

## PROMOCODE CARDS - PROOF

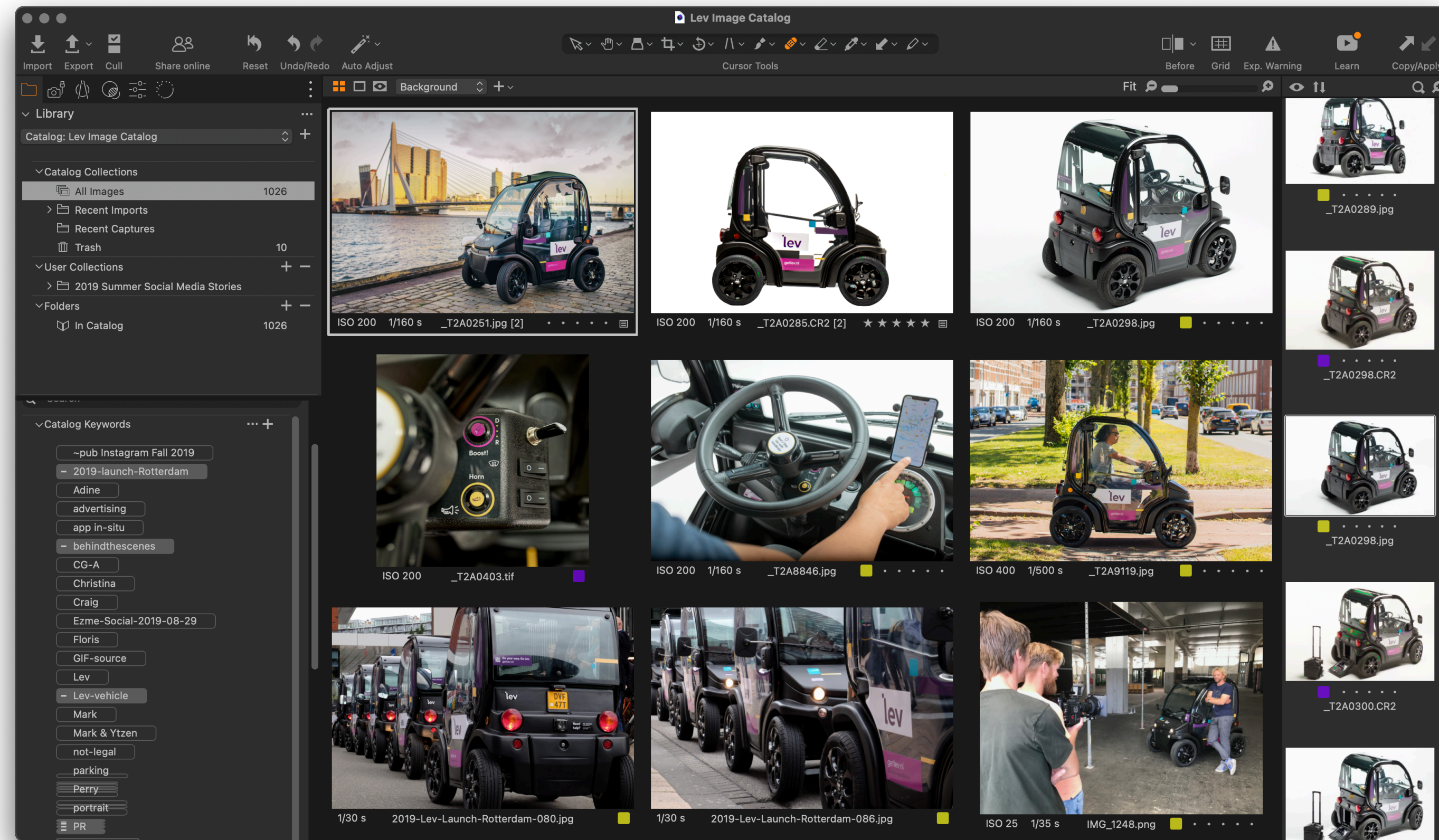


As is common for startup companies, especially those in the retail services space, there's a good amount of print work that needs to be produced. This pre-press proof of business card-sized handouts is one example of many print projects I designed.

Rotterdam can have challenging weather at times (understatement). Our Fleet Maintenance crew - the team that goes out into the field every day to pick up cars for charging, do basic repairs, etc. needed some serious weather gear. I developed a basic branding standard for clothing, backpacks, etc. and interfaced with local vendors to produce them for the team, this rain jacket being one example.







Besides setting brand guidelines and preparing a digital asset library, I also observed the large number of photos that we were producing for various purposes. Imagining the team having the onerous task of trying to decipher my photography folder structure when I was away, I purchased Capture One as our photo management system (screenshot shown here). I developed a keyword tagging protocol to manage the assets and a color-grading standard for those photos that required it.