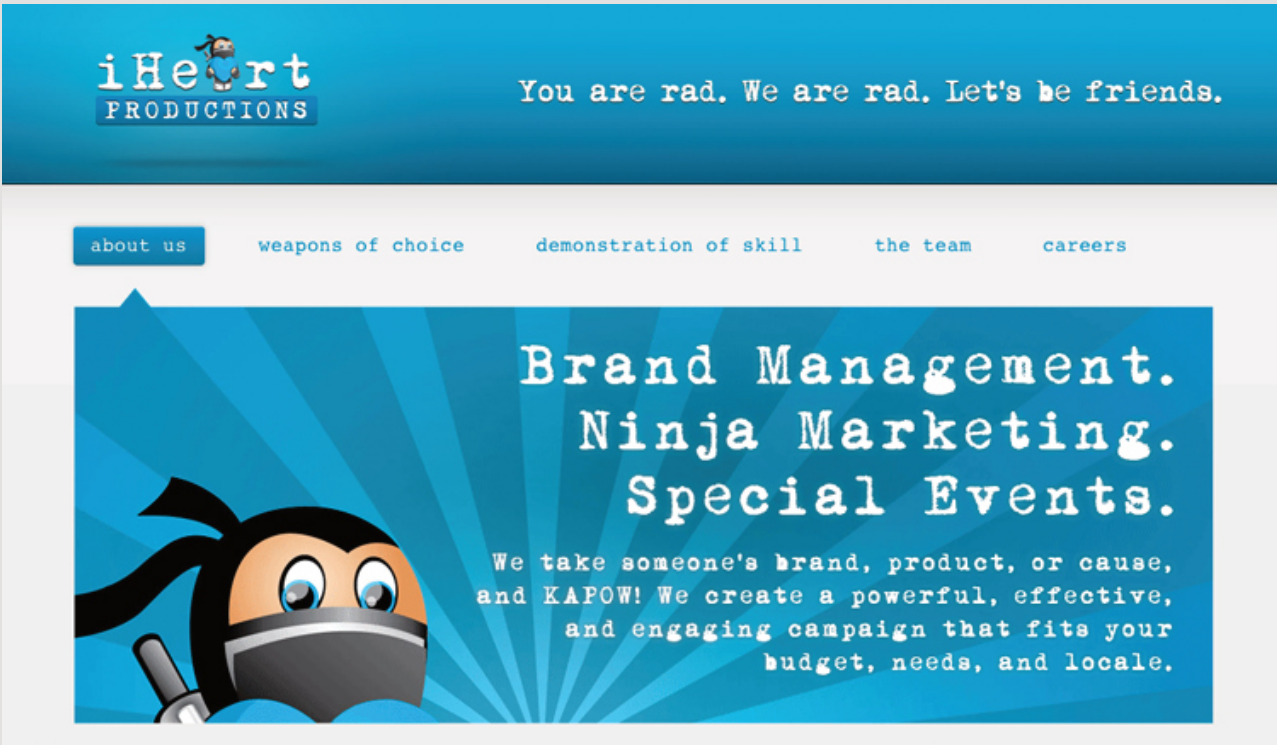




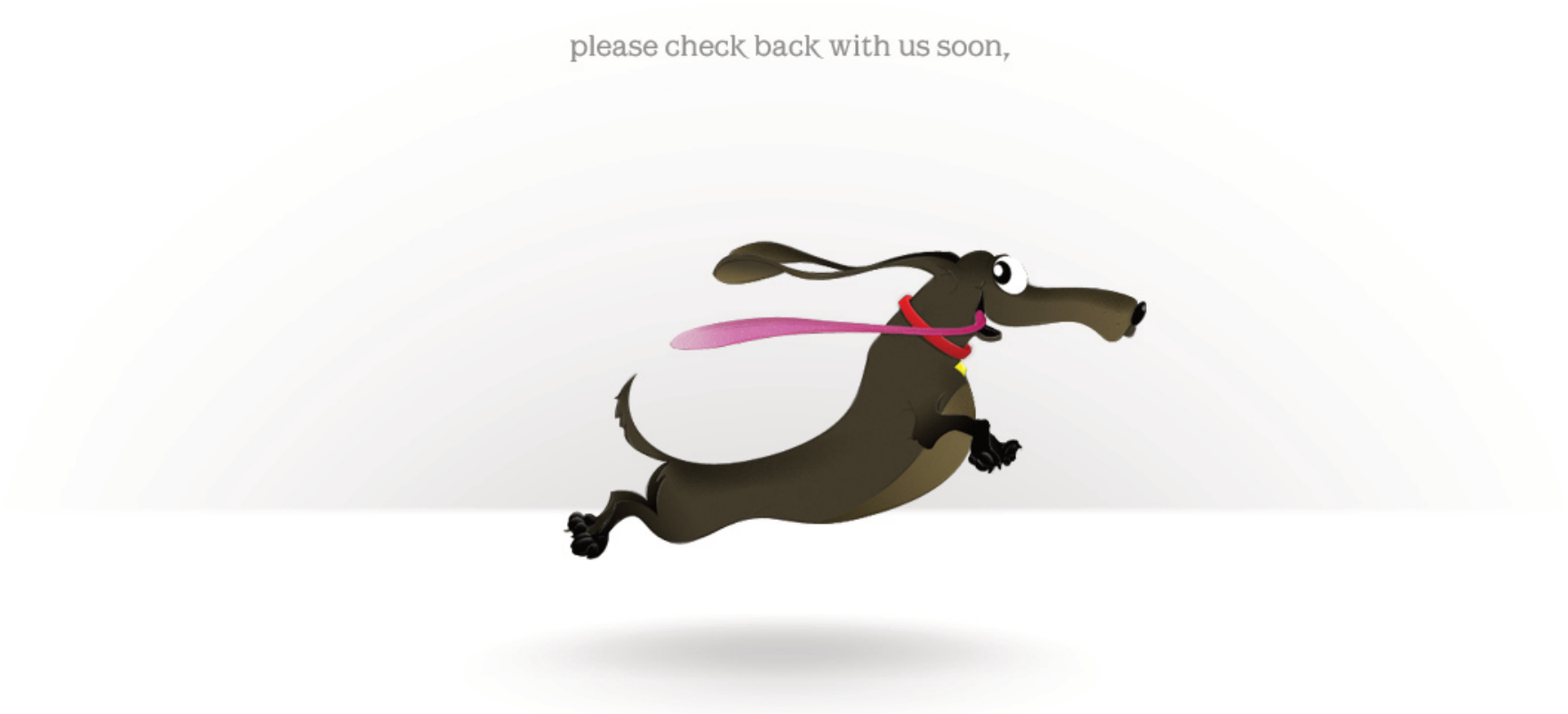


iHeart PDX Website





please check back with us soon,

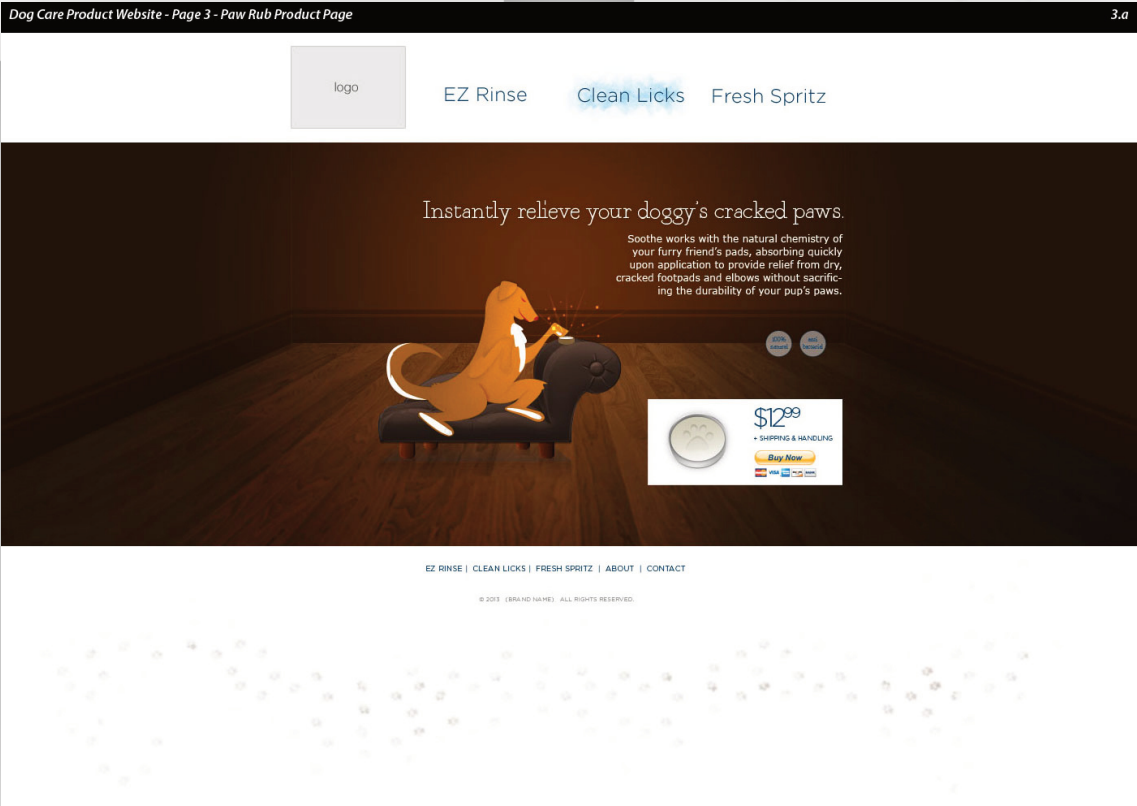
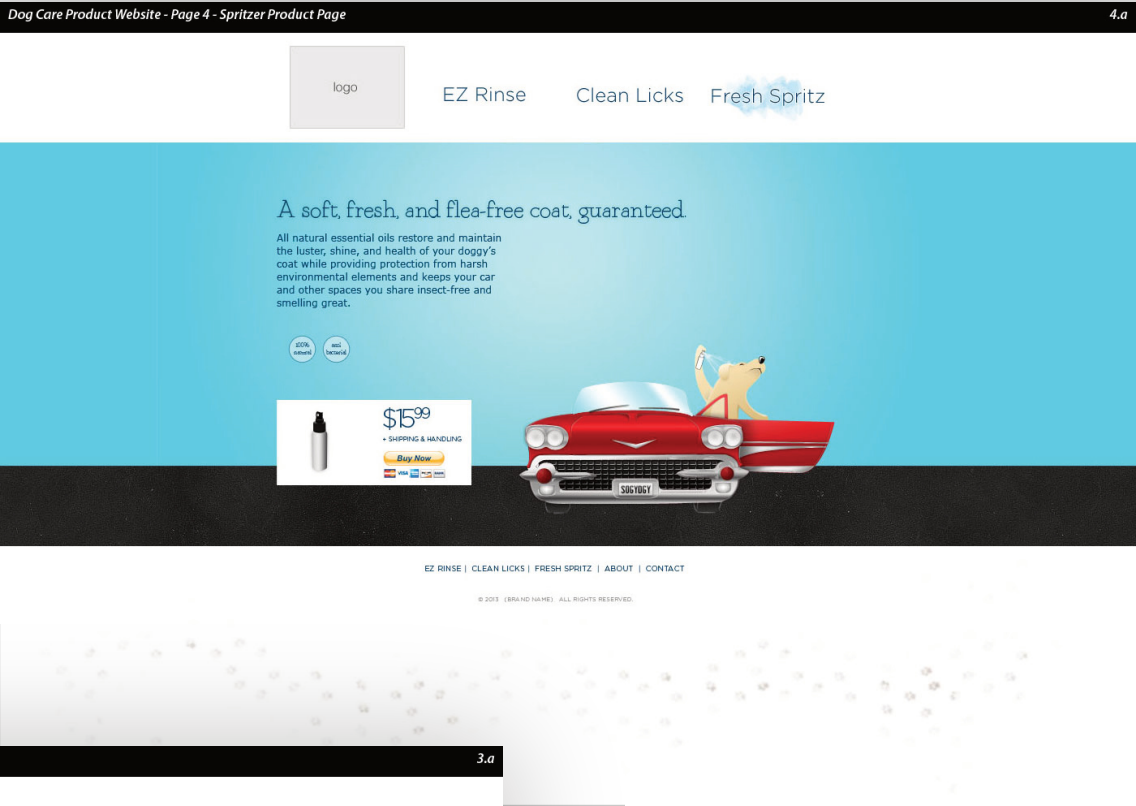
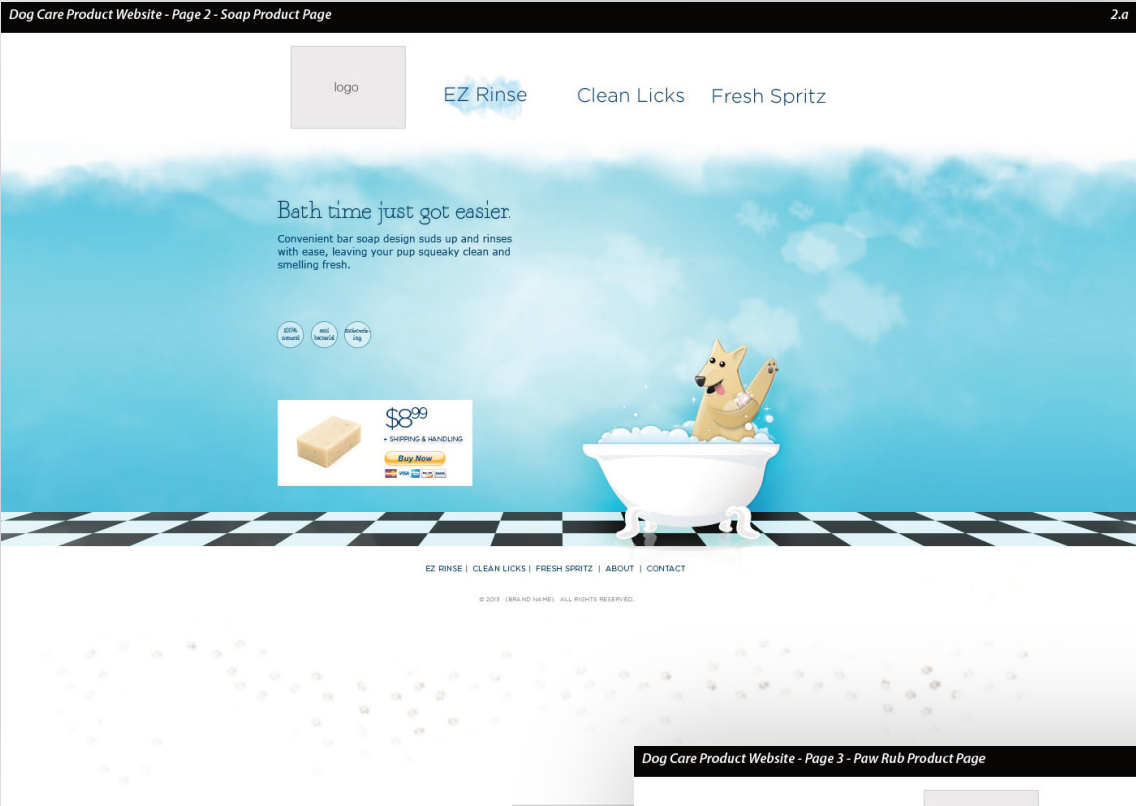


we're fetching a new look!

~ Soggy Doggy Ltd. ~

Soggy Doggy Website





13.

THE
RAVEL GURUS
NSULTATION & BOOKING



THE
RAVEL GURUS
NSULTATION & BOOKING



THE
RAVEL GURUS
NSULTATION & BOOKING



The Travel Gurus Branding





13.1 Logo Design

Logo Version C

Black & White



Color Option 1



Color + Texture



13.2 Alternate Logo Design

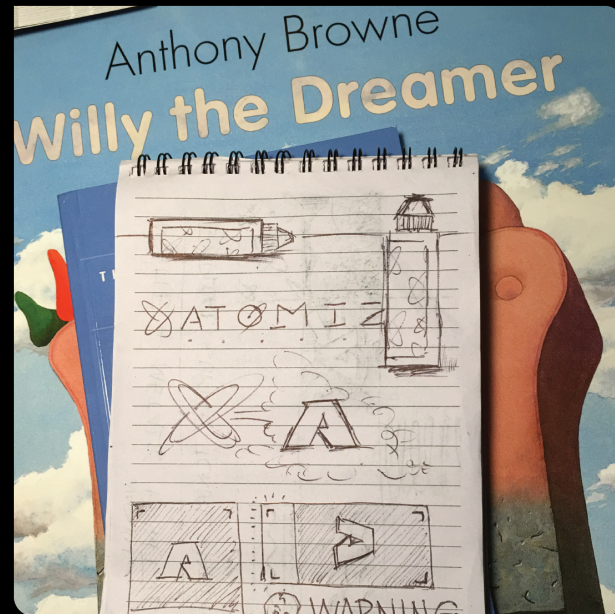
ATOMIZE

ATOMIZE Packaging Labels

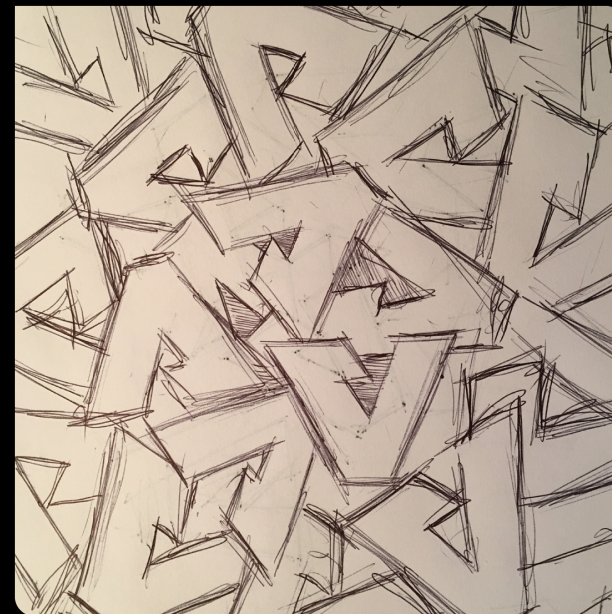




14.2 Brand Research



14.3 Concept Sketches for Labels



14.4 Pattern Exploration



14.5 Repeating Pattern



14.6 My Workstation



14.7 E-Juice Label Prototype



14.8 Printed E-Juice Labels

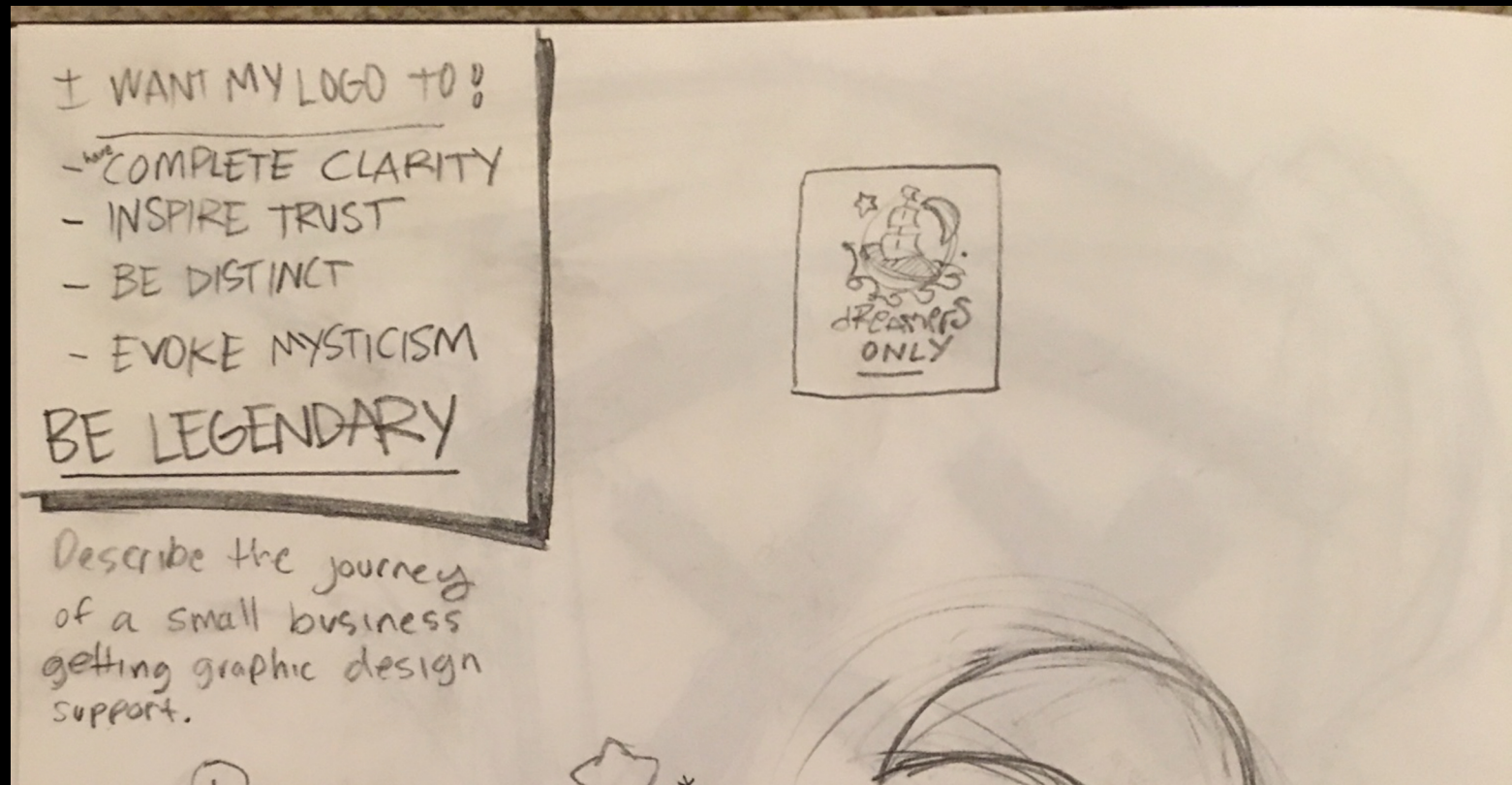
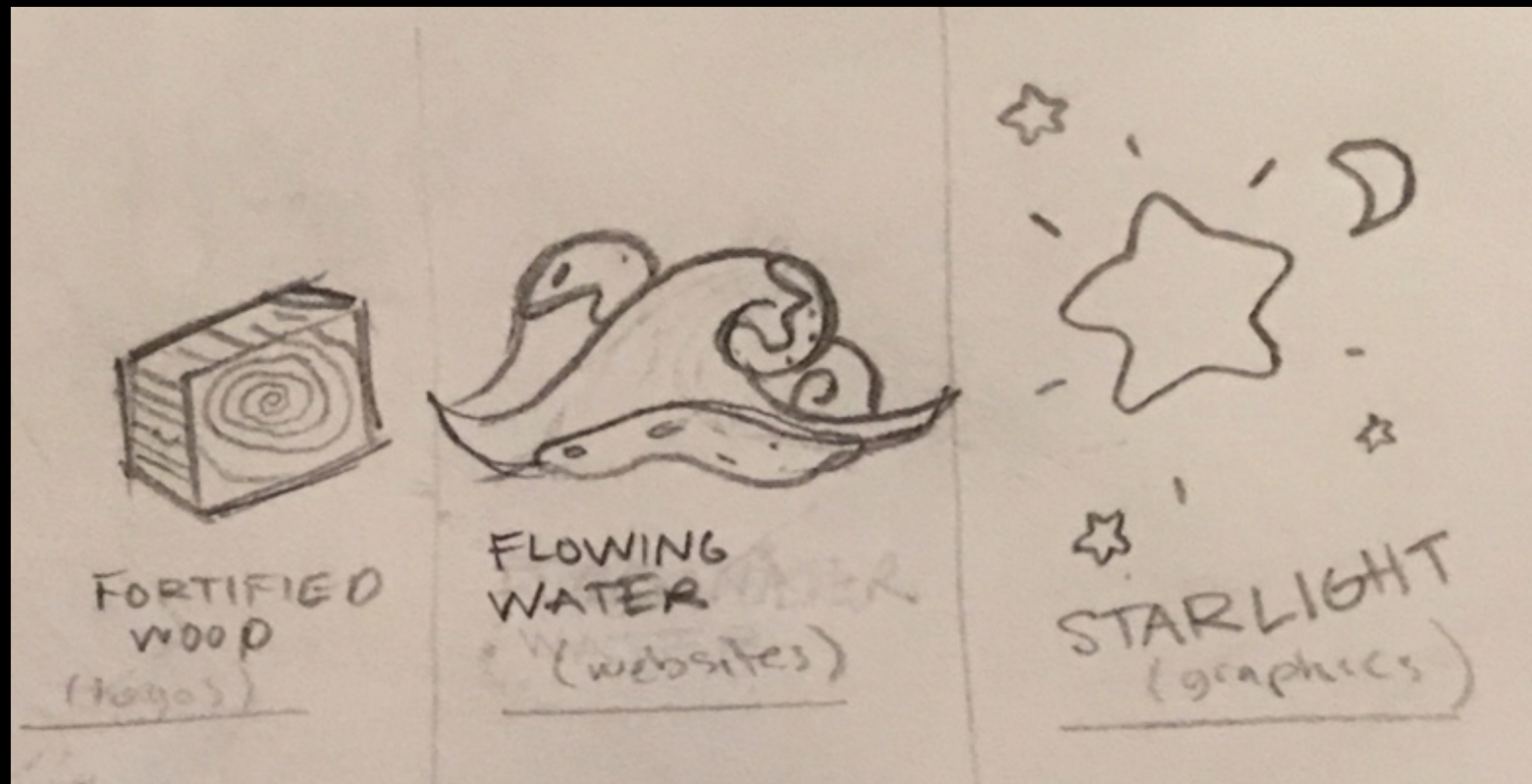


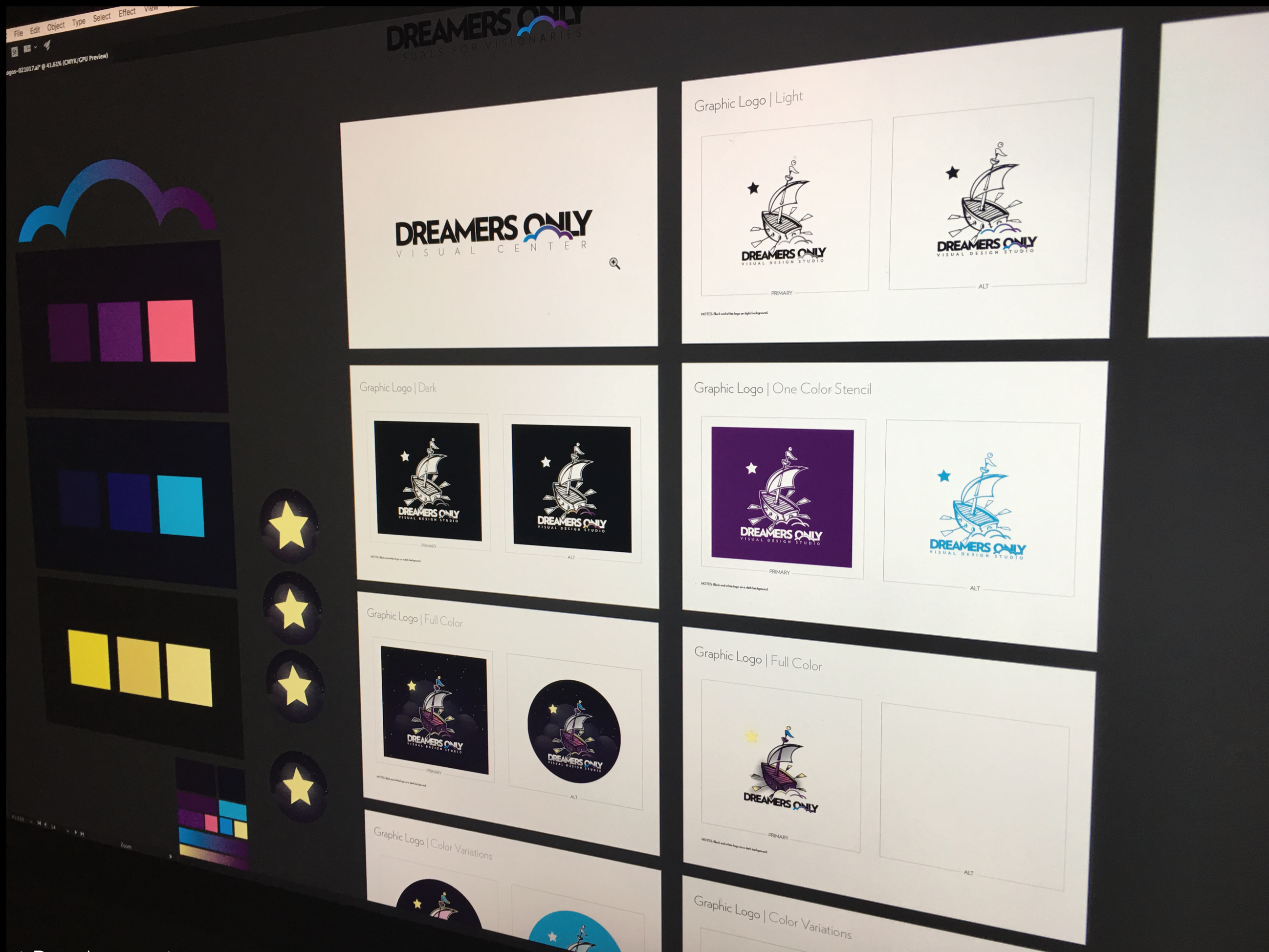
14.9 Final Product on Shelve



Dreamers Only Brand Identity Development









PRIMARY



ALT



PRIMARY



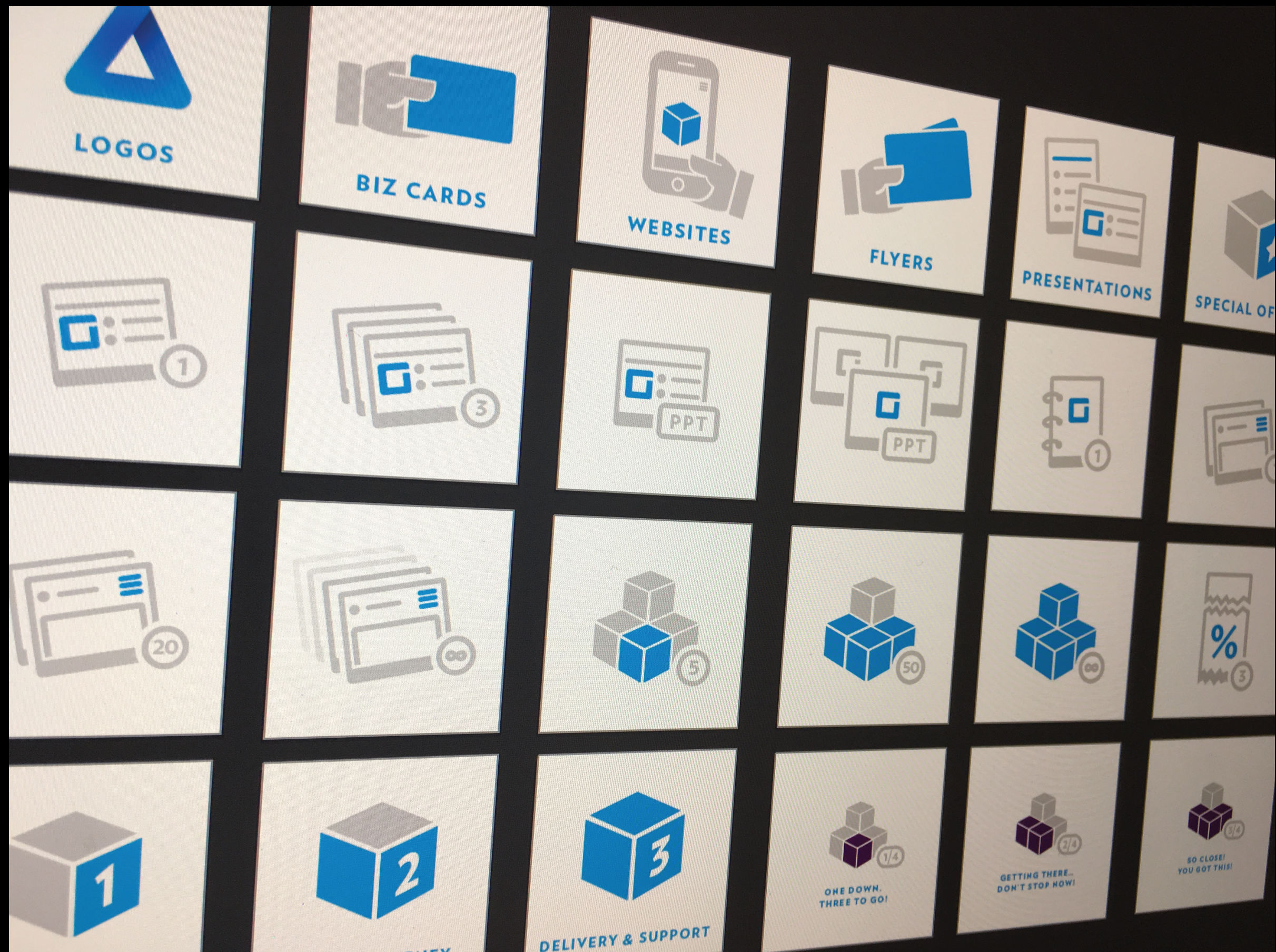
ALT

PRIMARY



ALT



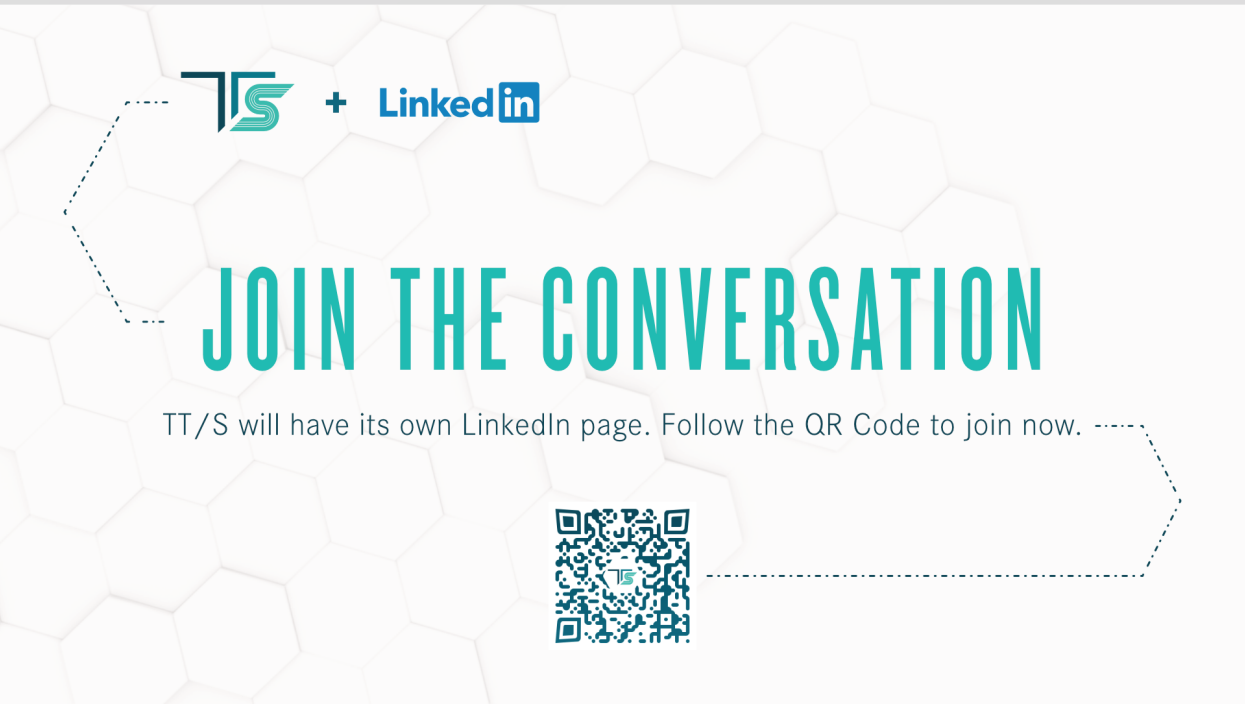






Daimler / TTS Social Media and Newsletter Graphics







GETTING TO KNOW THE DRIVER EXPERIENCE CUSTOMER DOMAIN



“DO NOT WAIT
FOR ANYONE
TO PUSH YOU!”

- ANDREAS MINK



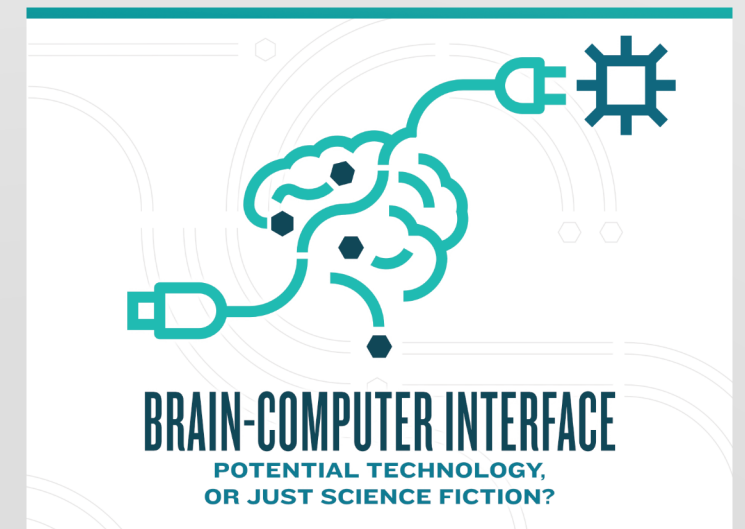
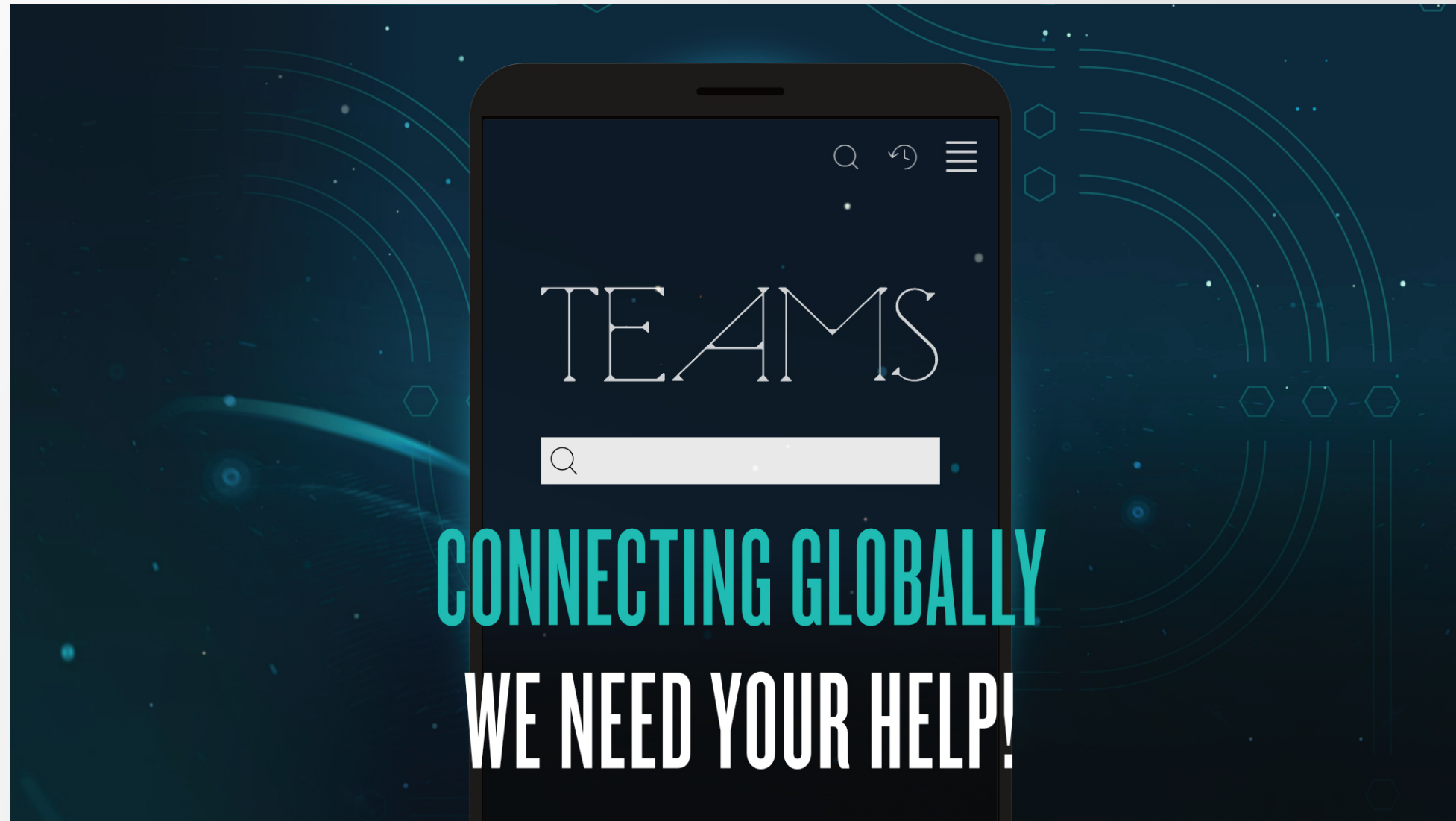
“I WANT YOU
TO FEEL THAT
SAME PRIDE.”

- MUSTAFA USTERTUNA



“EVERY PRODUCT STARTS WITH
AN EXTRAORDINARY IDEA.”

- Dr. Christian Ballarin



For the love of graphics



I pride myself in my ability to create clean graphics with depth and empathy. I'm generous with my skillsets and I know how to adapt and overcome challenges. I dream of influencing a new generation of products and services. Authenticity, time and collaboration are the tools I use to ship great things.

I'm easy to work with and here to help!



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