

BUILD A BRAND *with* **HORSEPOWER**

strength, beauty, heart



KECIA FREED *design*

CLIENT: Preston Feather Building
Centers & Design Showrooms
Cities in Northern Michigan

-

Northern Michigan **STYLE**

Grab your keys, grab a friend and tour our design showrooms. 75,000 square feet of curated cabinetry, trim, door and window inspiration. **BUILD STRONG. BUILD BEAUTIFUL.**



BUILDING CENTERS & DESIGN SHOWROOMS

Andersen

Outside inside,
Northern Michigan Style™

Soak in every inch of Northern Michigan's beauty with smart, energy-efficient style.



Grab your ideas, grab your keys and tour our four design showrooms

BUILDING CENTERS & DESIGN SHOWROOMS
BOSTON • HANNOVER, NEW HAMPSHIRE • CAMBRIDGE • TRAVERSBURG, OHIO

Andersen

Print Advertising and Marketing Materials



Gift and Rewards Cards



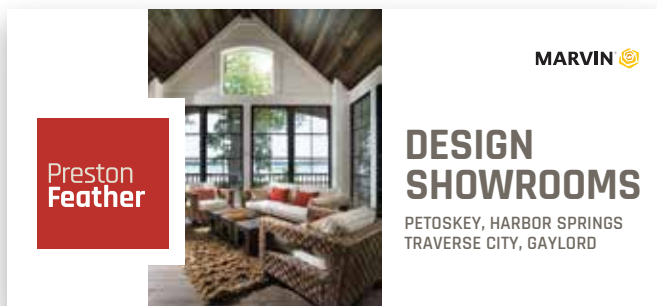
Vehicle Graphics



Location Photography



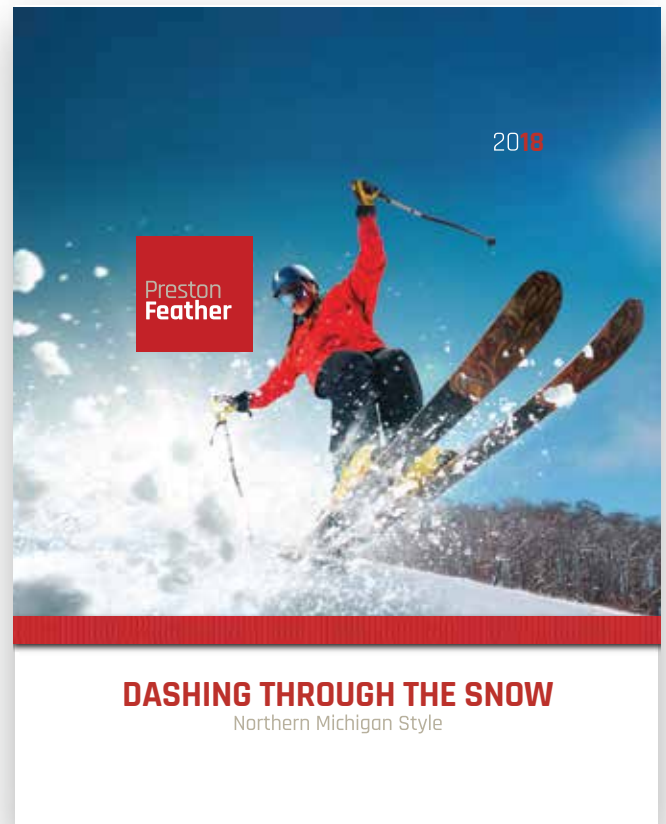
Custom Skis



Billboard



Covid Billboard



Christmas Posters



Newsletter Photos

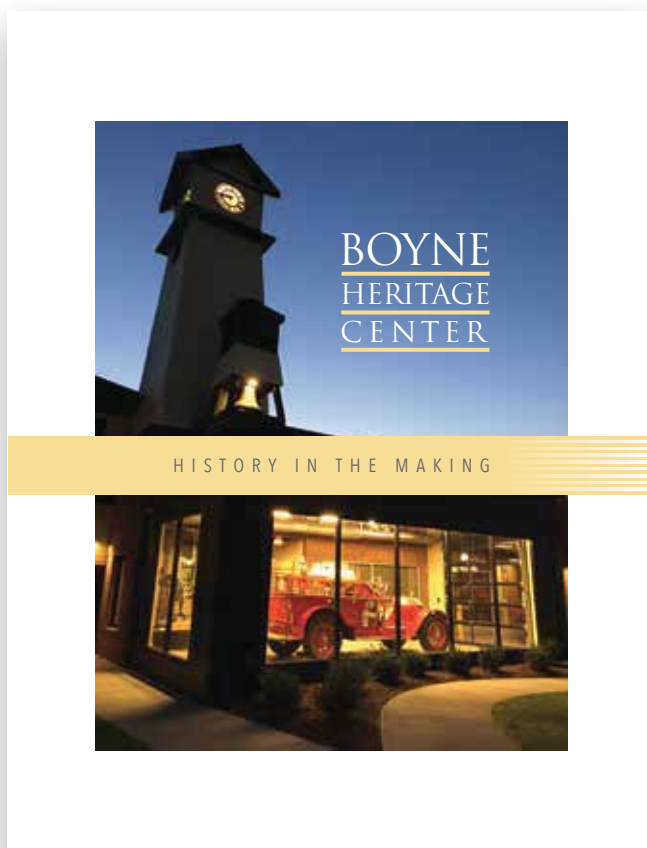


BOYNE
HERITAGE
CENTER

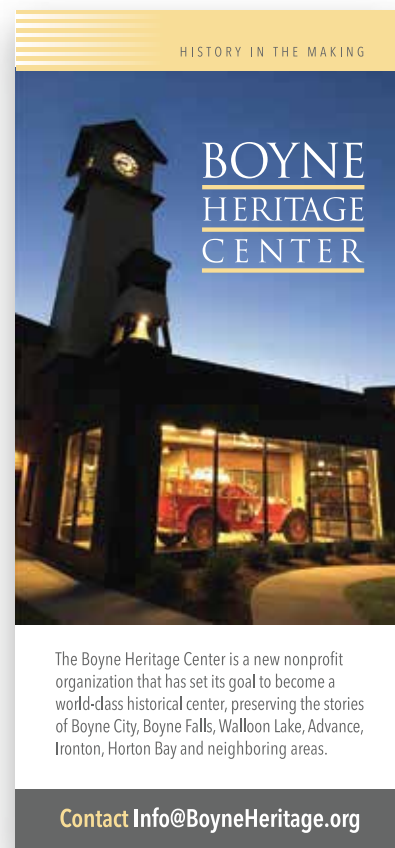
Logo design

CLIENT: Boyne Heritage Center
Boyne City, Michigan

- Project visionary
- Founding board member
- Exhibit concept
- Organization name development
- Exhibit name development
- Logo and brand design
- Website design
- Strategic and marketing planning
- Fundraising and presentations



Report Cover



Rack Card



Social Media Posts



Tradeshow and Exhibits



Townsend Search Group

Logo

Business Cards and Stationery



Linkedin Banner

CLIENT: Townsend Search Group
Birmingham, Michigan

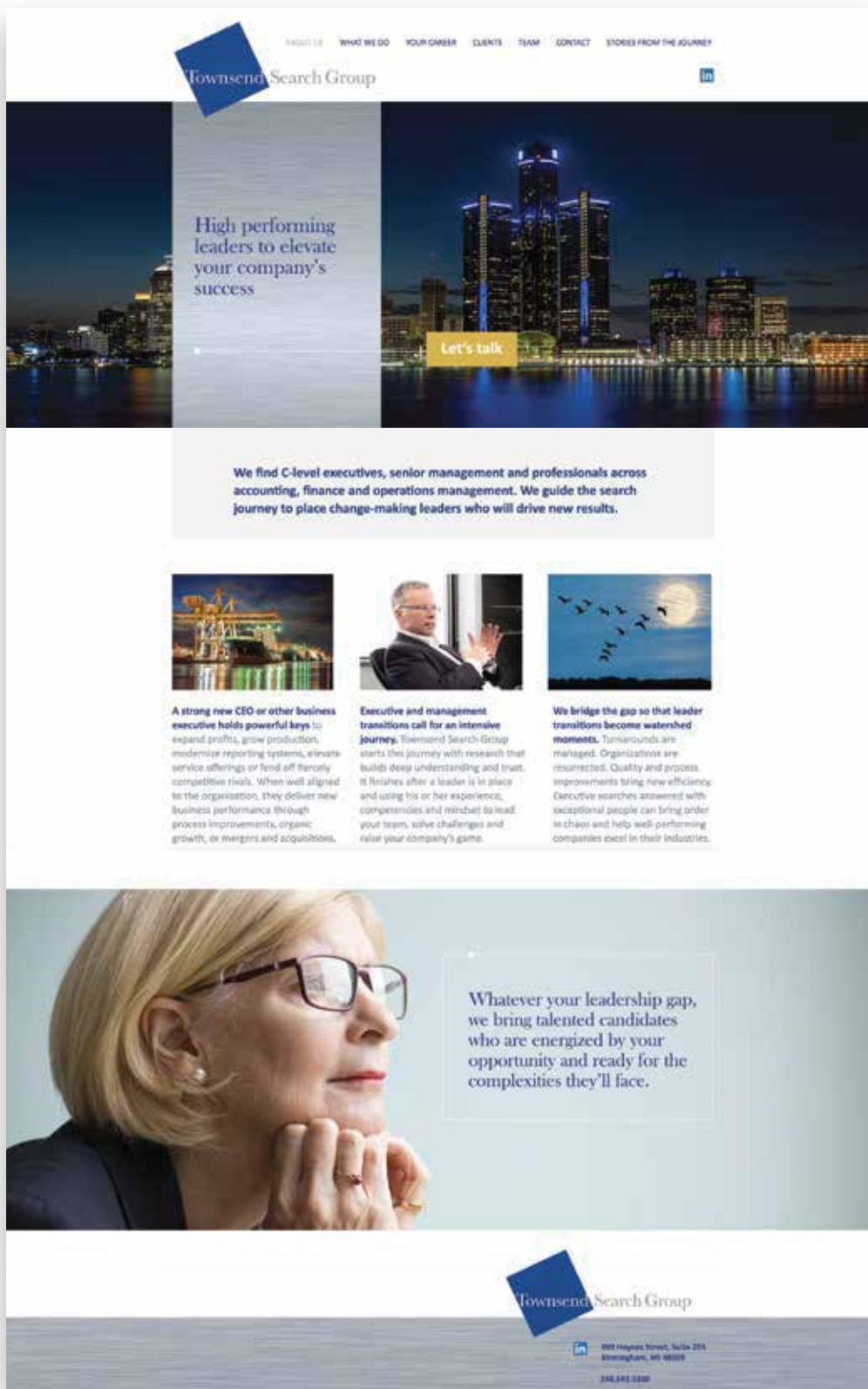
- Logo and brand design
- Website design
- Photography coordination, supervision
- Writing coordination



PowerPoint Documents



Staff portraits





Logo design



Event and Program Logos

CLIENT: Emmet County Recycling
Petoskey, Michigan

- Logo and brand design
- Communications, marketing materials
- Specialty items and apparel
- Vehicle signage



Event and Promotional Custom Apparel



Recycling Guide and Graphics



Event and Promotional Custom Specialties



Illustration Libraries



Special Equipment Graphics



CLIENT: Raven Hill
Discovery Center
East Jordan, Michigan

- Rebranding
- Exhibit design
- Signage
- Print collateral



