

LYNN PHELPS CORPORATE PORTFOLIO

Lynn Phelps, the creative principle at Phelps Design Consulting has been an award winning creative professional for more than 25 years and is well-versed in print publication, iPad Apps, book design, and corporate creative direction. He is a graduate of Minnesota State University Moorhead and has worked as art director for the Minneapolis Star Tribune and the Utne Reader. Lynn also worked as Electronic Media creative director for the Star Tribune's Internet marketing presence, creative director for MSP Communications, and director of New Media for Deluxe Corporation. While at Deluxe, he was responsible for leading the creative and design vision of all Deluxe products to align brand, design, and visual dynamics. Currently, Lynn is the principle of Phelps Design Consulting and art director for the Minnesota Conservation Volunteer magazine.

Besides experience with publication design, book design, iPad Apps, and corporate identity systems, Lynn also has over a decade of experience in forming, hiring and managing creative teams in both print and web mediums.

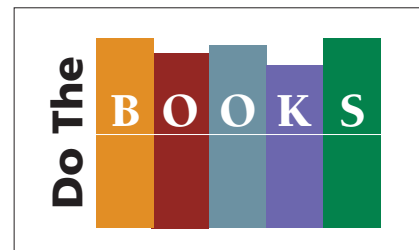
Lynn's capabilities are comprehensive and include leadership, interpersonal, people management and communication skills. His work has been recognized by AIGA, American Corporate Identity, Communication Arts, The New York Art Directors' Club, Print Regional Design, Society of Publication Designers, and the Minnesota Magazine and Publications Association.

PEHELPS DESIGN CONSULTING:

BACKGROUND: Phelps Design Consulting is a creative consulting firm providing design direction and vision to clients. Using an integrated model of research, concept and design, I deliver engaged creative direction that helps express the energy of my clients' brand and that in turn strengthens their clients' customer experience.

OBJECTIVE: Engaging the customer is key to any company's success and I am committed to delivering a comprehensive and compelling brand experience that produces measurable results. Through the vision of design, the creation of content, and the consumers' recognition of brand, I strengthen my clients' customer experience.

SOLUTION: I have worked 'hands-on' and/or steered initiatives such as identity redesign, collateral, facility design, Web sites and publication design. Three examples are Do The Books program logo, Automated Accounting Solutions logo redesign and Brand Tool Box materials redesign.



Do The Books program logo

New Direction:



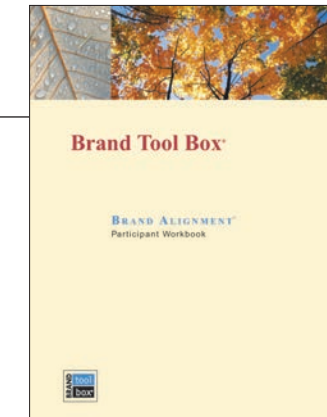
Automated Accounting Solutions logo

Previous:



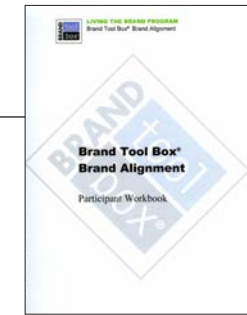
BRAND TOOL BOX MATERIALS REDESIGN:

New Direction:

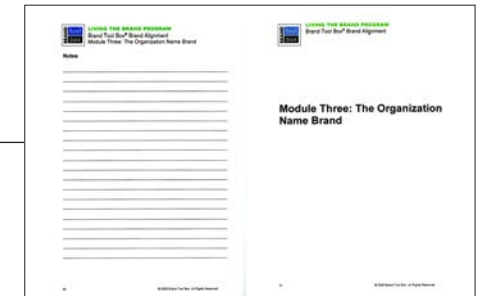
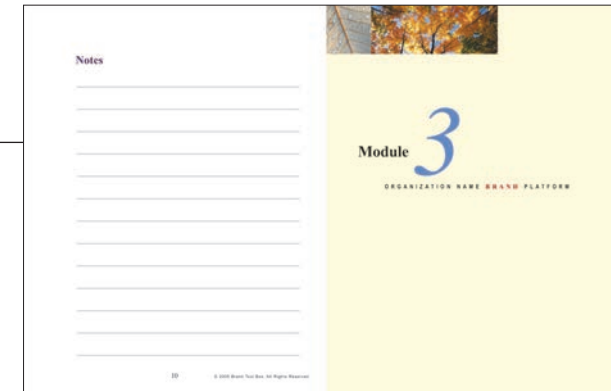


Brand Tool Box cover

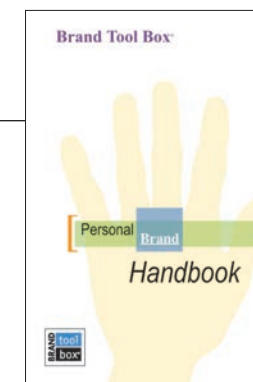
Previous:



Chapter title spread



Handbook cover



BACKGROUND: Deluxe has been the leader in check printing since 1915. Over the years, they've expanded their capabilities to include all aspects of check program management. Deluxe knows the power of a brand and wants their image to reflect a company that is in step with current market trends. To that point, I was hired to do the following:

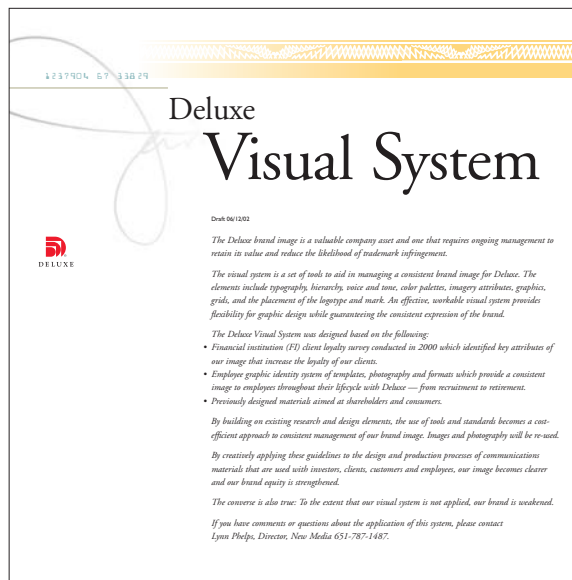
OBJECTIVE: Lead a new creative and design vision for all Deluxe Financial Services products to align our brand and steer art direction, design and visual dynamics. This is done with the goal of developing a comprehensive and compelling visual experience for both traditional and new media.

SOLUTION:
To do this, I set up the following phases: discover, create and develop.

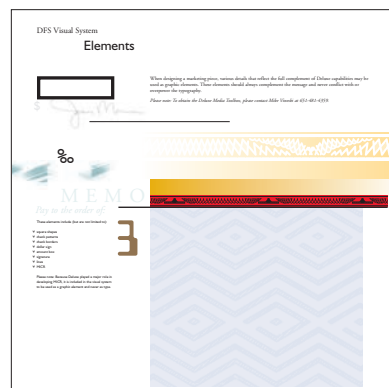
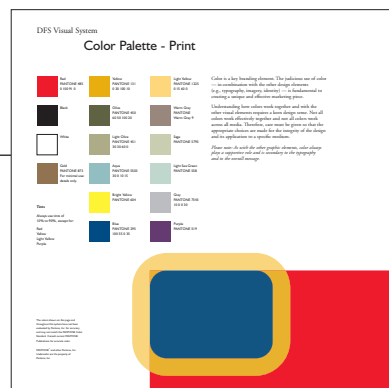
Discover: An audit of all Deluxe communications materials—from promotional literature to the web.

Create: Creation of a new Deluxe visual system that would establish guidelines for maintaining, strengthening and promoting brand through consistent application of visual elements.

Develop: Worked with numerous company teams to design a broad array of marketing materials from brochures and ads to Power-Point presentations and web pages.



Deluxe Visual System



Visual System print color and elements pages

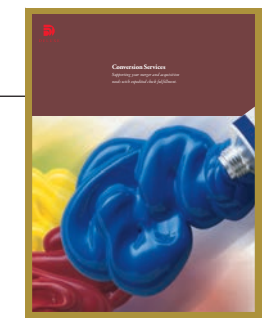
New Direction:

Previous:

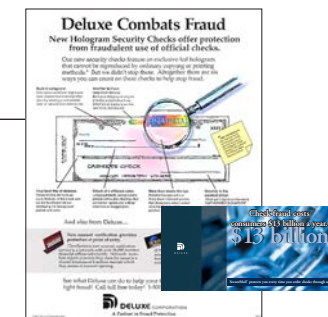
Capabilities brochure cover



Conversion brochure cover

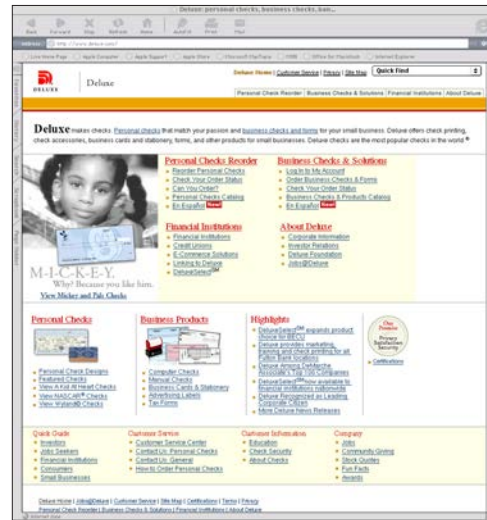


SecureMail sell sheet

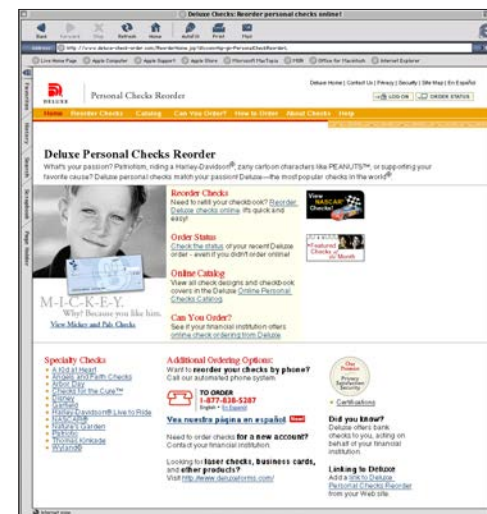


WEB DIRECTION:

New Direction:

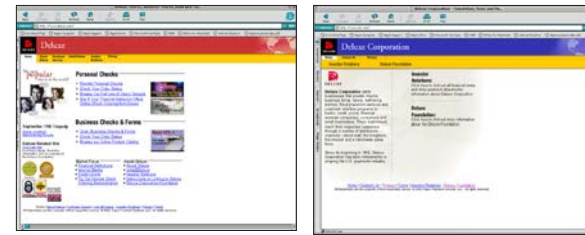


Deluxe.com home page



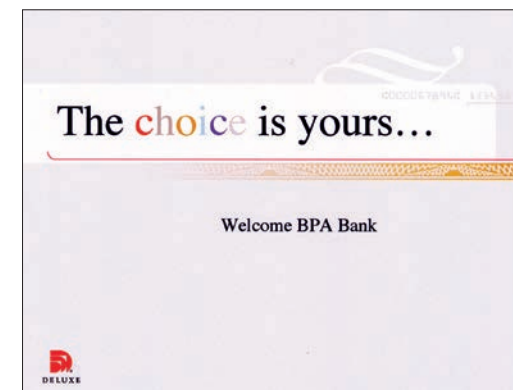
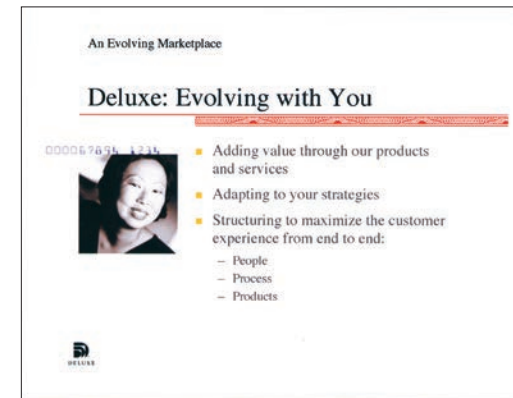
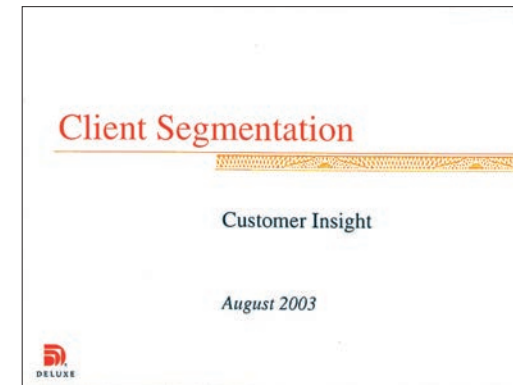
Check Reorder home page

Previous:

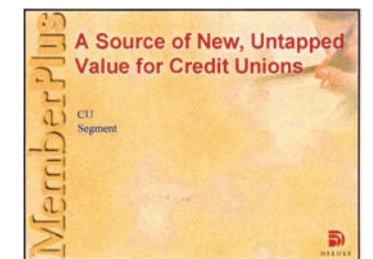
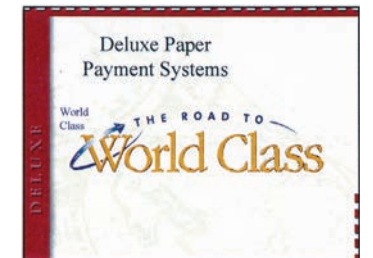
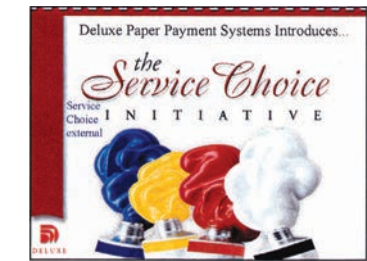


POWER POINT DIRECTION:

New Direction:

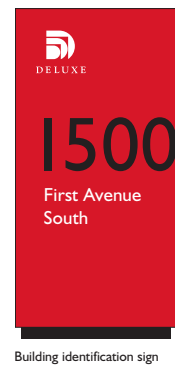


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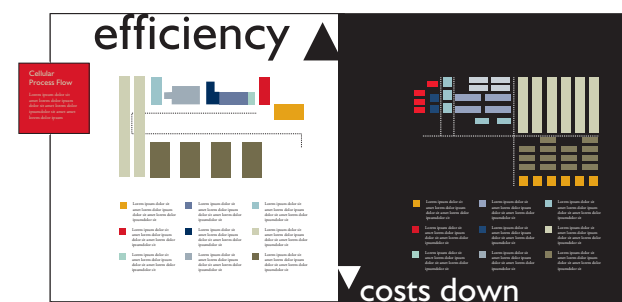
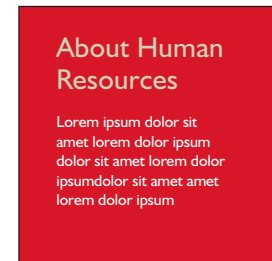
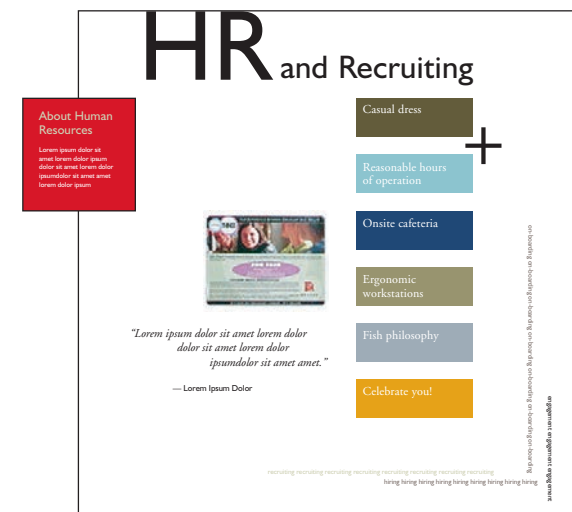
DFS Visual System
Facility Signage - Exterior

- Main business identification and entrance door signs must include the Deluxe logo in the upper left corner.
- Red is the preferred background color for all exterior signage. Use a darker version of PANTONE 485 on signs (the size of signs makes colors appear more intense).
- Gray is the secondary color option for exterior signage (to match PANTONE 7543).
- Black is used for bases and graphic elements such as large numbers, arrows, and way-finding elements.
- White is used for the Deluxe logo and type.
- Predominant graphic elements such as titles and arrows should touch the edges of signs.
- Paint used on signs should be a highly durable automotive-like glossy paint.
- Signs should be constructed from a metal shell that is placed over a Black base.



DFS Visual System
Tour Signage

- General Guidelines**
- The Deluxe logo is not required on all tour signs.
 - Key titles on tour signs should represent one main idea that is short and to the point for each tour stopping point.
 - Square stop signs can be added to highlight information. These should be printed on foam core and layered dimensionally on top of the background sign. Other copy on tour signs should support the key idea of the tour stop.
 - Tour sign background colors should be White or Black.
 - Red is used for square stop sign backgrounds and all other colors from the Deluxe Visual System may be utilized for graphics and non-type elements.
 - Type should be either Black, White or Warm Gray.
 - Use Humanist 521 Regular for main copy and Adobe Garamond for secondary copy.
 - Predominant graphic elements, such as titles and arrows, should touch the edges of signs.
 - Graphic elements can be functional or decorative, but should not detract from the communication purpose of the sign.
 - One-square signs should have a standard 30" foam core width. Two-square signs should have a standard 40" foam core length.



DELUXE CORPORATION ARCHITECTURE DIRECTION:



JOHN RYAN DESIGN:

BACKGROUND: John Ryan Design is a firm that specializes in the banking industry and offers a full-service spectrum from TV advertising to establishing new brand identities. From time to time, they have a need to contract with consultants and I was selected to work on a marketing campaign for a Portuguese bank that was expanding branches in Brooklyn, New York.

OBJECTIVE: Create a design vision utilizing BPA's brand standards that would capture an engaged neighborhood bank customer experience.

SOLUTION: To do this, I successfully created and executed a design vision that was people centric and aligned to the bank's visual identity. This helped position BPA Bank as "your good neighbor."



Bank Wall Graphic

Bank Window Poster

