

The image shows the exterior of a modern building with dark blue horizontal siding. A white double door with glass panes is the central entrance, set under a dark blue overhang with a single pendant light. To the right of the door, the company name is displayed in large white letters. Two windows with dark frames are visible on the right side of the building. A concrete porch with a dark blue railing and a set of three steps leads to the entrance. The ground in front is covered with brown mulch.

**RELAY  
SHOP**  
ARCHITECTURE  
+ DESIGN

# MEET THE TEAM



**Sierra Bolin**  
Strategy Team



**Chiamaka Uwagerikpe**  
Copy Team



**Bronlyn Holland**  
Project Manager



**Caleb Smathers**  
Strategy Team



**Caitlin Burrows**  
Copy Team



**Brianna Wolven**  
Design Team



**Ned Feininger**  
Design Team

# EXECUTIVE OVERVIEW



# EXECUTIVE SUMMARY

## ASK

- Create a strong **BRAND IDENTITY**
- Conduct market **RESEARCH**
- **Create a more harmonious online Presence?**
- Develop a **SOCIAL STRATEGY**
- Expand **PORTFOLIO** content
- **UPDATE** client documents

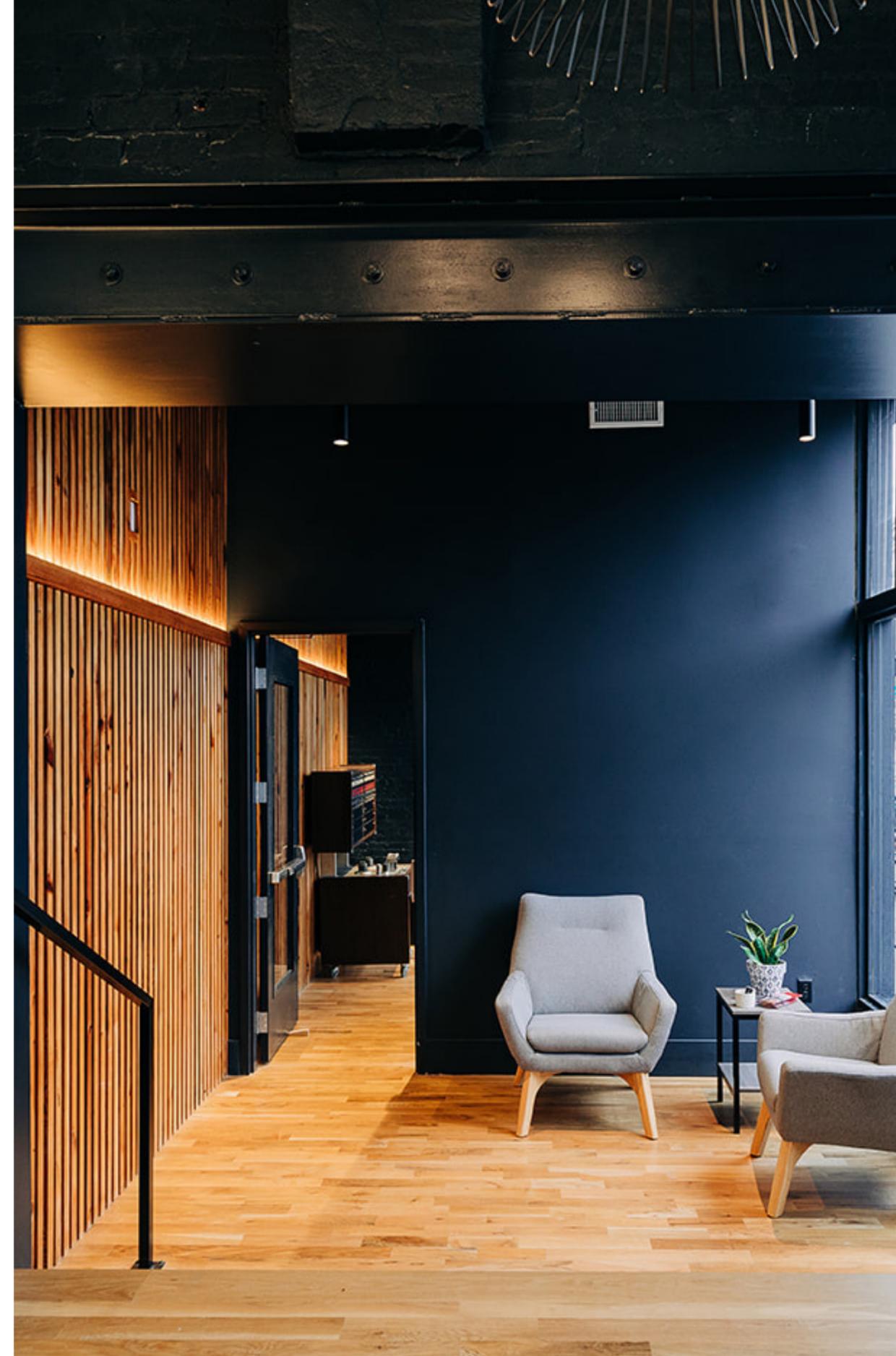


## OUTCOME

- Developed a **BRAND KIT**
- Produced a **SWOT ANALYSIS**
- **CONSTRUCTED ENHANCED WEBSITE PROTOTYPE?**
- Created social media **TEMPLATES**
- Designed a **RESIDENTIAL PORTFOLIO**
- Updated the **REQUEST FOR PROPOSAL**

# MAIN PROJECT GOALS:

- Create a consistent **BRAND KIT**
- Establish a strong **BRAND IDENTITY** + brand story
- **EQUIP** client with tools to effectively use **SOCIAL CHANNELS**
- **CREATE HARMONY** between client's online presence and communication goals



# BRANDING



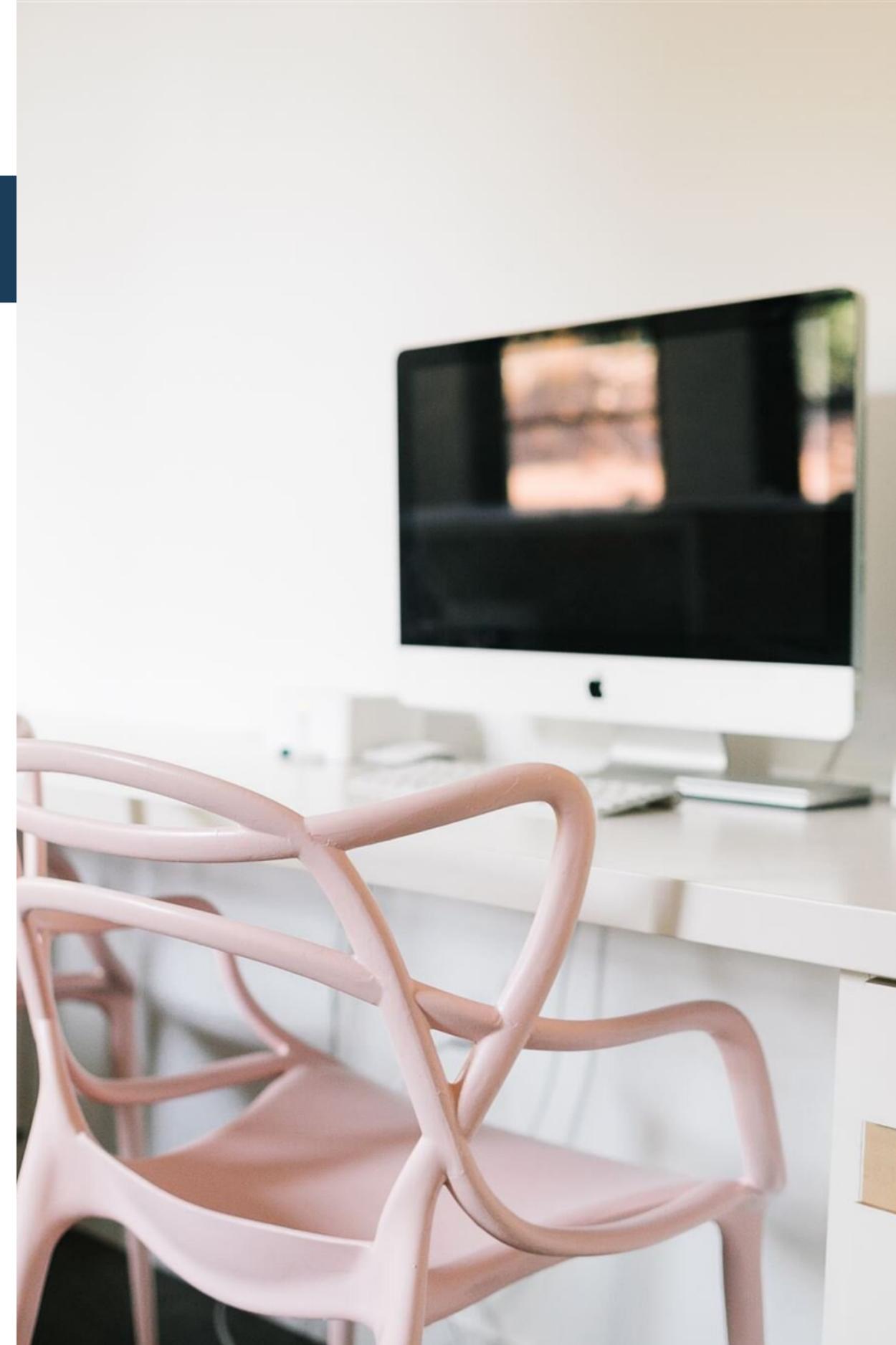
## BRANDING:

- BRAND KIT - Developed a comprehensive brand kit to ensure consistent design elements
- TAGLINE - Crafted a compelling tagline for your brand
- NEW BUSINESS CARDS - Enhanced existing business cards by incorporating the new tagline and fonts
- PORTFOLIO - Assembled a tailored portfolio showcasing work for residential clients

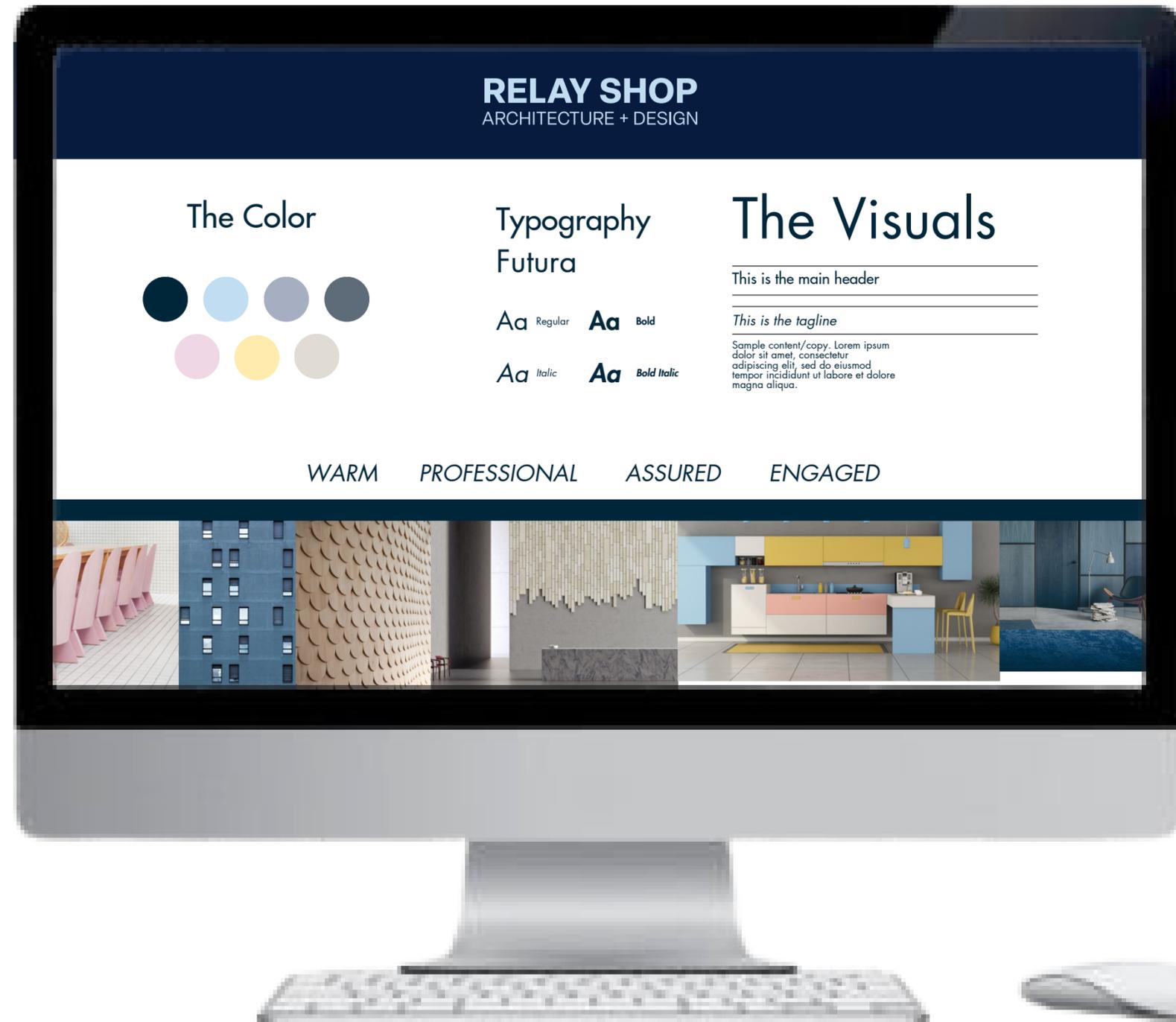


## BRANDING:

- **PROJECT PROPOSAL** - Created an editable document that Relay Shop can share with potential clients on a case by case basis
- **T - SHIRTS** - Designed t-shirts that incorporate the new tagline and color palette
- **STICKERS** - Created custom stickers with unique designs that effectively represent your brand



# BRAND KIT



# TAGLINE

Spaces Reimagined, Places Defined.



# BUSINESS CARDS



# PORTFOLIO



**RESIDENTIAL PORTFOLIO**

*SPACES REIMAGINED, PLACES DEFINED.*

**RELAY  
SHOP**  
ARCHITECTURE  
+ DESIGN

**RELAY  
SHOP**  
ARCHITECTURE  
+ DESIGN

# REQUEST FOR PROPOSAL

**RELAY SHOP**  
ARCHITECTURE  
+ DESIGN

## Architectural Concept DESIGN PROPOSAL



**Project Proposal:** Project Name      **Location:** Project Location  
**Client:** Client Name(s)      **Delivered On:** Date Proposed

# T-SHIRTS



# STICKERS

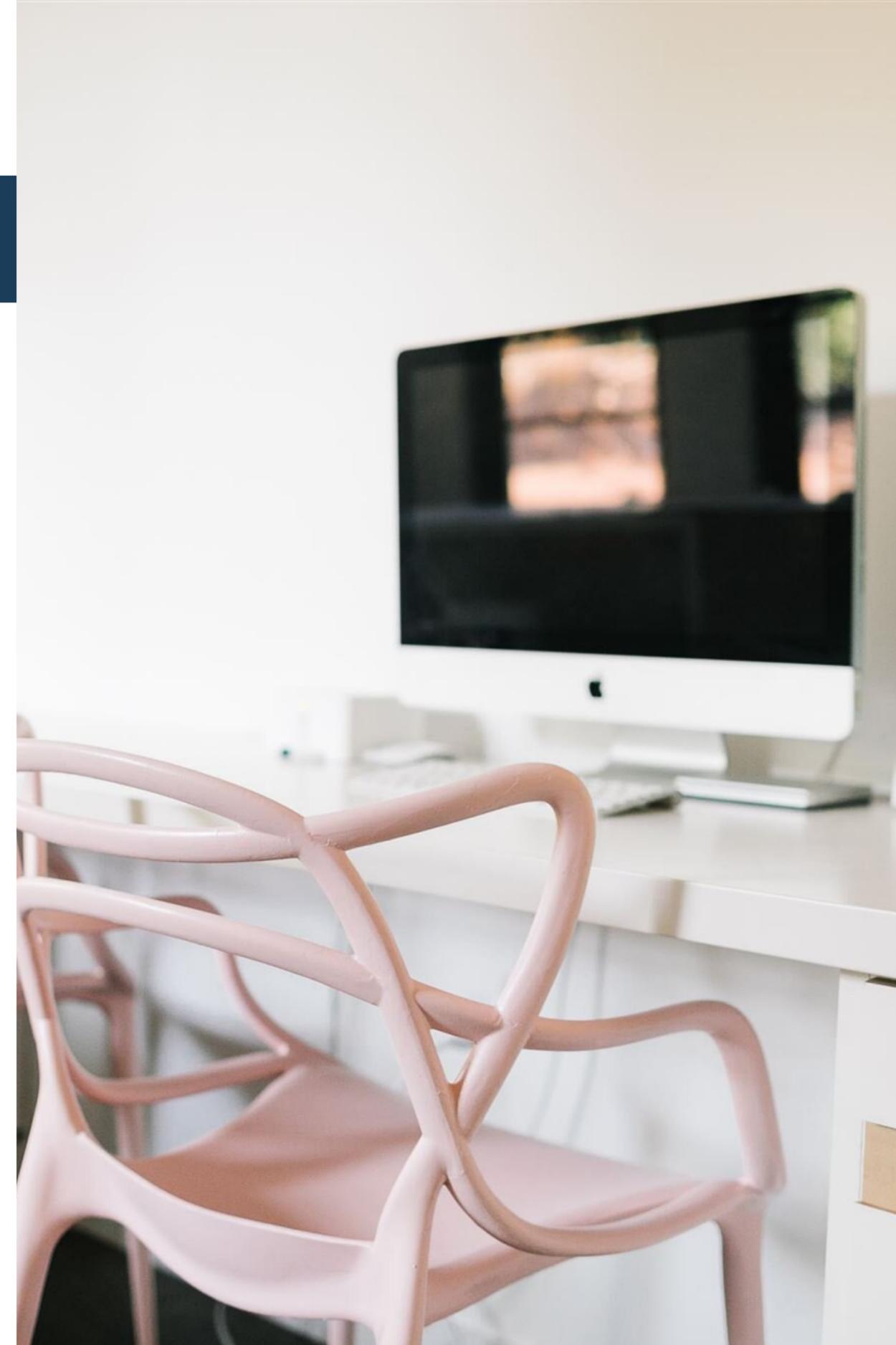


A photograph of a modern building's interior courtyard or atrium. The structure is composed of dark metal frames, glass panels, and a perforated metal floor. The ceiling is made of white horizontal slats. A single pendant light hangs from the ceiling. The word "WEBSITE" is overlaid in the center in a bold, white, sans-serif font.

**WEBSITE**

# WEBSITE

- **COPY REVISIONS** - Implemented changes to the website copy to improve clarity and align with kit
- **COPY ADDITIONS** - Incorporated new content additions to enhance the website's information and value
- **FIGMA DESIGN** - Created a fresh website design using Figma to elevate the user experience
- **LINKTREE** - Designed a Linktree mockup for future integration, providing easy access to relevant links and resources on website



# ABOUT US - Revisions

298 Seminole Avenue in Athens, Georgia is the home of a beautiful revitalized building in the railroad corridor. From the 1960s until its latest reincarnation, it served as a railroad building for CSX. The Relay Shop, as CSX began to refer to the space, was the center for mechanical equipment, signals, and arms for intersections and railway junctions. The building has always been a *practical point of connection*.

Relay Shop Architecture + Design embodies the spirit of the building. We are a hub for design, working with owners, developers, and contractors to create timeless spaces that integrate function with our clients' individual style. Like the trains, we relay information- designing ideas, visualizing graphics and technical drawings. *Our shop is where we create.*

We highly value relationships at Relay Shop, staying true to the integrity of the space. *You get to be anything you want to be in Athens*, and we are passionate about helping our clients visualize their dreams. Don't be strangers; if you find yourself in the neighborhood, swing by. We would love to meet you.

- **Name story**
- **Athens mention**
- **Personal tone**



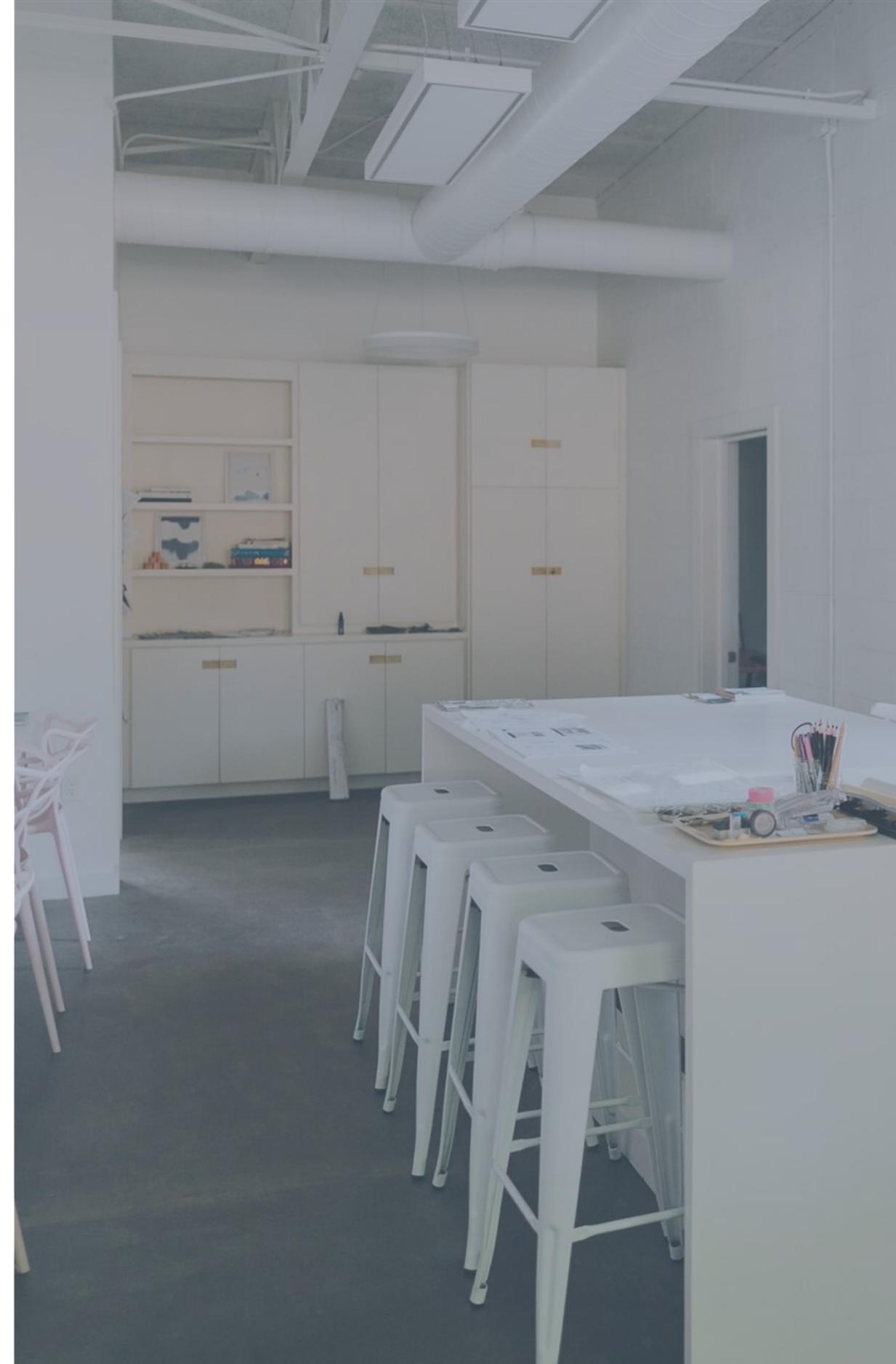
# ADDITIONS - NEW COPY

## WHY INVEST IN US?

Goal: Attract target audience, improve understanding, establish connection, stand out from competitors

## WHY ATHENS?

Goal: Explaining locational ties, defining scale of projects, personalizing brand



**CLICK TO OPEN!**

# FIGMA PROTOTYPE

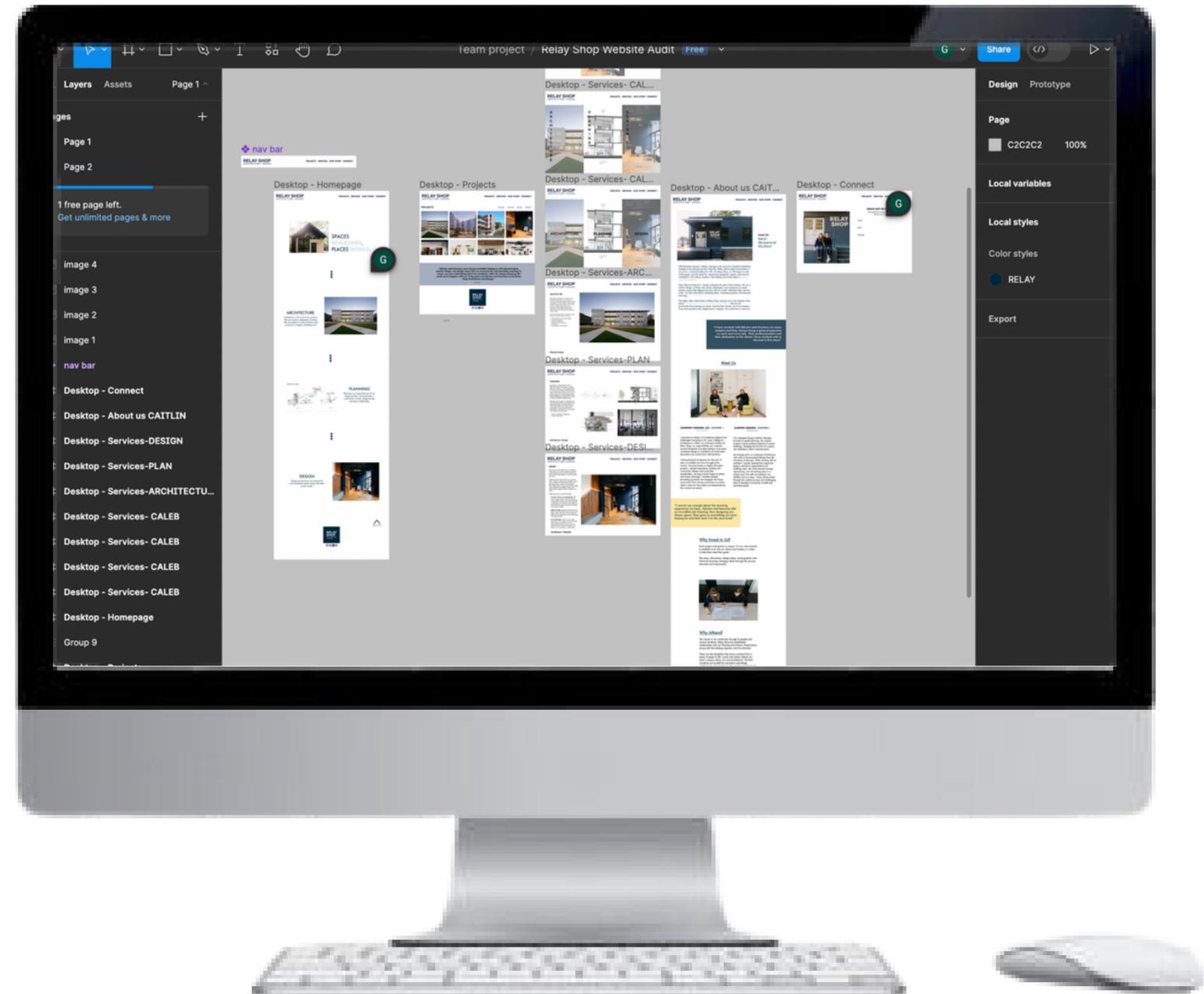
NAVIGATION

LANDING PAGE

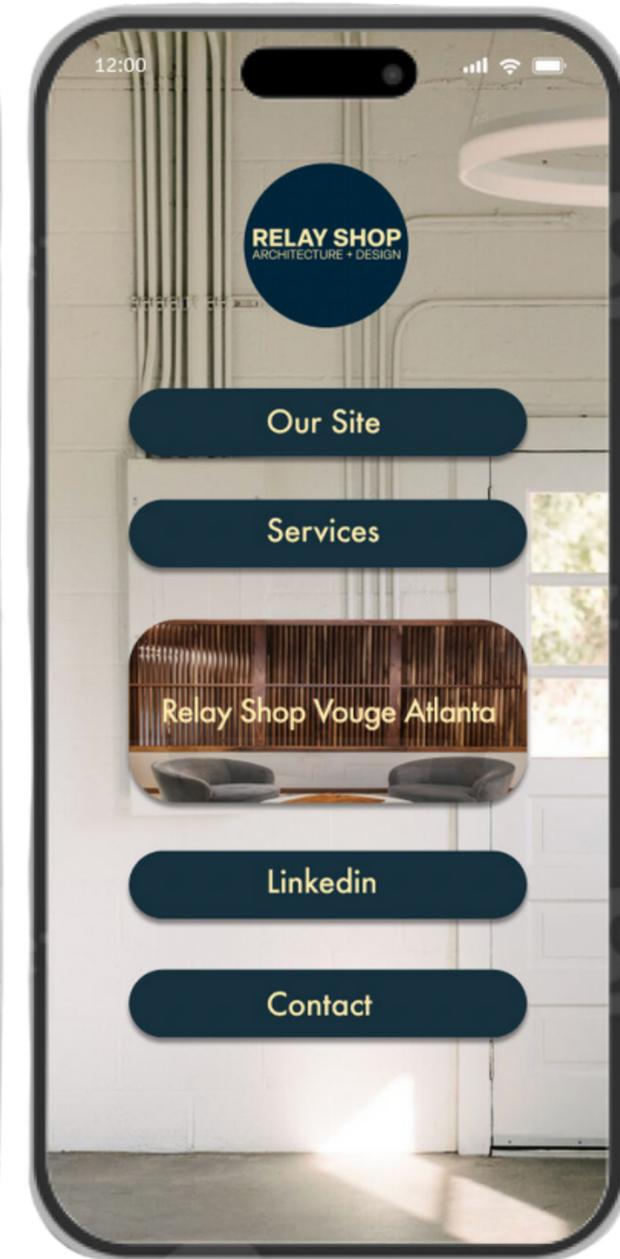
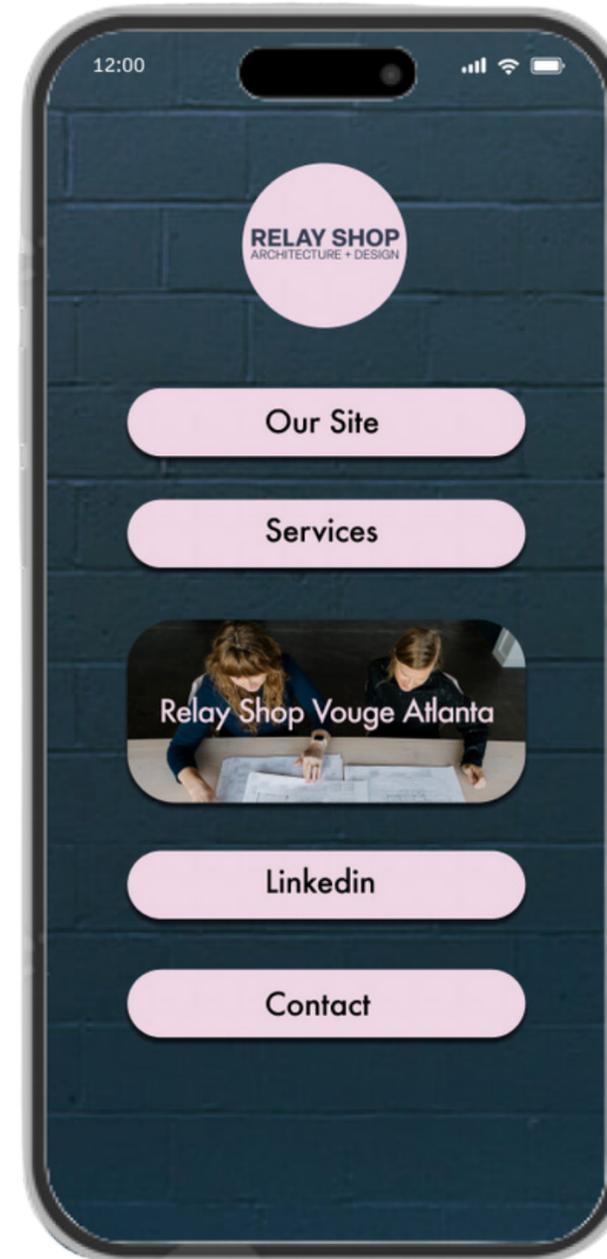
ABOUT US

PROJECTS/SERVICES

TESTIMONIALS



# LINKTREE PROTOTYPES



A modern interior space featuring a wall of vertical wood slats on the left and a dark blue wall on the right. A grey armchair is positioned in the center, with a small table and a potted plant next to it. A large window on the right side offers a view of the outdoors. The floor is made of light-colored wood. The word "INSTAGRAM" is overlaid in the center in a bold, white, sans-serif font.

**INSTAGRAM**

# INSTAGRAM:

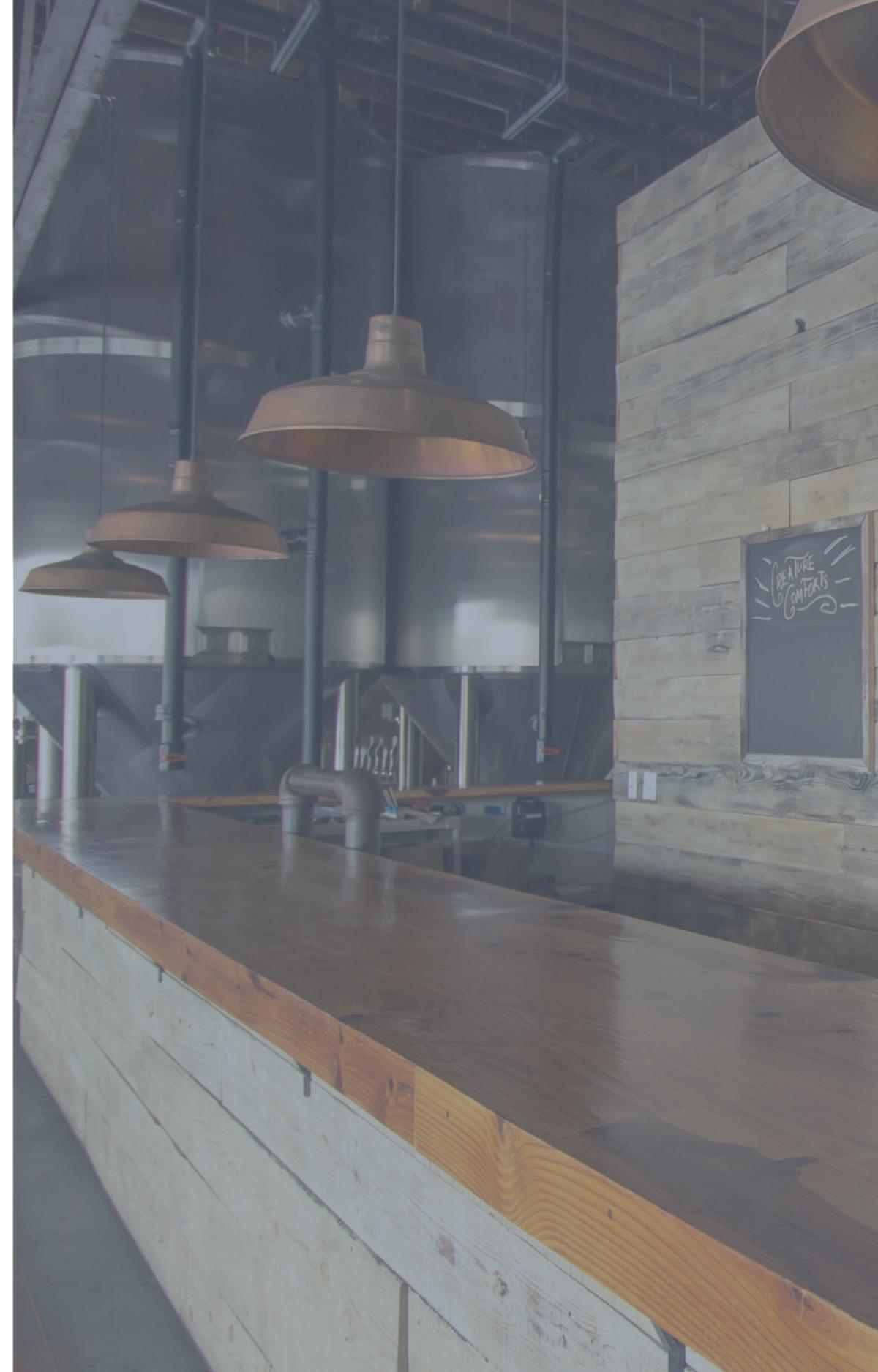
- INSTAGRAM BIO - Crafted Instagram bio to align with kit
- HIGHLIGHT COVERS - Designed highlight covers to complement Instagram profile
- INSTAGRAM BEFORE AND AFTER - Created a mockup of the improved Instagram profile to showcase the enhancements and changes made
- CLIENT TESTIMONIAL POSTS - Developed mockups of client testimonial posts to showcase positive feedback and build trust
- INTERN INTRODUCTION POST - Designed a mockup for an intern introduction post to introduce team and expand social media engagement



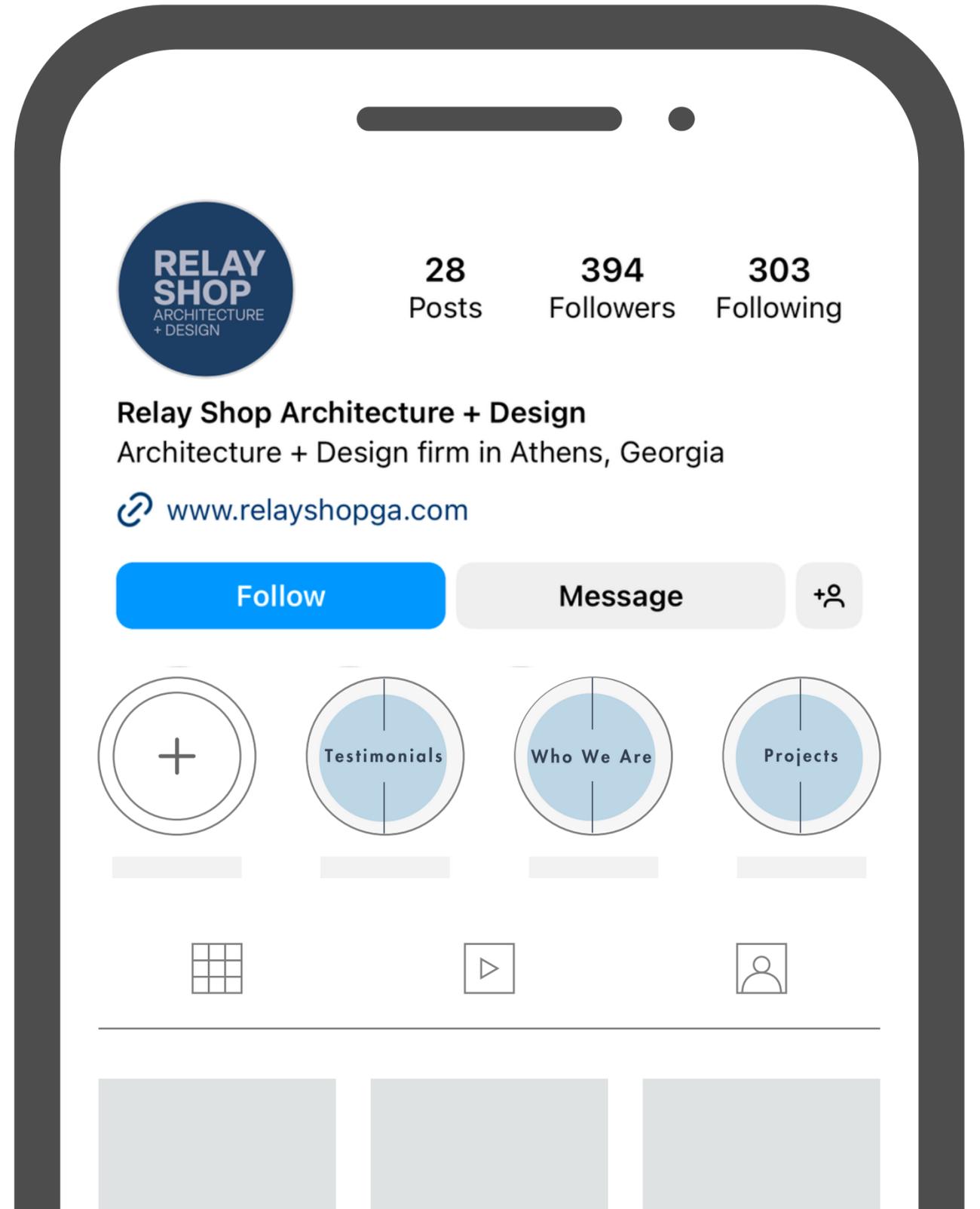
# INSTAGRAM BIO - REVISIONS

Let's create together.

Architecture + Design firm in Athens, Georgia.

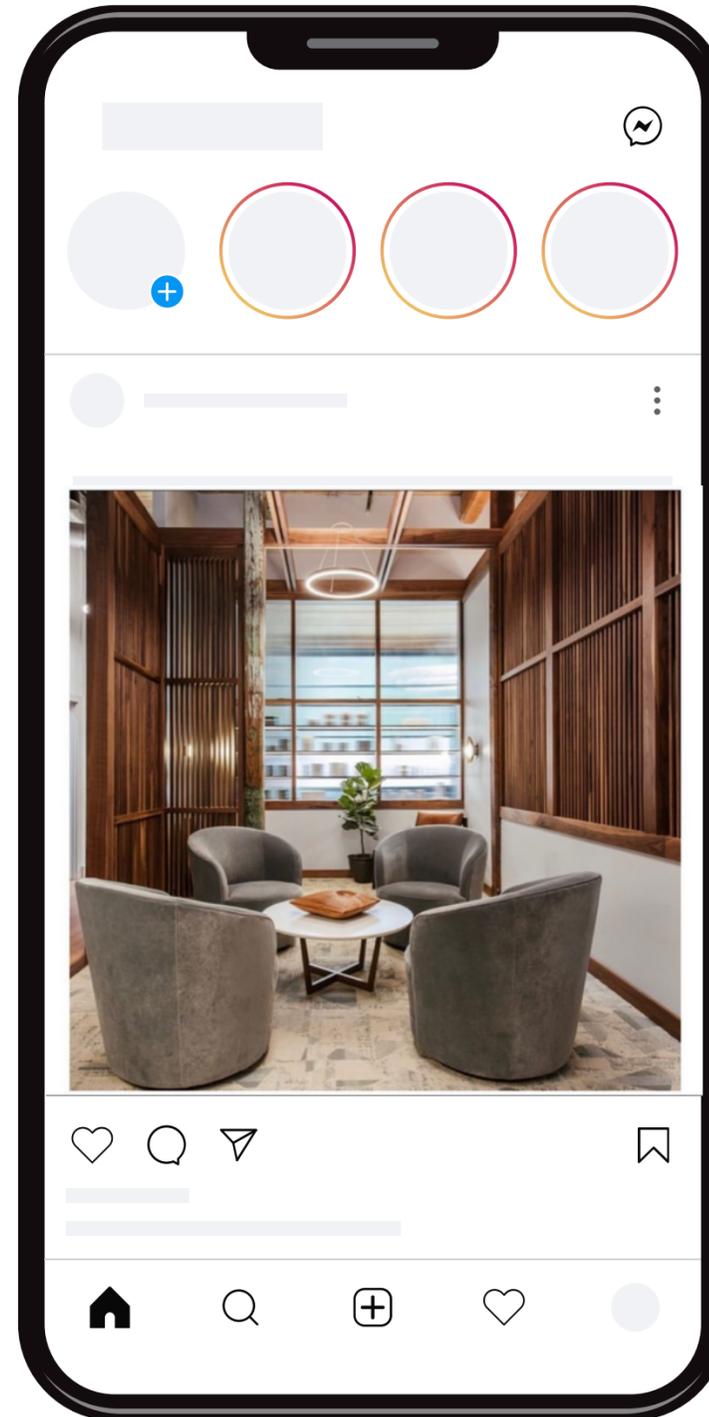


# HIGHLIGHT COVERS

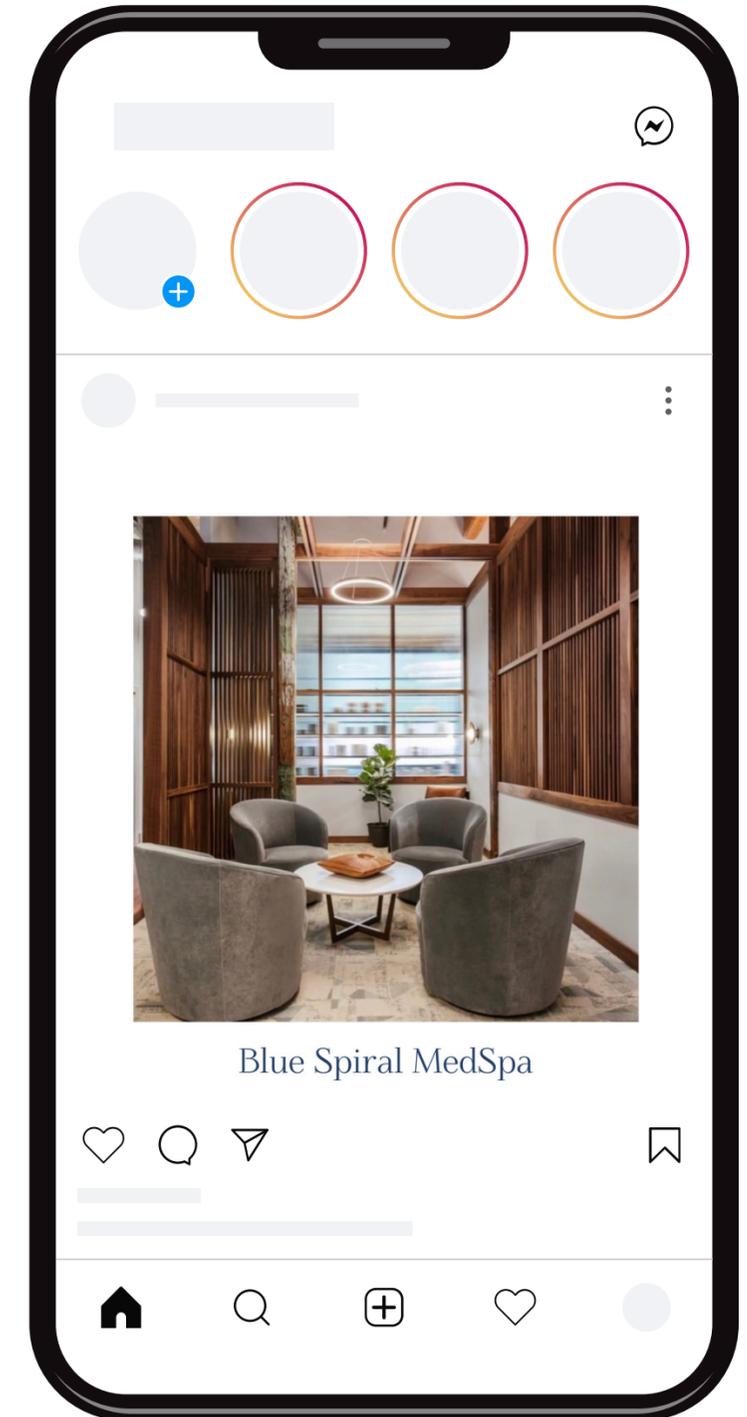


# INSTAGRAM POST

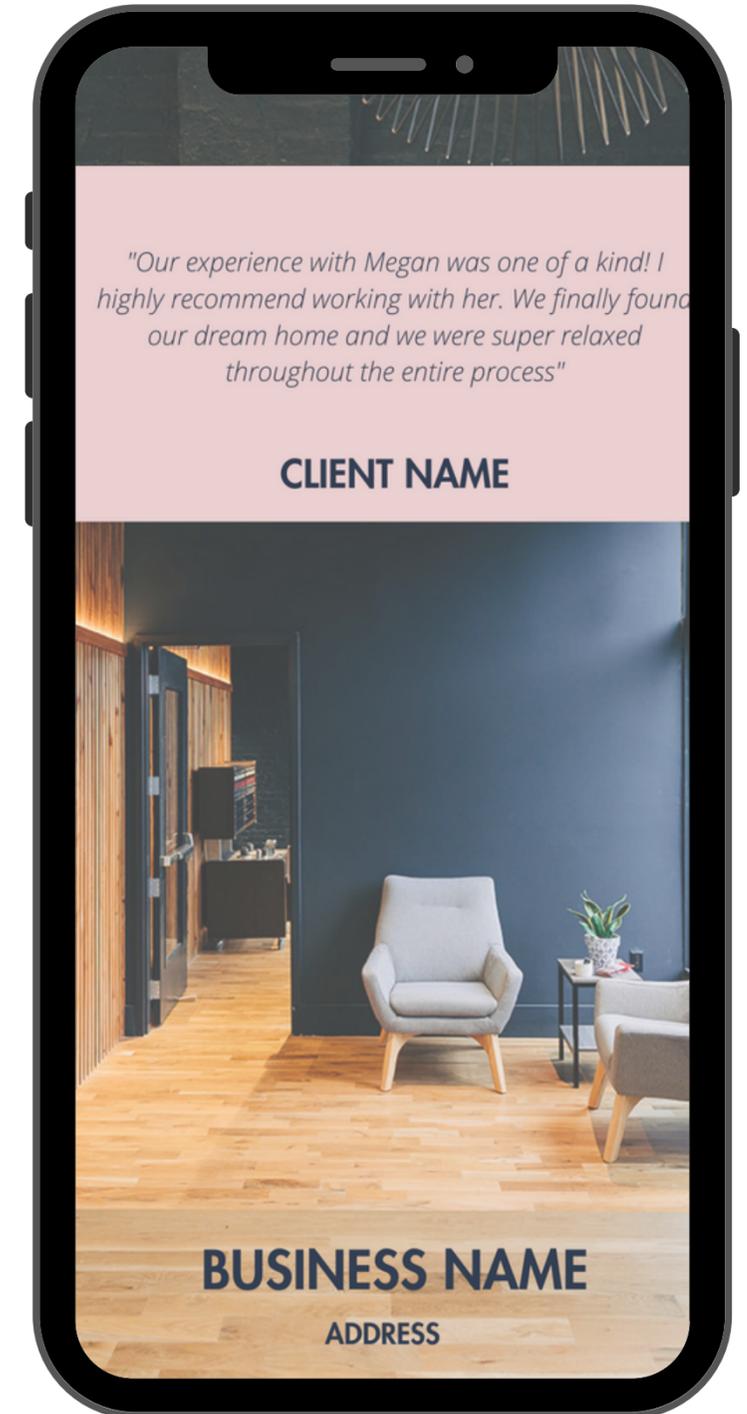
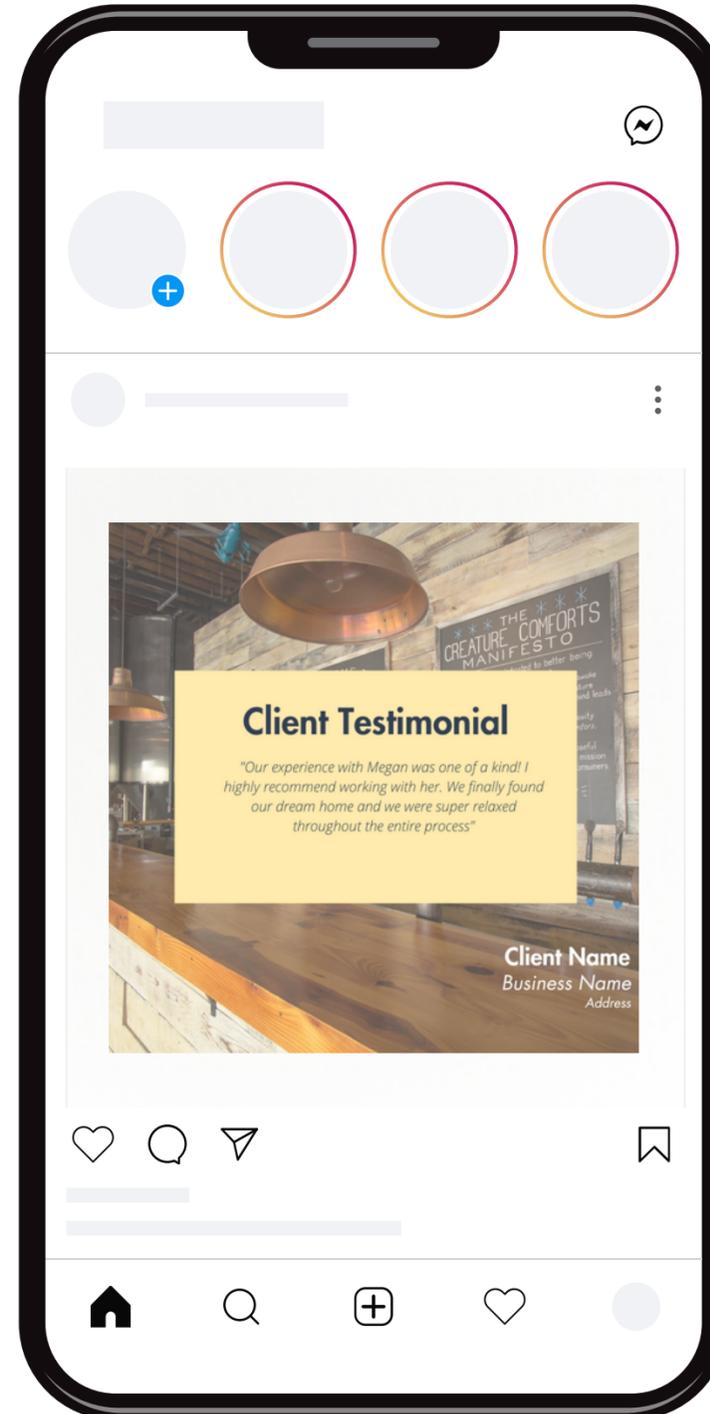
## BEFORE



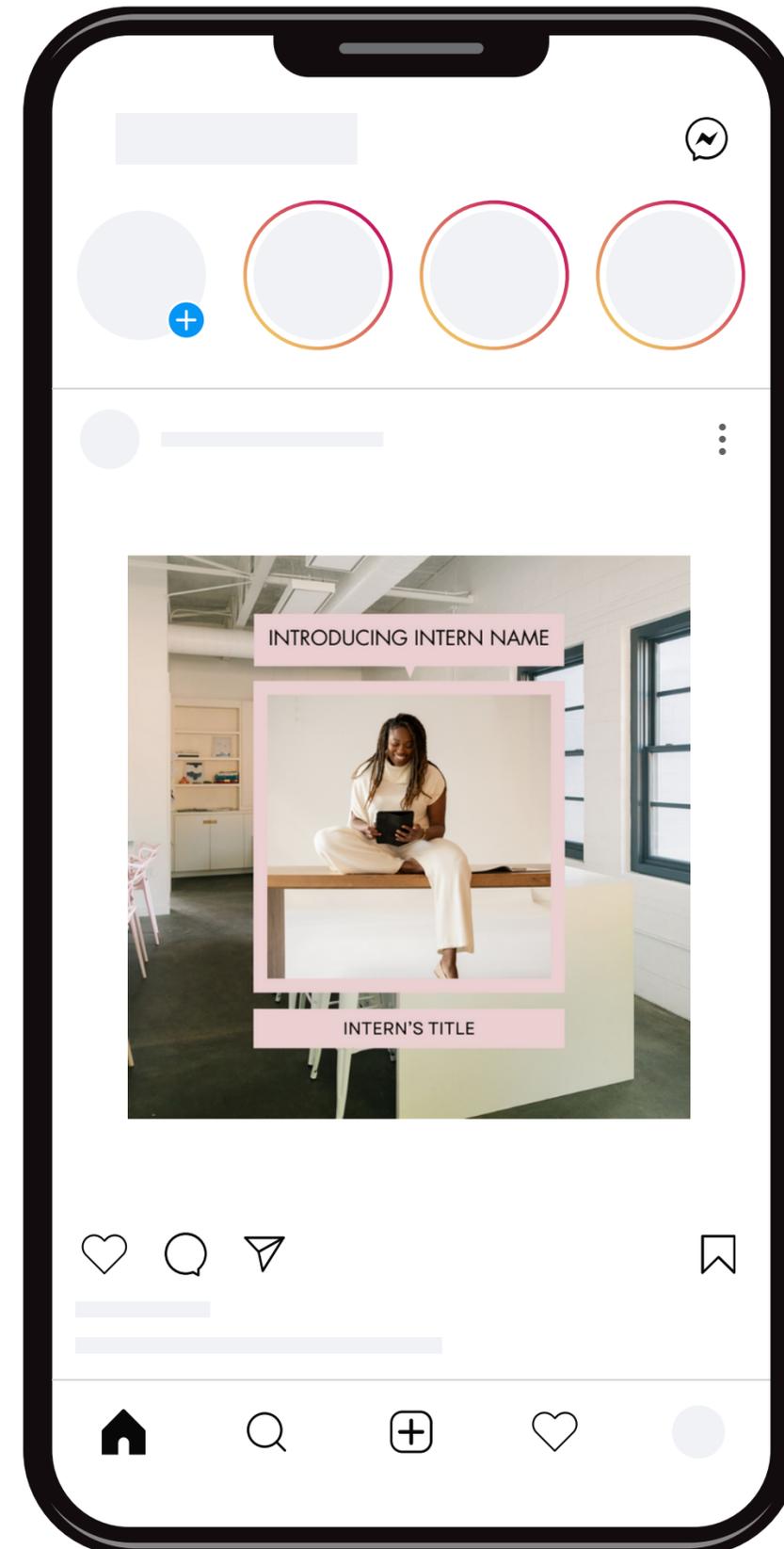
## AFTER



# MOCK UPS: CLIENT TESTIMONIALS



# POST MOCK UP: INTERN INTRODUCTION

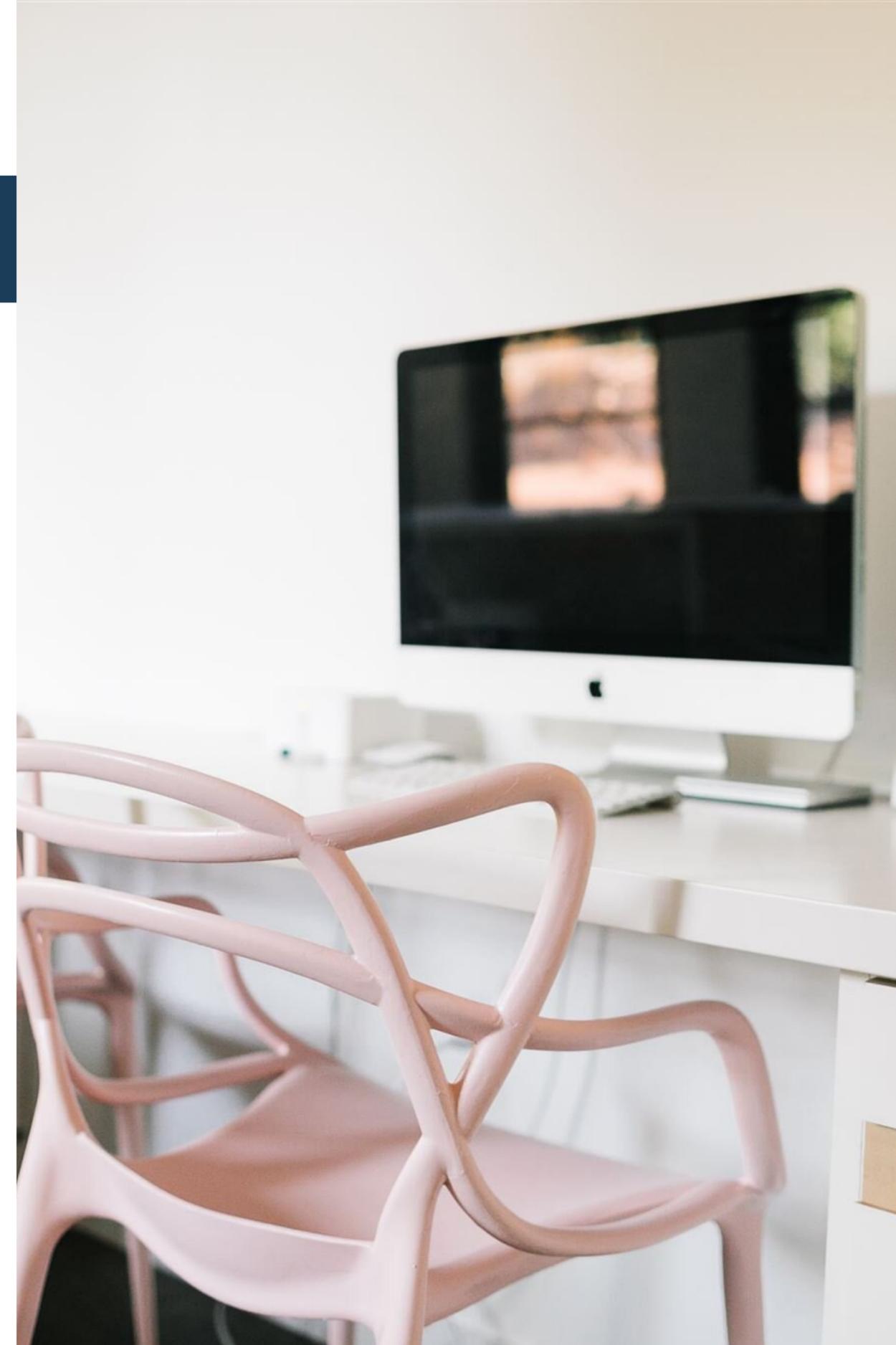




**LINKEDIN**

## LINKEDIN:

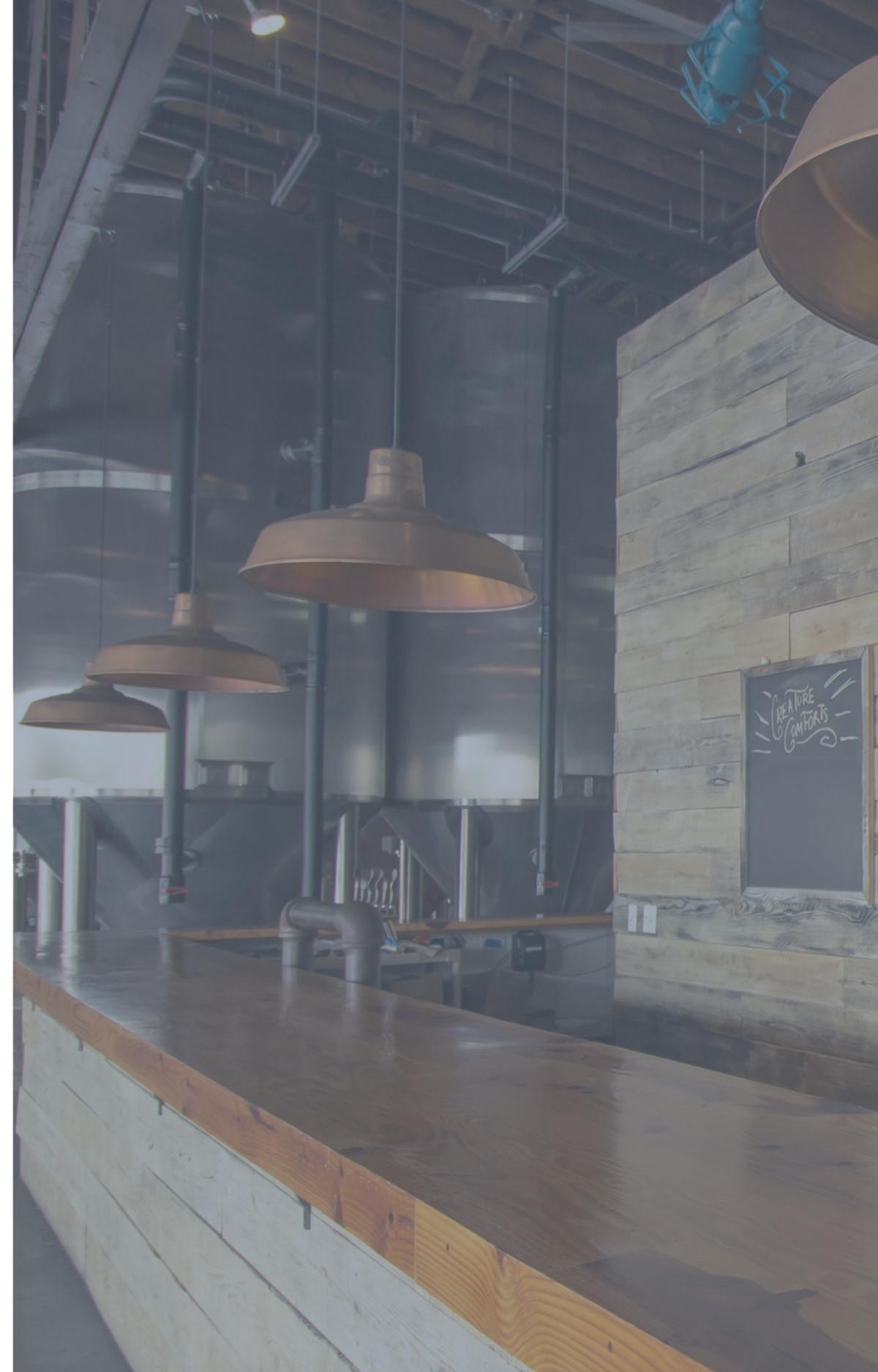
- LINKEDIN BIO - Crafted LinkedIn bio to align with kit
- BANNERS - Developed banner mockups to elevate LinkedIn profile, reflecting brand identity and professional image
- NEW HIRE POST - Designed a mockup for a new hire introduction post to introduce team and expand social media engagement
- CLIENT TESTIMONIAL POST - Developed mockups of client testimonial posts to showcase positive feedback and build trust



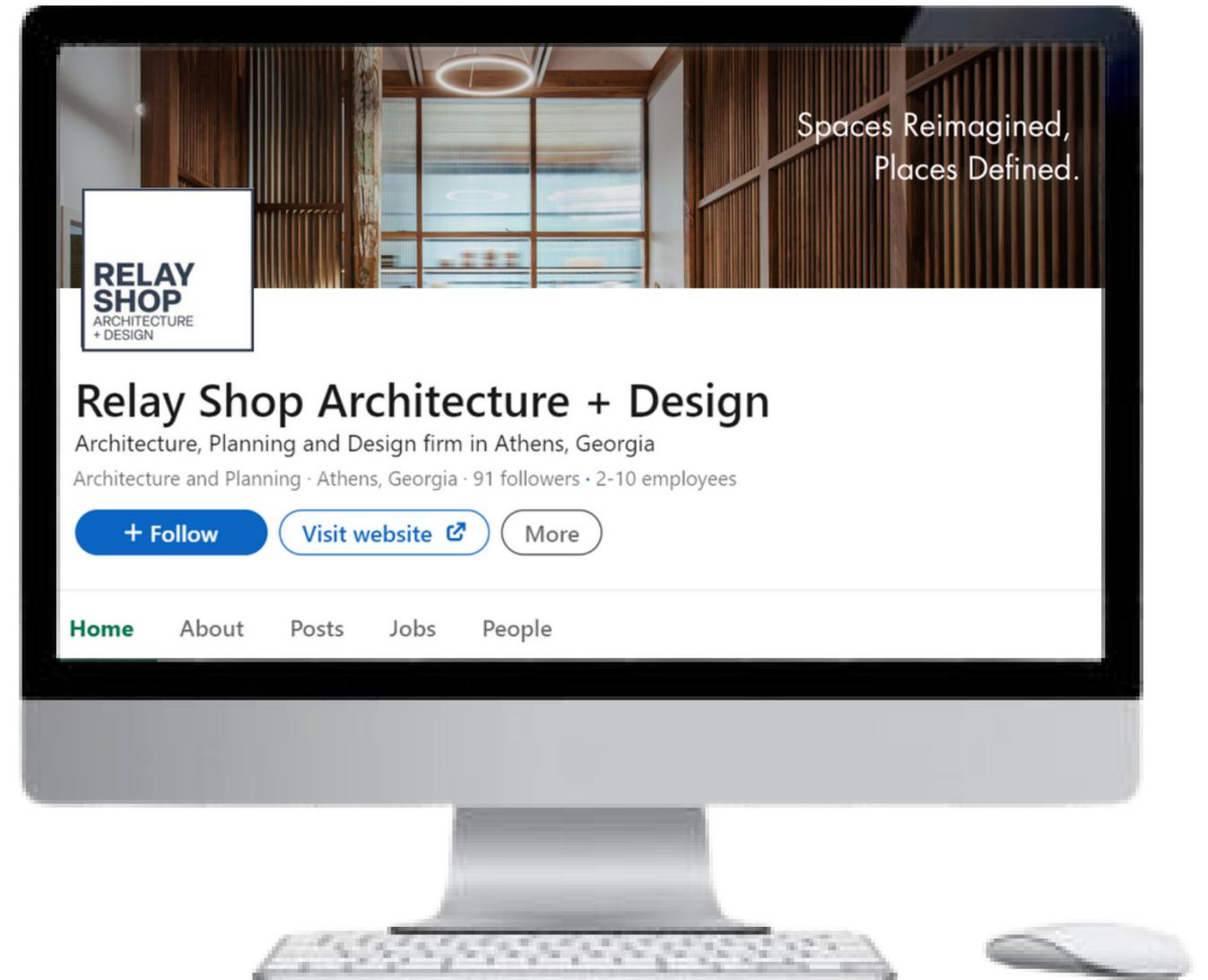
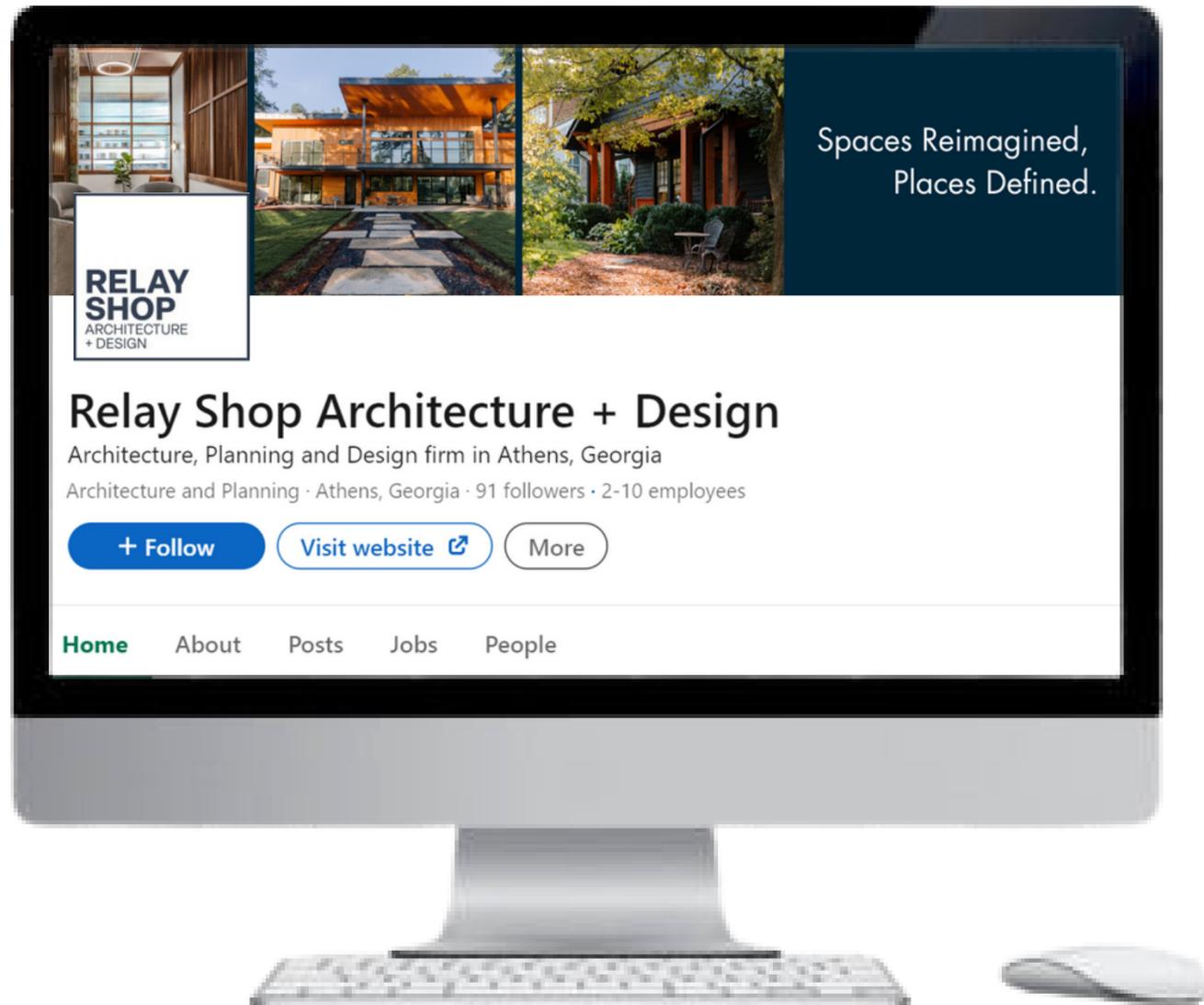
## LINKEDIN BIO - REVISIONS

Welcome to Relay Shop Architecture + Design. We are a hub for design. We work with owners, developers, and contractors to create timeless spaces that integrate function with our clients' individual style.

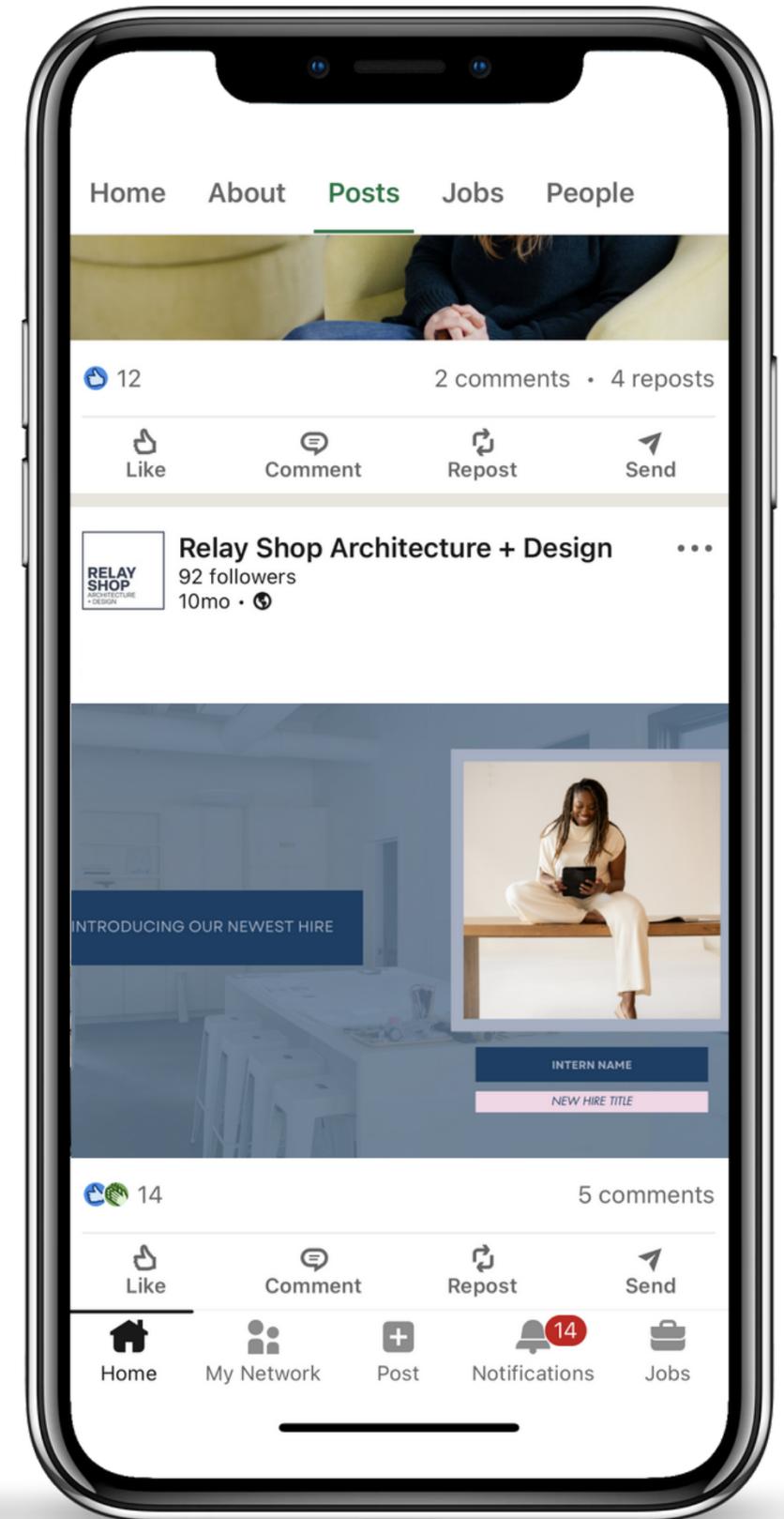
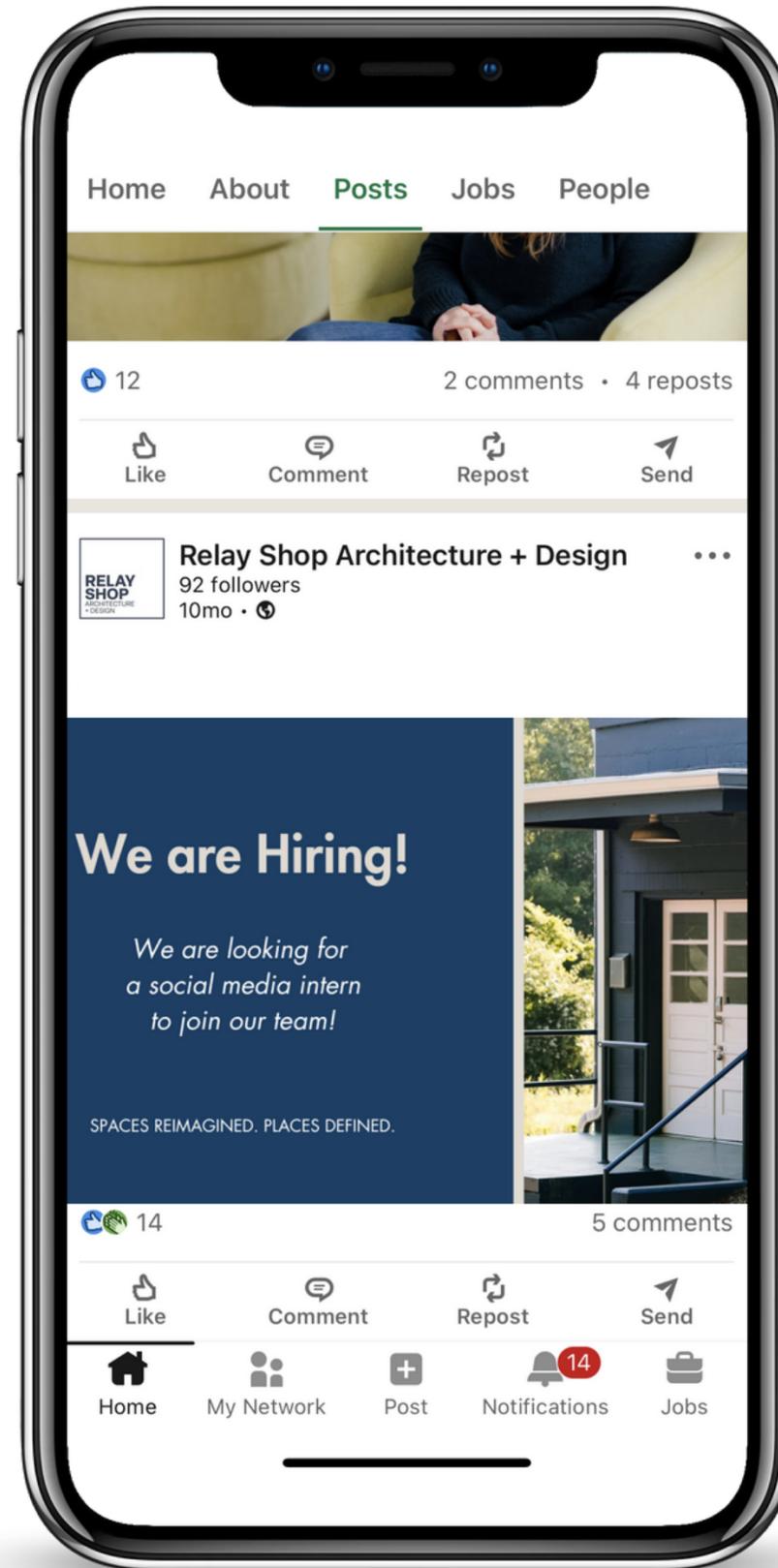
We relay; information, design ideas, visual graphics and technical drawings. Our shop is where we create your vision.



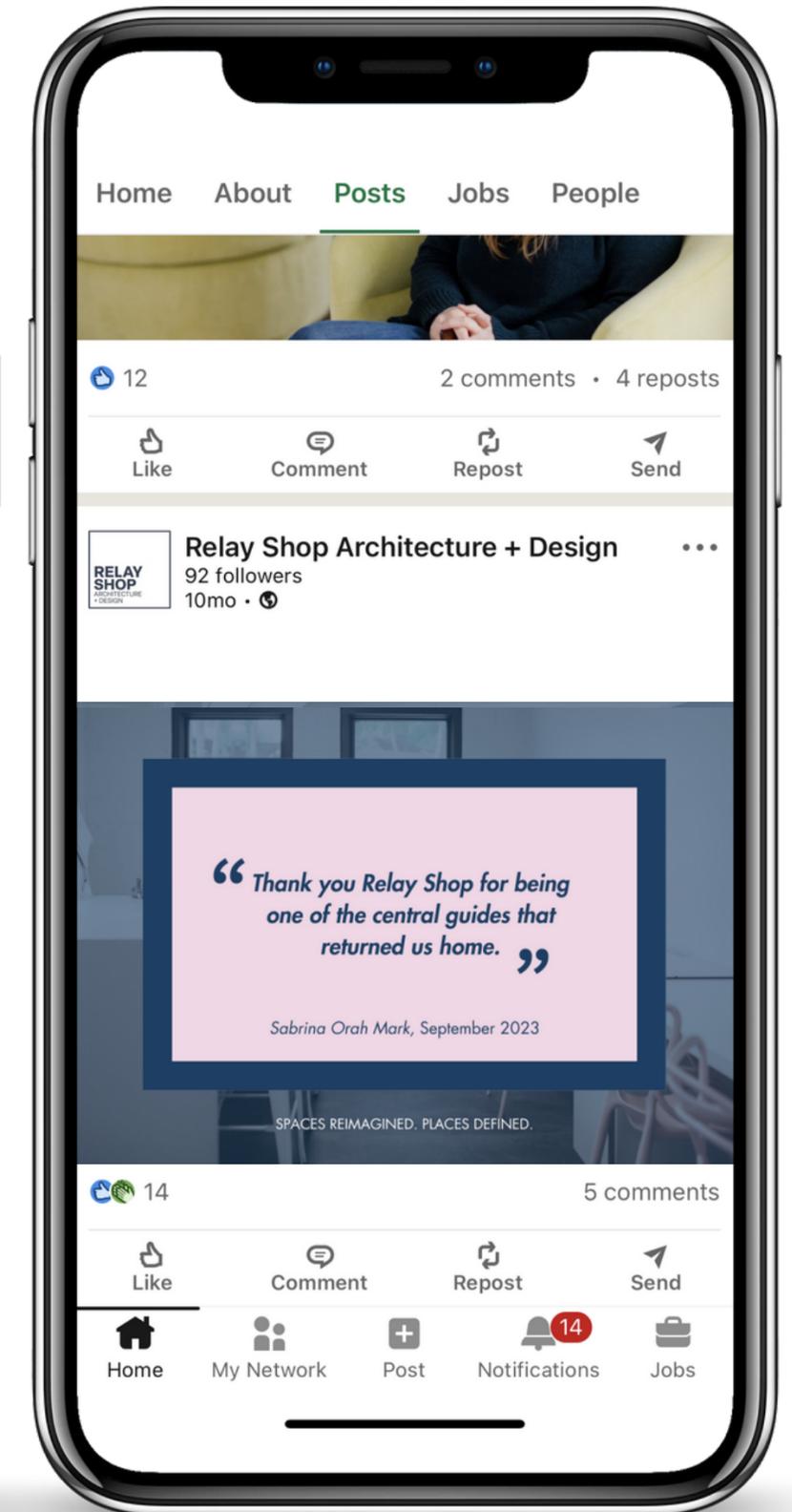
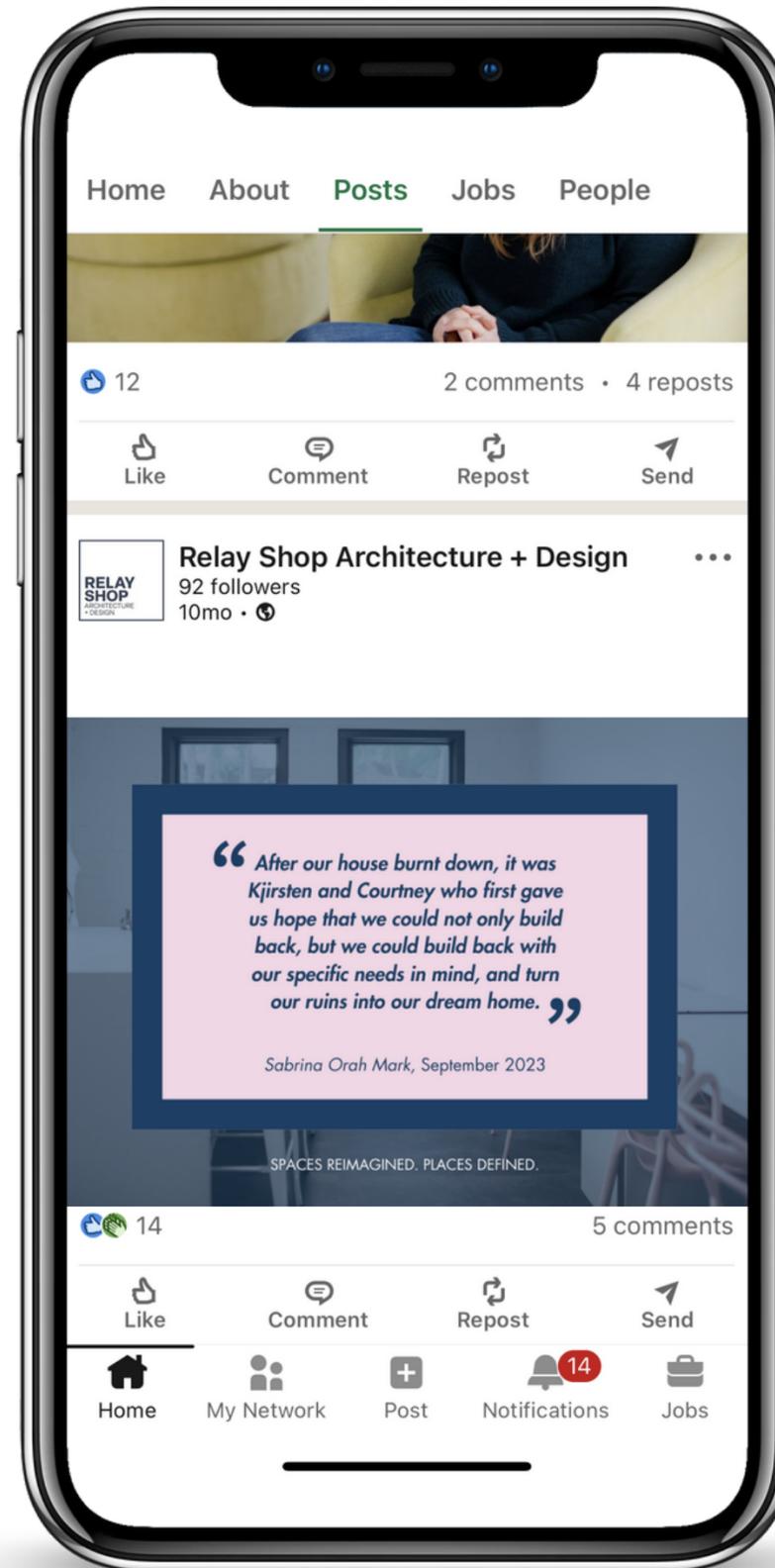
# MOCK UP: LINKEDIN BANNERS



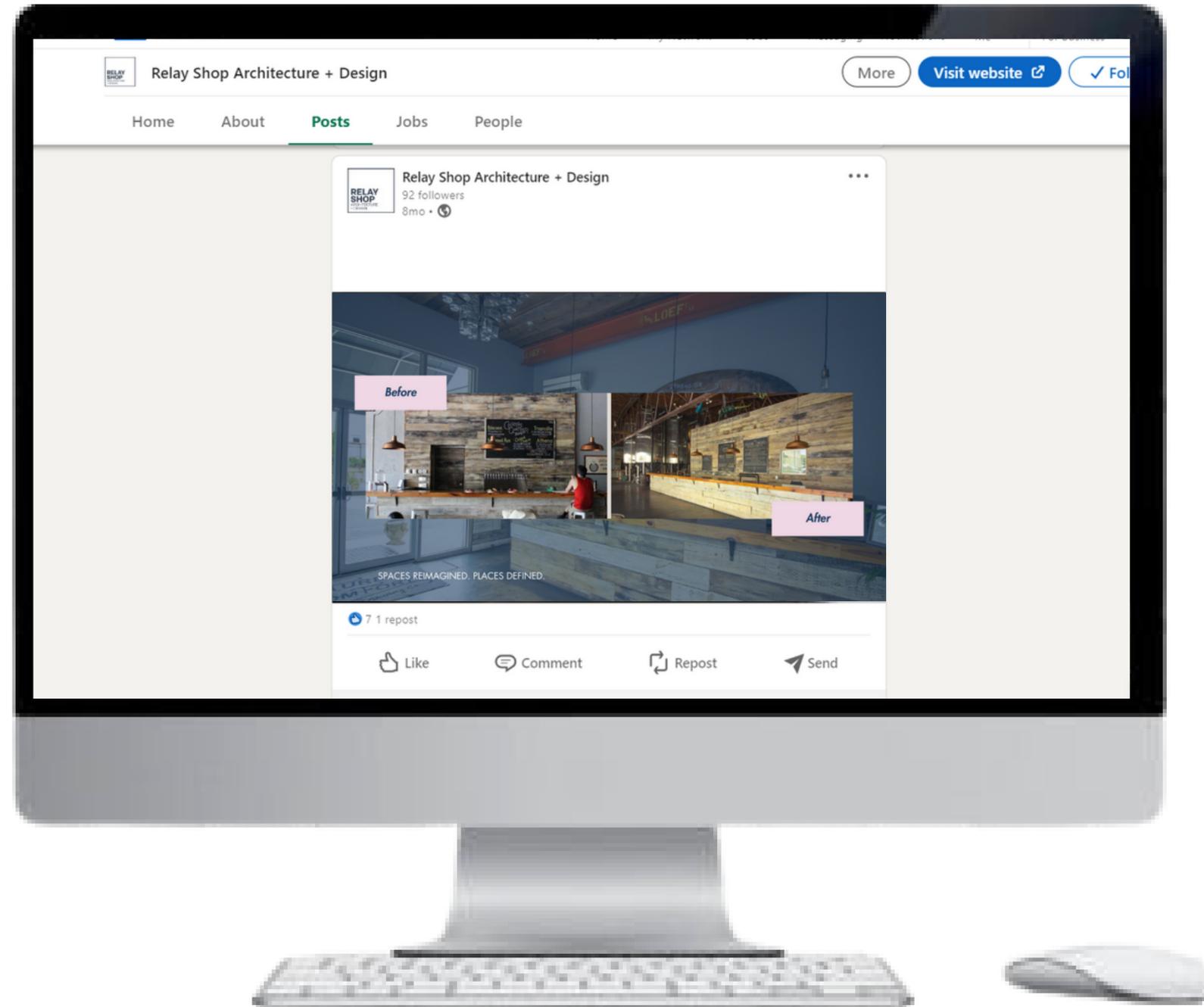
# POST MOCK UP: NEW HIRE



# POST MOCK UP: CLIENT TESTIMONIAL



# POST MOCK UP: BEFORE & AFTER

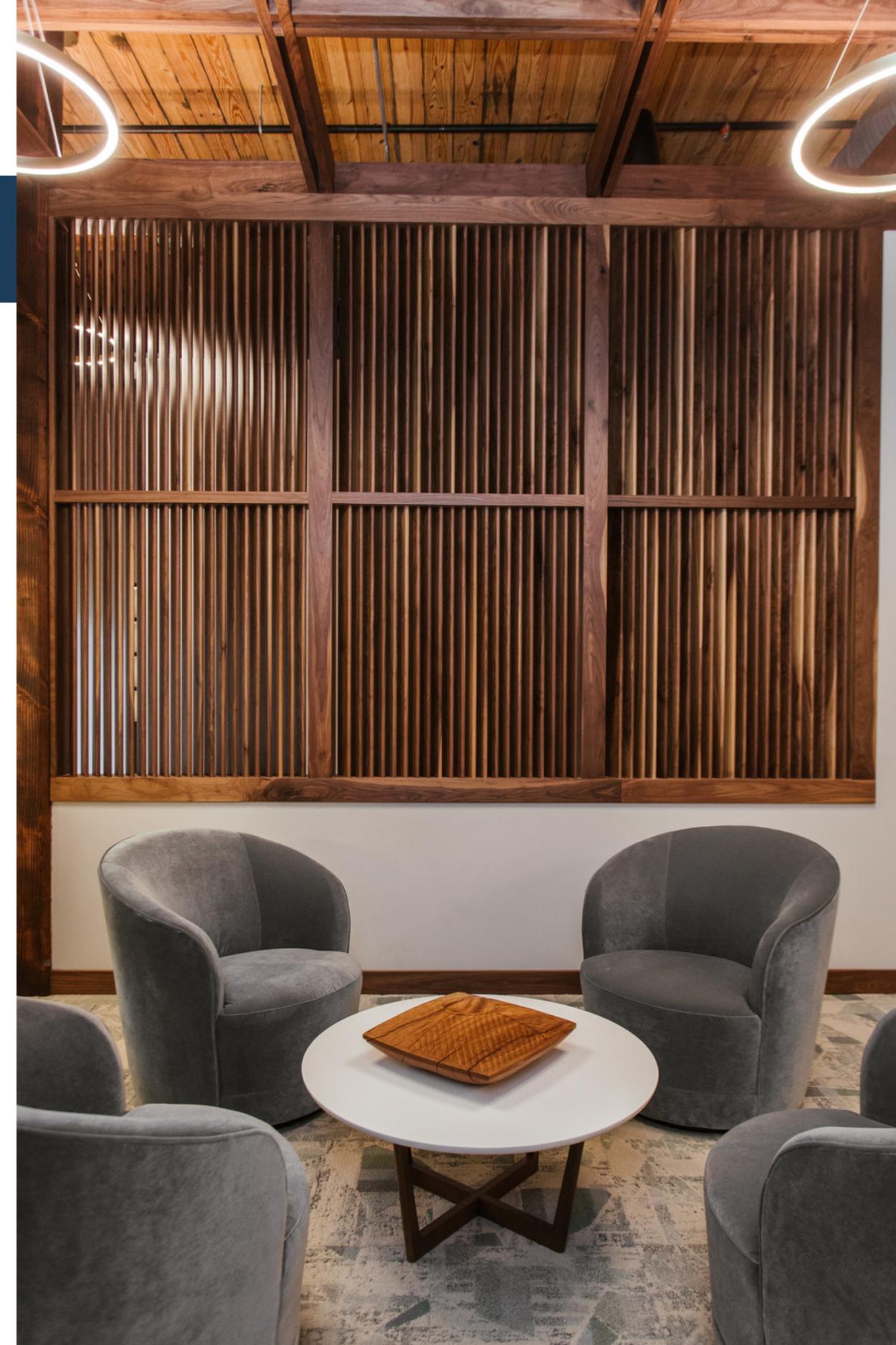


# BEST PRACTICES



## BEST PRACTICES:

- **INSTAGRAM** - Wrote up best practices for Instagram posts, reels and stories to increase engagement, expand reach and engage audience with the company and its current endeavors.
- **LINKEDIN** - Wrote up best practices for LinkedIn to expand reach, establish identity and trust as a source, and display work for current and potential clients.



# INSTAGRAM: POSTS, REELS & STORIES

## POSTS

- Post around the same time everyday
- Scheduling software is very helpful
  - Hootsuite is a great option
- Utilize Instagram analytics

## REELS

- Reels perform very well
- Add text
- Take advantage of templates that IG provides

## STORIES

- Create highlight covers
- Use interactive stickers (Polls, Question of the day)
- Integrate social challenges (Story takeover, Day in the life)



## LINKEDIN POSTS

- Post everyday
- Ask questions
  - Encourages comments and conversation
- Add relevant and popular hashtags
- Create a newsletter
- Boost your content
  - Will reach beyond your current following
  - Minimum \$15 to boost content





**THANK YOU**