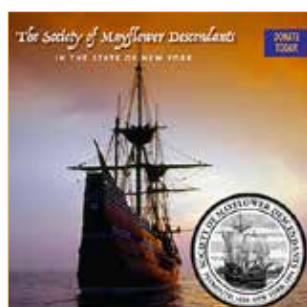
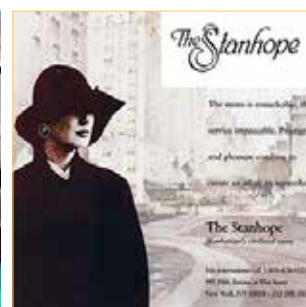




BRANDING & MARKETING GRAPHICS FOR
PROFESSIONAL SERVICE COMPANIES & SOLO ENTREPRENEURS.



Celebrating 20 Years of Graphic Design & Branding



Muir Design is a New York graphic design studio that helps brands increase awareness and sales by aligning strategy, design and technology.

Extraordinary branding and graphics that sell

The art of selling

Muir Design is a New York graphic design studio that helps brands increase awareness and sales by aligning strategy, design and technology. By providing innovative creative thinking and a dedication to graphics, color and craft, Muir Design builds brands that engage and emotionally connect with people.

Owner Robbi Muir is a highly skilled Creative Director and Graphic Designer with more than 20 years of experience working with brands and agencies across multiple markets and industries. She is a seasoned professional in the designing, launching and managing of brands and businesses — an expert in identity and logo design, branding and brand strategy, and ongoing brand guidance. She is also highly skilled in developing capability brochures, corporate print communications, web design, editorial design and print advertising.

Developing real results for real estate

Before launching Muir Design, Robbi was a Creative Director at a New York agency specializing in commercial real estate advertising and marketing communications. Involved in all aspects of creative design implementation for the commercial real estate industry — from building identity programs, leasing brochures, print advertising, and marketing collateral to sales office graphics and building signage — she helped brand many of New York's largest real estate developments.

Moving prospects — from Vancouver to New York

Prior to moving to New York, Robbi worked as a Graphic Designer in Vancouver, Montreal and Toronto. She was Editorial Art Director at the Toronto Star and Globe and Mail newspapers. These publishing roles helped Robbi develop the ability to deliver decisive design solutions under challenging time restraints — skills that are greatly appreciated by her clients today.

Robbi's design expertise has expanded into other arenas, where she helps clients in corporate firms, financial service groups, professional service firms, small businesses, start-ups and non-profit organizations.

Personal and corporate branding with a personal touch

During her decades of design work in both personal and corporate branding, Robbi has developed a passion about its significance and power. Her personal experience in setting up and running her own design studio has enhanced her ability to help start-ups and small businesses. She loves working with founders and entrepreneurs in the early stages of their branding development, and the feeling is mutual.

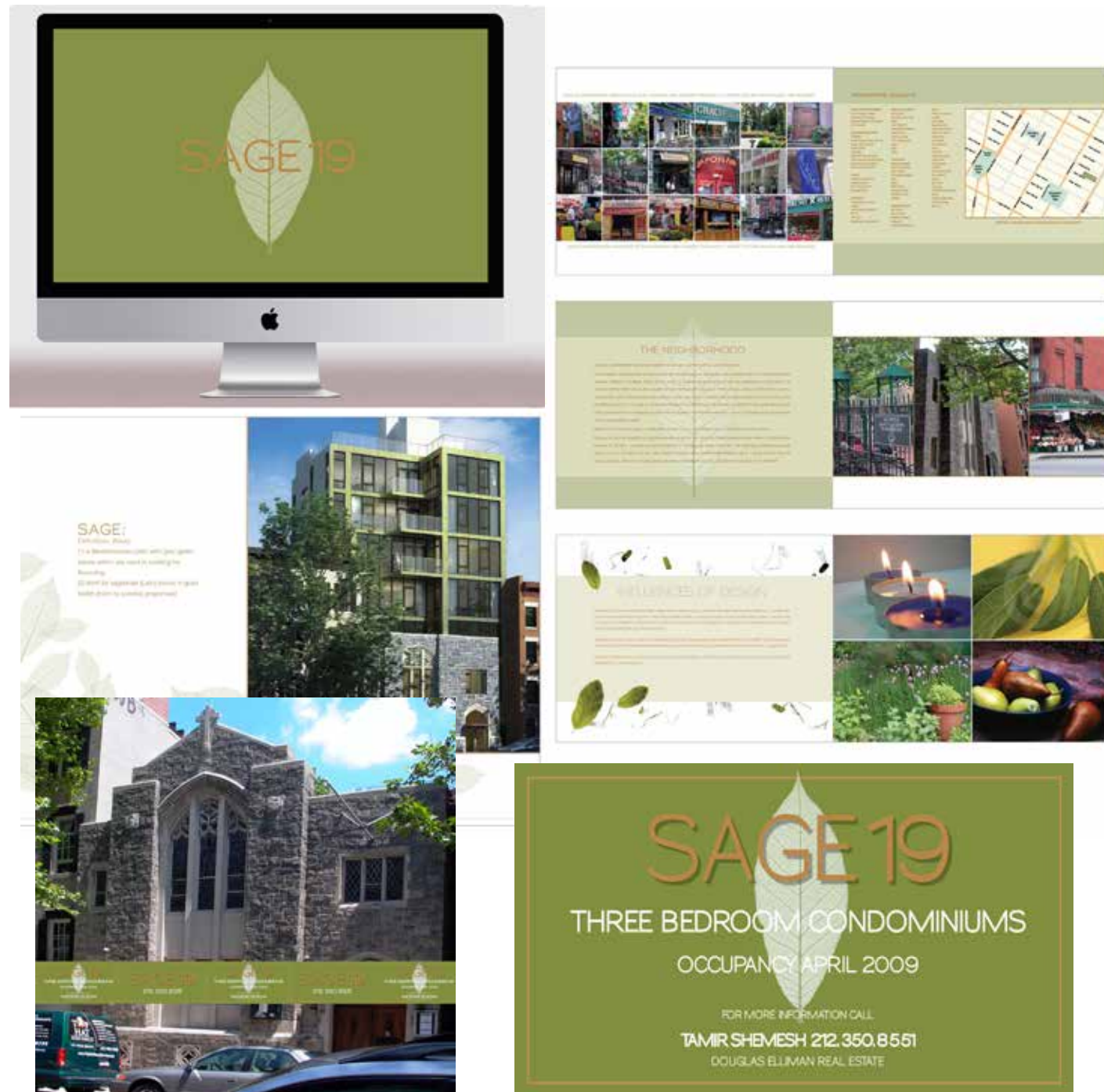
100% satisfaction — guaranteed!

Robbi is committed to ensuring that all of her clients, both large and small, benefit from her design skills and experience, and are 100% satisfied with her professional design services.

SAGE 19 RESIDENTIAL CONDOMINIUMS

SAGE 19 BRANDING & MARKETING PROGRAM

Design of a sales brochure and website for this deluxe condominium project located in New York's Chelsea neighborhood. The residential units were designed inside a building structure that had previously been a church. The new condominiums were refitted for residential use. This new residential property was called SAGE 19 based on the address of the building.



337 EAST 62ND CONDOMINIUMS

BRANDING PROGRAM • WEBSITE DESIGN • PRINT COLLATERAL



LORRAINE FRYE DESIGN



WEBSITE REDESIGN

This design project involved a complete redesign of Lorraine Frye Design's company website. The original website was very dated and needed to be modernized and transformed into a fully responsive website. Several new design portfolios were created for this interior design portfolio. All of the supplied photographs were optimized and scaled for the website.

RESPONSIVE WEBSITE

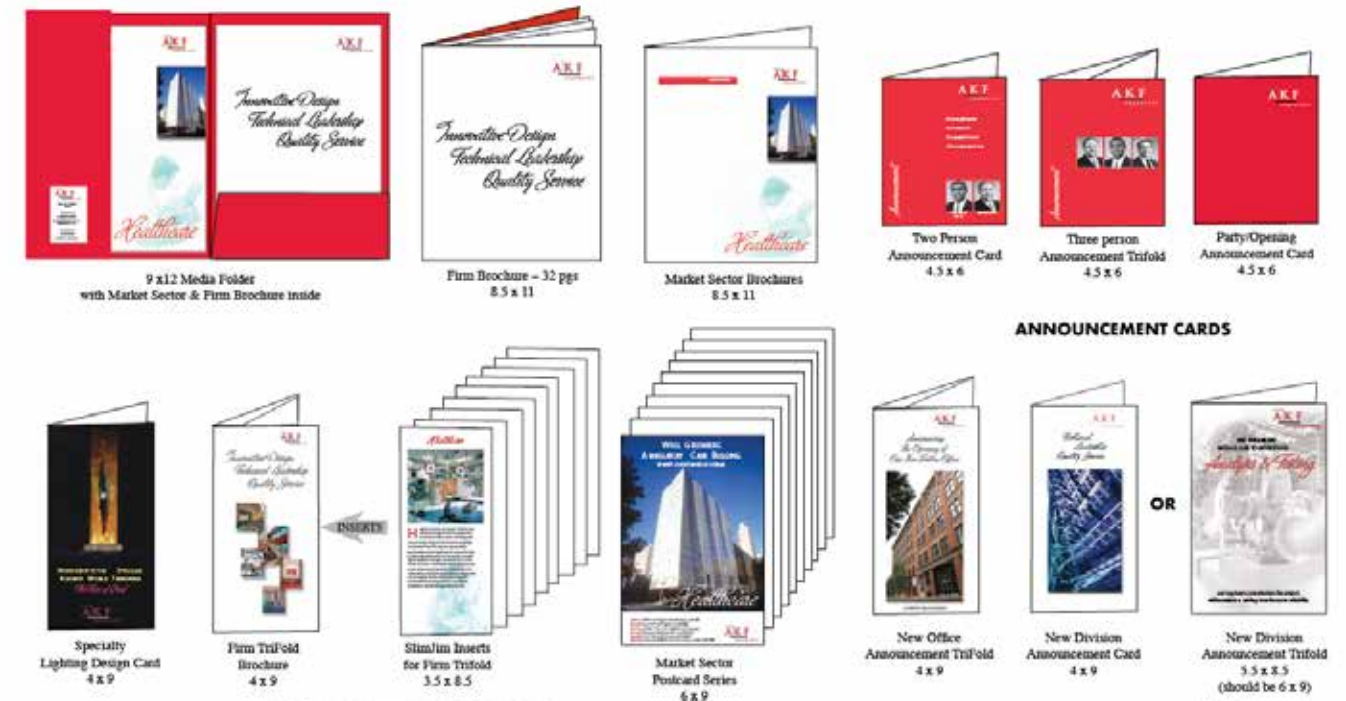


AKF ENGINEERING

BRANDING & MARKETING PROGRAM

A redesign of the overall marketing system was created for this prominent midtown New York engineering firm. The main presentation folder was designed to hold the firm's brochure, several of the ten market sector brochures, as well as project and biography sheets. The 36-page corporate brochure gives a general overview of the firm's service and areas of expertise. The firm's website was redesigned based on the corporate branding established for the print program.

AKF MARKETING PRINT OVERVIEW



A BUILDING'S LIFECYCLE



PLUMBING • ELECTRICAL • FLOORING • FIRE/ALARM SAFETY • INFRASTRUCTURE • CRITICAL SYSTEMS • SUSTAINABLE DESIGN TECHNOLOGIES • BUILDING MANAGEMENT SYSTEMS • VIBRATION ANALYSIS & TESTING • COMMISSIONING • LIGHTING DESIGN



MEDIA FOLDER COVER
2 pockets



FIRM BROCHURE
32 pages

EPPLEY BUILDING & DESIGN

BRANDING PROGRAM

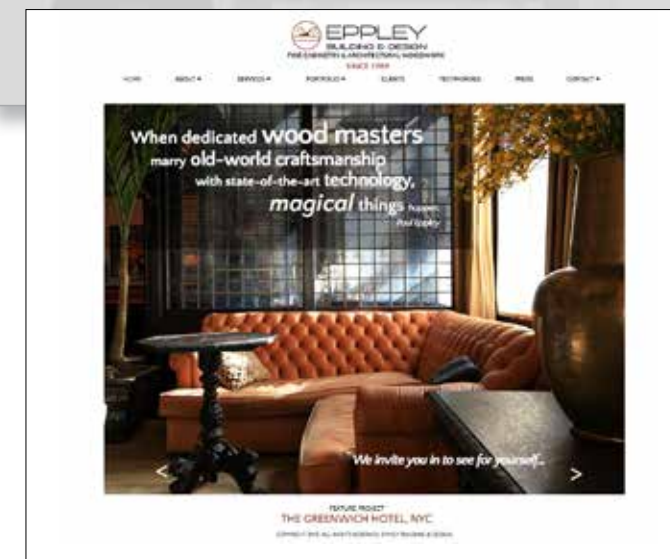
The Eppley Building & Design program included a complete re-brand for the company and a new website design. The first phase of the project involved a new logo design and the design of business cards and digital stationery. Below are several options that were presented for review to the owner.



EPPLEY BUILDING & DESIGN

RESPONSIVE WEBSITE REDESIGN

The second phase of the program involved the website redesign, incorporating the new approved logo. New on-site photography was taken in the working studio space of the facility and was also included in the final web page designs.



THE SOCIETY OF MAYFLOWER DESCENDANTS

BRANDING & WEBSITE REDESIGN PROGRAM

Muir Design created the branding and website redesign for this NY non-profit organization in Wordpress. We sourced all new photography, redesigned the corporate Mayflower seal and recreated a new page layout for their website.

The membership portal was added to allow dues and event ticket purchases to be made online for members. A new retail cart was added for purchasing memorabilia, books and other society souvenirs.



Society of Mayflower Descendants
IN THE STATE OF NEW YORK



WALL STREET FINANCIAL CONFERENCES

FINANCIAL CONFERENCES MARKETING PROGRAMS

Responsible for branding three Wall Street Journal Executive Financial Conferences 2008–2010. This program included logo design, web design, web banners, html email, print advertising, media kit design, program book design, invitations, signage, banner graphics and other collateral marketing print materials — a comprehensive 360 degree branding program for all the WSJ Executive Financial Conferences.

ECONOMICS

FUTURE OF FINANCE

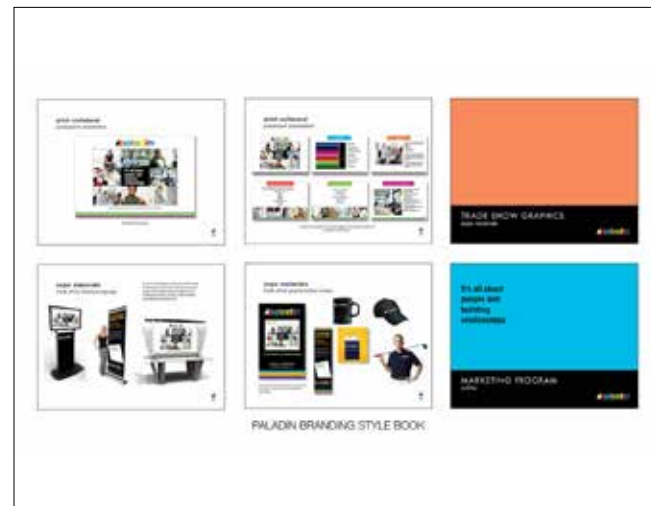
CEO COUNCIL



PALADIN STAFFING & RECRUITING

LOGO DESIGN & BRANDING STYLE BOOK

Designed a complete brand style guide for Paladin Staffing & Recruiting, New York City. This style book included the new brand identity guidelines and applications for all aspects of their marketing communications—both print and web-based components.



PAGES FROM BRAND STYLE BOOK

LOGO & BRANDING PROGRAMS





Muir Design offers creative thinking and a dedication to graphics, color and craft that bring brands to life and create engagement. Compelling branding and graphics that motivate are hallmarks of our design.

OUR SERVICES

BRANDING

LOGO DESIGN
IDENTITY PROGRAMS
BRAND STYLE GUIDES
STATIONERY SYSTEMS
POSTCARDS

DIGITAL

WEBSITE PROTOTYPING
WEBSITE DESIGN
LANDING PAGES
EMAIL CAMPAIGNS
SOCIAL MEDIA ADS

PRINT DESIGN

BROCHURES
ANNUAL REPORTS
NEWSLETTERS
MONOGRAPHS
EBOOKS

MARKETING PRINT

CATALOGS
MAGAZINES
DIRECT MAIL CAMPAIGNS
POWERPOINT DECKS
NEW BUSINESS PITCHES



Building Brands for Business

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