



BRIANNA L. JONES
Capabilities Deck

For all questions, please contact Brianna:
BRI@HOUSE273.COM



HOUSE 273

BUILT ON A
FIRM FOUNDATION



Your brand has every opportunity to be just as global as McDonald's arches and as recognizable as Target's bullseye, but unclear vision and untapped execution are hindering your company's growth.

House 273 enters the scene to provide both brand clarity and implementation. As an independently owned graphic design and event design company, our passion lies in inspiring small business owners and corporations to boldly promote their brands by creating a home for businesses to have a visual presence in their respective industries.

Openly welcoming our extensive portfolio of clients as family, House 273 takes the utmost care of those who entrust us with their brand. We deliver customized digital marketing assets, visual media, and graphic designs for dozens of brilliant, culturally immersed black woman-owned brands across the United States.

We can't wait to add you to our family's tree!

Benefits of Collaboration with House 273

- Expert-level brand structure and development guidance
- One of a kind and consistently sharp brand identity and event assets
- Authentic & vibrant visual communication of messaging
- Matchless competitive advantage



READY TO
WORK?

LET'S DO IT! (CLICK BELOW)
SCHEDULE YOUR CALL



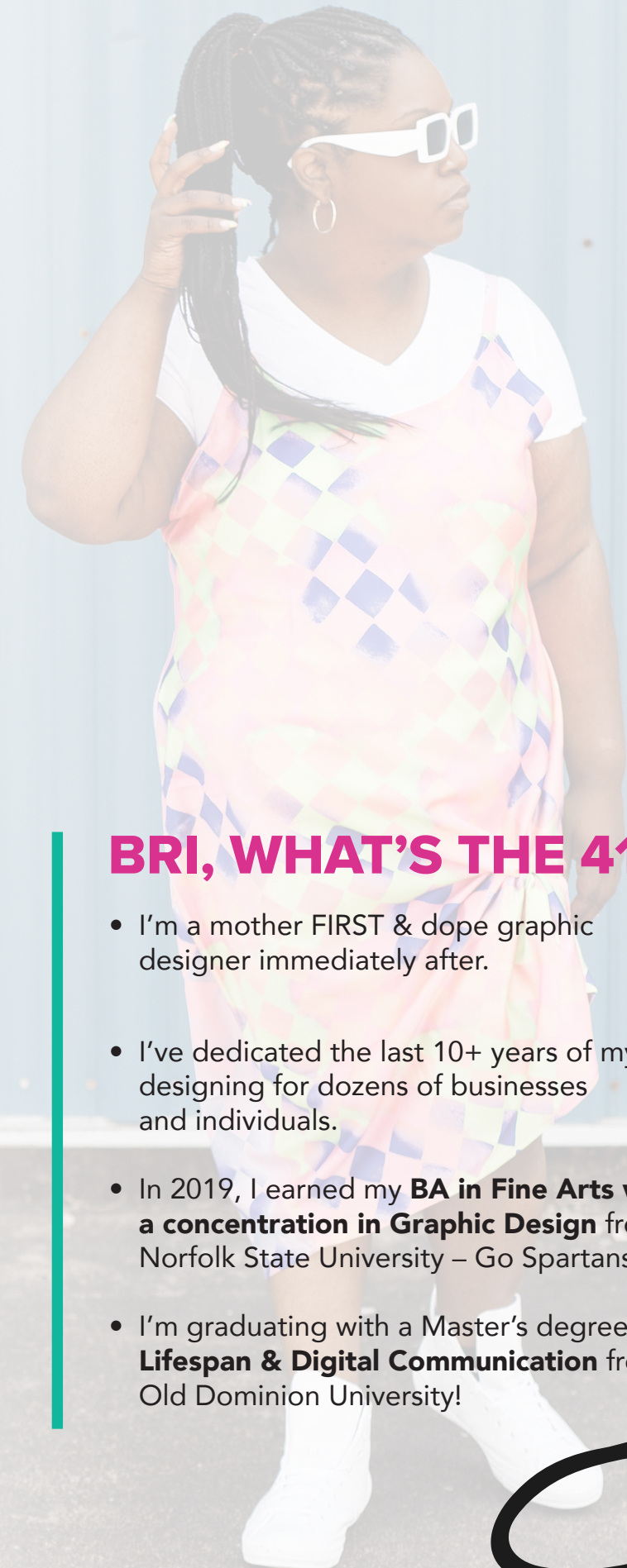
LADY OF THE HOUSE ▶

Hey future family! I'm Brianna, the Graphic Design Genius and Creative Mastermind that dared to imagine a dynamic space for **bold brands and events** to thrive.

To be clear, when it comes to having a passion for creating...I'm not new to this, I'm true to this. My grandparents were both incredibly intelligent and equally imaginative. I grew up spending nearly every summer, school break, and holiday at their home on 273 Honeysuckle Lane, eagerly watching their every move. Seeing my grandfather use his hands as a talented engineer to build computers and hearing my grandmother share her love of music, instilled within me a love for art and technology that I still carry with me today. My own mother can talk for days about how I would ruin cookbooks and furniture as an "expressive" child.

Beyond providing my creative blueprint, my gifted grandparents reinforced that if anything within me was saying to do something, I better practice becoming good at WHATEVER it is. They inspired me to be audacious, hardworking, and resilient enough to step outside of my comfort zone. The magnitude of their words to me and the actions their life's work represent have been the building blocks of my success.

House 273 is more than a name, it's a direct manifestation of the place that once created me and the current safe haven that gives brilliantly bold brands a place to call home. With every project House 273 undertakes, I pay homage to their incredible sacrifice in building our family home and igniting my true passions.



BRI, WHAT'S THE 411? ▶

- I'm a mother FIRST & dope graphic designer immediately after.
- I've dedicated the last 10+ years of my life designing for dozens of businesses and individuals.
- In 2019, I earned my **BA in Fine Arts with a concentration in Graphic Design** from Norfolk State University – Go Spartans!
- I'm graduating with a Master's degree in **Lifespan & Digital Communication** from Old Dominion University!

SIGNATURE SERVICES

To conveniently serve the holistic graphic design needs of our clients, House 273 offers exclusive branding packages and several a la carte services based on individual needs.

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BRANDING SERVICES

- Tiered Branding Packages
- Branding Style Guides
- Website Design
- Branded Social Media

EVENT MARKETING

- Event Branding
- Event Marketing Campaigns
- Print | Digital Collateral
- Branded Merchandise

DIGITAL | PRINT DESIGN

- Flyers | Posters | Postcards
- Obituaries
- Book Layout | Book Design
- Stationery

READY TO WORK?

LET'S DO IT! (CLICK BELOW)

SCHEDULE YOUR CALL

Thank You!

CELEBRATING THE LIFE OF CHERYL ANN RENEE CAMPBELL JAMES

Cheryl

DAWN THURSDAY, SEPTEMBER 1, 1955

TUESDAY, FEBRUARY 7, 2023 12:00 PM

Cheryl's STORY

ENTERING THE WORLD

ACADEMIC EXCELLENCE

FRINDS

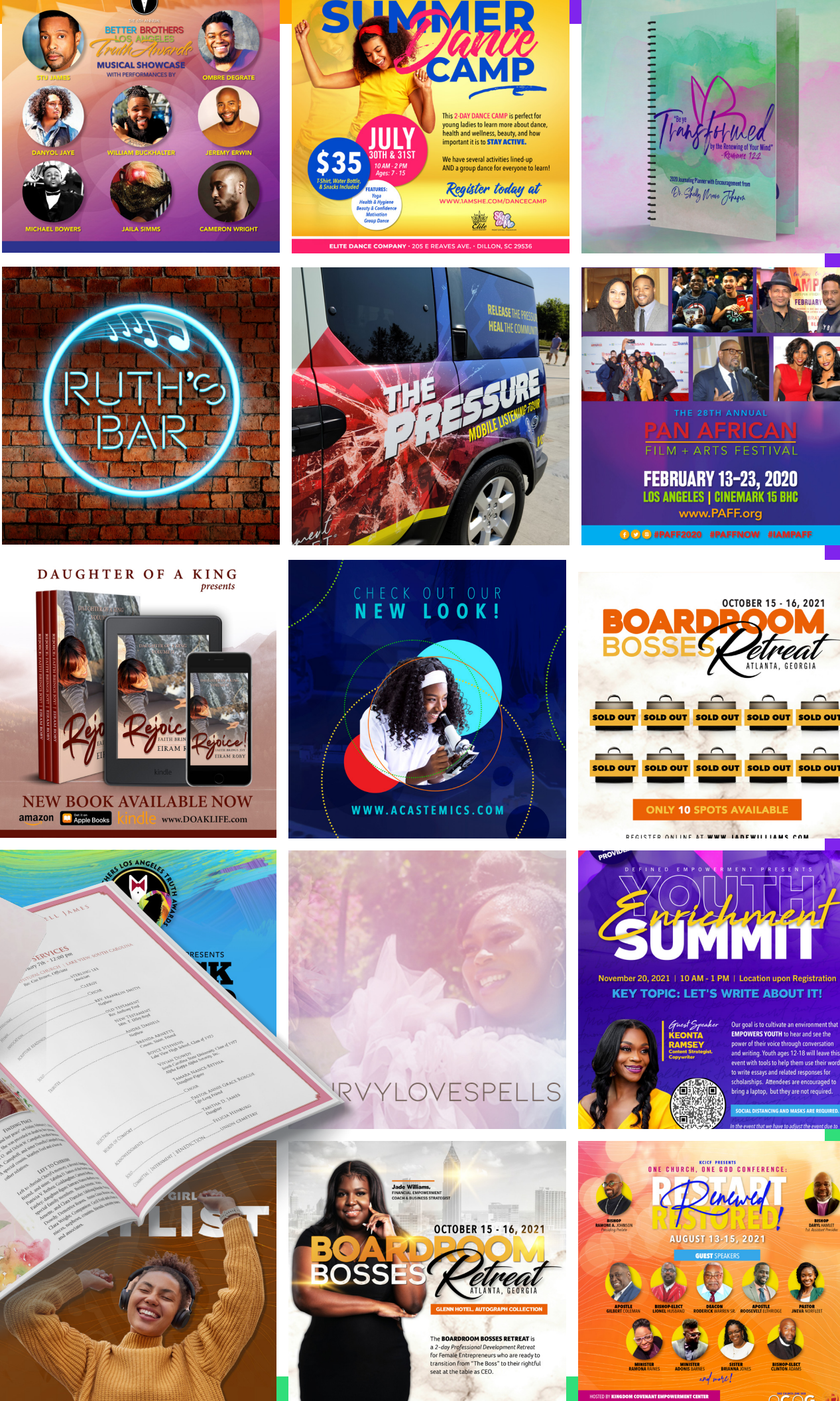
LEFT BEHIND

Services

Cheryl James for your family and friends

Cheryl James for your family and friends

Cheryl James for your family and friends



OUR PROCESS

Note: Our process-steps vary based on the project.



To do what **WE** do, we have understand what **YOU** do. Here's where we deep-dive into your request, complete questionnaires, etc.

02

'HOUSE
TALK'



'House Talk,' as my grandma used to call it, is the private stuff - Invoices, Contacts, Terms and conditions, etc.



Introductions + The '**need to know**' information about your business, project needs and anticipated timeline.

01

WHAT'S THE 411?
BRIEF CLARITY CALL

03

COUSIN CONSULTATION
BRIEF CLARITY CALL

04

VISUAL | BUSINESS
RESEARCH

05

MOOD
BOARDING

06

PRESENT CONCEPTS |
COUSIN FEEDBACK

07

DELIVERABLES

08

OFF-BOARDING

READY TO
WORK?

LET'S DO IT! (CLICK BELOW)
[SCHEDULE YOUR CALL](#)

We're cousins and all, but we get REAL professional. Here's where we formally present our concepts, explain the 'why's', and all the above.

We have an open conversation about your thoughts, suggestions, and edits*.

**Number of edits may vary based on your project/contract.*



PROJECT HIGHLIGHTS



Brand Identity | Marketing | Art Direction | Event Design



BETTER BROTHERS LA | "TRUTH AWARDS" | EVENT DESIGN AND BRANDING



ACASTEMICS | BRAND IDENTITY

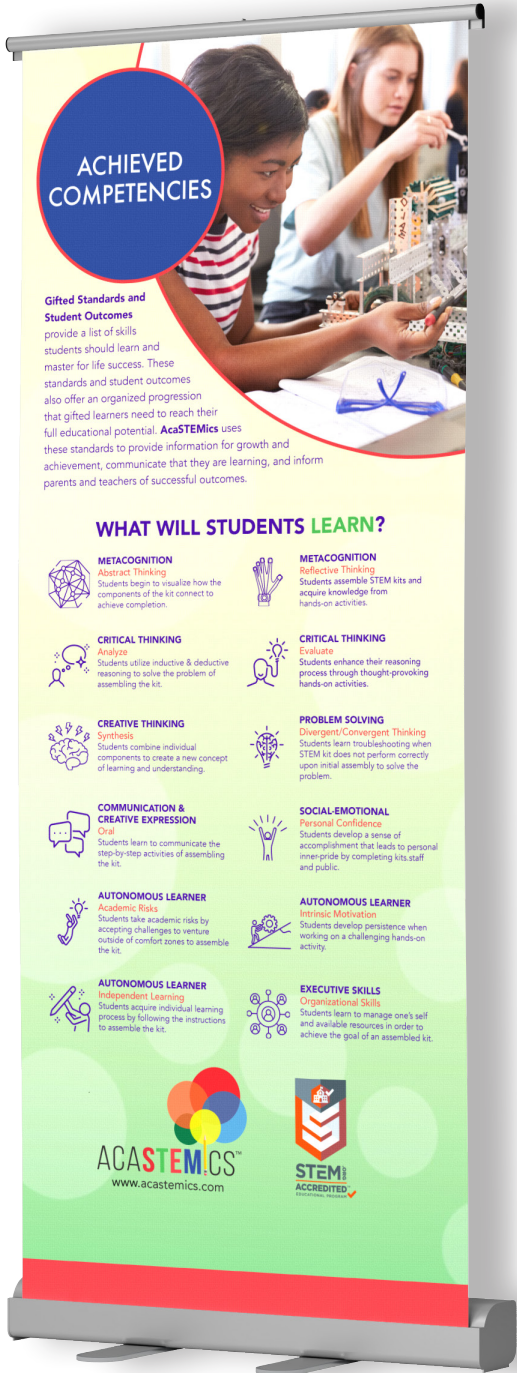
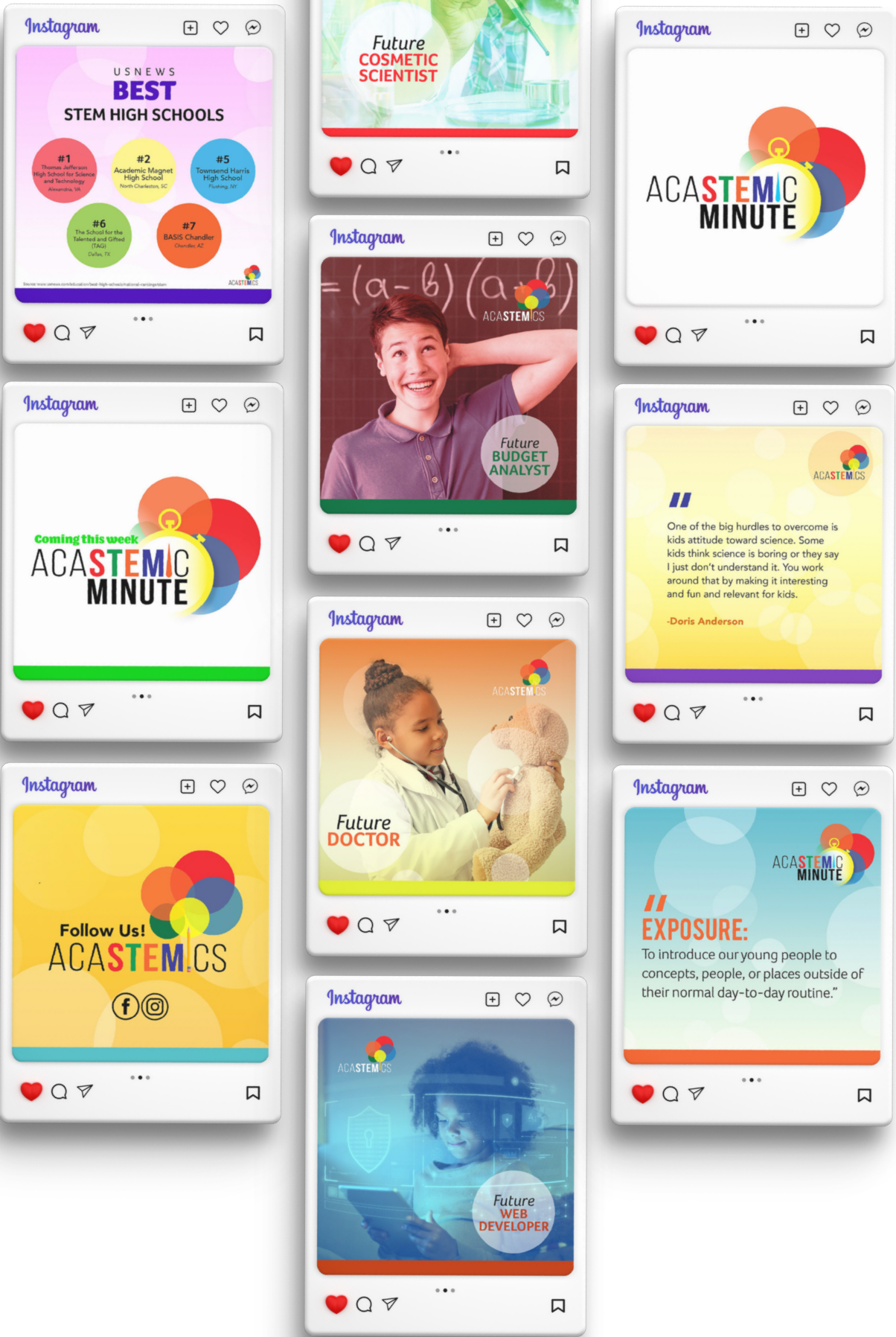
AcaSTEMics is a dynamic and forward-thinking brand dedicated to revolutionizing STEM education for the next generation. House 273 was contracted to develop the branding (print and digital), launch strategy, website design, and initial social media content.

AcaSTEMics fosters a community of passionate learners and educators. By leveraging eye-catching visuals and engaging storytelling, AcaSTEMics positions itself as a leader in STEM education, dedicated to making learning accessible, exciting, and impactful for all.

The brand identity was built on vibrant, energetic colors that evoke curiosity and enthusiasm, aimed at inspiring young minds to explore the realms of science, technology, engineering, and mathematics. Through a robust social media strategy, AcaSTEMics engages with a diverse audience, sharing captivating content that ranges from interactive experiments and educational resources to spotlighting young innovators and their groundbreaking projects.

RESPONSIBILITIES INCLUDED:

- Design of Logo, Brand Identity, Website, and Promotional Items
- Strategic Planning and Implementation of Social Media Campaign
- Design and Art Direction for all educational and product materials
- Video editing for all on-line 'AcaSTEMic Minute' episodes
- Script writing, acquiring talent, creative direction and producing of AcaSTEMics Commercial



GOODSTOCK | BRAND IDENTITY UPDATE

GOODSTOCK Consulting is a firm of organizational strategists that focus on redefining the policies, practices, and community and culture of agencies to create a greater impact. Their goal is to improve structures, communities, and rewrite the future with equity at the center. GOODSTOCK was in search of an updated visual brand to refresh their company for their fifth anniversary.

The incorporation of fingerprints into the logo stems from their origin story. GOODSTOCK is rooted in family, equity, identity, and the concept of being made of good stock, offering a powerful and symbolic representation of its core values. Fingerprints, with their unique and intricate patterns, serve as a universal symbol of individuality and identity, emphasizing the company's commitment to recognizing and valuing each person's uniqueness. The shape of fingerprints was used to create a unique 'stamp' approach to represent the intertwining of the G+S in GOODSTOCK.

We worked alongside a marketing agency to closely design and accurately articulate the cultural references and intricate relevance of this brand.

RESPONSIBILITIES INCLUDED:

- Redesign of Logo and New Brand Identity
- Implementing new brand in Updated Website Design
- Advertisement design for various media placements
- Art Direction assistance for photography



DEAR BLACK GIRL, WYD | "FEARLESS FRIDAY" | VIRTUAL EVENT BRANDING

FEARLESS FRIDAY is a dynamic panel discussion featuring phenomenal women from diverse backgrounds. Each panelist uniquely represents THE "Essence of Black Womanhood." This discussion took a deep dive into Black History Month's Theme, "Black Health and Wellness." Discussion topics included work/life harmony, financial wellness, holistic development, etc.

We were tasked to create the signature look for this event. In harmony with our theme, we've chosen a palette of browns and earth tones. These colors not only reflect the richness and diversity of African American skin tones but also symbolize our deep roots and connection to the earth. Browns and earth tones evoke a sense of grounding and strength. These hues celebrate our heritage and honor the natural beauty of African American skin, creating an inclusive and warm environment.

We've carefully chosen organic shapes to fill the background of our design. These shapes represent the unique qualities of each panelist, symbolizing their individuality and dynamic contributions. Just as organic shapes are fluid and varied, so too are the experiences and insights of our esteemed panelists.

RESPONSIBILITIES INCLUDED:

- Design of Event Logotype and Branding
- Backup Technical Support for Event Curator
- Promotional Collateral Design for all social media placements and panelists



FEATURED PANELIST:
KAMIA HAYES | RAVENSYMONE SIMON | EBENY BLAND | SHANDREA LASCO
MODERATED BY: CIERA YOUNG
MARCH 25, 2022 | f y :DEARBBLACKGIRLSHOP | 2 PM