

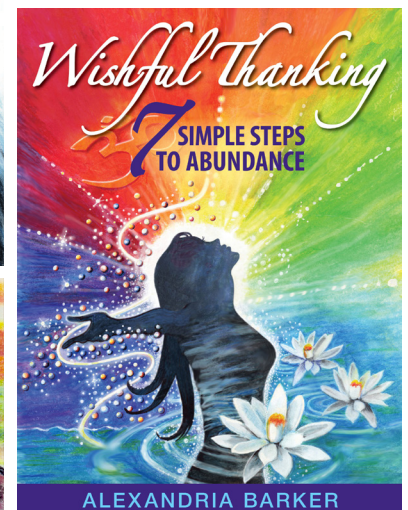
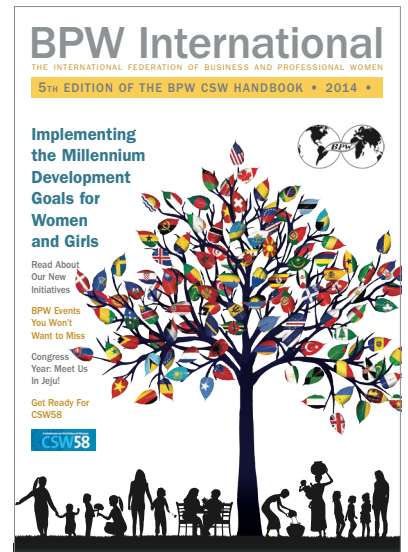
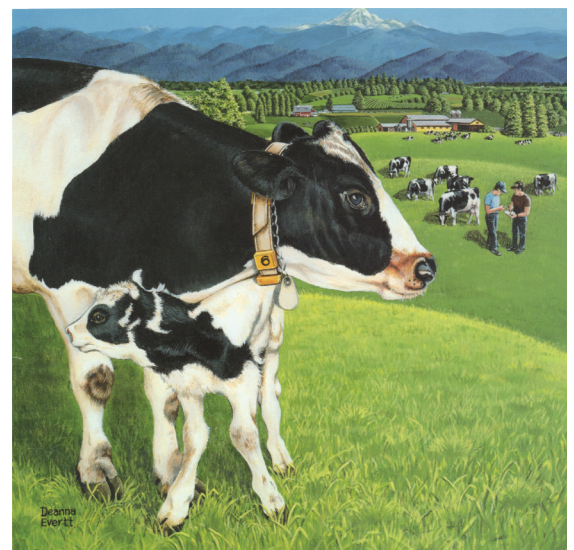
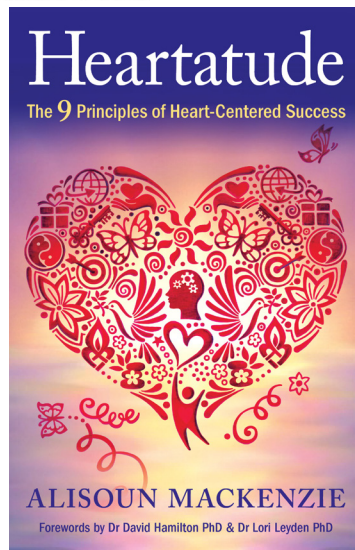
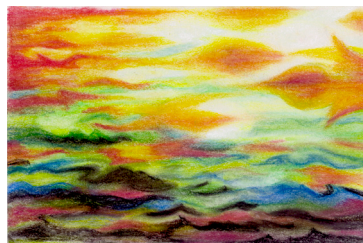
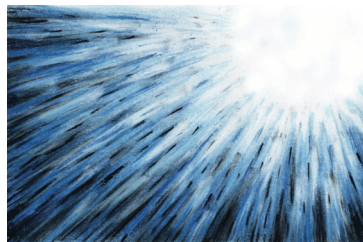
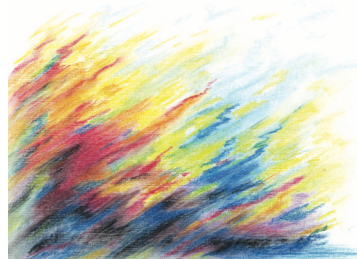


Creative Marketing Solutions

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everbmtg@gmail.com  
everbettermarketing.com

Deanna

DESIGN PORTFOLIO





**HERITAGE VALLEY**  
THE RESORT ON SUMAS MOUNTAIN

A Banquet, Convention & Retreat Centre and RV Park



Authentic Clothing, Souvenir & Gifts, Convenience Store



**Clawfoot**  
CONNECTION

Unique & Antique Clawfoot Tubs & Accessories



**Integrity**  
RESURFACING

A Resurfacing & Renovation Company



Fresh Gourmet Meals Ready To Take Home and Cook.



**Surrey**  
Foundation

A Non-Profit Foundation for the City of Surrey



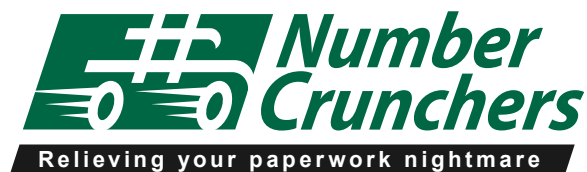
Quality Automotive Parts and Accessories Centre



Automotive Machine Shop Specializing in Cylinder Heads



The Campaign for Trinity Western University



A Mobile Bookkeeping and Accounting Service



Family and Corporate Legal Centre



A Business Focused On The Real Estate Market



# BRANDING, LOGO & IDENTITY

## BRANDING, LOGO & IDENTITY DESIGN



Graphite and Richly-Grained Hardwood Fly Fishing Rods



Private Real Estate Development, Vancouver Island



Handcrafted Baby Toys, Blankets & Accessories



Ledgeview Golf & Country Club on Sumas Mountain



Aldergrove Minor Hockey Pee wee Team Logo



Online Mom Tribe



## CORPORATE BRANDING, LOGO & IDENTITY DESIGN

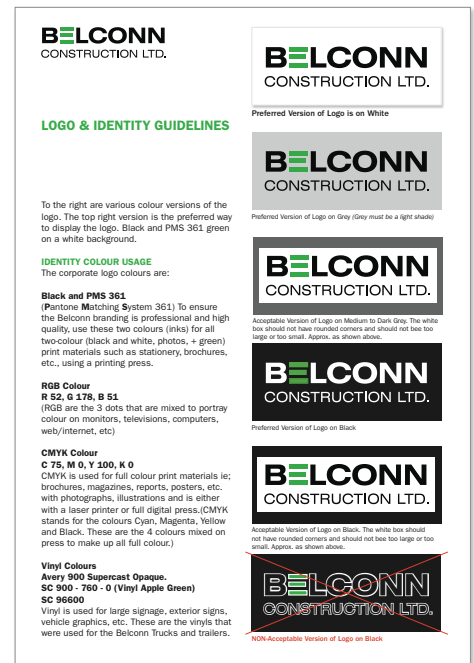
Below are some of the pieces of a branding and identity package:

**BELCONN CONSTRUCTION, LANGLEY, BC** While the old logo had served the company well for many years, owner Grant Belansky thought it was time for a more contemporary and professional look. The company had grown and they are doing larger contractual work for regional and national companies, with specialized and precise construction on location and often in remote areas of Canada.

The Branding Package includes a Logo & Identity Guidelines Manual, Stationery, Apparel Design (including Tshirts, Ballcaps, Hoodies and more), Fleet Vehicle Signage (for trucks, trailers, etc), and more to come ie; website, invoices, forms, etc.



## BELCONN CONSTRUCTION LTD.



## PERSONAL BRANDING, LOGO & IDENTITY DESIGN

Below are some personal branding and identity examples:

**THE MOM TRIBE, ONLINE BRANDING** This was an online start up organization with no previous design or branding work. The client has a strong background in marketing offline and online so research and development was discussed directly. Original rough ideas through to the creative development branding was started and a logo was designed. The target market is global; mom's with children from toddler age through to school age. Original hand-drawn figures with a tribal theme were developed representing a quick snapshot of the moms that would be attracted. A banner was designed that is used for the website, facebook, twitter and other social media covers.



**ALEXANDRIA BARKER** This client had been struggling with old and dated branding that was not converting. Research and development began and a new branding plan put into place. A logo was designed using the initials A & B to form the shape of a butterfly. The merkaba crystal is a symbol of the energy and healing work this gifted client does and so the butterfly shape was put inside the crystal shape to form a powerful, effective logo. Dynamic branding was put into place: website header and social media covers, (see below) product packaging, business cards and more.





# PRINT COLLATERAL MATERIALS

**ERSKINE LANE, VANCOUVER ISLAND** Real Estate Marketing. Logo, Branding, Sales Brochure, Advertising, Sales Site Staging, Promotional and Permanent Signage, Flags, etc.

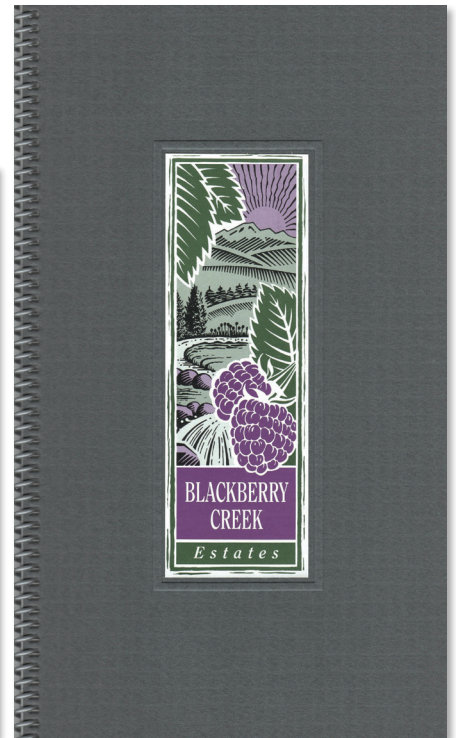
**BLACKBERRY CREEK ESTATES, ABBOTSFORD** Real Estate Marketing. Logo, Branding, Sales Brochure, Advertising, Signage, Wine Label and Promotional Materials, etc. Original illustration by Deanna Evertt.

**GREENWAY LEGAL CENTRE** Large Poster Signage.

**GREENWAY LEGAL CENTRE** Large Poster Signage.

*We had several real estate developments selling in the BC area and we hired Deanna Evertt to create our marketing collateral materials as well as direct the interior design of the showroom and displays for our Vancouver Island project which was named Erskine Lane. It outsold all of our developments and we were very happy with the outcome. ~ Bill Kerkhoff*

Kerkhoff Developments



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

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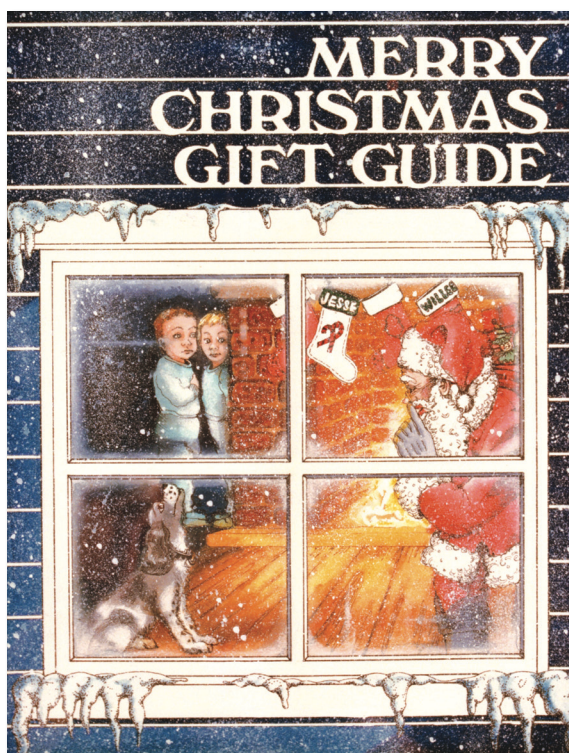
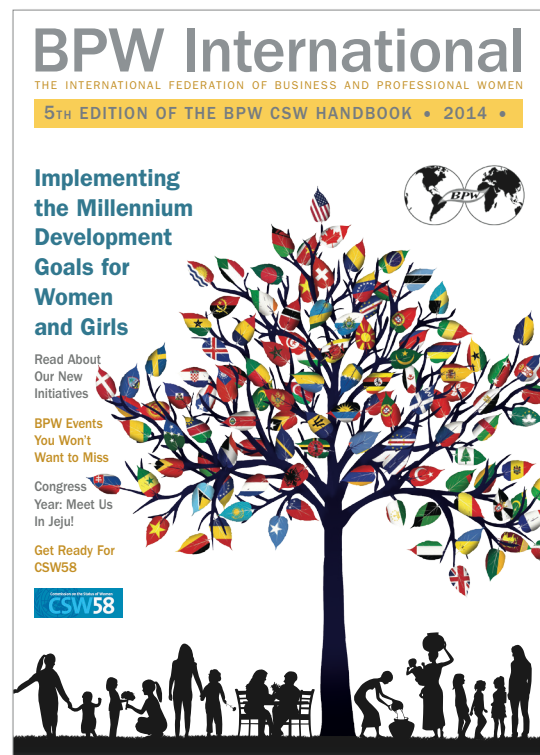
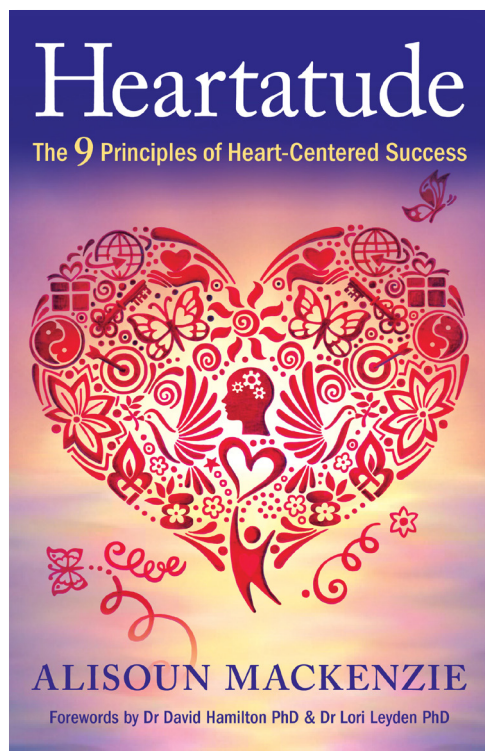
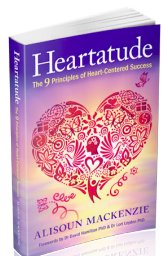
**HEARTATUDE** Front and Back Cover Design and Interior Graphics. Original illustration by Deanna Evertt.

**BPW CONGRESS ON STATUS OF WOMEN HANDBOOK** An 80 page Handbook Book for a 2-Week Congress event held in New York City. Front and Back Cover Design and Interior Design & Layout.

**MERRY CHRISTMAS GIFT GUIDE COVER** Large Format Gift Guide/Magazine Cover. Original illustration and hand lettering of headline by Deanna Evertt.

**SPORTS PROGRAMME COVER** Printed Program. Front and Back Cover and Interior Design & Layout.

Original tournament logo. Original digital illustration collage.

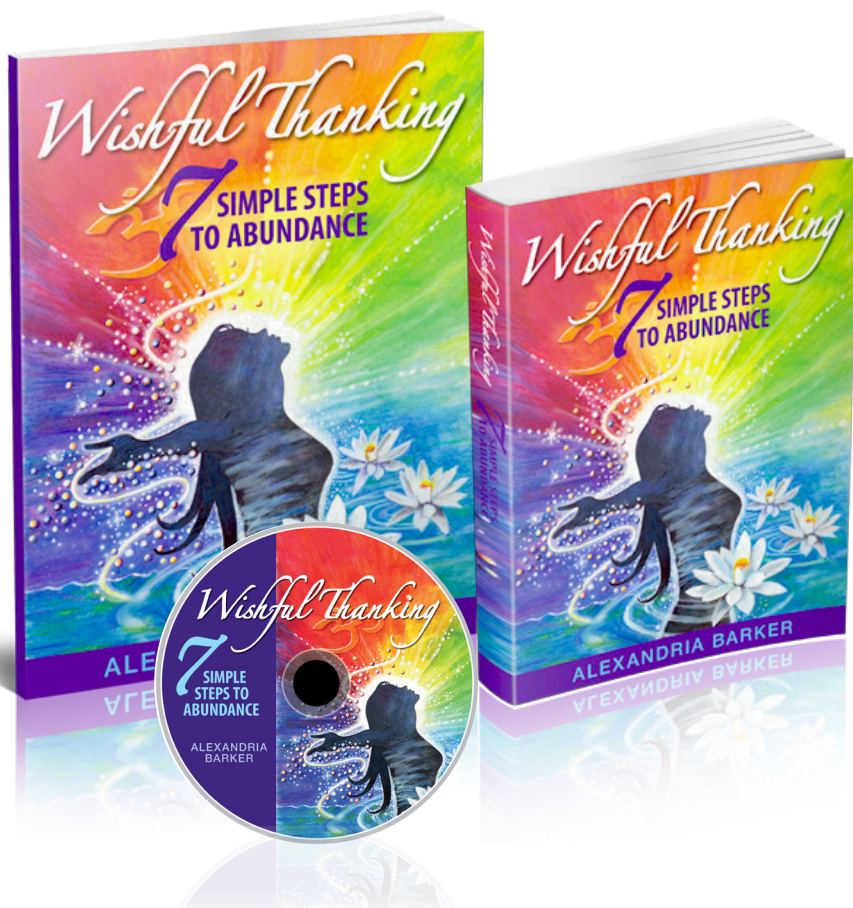




# BRANDING IDENTITY PACKAGING

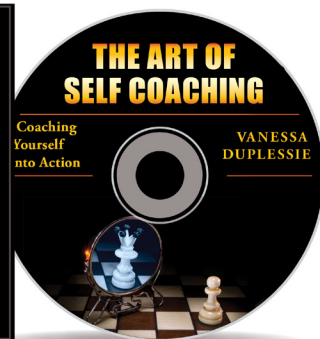
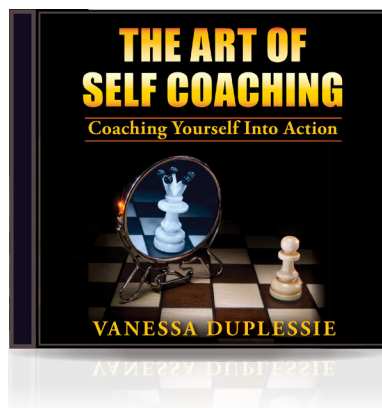
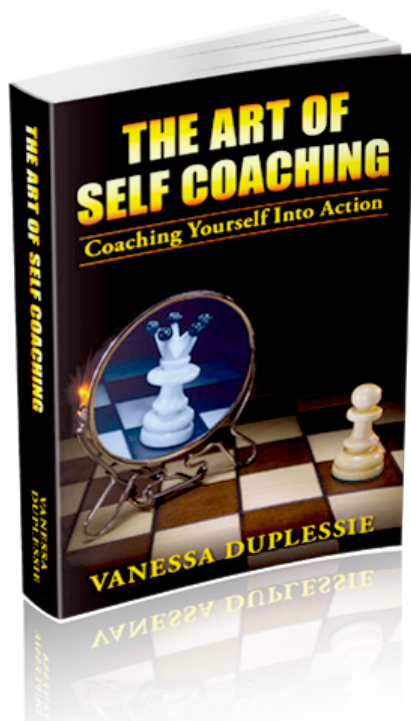
WISHFUL THANKING TELESUMMIT BRANDING SERIES Workbook (8.5 x 11), Book (6 x 9), CD Cover.  
Original illustration used for branding theme.

THE ART OF SELF COACHING BRANDING SERIES Sales Page Header, Sales Page Button Icon, Book Cover (6x 9), DVD Cover and CD Cover.



Deanna did such a beautiful job on the design of my telesummit marketing materials. My old design (above) was not converting. I LOVE what she created and she didn't stop until it was absolutely perfect.

~ Alexandria Barker  
Coach, Public Speaker





**KAREN WHITELAW-SMITH: THE BUTTERFLY EXPERIENCE** 2 of a 5 Set of Headers for Website, Intuitive Butterfly Experience icon, Mindset Academy icon, CD Covers, Branding of Site, etc. Original digital illustration/collage for website headers.

**RUNNING WITH ZRINKA** Personal Branding including Website, Banner and Print Collateral Materials for a Health & Wellness Coach and Marathon Trainer.

**HEALTH & WELLNESS CLIENT** Personal Branding including Website, Banner and Print Collateral Materials For An Online Lifestyle Health & Wellness Consultant

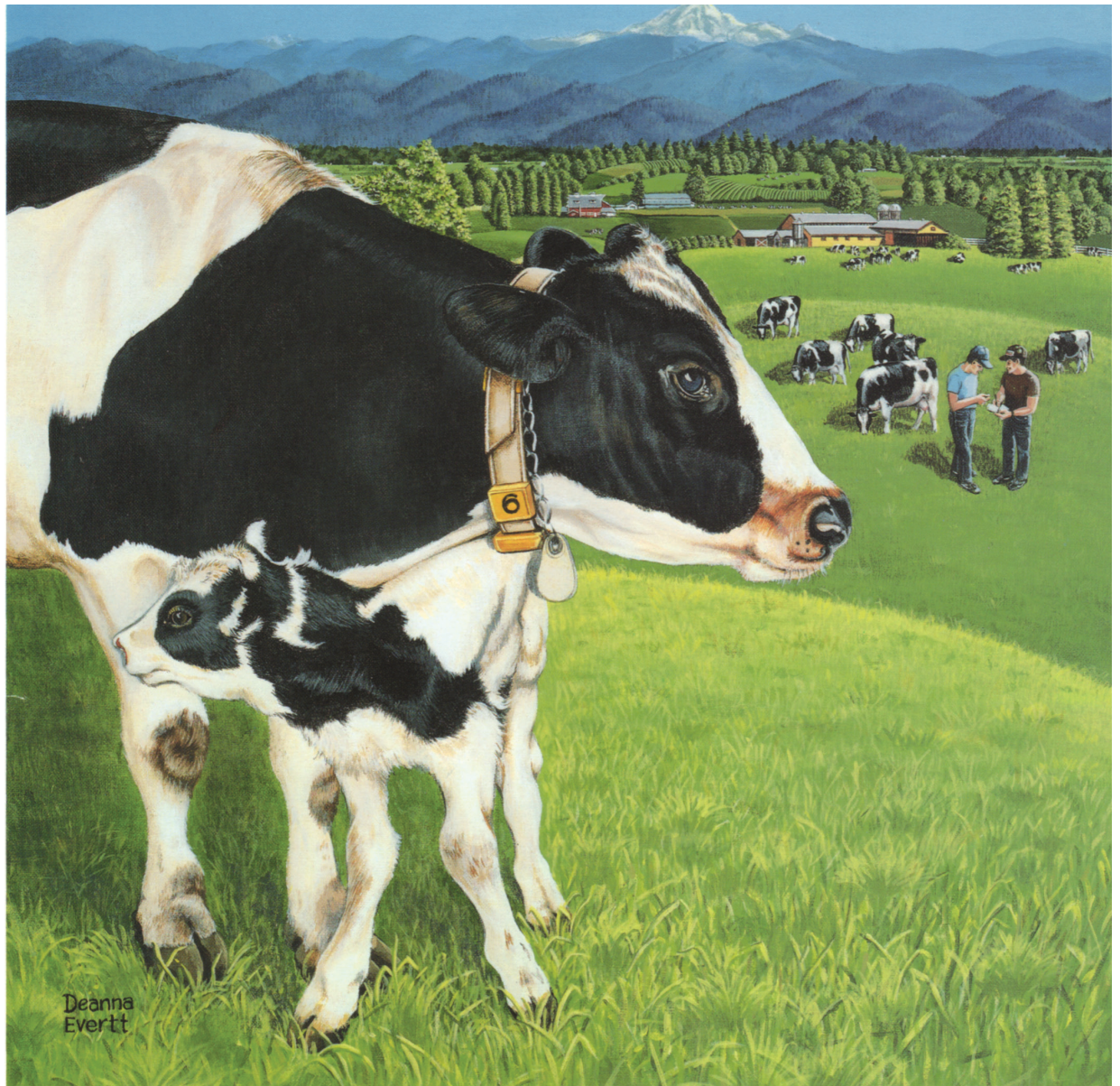




## LIFE CYCLES ON THE FARM AD CAMPAIGN

An advertising campaign for Chilliwack Agricultural Co-op which included full colour magazine ads – from concepts and copywriting through to final artwork.

Original 30" x 36" acrylic painting by Deanna Evertt.



# TESTIMONIALS



## ***"...timeless design that always rocks"***

Deanna has provided corporate identities for several of my businesses over the years. From my first Pizza franchise "Monte Carlo Pizza" to "Surrey Automotive" and "Heads Unlimited" her creativity and design work is the best quality I have seen. Top of the line - cutting edge. She delivers timeless design that always rocks! Not only with her logo designs, but also with any communication needs like signage, promotional items, ads & vehicle wraps - you name it - she always delivers.

***~ Alfred Benoit, Owner   Heads Unlimited, Surrey Automotive   BC, Canada***



## ***"...Thank you for your creativity very, very, very much! Incredibly good."***

WOW DEANNA...YOU REALLY MADE MY DAY BEGINNING AT 7:00 AM THIS MORNING!  
...THANK YOU FOR YOUR CREATIVITY VERY, VERY, VERY MUCH! INCREDIBLY GOOD. NOW I  
CAN'T DO WITHOUT YOUR SERVICES...LOL. SERIOUSLY, YOU ARE VERY TALENTED!

***~ Dan Norris, Small Business Consultant  
The Road To Financial Independence***

***Florida, USA***



## ***"...testament to the enduring quality of good design."***

20 years ago when I was starting my business I decided to dig deep and invest in professional assistance with the branding of my business. I retained Deanna Evertt, on the strength of a recommendation from a real estate company which Deanna had branded with spectacular results.

Deanna provided me with a complete corporate identity package, which I continue to use and which continues to draw comments to this day, testament to the enduring quality of good design.

Most recently a firm merger required us to re-address our branding, and once again, we turned to Deanna, and once again she came through for us. I can highly recommend Deanna's services.

***~ Chris Green, LLP   Greenway Legal Centre***

***BC, Canada***



## ***"...she didn't stop until it was absolute perfect. If you are sitting on the fence – hire Deanna. You won't regret it."***

Deanna did such a beautiful job on the design of my telesummit marketing materials. My old design was not converting. I LOVE what she created and she didn't stop until it was absolutely perfect. I can't express my gratitude enough. How wonderful she showed up in my life! Thanks you again Deanna and for anyone out there is sitting on the fence – hire her. You won't regret it!

***~ Alexandria Barker, alexandriabarker.com***

***Ontario, Canada***



## ***"Her work is outstanding and brings your message to life."***

I asked Deanna if she would create some original artwork for my new website. I have worked with many designers, but Deanna is one of the best experts I have come across. She will communicate your identity, your message and your story and create your brand through her graphics and artwork. Her work is outstanding and brings your message to life. I highly recommend Deanna if you're looking to have artwork, design or branding done.

***~ Karen Whitelaw-Smith, Author***

***Founder of The Butterfly Experience School of Transformation***

***Glasgow, Scotland***