

The background of the entire image is a high-angle aerial photograph of a city's downtown area, likely Chicago, featuring a grid of streets and a variety of building heights.

BELLWETHER PORTFOLIO

WE ARE



Bellwether
CREATION COMPANY

A PRODUCT ENGINEERING FIRM WHERE
AGILE SOFTWARE DEVELOPMENT
MEETS STELLAR DESIGN

#BELLWETHERMADE

OUR SERVICES

DESIGN + UX

BRANDING

UX, RESEARCH +
TESTING

USER INTERFACE
DESIGN

PROTOTYPES +
PRESENTATIONS

ENTERPRISE SYSTEMS

PROPRIETARY TECH

DATA AGGREGATION +
PREDICTIVE ANALYTICS

RAILS BASED OPERATIONS
SYSTEMS

DATA SECURITY

CONSUMER TECH

MARKETING WEBSITES

MOBILE SOFTWARE
DEVELOPMENT

RAILS BASED
WEB APPS

E-COMMERCE
PLATFORMS

OUR PROCESS

THE BELLWETHER WAY



Gather all of the information up to this point. Share your vision. Understand the market environment you will live within. Identify your customer base.



Take what we learned to define what we are about to create. We will set a list of guiding principles that will define the design and deployment process.



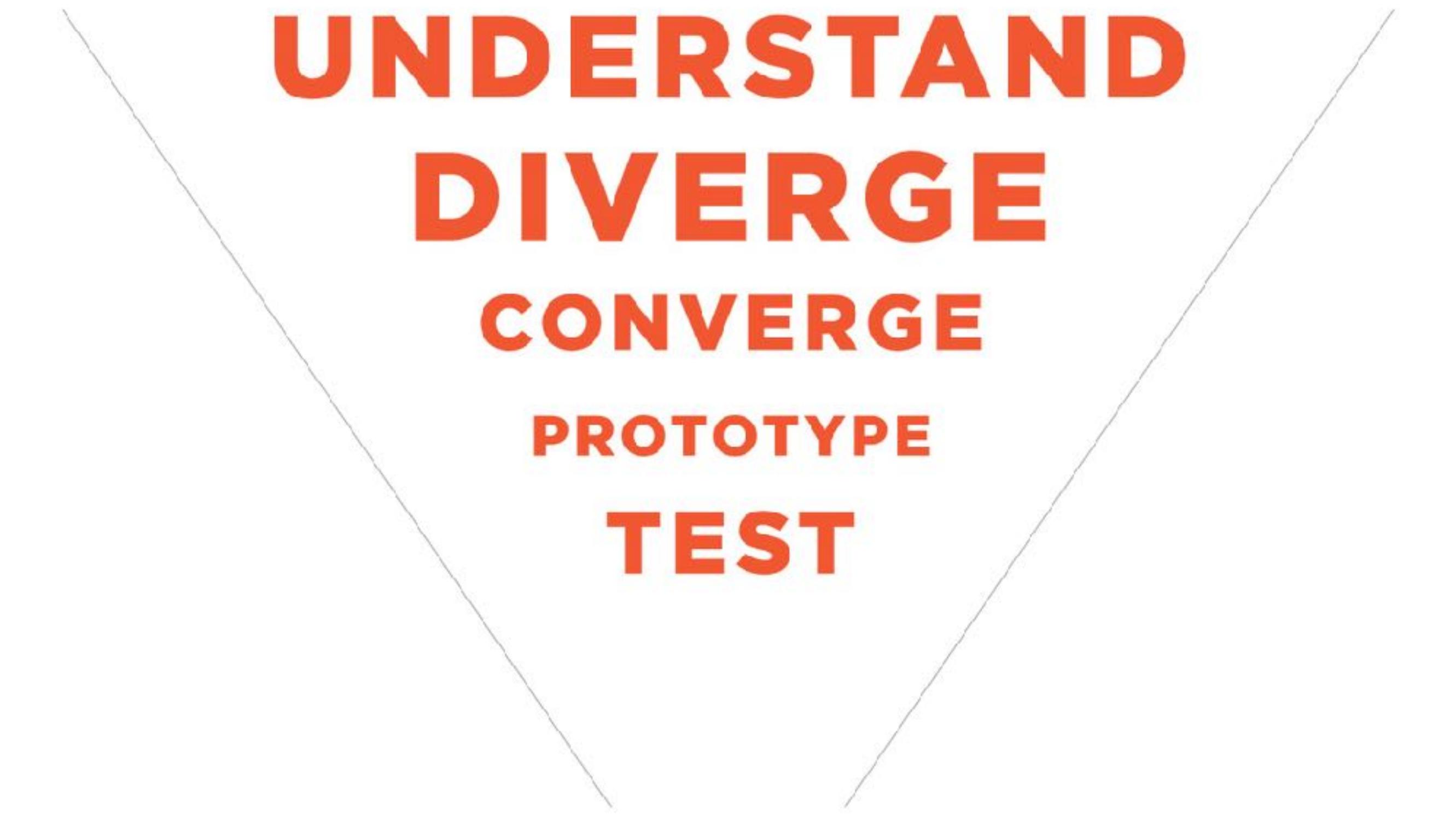
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BELLWETHER DISCOVERY

DISCOVERY WEEK



**UNDERSTAND
DIVERGE
CONVERGE
PROTOTYPE
TEST**

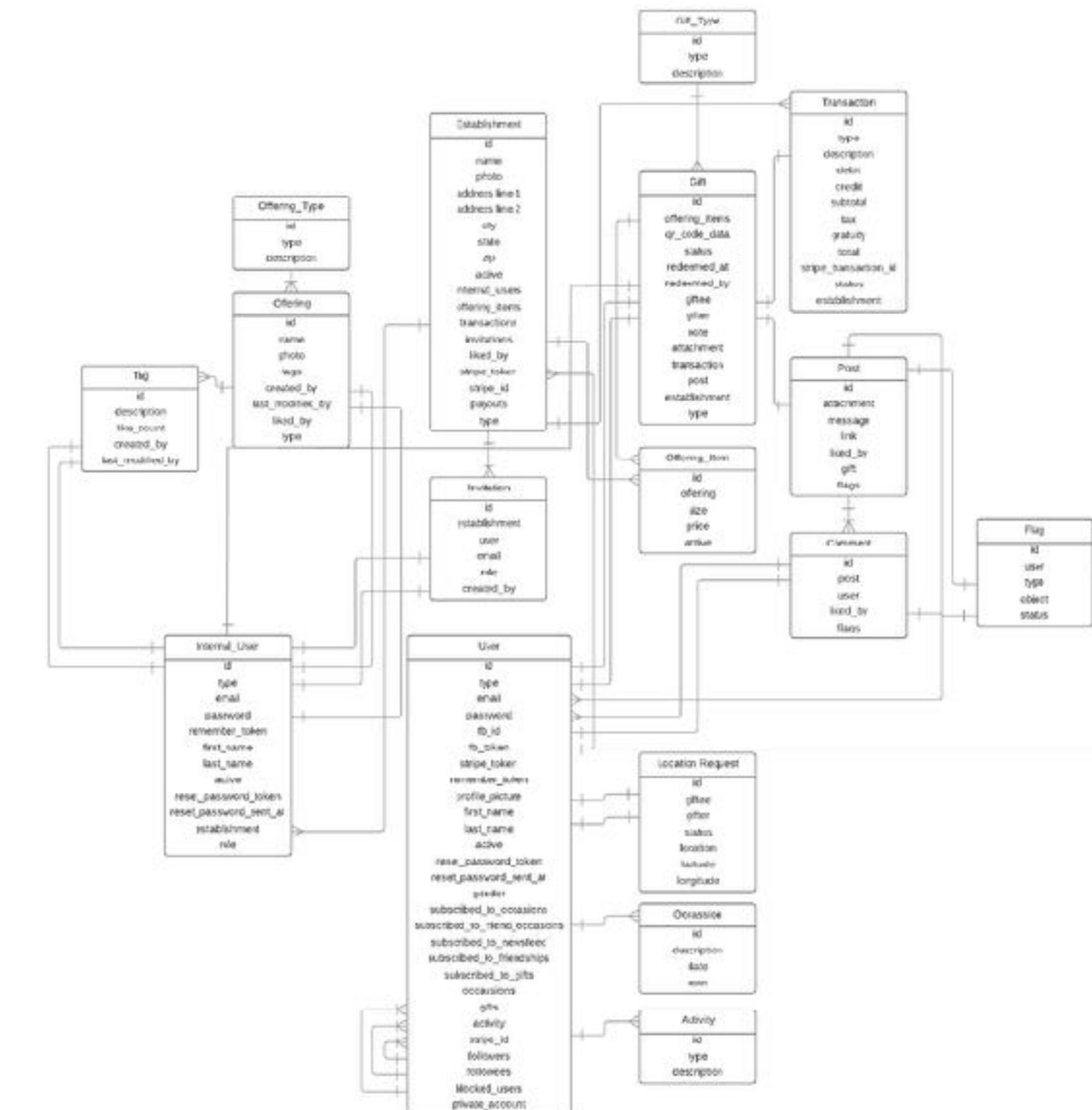
USER STORIES

“As a student, I should be able to login with Face book to use the Project XYZ service”

Acceptance Criteria:

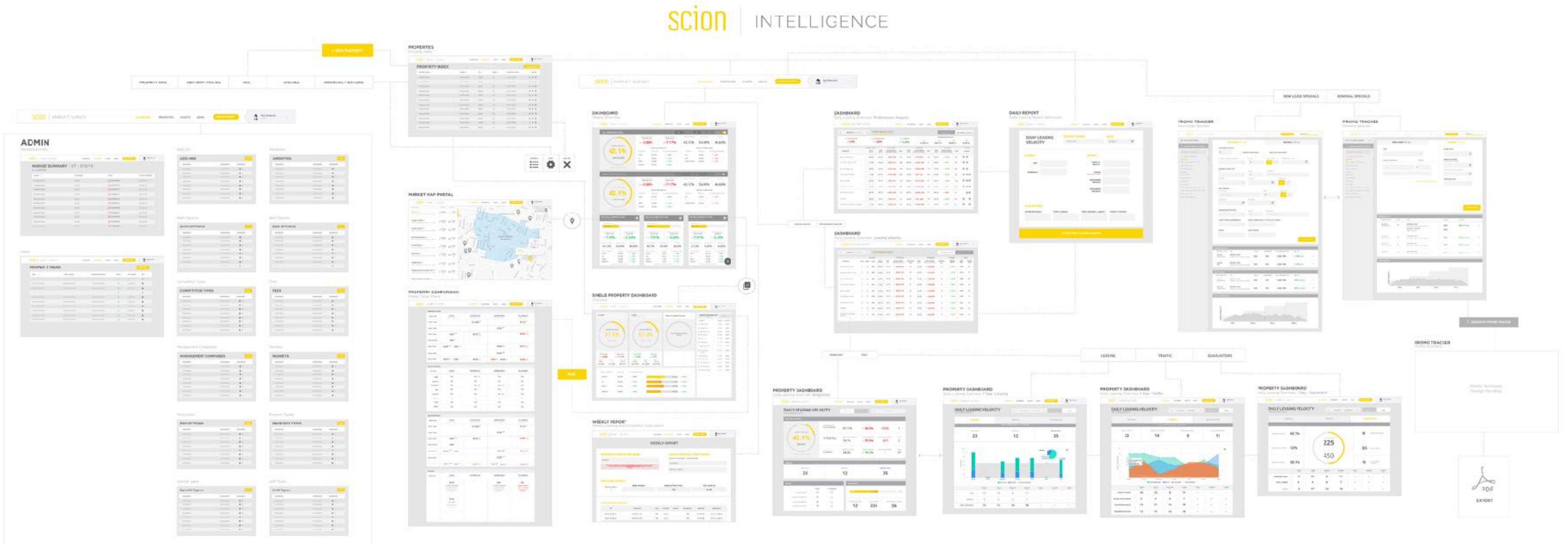
- When the users clicks the login button, system will send them to facebook to verify access.
- The users login session is stored
- If the session is still active, skip login screen and send user to dashboard

ENTITY RELATIONSHIP DIAGRAM (ERD)



USER-FLOW

Your blueprint. Printed on big paper.



BRAND IDENTITY

Starting From Scratch



SPOT is a GPS safety bracelet for kids that uses geofencing technology to give parents piece of mind that their children are safe, while giving kids the freedom to be, kids.



Varsity Views is a photo sharing app for high school sport communities across the country. A Varsity Views photographer is present at every high school sporting event from football to wrestling.



An employee rewards program that gives employees the ability to give point to reward positive workplace behavior and encourage a culture of giving and satisfaction.



The Scion Group purchased an old Pabst Blue Ribbon bottling plant to transform into a student housing facility. The brand needed to tailor to the student eye, while still harnessing the essence of the PBR brand.



Re-App creates a social network to fundamentally change the way people interact with our environment and exhibit positive "green" behaviors. The app encourages people to log what they have recycled and compete against their friends.



Our client created a systematic process to increase your odds at the roulette table. Roulette Wizard is the perfect table companion for suggesting where to place your next bet based on previous occurrences when playing Roulette.



Chore Check is the new household system for assigning and completing chores. Children can view a list of chores they need to check off on a daily, weekly, and monthly basis while collecting allowance and learning responsible financial practices.



Outlier is a road racing and motorsport brand designed to stand-out within the motorsport industry and tailor to a younger generation. Our goal is to get young people excited about racing again.

BRAND IDENTITY PROCESS

Three options.



#00ABBD #F15A24 #4E5D5C

TELAMARINE

PARTICLE MESSAGING

- Innovative, sleek, scientific.
- Particle refers to a particle track where particles race at light speed then collide.
- Everything is defined by the sum of its particles. The car and driver are the "Z-particle" which is the origin particle.
- Empowering young people to defy the physical constraints of what they believe they can do. Just like how the driver uses the car as his vessel to break barriers
- Messages: "Define the line" "Racing matter"
- The mark signifies the particle-track. Particle spinning at light speed.



#CA1C24 #4E5D5C

TELAMARINE

OUTLIER MESSAGING

- Outlier: A person or thing situated away or detached from the main body or system.
- Takes an emotional vs. logical approach, resonates with an audience emotionally and somewhat more powerfully.
- We are outliers and we support you as an outlier, we challenge the status quo and encourage you to challenge the status quo.
- Defy what you've been "told" you can or cannot do.
- From a mathematical standpoint, an outlier is not only a value that "lies outside"... it influences the majority and skews it into its direction. An outlier can be seen as pioneering a new direction and pushing the majority forward.
- A young audience is concerned with individualism and can relate to being an outlier.
- Messages: "Drive to defy" "Define the line"
- Red incorporated as a rebellious color.



#D9E021 #EBEC7A #4E5D5C

TELAMARINE

DRAFT MESSAGING

- **Drafting:** Technique where two vehicles or other moving objects are caused to align in a close group reducing the overall effect of drag due to exploiting the lead object's slipstream.
- Use the concept of "slipstream" to create a cult following. This is what we would call our social media hub and the community we create.
- Followers would essentially draft, or follow, our brand to defy the atmosphere in which we live in. Defy odds, physical constraints. Empowering to followers.
- We are the ones followed, not the other way around.
- Font resembles a pieces of a track. Looks like it is moving fast.
- Messages: "Follow Draft" "Join the slipstream"
- The color is unique and exuberant. Draws attention when mixed with a blue infused gray.



BRAND IDENTITY PROCESS

Final Brand & Logo



#CA1C24

#4E5D5C

TELAMARINE

BRAND IDENTITY PROCESS

Style Guide & Brand Application

°OUTLIER
< BRAND STYLE GUIDE >

LOGO

°OUTLIER Full Logo | Light Background °OUTLIER Full Logo | Dark Background °O Logo Mark

TELAMARINE

Logo Typeface

COLOR PALETTE

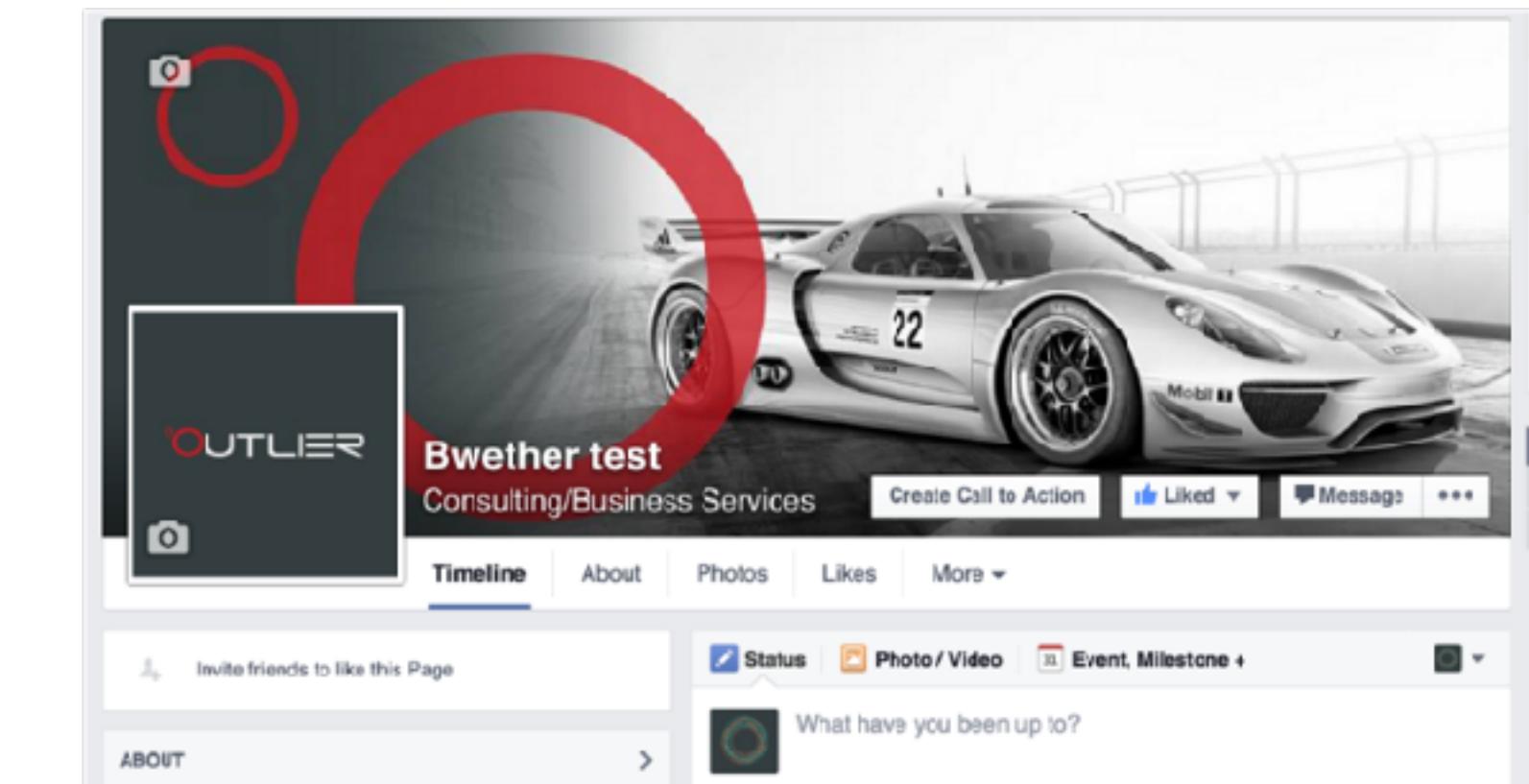
#CA1C24 #4E5D5C #343e3e #e8e8e8

TYPEFACE

Headline Font
UBUNTU - BOLD (ALL CAPS) 26 POINT

Sub Header Font
Ubuntu - Medium 20 Point

Text Font
Ubuntu - Light 12 Point



BRAND EXPERIENCE

Fully Custom. Built for your brand.



THE MISSION

REDEFINED RACING. WITH NO FINISH LINE IN SIGHT

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A photograph of a person's hands typing on a silver laptop keyboard. In the background, a small, brown leather bellwether figurine stands next to the laptop. The entire image has a warm, orange-tinted overlay.

#BELLWETHERMADE PROJECTS



CME Group

MARKETING WEBSITES

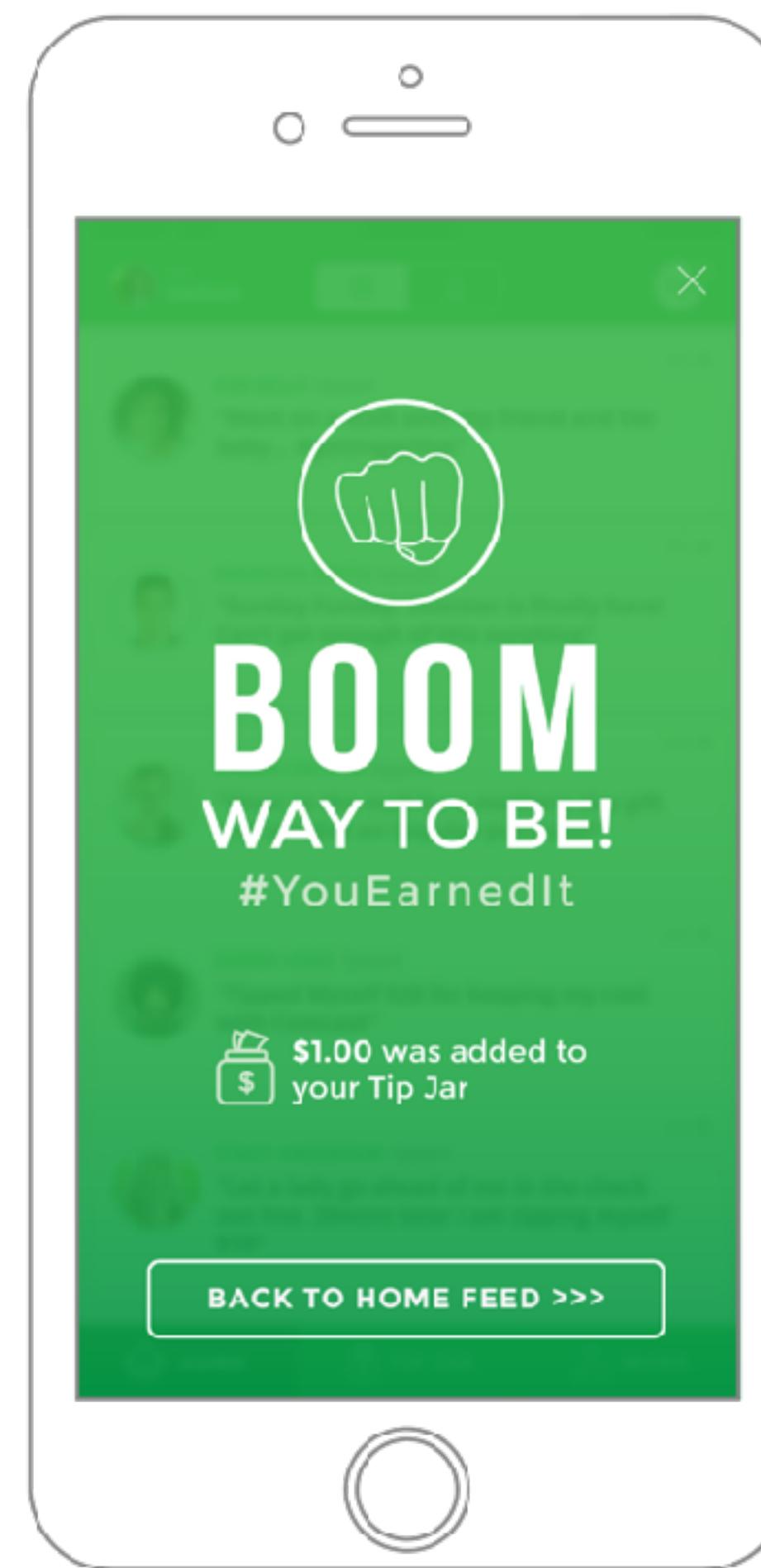
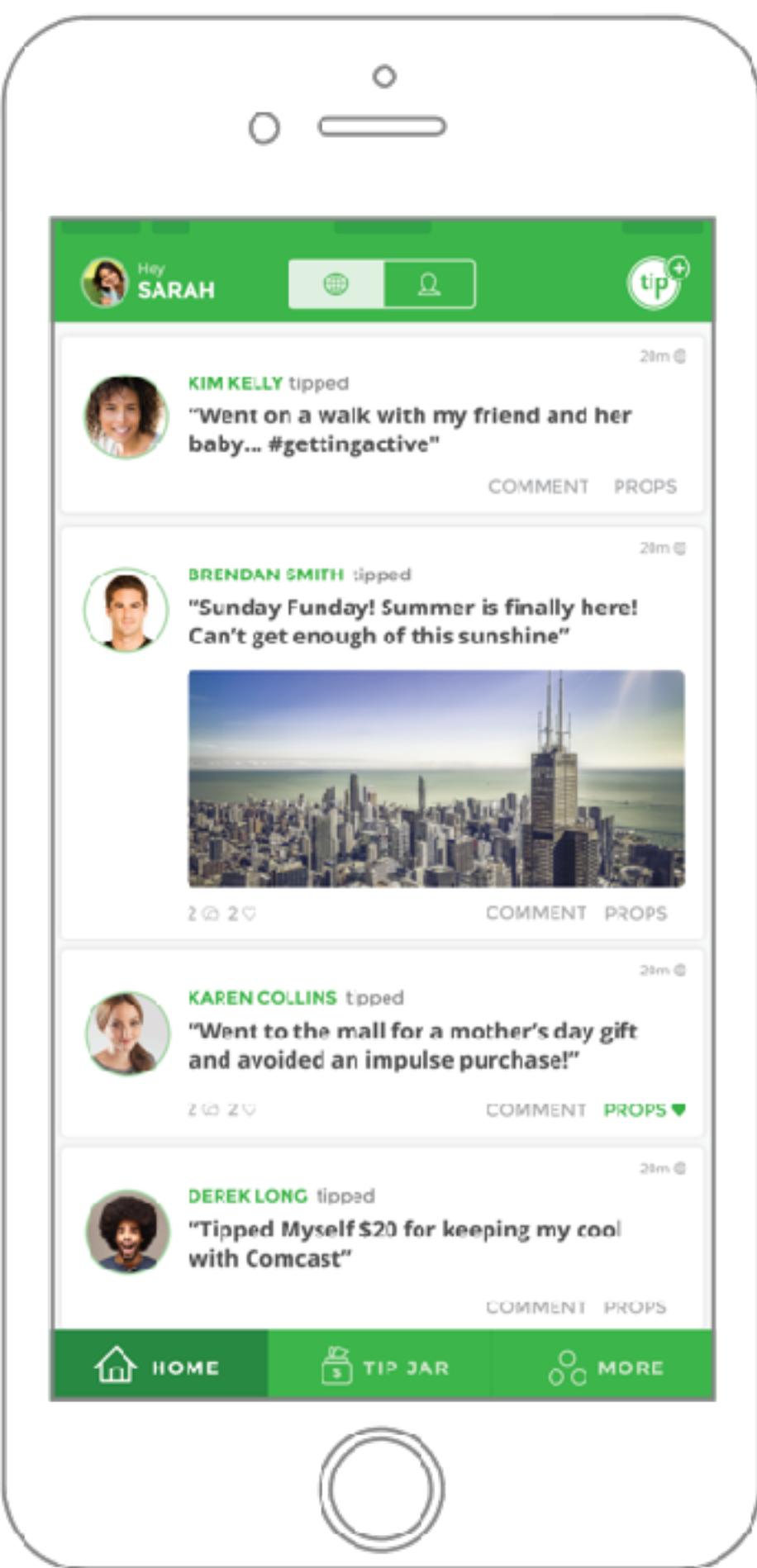
Fully Custom. Built for you.

The image displays three distinct custom marketing websites side-by-side, showcasing the variety of designs and purposes that can be achieved through our platform.

- First Column Living:** This website is a real estate listing for "First Column". It features a large, modern apartment interior with a kitchen and dining area. The main headline reads "QUALITY LIVING. - RIGHT ON CAMPUS -". Below it is a green button labeled "SCHEDULE A TOUR". The top navigation bar includes "INQUIRE", "TOUR", "APPLY", and "Residents". On the left, there's a sidebar with a "Get Started" button and a small video player showing two people in a living room. The bottom section contains a testimonial from a resident and a "How it works" section with icons and text.
- Legacy Complete:** This website is for creating legal documents. It has a teal header with the text "LEGACY COMPLETE" and "Your Trust Is Ready!". Below this is a grid of document preview cards. A central call-to-action button says "CREATE YOUR TRUST". The bottom part of the page shows a person using a tablet to view the documents.
- Wischen:** This website is for on-demand cleaning services. It features a large image of a modern living room with a sofa and a large window overlooking a city skyline. The headline "CLEAN PROCESS" is followed by "ON DEMAND HOURLY CLEANINGS". There's a search bar for "Enter Zip Code..." and a "SIGN UP" button. The bottom section highlights "WE PROVIDE ON-DEMAND HOURLY CLEANING" and lists features like "ON DEMAND 24/7 CLEANING SERVICE" and "GUARANTEED & BONDED". It also includes a promotional offer for first-time customers.

MOBILE UI/UX

Native App Interfaces And Mobile Responsiveness



CROSS PLATFORM EXPERIENCE

Designing a full suite of interfaces for different devices



PARENT WEB



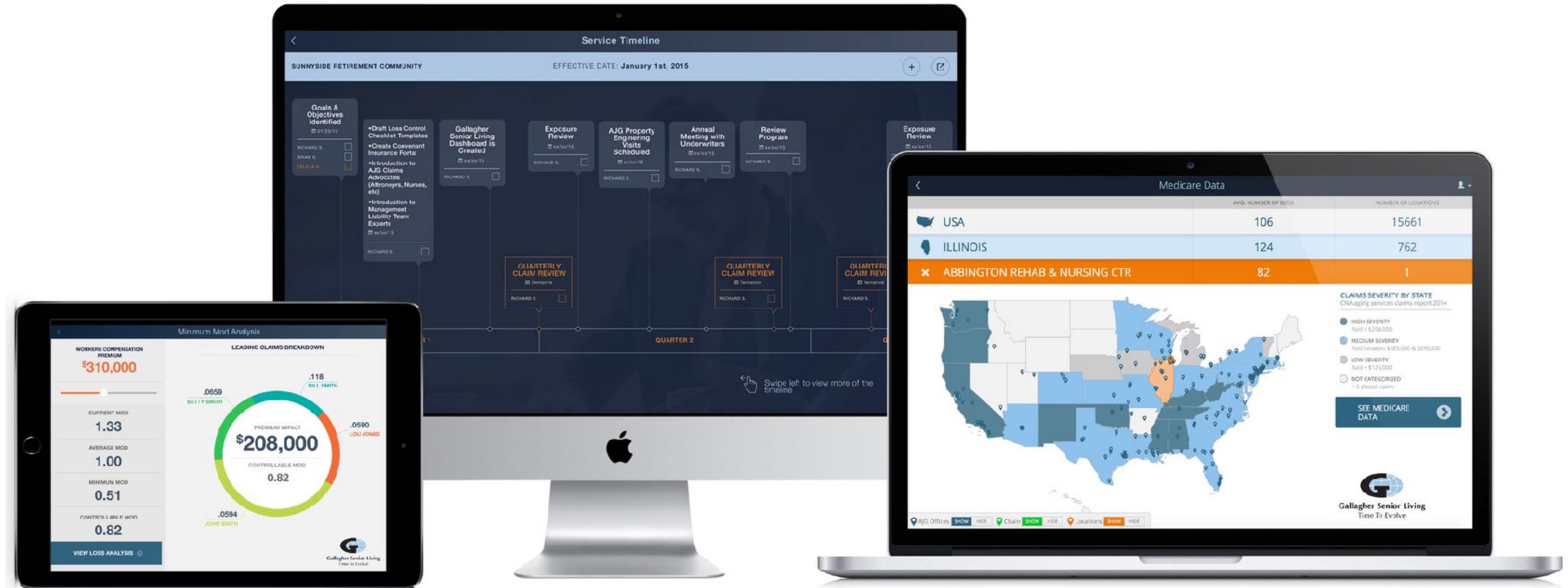
CHILD MOBILE

PARENT MOBILE

CHORECHECK

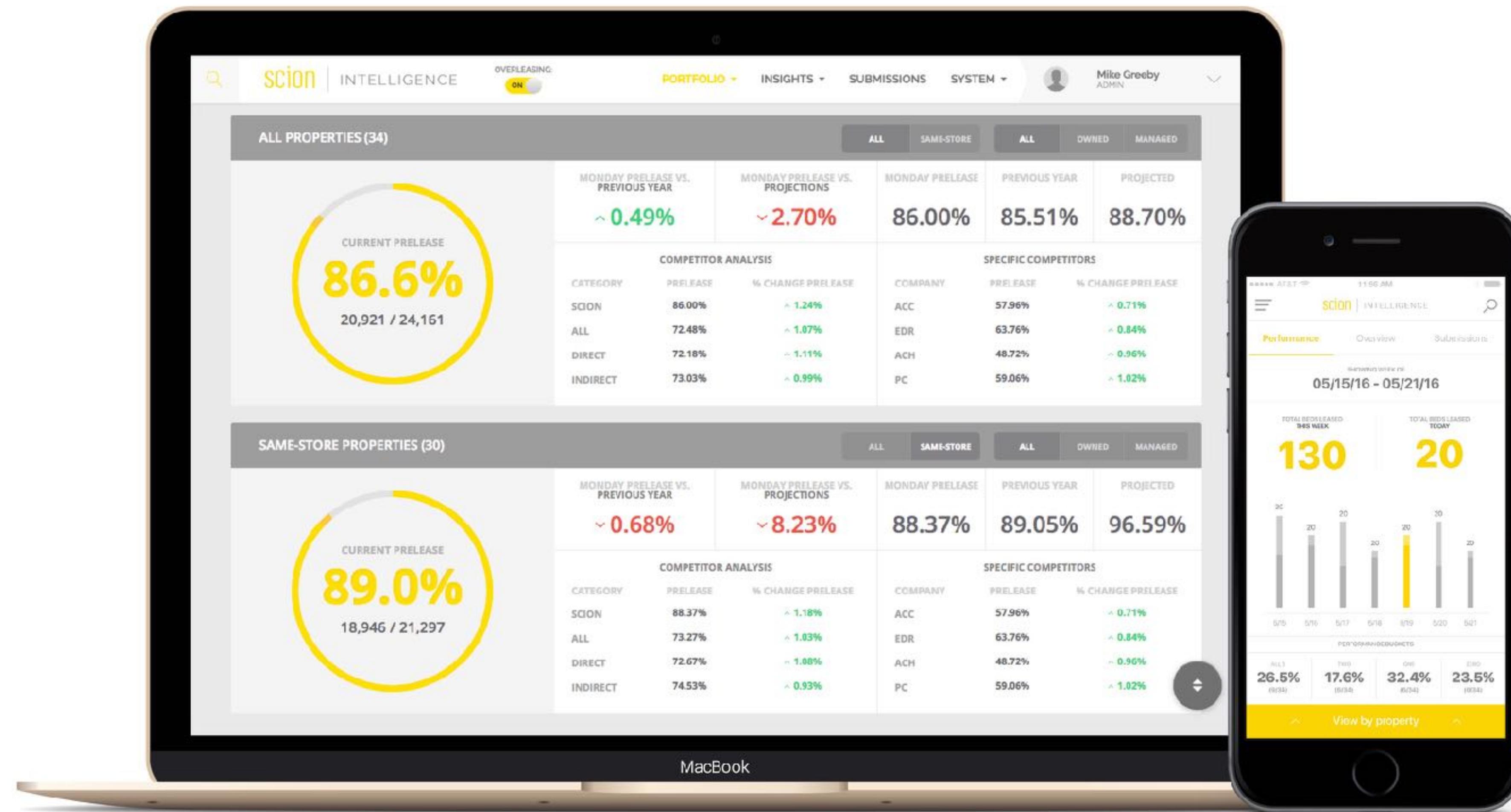
ENTERPRISE SYSTEMS

ARTHUR J GALLAGHER



ENTERPRISE SYSTEMS

THE SCION GROUP





THE END



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