



GRAPHIC DESIGN PORTFOLIO

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14	Janalee Dawn +Co Branding



LOGO //



VARIATIONS //



ELEMENTS //



COLOUR PALLET //



FONT //

Gotham Book
 ABCDEFGHIJKL
 MNOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz

KNOCKOUT
 ABCDEFGHIJKL MNOPQRSTU-
 VWXYZ
 abcdefghijklm
 nopqrstuvwxyz

PROJECT: Cabrio Structures Branding

DETAILS

I have been involved in Cabrio Structures since the inception, in 2008. I helped establish the company's logo and brand identity (left).

Cabrio Structures designs and manufactures retractable patio structures with independently movable roof and wall segments to let you optimize natural climate.

PROJECT: Cabrio Structures Branding Guidelines

DETAILS

I established brand guidelines to keep branding consistent throughout the company. The guidelines covered logos, color palette, typography, company description, selling messages, and trademark usage.

LOGO USAGE ::

LOGO:



Cabrio Logo

This is the official mark for Cabrio Structures. It should always be reproduced as seen here. It should not be modified in any way



Cabrio Ribbon

The ribbon is used as a stamp on web and graphic material. It can be tweaked to fit the material it's being used for.

ELEMENTS:



Cabrio Swoosh

To be used at bottom right hand of each piece (where appropriate) as assurance brand mark. Can be used on clothing and

LOGO REPRODUCTION:



Please note the Cabrio Structures design is trademarked. The TM symbol must always appear in the position seen in the above logos. The font used is Gotham Light.





PROJECT: Cabrio Structures Brochure

DETAILS

Sixteen page brochure outlaying the complex product line of Cabrio Structures, frequently asked questions, the Cabrio Proven Process, testimonials, standard product sizes, and more.





Front

PROJECT: Cabrio Structures Folding Business Card

DETAILS

These unique folding business cards show a variety of applications and product options, as well as supplying the typical business card information on the backside. Since Cabrio Structures has a complex product line and is a unique concept we felt a business card/ brochure combo would help describe the product and keep the business card out of the trash longer.



Back



Inside



Open

#BOOTH
#3763

cabrio
STRUCTURES

OUTTHINKING THE OUTDOORS™

SEE OUR CONVERTIBLE
STRUCTURES IN PERSON #BOOTH
#3763

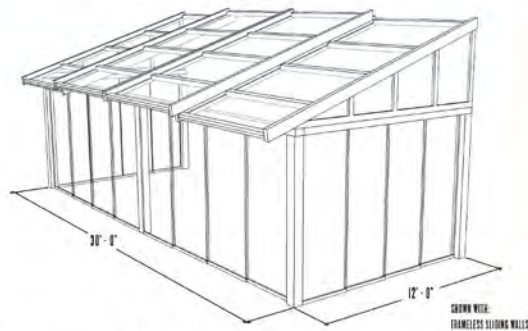
www.cabriostructures.com • info@cabriostructures.com • 715-426-4000

PROJECT: Cabrio Structures Ad

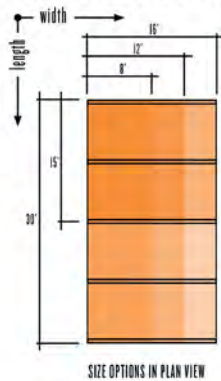
DETAILS

Advertisement in a tradeshow magazine showcasing two different builds.

CABREEZE STANDARD PRODUCT:



SLOPED STANDARD SIZES:



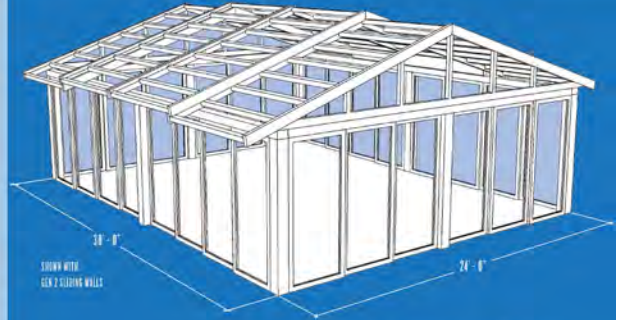
LENGTH		WIDTH
15'	X	8'
15'	X	12'
15'	X	16'
30'	X	8'
30'	X	12'
30'	X	16'

SLOPED

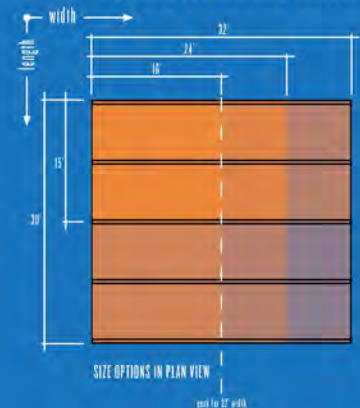
BOTH

PACKAGE PRICE INCLUDES:

- 4-12 Pitch Roof Segments with Open Sable Ends, 8'-wide (angled) gable eaves
- 8 Foot Tall Opening Wall System for Three Sides of Structure
- Wall System Choices:
 - 1 - Frameless Sliding
 - 2 - Gen 2 Sliding
- Frame Installation Plates
- Installation Supervisor and Shipping (only in 100 mile radius of the MN State Fair)



PEAKED STANDARD SIZES:



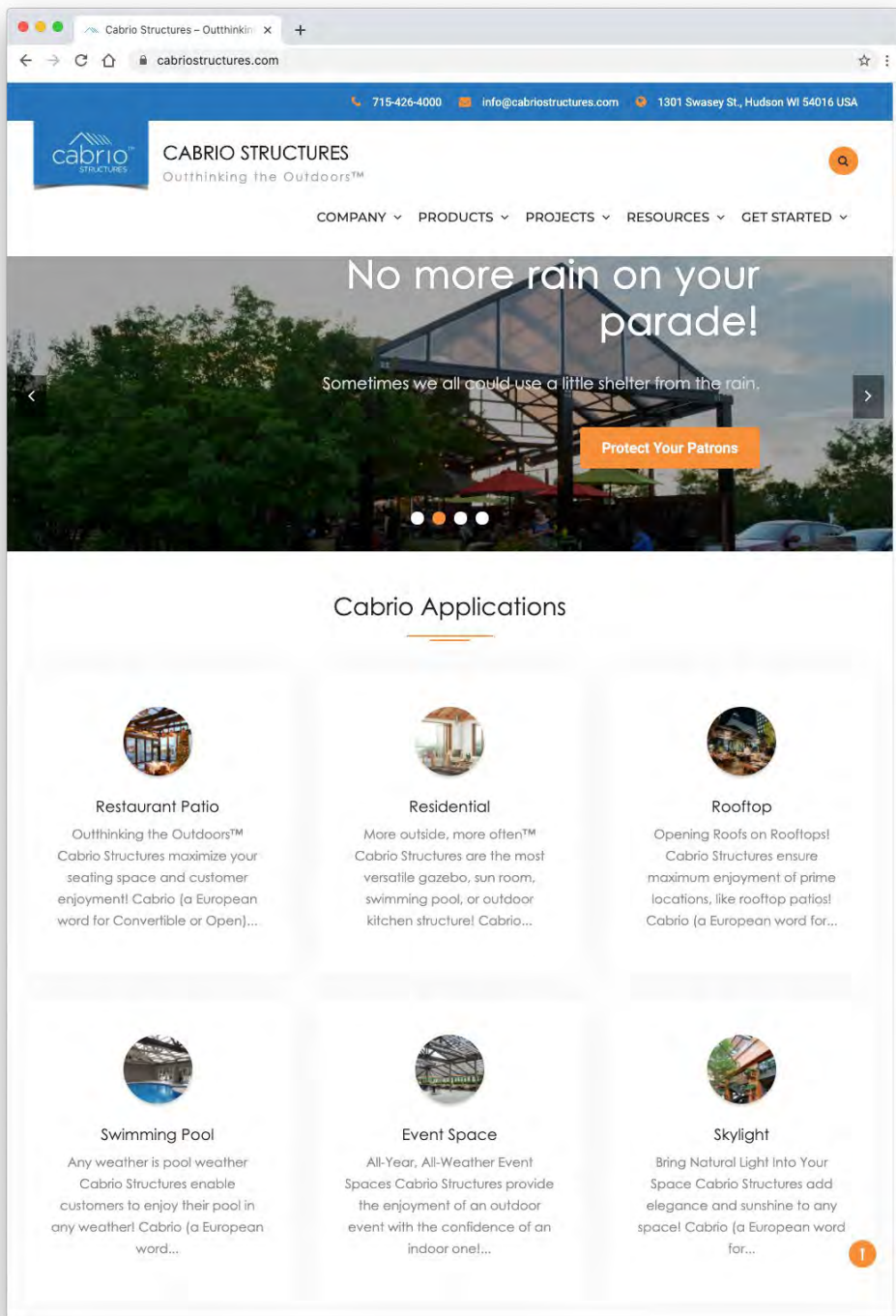
LENGTH		WIDTH
15'	X	16'
15'	X	24'
15'	X	32'
30'	X	16'
30'	X	24'
30'	X	32'

PEAKED

PROJECT: Cabrio Structures Standard Product Line

DETAILS

As Cabrio Structures rolled out a standard product line I created 3D sketches and infographics to communicate the product range for our print material and other sales tools.



PROJECT: Cabrio Structures Website

DETAILS

I designed and populated the Cabrio Structures website in Wordpress. The design is modern and simple, aligning with our brand. The website's main goal is to show prospects the range of products and applications.

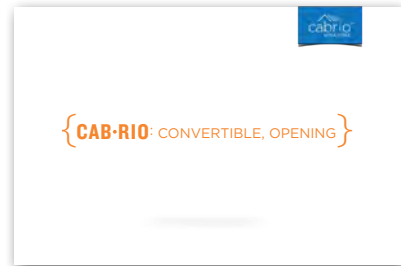
PROJECT: Cabrio Structures Presentation

DETAILS

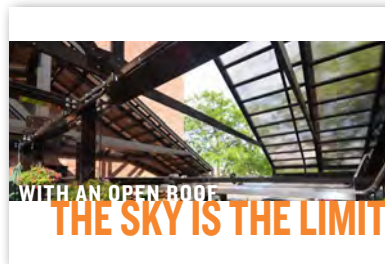
We have a selection of PDF presentations for clients, architect, and dealers. Depending on the presentation, it included previous projects, outline of key components, technical product drawings, specifics of product lines, ROI calculator, and the Cabrio Proven Process.



1



3



4



5



7



8



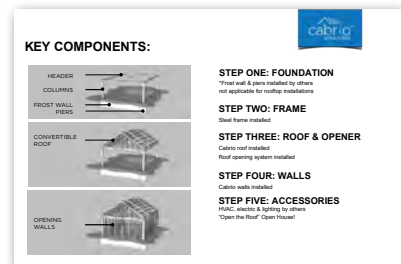
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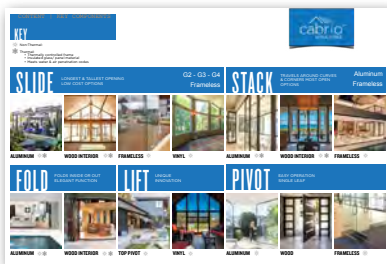
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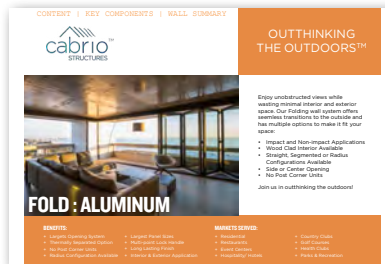
13



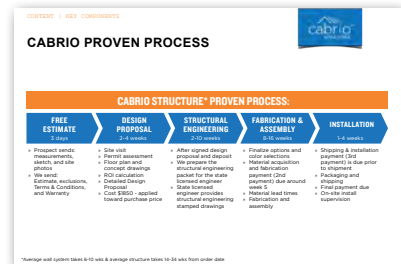
33



52



65



68

**Dear friends –**

Our hearts go out to all of our restaurant and hotel customers navigating these strange and stressful times. Everyday we hear great stories of people helping others and communities coming together. We hope that you are all able to find positives, for both your businesses and your families during this time. If there is anything we can do to help, please **Contact Us**.

Best,

The Cabrio Team

Positive News

from Garry's Grill

We found encouragement in hearing from one of our customers, Garry's Grill, about their successful pivot to serve their customers during this pandemic. We wanted to share this uplifting story with all of you. Garry Grill's found new ways to serve their customers and support their community.

[Read Their Story](#)

GARRY'S GRILL CONCEPT



If you have any comments or suggestions, please let us know

info@cabriostructures.com



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PROJECT: Cabrio Structures Eblasts**DETAILS**


I designed and scheduled email campaigns for residential and commercial prospective customers.

Residential Email Campaign


Take a Vacation Anytime with a Cabrio Structures™ Retractable Pool Enclosure

[Learn More](#)




Cabrio Structures' Retractable Pool Enclosures allow you to enjoy your pool in any weather. Maximize the usability (and FUN) of your pool with one of our retractable roof systems. When the weather is nice, open it up to enjoy all the fun of an outdoor pool - sunshine and fresh air. Storm clouds rolling in? Chilly breeze? Close the roof to enjoy the pool in the protection and comfort of the indoors. No matter what the weather or the season, you can enjoy a warm pool day with a Cabrio Structure.

Don't cancel another pool party or miss out on enjoying a vacation day, contact us today to learn more about a Cabrio Retractable Pool Enclosure!



If you have any comments or suggestions, please let us know

info@cabriostructures.com





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© [Company Name], [Company Address], [Company City], [Company State] [Company Zip]

Commercial Email Campaign


Maximize Your Seating Capacity with a Cabrio Structure™

[Learn More](#)




Cabrio Structures' Retractable Patio Enclosures provide the flexibility to dine outdoors in comfort and elegance. With our retractable roof and opening wall systems, you can protect patrons from the elements, creating usable dining space in any weather.

In our current world, dining space is at a premium. Maximizing seating capacity while maintaining safe distancing is paramount. Cabrio Structures provides a safe dining experience for your patrons while maximizing revenue. Please contact us today to discuss your space and how we can help.



If you have any comments or suggestions, please let us know

info@cabriostructures.com



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Most importantly, the value that was added to Cabrio Structures:

- **Brand Trust And Increased Credibility:** Judging by the branding and marketing, many prospects were shocked to find Cabrio Structures is a small company. The brand quality gave them a feeling of trust towards the product, which is very important with an expensive investment like a Cabrio Structure.
- **Simple and clear communication:** With Cabrio's complex product offerings it is important to have straightforward communicate to help prospects understand the breadth of our products without overwhelming them. The sales people mentioned how helpful my visual communication was to walk prospects through the sales process.
- **Gives Confidence:** The branding not only gave confidence to prospects but also gave the sales people confidence to sell the products.
- **Profits:** Prior to pandemic and resulting mandates of business shutdown, the cohesive marketing and brand identity contributed to Cabrio Structures growing rapidly and selling projects at gross margins unheard of in the manufacturing sector.



