



Tim Johnson is an award-winning designer, writer and brand strategist with over 25 years experience creating value for organizations of all types and sizes. He was a principal at Loucks & Johnson, and Manager of Brand Development at SessionsGroup. These two firms are among Houston's oldest and most recognized design agencies. He has owned Brandwave since 2003.

The designs shown herein were designed exclusively by Tim Johnson, or with Tim Johnson in the lead design role. No parts of this publication may be reproduced without permission.

Brandwave.net
281.529.5603

STUDIES IN TRANSFORMATIVE DESIGN

Design can amuse, amaze and empower. It can create clarity out of confusion and lift quiet voices to speak new words. It can help you seize the position you want and give you a sustainable competitive advantage that can't be copied, co-opted or commoditized.

These examples show how design transformed what was possible to help bring great visions into being.



STUDIES IN TRANSFORMATIVE DESIGN

STEVERSON: THE HUMAN TOUCH

Steverson is an independent staffing firm based in Houston. It had differentiated itself by developing a high-touch approach to serving both the employee and the client company. Brand identity and marketing support focused on building brand awareness, emotional connection and deep, strong relationships. A coherent identity plan let Steverson present a consistent image, yet tailor its visual and narrative messages to address each of three market niches: administrative/clerical, accounting and information technology.

CLIENT: Steverson

DESCRIPTION: Staffing Firm

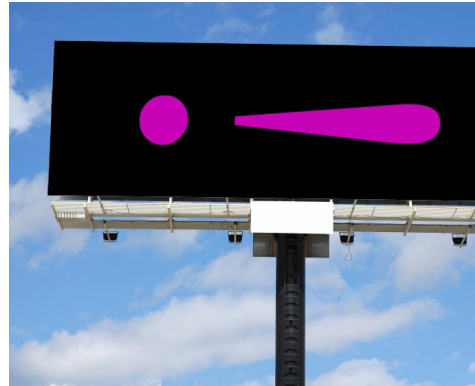
DESIGNER, WRITER: Timothy Johnson

AGENCY: Loucks & Johnson



STUDIES IN TRANSFORMATIVE DESIGN

The Steverson identity was launched with a single billboard that had nothing more than the logo at first, then added the name and web address. It only ran for 6 months. People still say they "...see the billboards all over town!"



As Steverson celebrates more than 30 years in business, it also celebrates continuous rapid growth throughout most of its history, due in part to the energy, clarity and cohesiveness created by its effective design program.



STUDIES IN TRANSFORMATIVE DESIGN

TOUCHING LIVES: THE COUNCIL ON ALCOHOL AND DRUGS HOUSTON

The Council is one of Houston's most effective non-profits, helping thousands of people every year, through multiple programs aimed at a variety of audiences. The identity program Tim Johnson designed helps the organization express the energy, diversity and success with which they approach their mission.

CLIENT: The Council on Alcohol and Drugs Houston

DESCRIPTION: Non-Profit Organization

DESIGNER: Timothy Johnson

AGENCY: Loucks & Johnson



STUDIES IN TRANSFORMATIVE DESIGN



Tim Johnson designed the identity system, three annual reports and an advertising campaign. The identity program informed The Council's web design as well (Cregan Design),

STUDIES IN TRANSFORMATIVE DESIGN

APTIA SYSTEMS: FAST TRACK PRODUCT LAUNCH

Aptia Systems is a software company that develops specialized applications. They contacted us to help launch a new application to the medical research lab market - the catch was they had about four weeks till a major international trade show. Tim Johnson wrote and designed a product brochure, designed and produced a trade show booth, sourced and created promotional giveaways, and managed to make the deadline with ease.

CLIENT: Aptia Systems

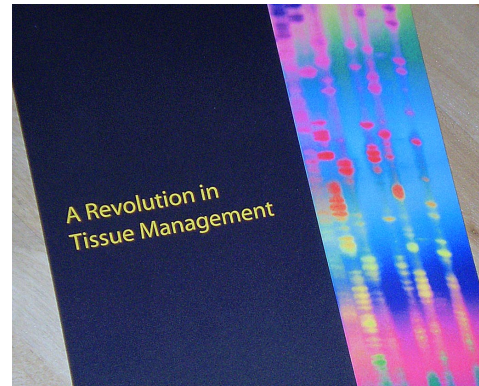
DESCRIPTION: Software Developer

DESIGNER, WRITER: Timothy Johnson

AGENCY: SessionsGroup

“Tim did an excellent job helping us market a new product. We had a short time frame to develop a product brochure and trade show exhibit for a medical research conference. Everything he did was first class and right on time. We are very pleased with the results.”

Royce Heslep President Aptia Systems, Inc.



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A CLASSIC DESIGN: DOMINION POST OAK

Whiteco Residential envisioned a classical high-rise in the heart of Houston's Uptown/Galleria area. They engaged Ricardo Bofill, a world-renowned architect from Barcelona. In interviews with Bofill, we identified certain design criteria he uses to achieve aesthetic balance, and we built our identity on those principles.

CLIENT: Whiteco Residential
DESCRIPTION: Real Estate Development
DESIGNER, WRITER: Timothy Johnson
AGENCY: Loucks & Johnson

Within a few days of the 9/11 attacks, every buyer had backed out, and the project was placed on hold. Eventually it was resumed with a different thrust; it retains the name, but was completed by a different architect.



DOMINION

POST OAK



STUDIES IN TRANSFORMATIVE DESIGN

HERRERA PARTNERS: MAXIMIZING SHAREHOLDER VALUE

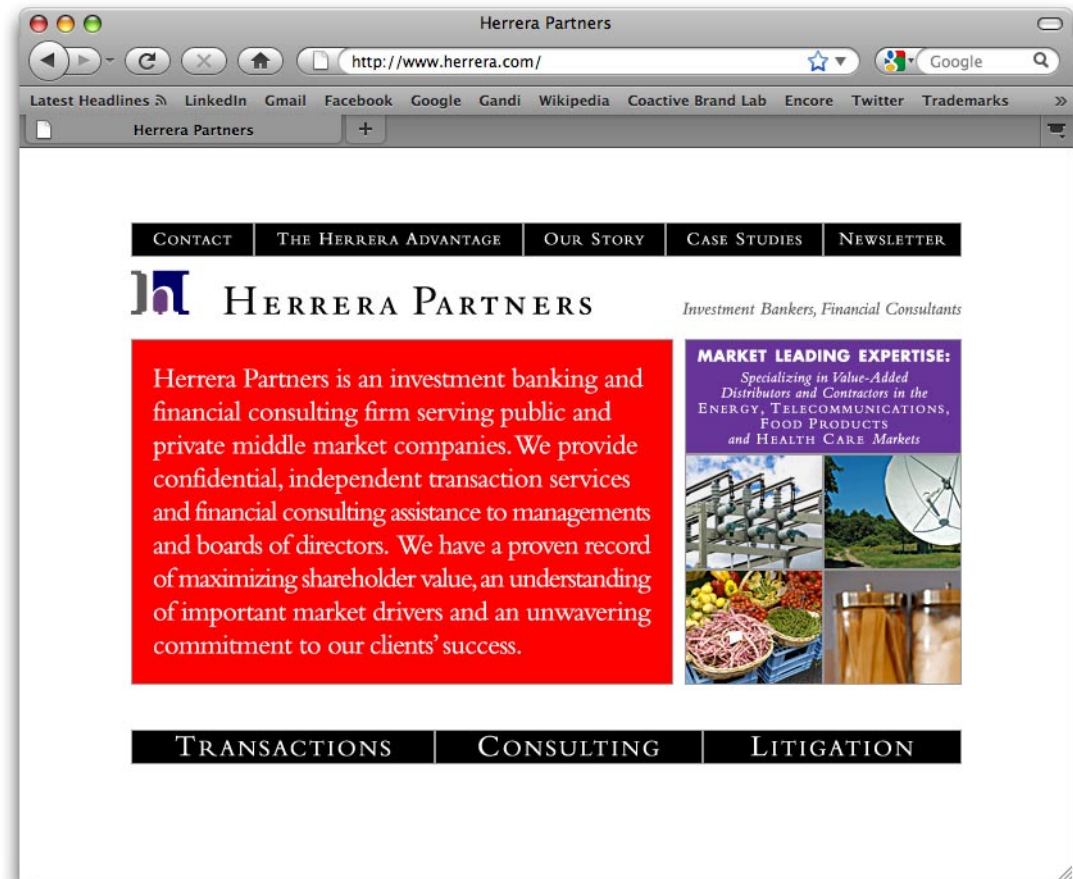
Herrera Partners is an investment banking firm that provides transaction support and financial advisory services. Brandwave designed a bold new identity to strengthen the firm's position, and a compelling web site.

CLIENT: Herrera Partners

DESCRIPTION: Investment Banking

DESIGNER, WRITER: Timothy Johnson

AGENCY: Brandwave



STUDIES IN TRANSFORMATIVE DESIGN

SETTLED. THE LOSS RECOVERY PEOPLE

When people's lives are upended by flood, hurricane, fire or other disaster, they often find themselves getting the short end of the stick when they try to settle with their insurer.

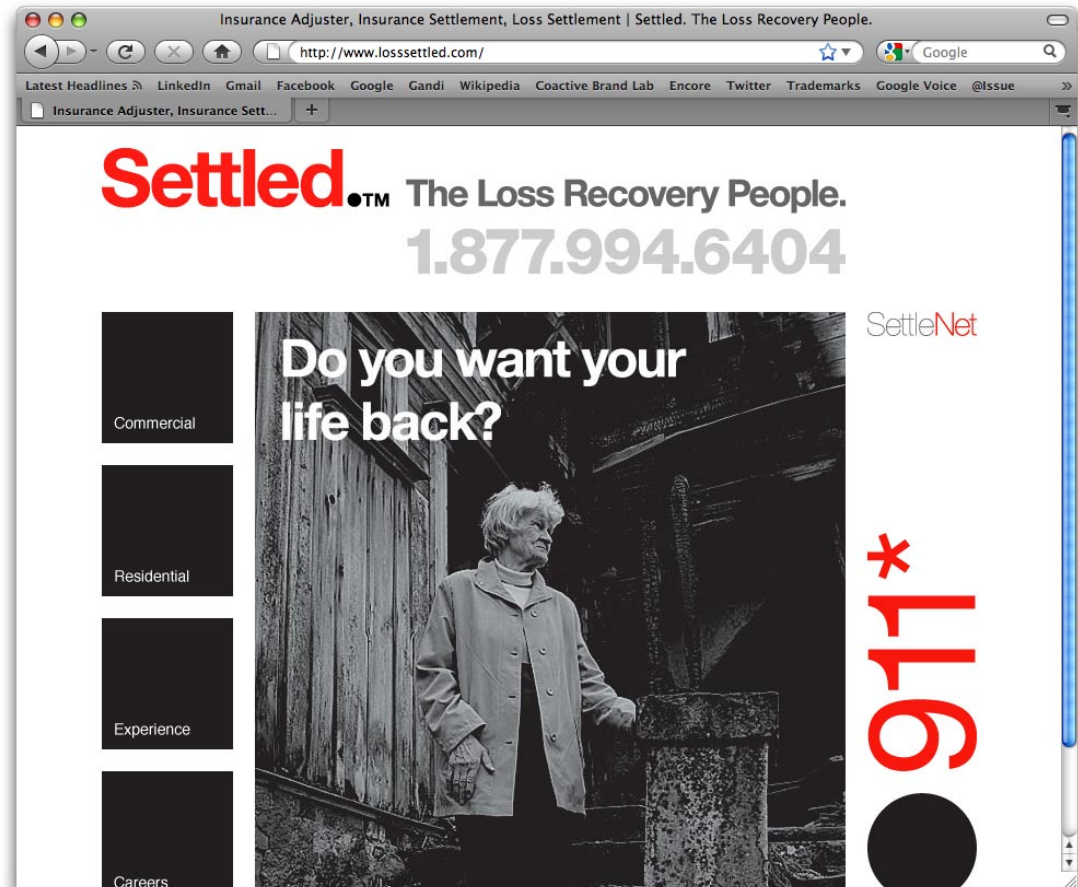
Settled™ is a public adjusting firm that works on behalf of the insured to properly document and settle their claim to the maximum of their policy limits. To differentiate the company, we chose a simple, bold illustration of what the firm does, couched in the way their prospects relate to disaster: emotionally.

CLIENT: Settled™

DESCRIPTION: Public Insurance Adjusters

DESIGNER, WRITER: Timothy Johnson

AGENCY: Brandwave



STUDIES IN TRANSFORMATIVE DESIGN

Executions included naming consultation, identity design, web site, two brochures and trade dress.



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A three alarm blaze in an office building, church, restaurant, apartment complex or warehouse. A questionable explosion in an industrial facility. A major hurricane that wipes out a whole town. Even the most sophisticated adjuster doesn't handle claims like these on a routine basis. **We do.**



Brandwave: A coactive brand lab
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markets and bringing ideas to life.

brand strategy
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marketing
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