

GABI BRENNESHOLTZ (FORMERLY RICHMOND)

TYPES OF PROJECTS CREATED

- Logo/Wordmark/Tagline Designs
- Visual Identity/Branding
- Graphic Identity Kit (Business Cards, Letterhead, Envelopes)
- Flyers, Binder Cover, Miscellaneous Publications
- Print Ads
- Yard Signs, Banners, Displays
- Keynote Template
- Photography Coordination
- Website Design & Development

ADDITIONAL DETAILS

Contacts: Gabi Brennesholtz (formerly Richmond), Owner/Realtor, PB&G Home Group

Client Since: 2013 | **Website:** gabirichmond.com*

kwgabi1@gmail.com | 252.725.2957

*Note: Gabi remarried and relocated to North Carolina, so the real estate website we developed for her is no longer up. You can view the archived site at the Wayback Machine (web.archive.org/web/20160125080128/http://gabirichmond.com/), but the formatting is mangled due to missing code.

Description: Gabi Brennesholtz (at the time Richmond) contacted us in 2013 just as she was preparing to enter the real estate world. We created a logo, visual identity, branding, graphic identity kit (business cards, letterhead, envelopes), and an array of yard signs, banners, and publications. We used a leaf shape for photography in both her publications and website in combination with distinctive gradient swirl graphics, stylish typography, and hip colors to create an unmistakable graphic identity unique to Gabi. This leaf shape was echoed in her die-cut high-gloss UV business cards, which garnered jealous raves from fellow real estate agents and high praise from customers, too.

We coordinated closely with photographer Rory N. Finney to capture a range of compelling portraits and action shots in addition to drawing from the archives of a wide range of regional photographers to showcase the awe-striking beauty of the Rogue Valley. These photographs were featured heavily throughout Gabi's website, which also boasted state-of-the-art IDX functionality to help users search for, track, and explore real estate listings through a variety of interfaces in addition to mortgage calculators and account functionality. The website was populated with exceptionally in-depth content, visuals, and multimedia highlighting the many benefits of living in the Rogue Valley. This section of the website included eleven subpages covering arts and culture; food and dining; shopping; sports and recreation; schools; health care; service providers; jobs; and links to helpful resources as well as a stunning photo gallery. We also had a section for popular videos on topics like wine and food tastings, music performances, the organic food scene, and the business sector along with those from *Outside Magazine* and *Great Getaways* on why Southern Oregon tops the list of favorite destinations. This rich content was so successful at attracting organic search engine traffic that Gabi continued to receive inquiries years after relocating and launching a new real estate business (PB&G Home Group) on North Carolina's Crystal Coast.

As a real estate agent, Gabi understands the importance of making an unforgettable impact through clear branding, strong visuals, rich content, engaging storytelling, technology, and photography, and she deeply appreciated our leadership in all of these areas. She was so happy with our services that she had us develop a site for her kwMAPS Coaching work (defunct since her relocation). Most recently, Gabi contacted us to assist with web content creation; SEO research and analysis; an online marketing strategy; blogging; and social media posts for her new business, PB&G Home Group.

Comments by Gabi:

- "The business cards came in yesterday, and they look INCREDIBLE. I'm really going to stand out! Thanks so much for your tireless work on this."
- "Holy Guacamole! All of this is very cool!!!! I am so impressed with the massive amount of work you've done, Melissa!!!!"
- "Paul and I are also very excited and eager to work with you. I firmly believe that what you and Chris offer is world-class."
- "WOW!!!! THIS IS AMAZING!!!!!!!!!!!! Love it. End of story."

GABI BRENNESHOLTZ (FORMERLY RICHMOND) VISUAL IDENTITY

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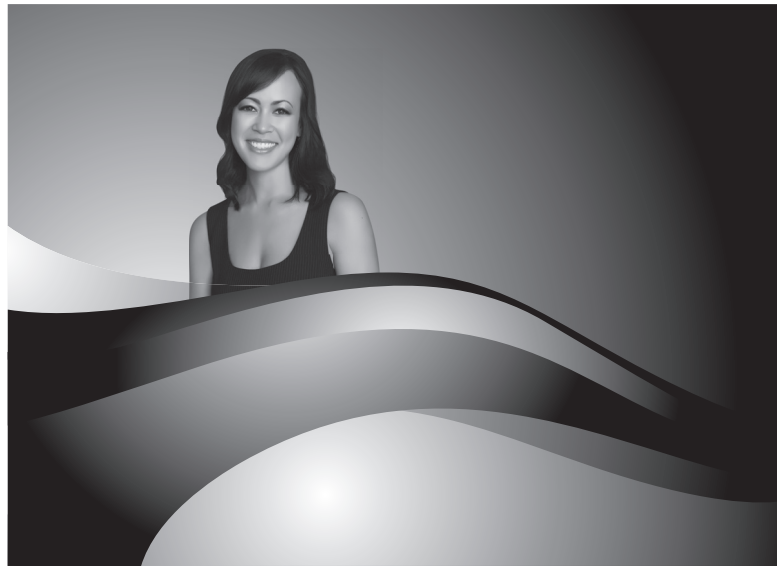
Gabi Richmond

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GABI BRENNESHOLTZ (FORMERLY RICHMOND) VISUAL IDENTITY



GABI BRENNESHOLTZ (FORMERLY RICHMOND) SWIRLS



GABI BRENNESHOLTZ (FORMERLY RICHMOND) BUSINESS CARDS

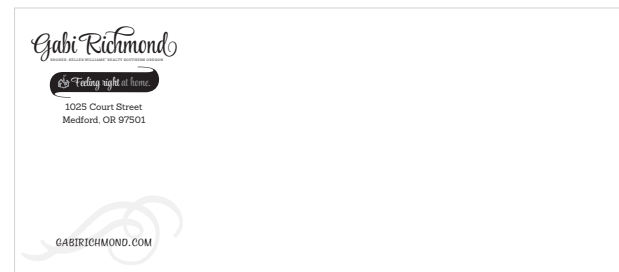



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R E A L T Y
Southern Oregon
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GABI BRENNESHOLTZ (FORMERLY RICHMOND)

LETTERHEAD & ENVELOPES



GABI BRENNESHOLTZ (FORMERLY RICHMOND) SIGNS & BANNERS

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GABI BRENNESHOLTZ (FORMERLY RICHMOND) BINDER COVERS




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Buyers' Guide


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Sellers' Guide


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GABI BRENNESHOLTZ (FORMERLY RICHMOND) CHAMBER MUSIC CONCERTS PROGRAM AD



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*Looking for your dream home? Ready to sell?
Call Gabi at 541.708.3850 to begin your
journey toward feeling right at home.*

GABI BRENNESHOLTZ (FORMERLY RICHMOND) KEYNOTE THEME



A business card for Gabi Richmond, Broker at Keller Williams Realty Southern Oregon. The card has a teal background with white wavy lines. In the top right corner is the logo 'Gabi Richmond' in a script font, with 'BROKER, KELLER WILLIAMS® REALTY SOUTHERN OREGON' in small caps below it. Underneath the logo is a brown ribbon graphic containing a house icon and the text 'Feeling right at home.' In the bottom left, the name 'GABI RICHMOND' is written in a large, dark, serif font, followed by 'Broker, Keller Williams® Realty Southern Oregon' in a smaller, bold, sans-serif font. At the bottom, contact information is listed: '541.708.3850', an email address 'gabi@gabirichmond.com', and a website 'GABIRICHMOND.COM', separated by small star icons. In the bottom right corner is a portrait photo of Gabi Richmond, a woman with dark hair, smiling, wearing a dark top.

Gabi Richmond
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Feeling right at home.

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Broker, Keller Williams® Realty Southern Oregon

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