

The image shows the exterior of a modern building with dark blue horizontal siding. A white double door with glass inserts is the central entrance, flanked by two windows with dark frames. A small porch with a dark blue railing and a single step leads to the door. A white mailbox is on the wall to the left of the door. A single pendant light hangs from the overhang above the door. The ground is covered in dark 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



A modern interior design scene featuring a dining table, living area, and kitchen with arches and a large plant.

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

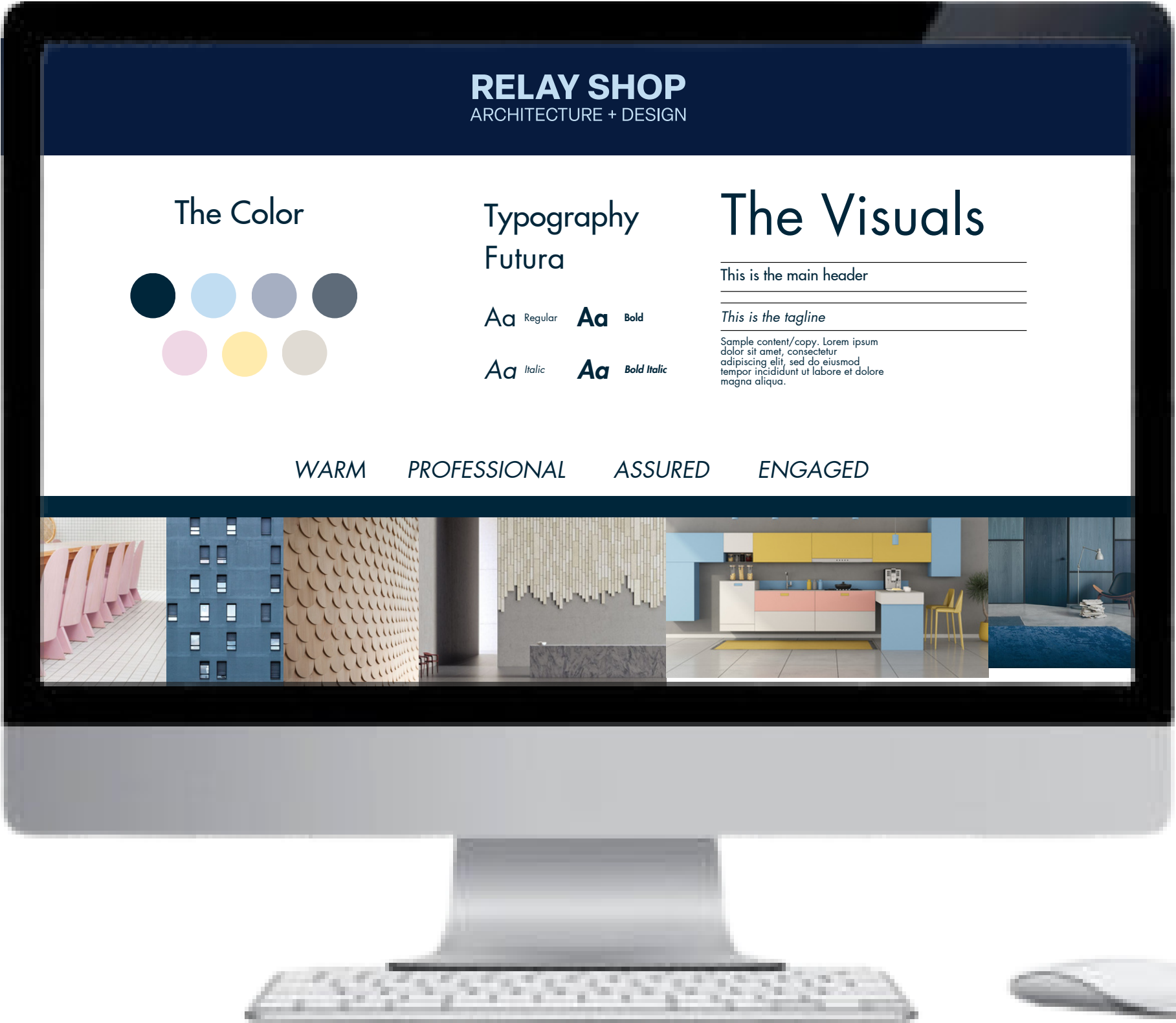


BRANDING:

- 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



**RELAY
SHOP**
ARCHITECTURE
+ DESIGN



SPACES REIMAGINED, PLACES DEFINED.



**RELAY
SHOP**
ARCHITECTURE
+ DESIGN

REQUEST FOR
PROPOSAL

RELAY
SHOP

ARCHITECTURE
+ DESIGN

Architectural Concept
DESIGN PROPOSAL

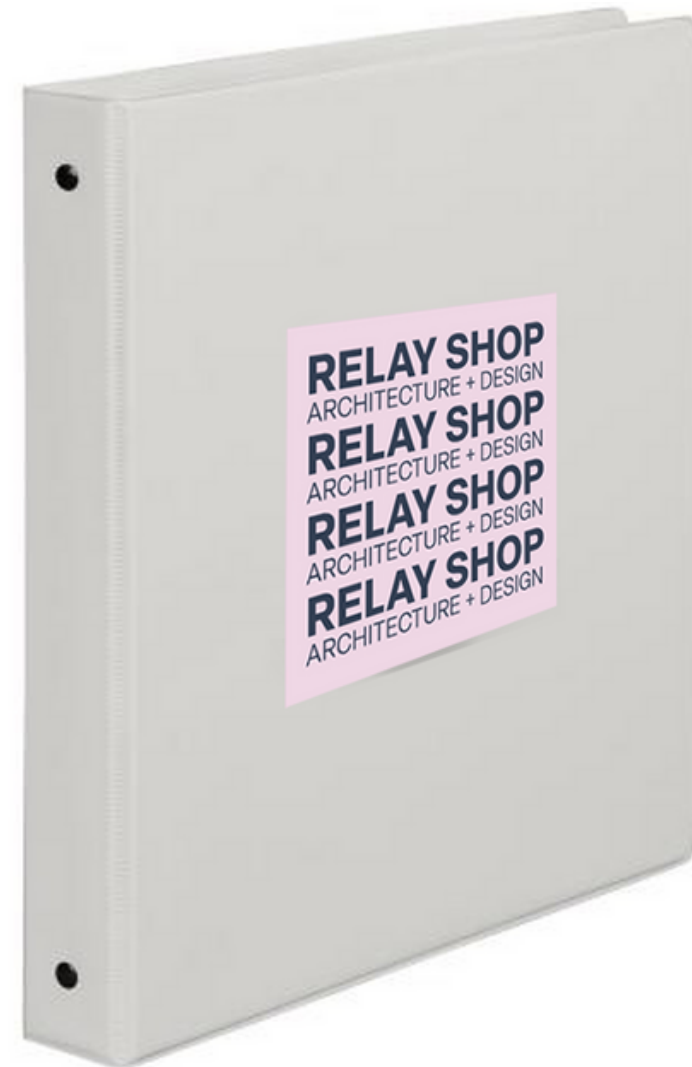


Project Proposal: Project Name	Location: Project Location
Client: Client Name(s)	Delivered On: Date Proposed

T-SHIRTS



STICKERS





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



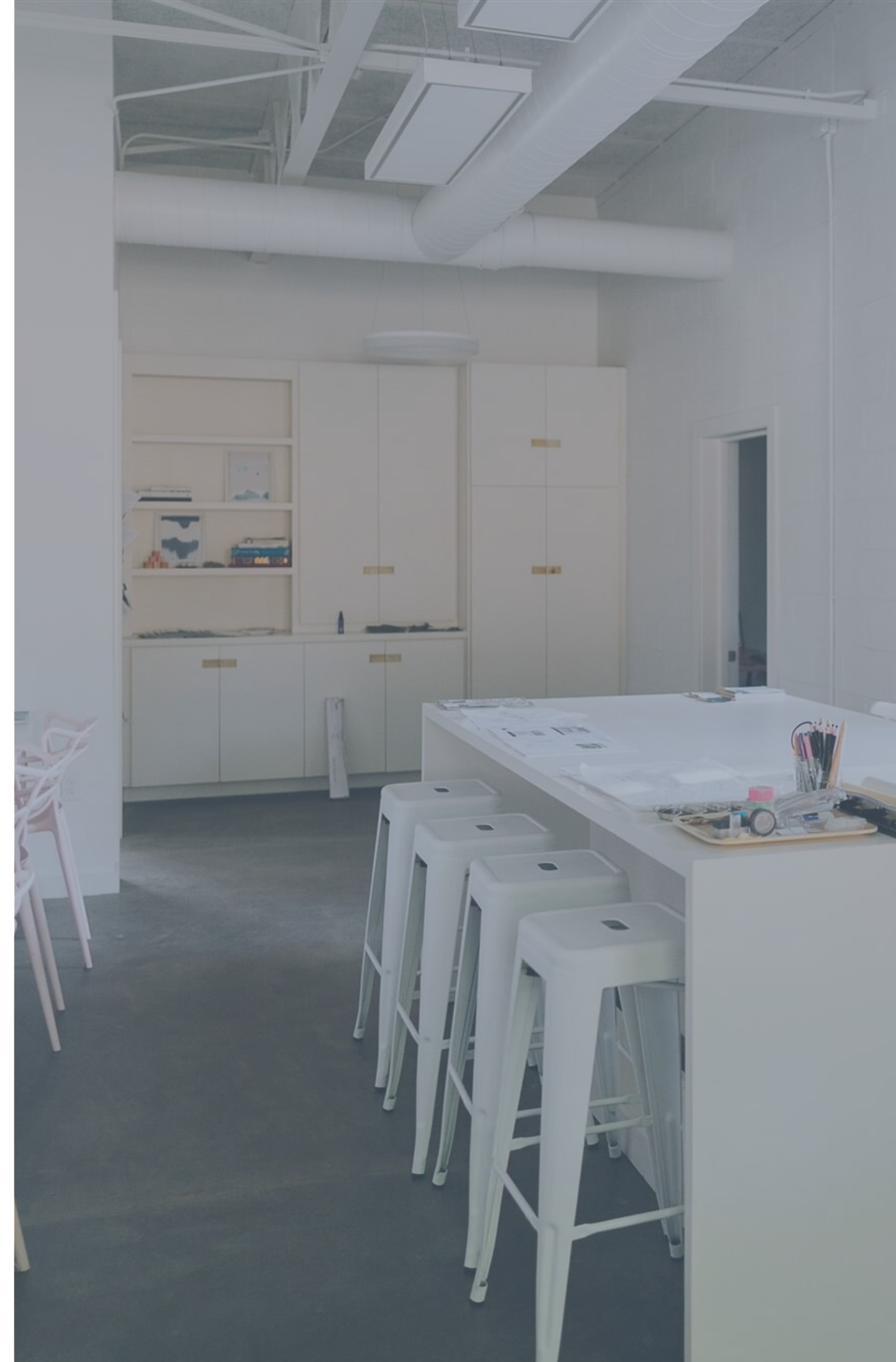
ADDITIONS - NEW COPY

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



FIGMA PROTOTYPE

NAVIGATION

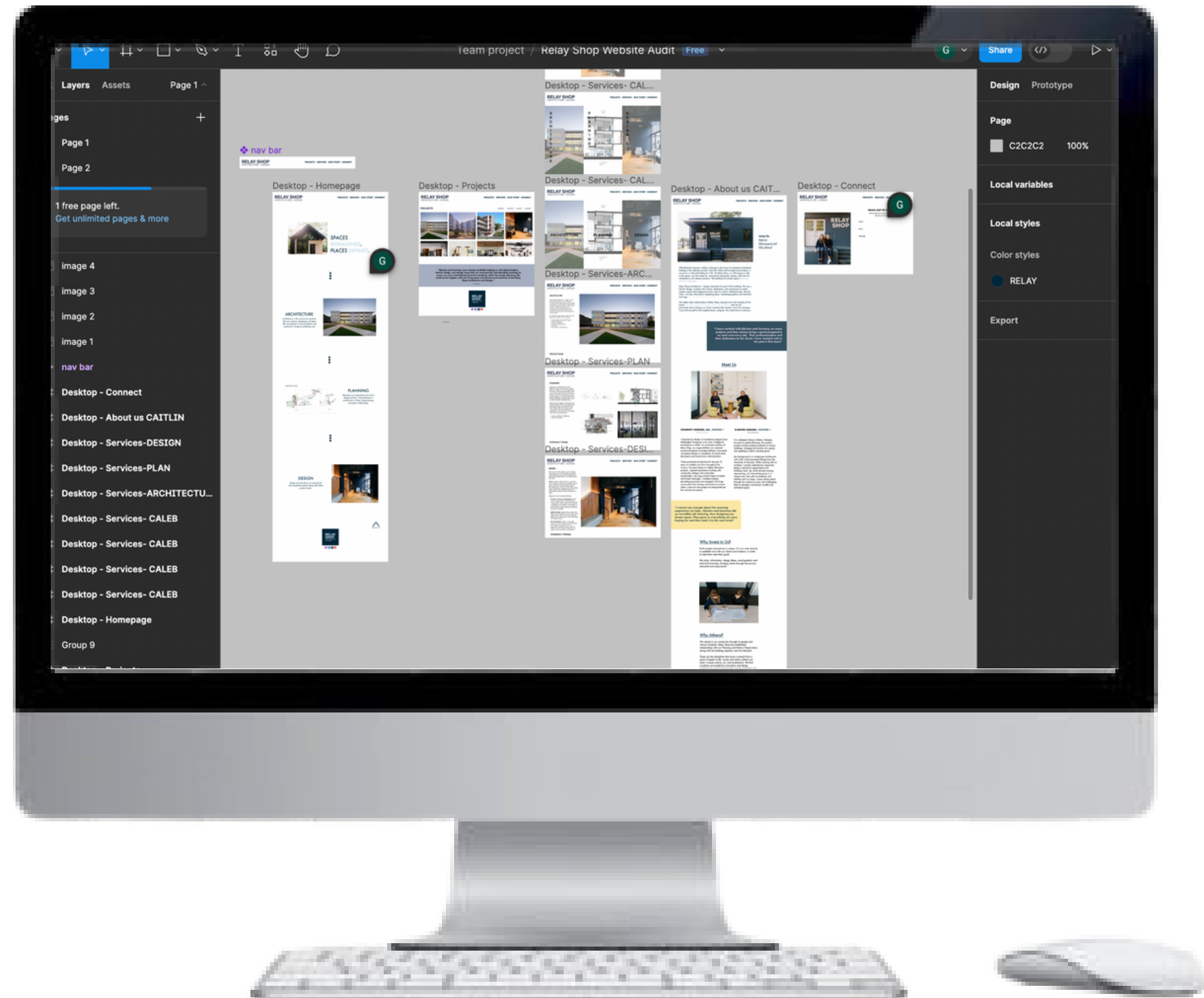
LANDING PAGE

ABOUT US

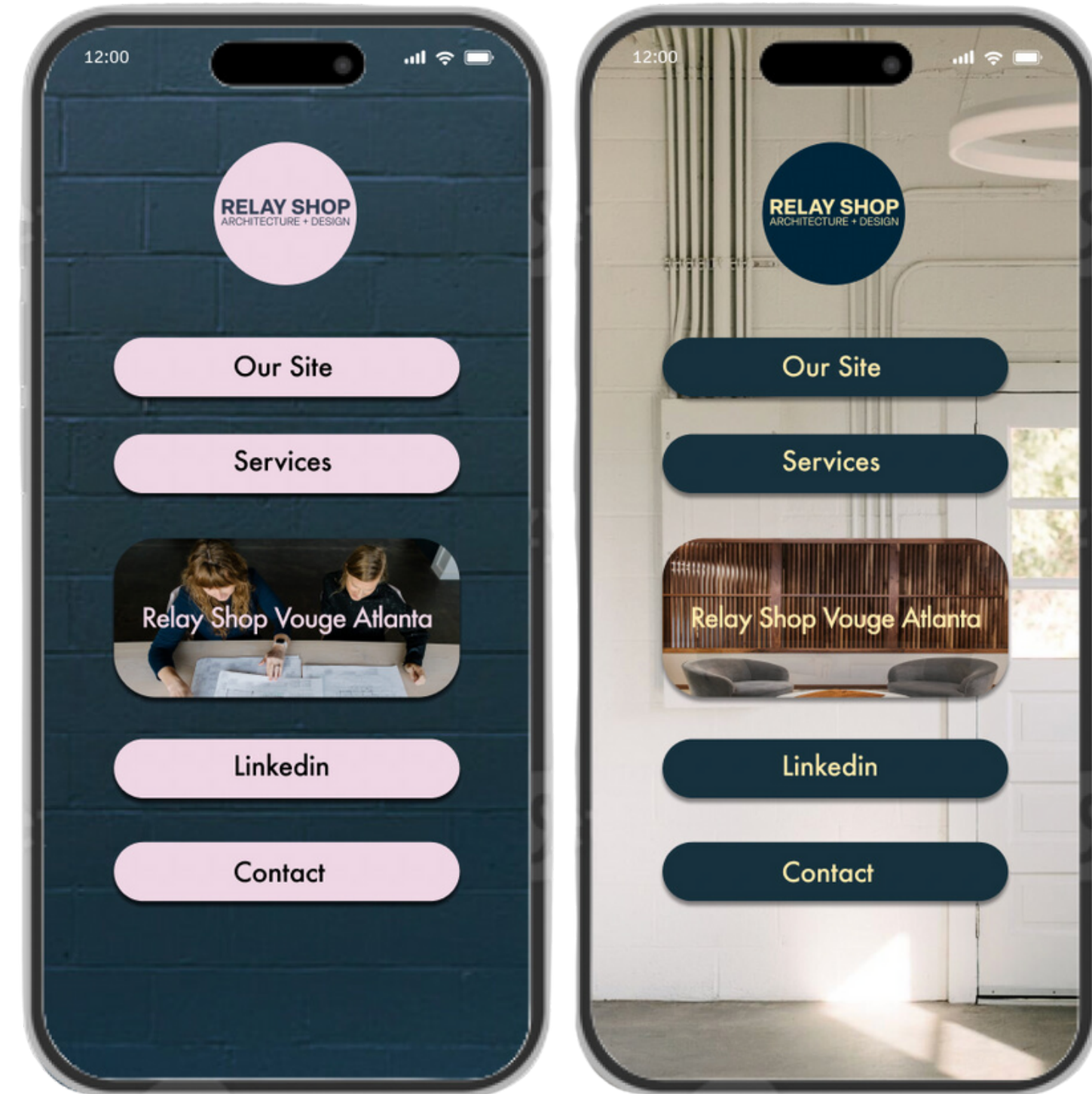
PROJECTS/SERVICES

TESTIMONIALS

CLICK TO OPEN!



LINKTREE PROTOTYPES

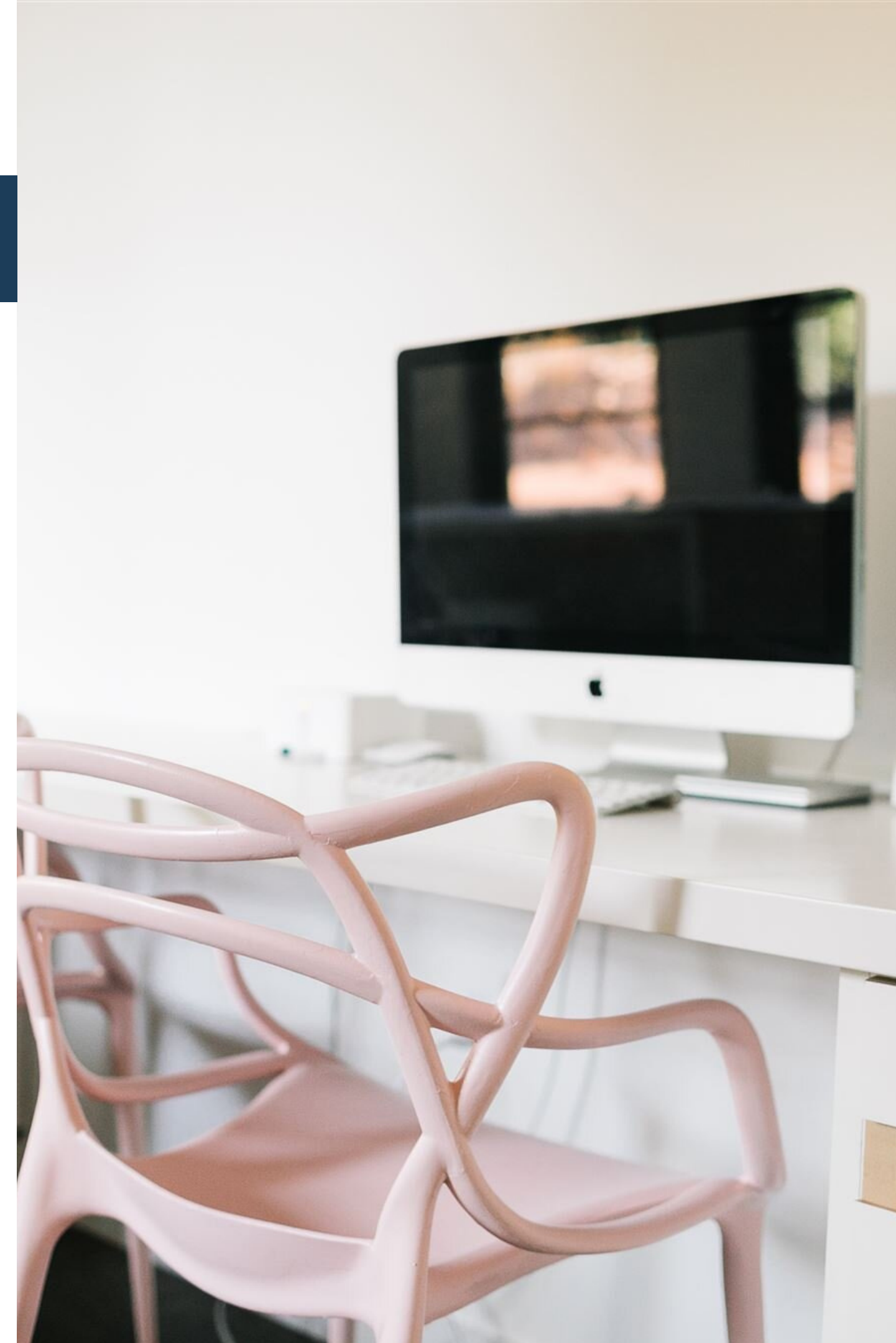


A modern interior space featuring walls made of vertical wood slats. A hallway leads to a lounge area with two light-colored armchairs, a small side table with a plant, and large windows overlooking a city street. The scene is overlaid with a semi-transparent dark blue filter.

INSTAGRAM

INSTAGRAM:

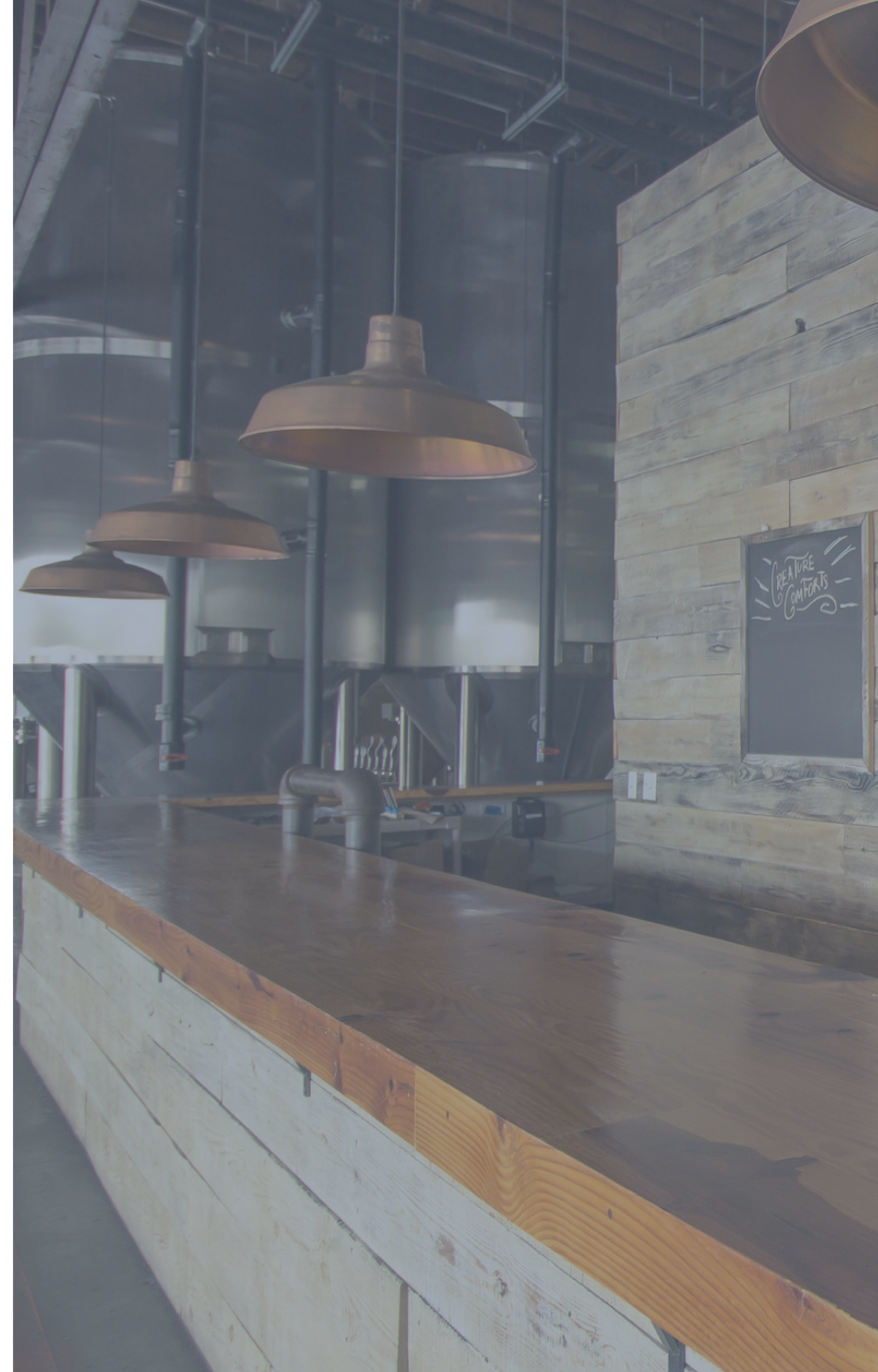
- INSTAGRAM BIO - Crafted Instagram bio to align with kit
- HIGHLIGHT COVERS - Designed highlight covers to complement Instagram profile
- INSTAGRAM BEFORE AND AFTER - Created a mockup of the improved Instagram profile to showcase the enhancements and changes made
- CLIENT TESTIMONIAL POSTS - Developed 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



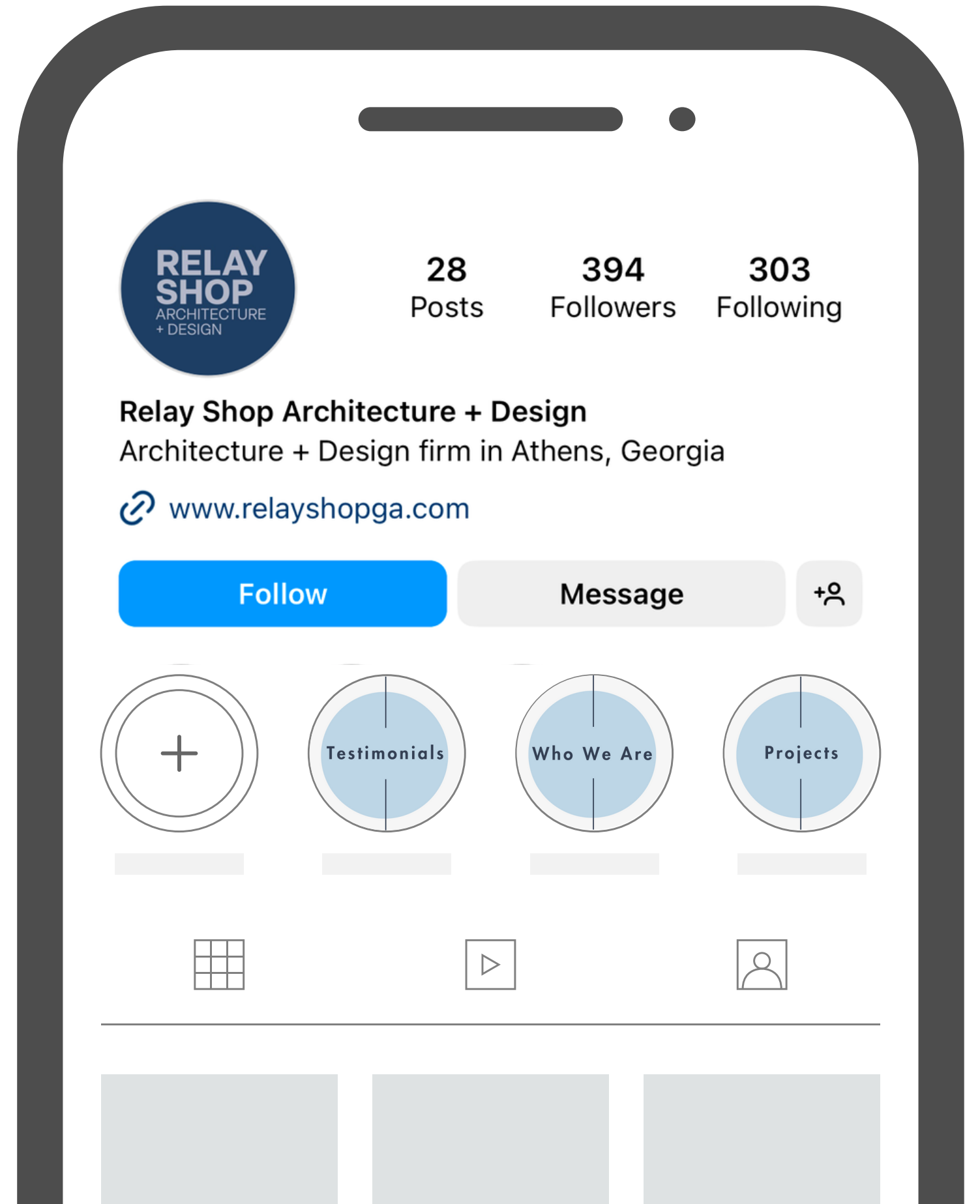
INSTAGRAM BIO - REVISIONS

Let's create together.

Architecture + Design firm in Athens, Georgia.

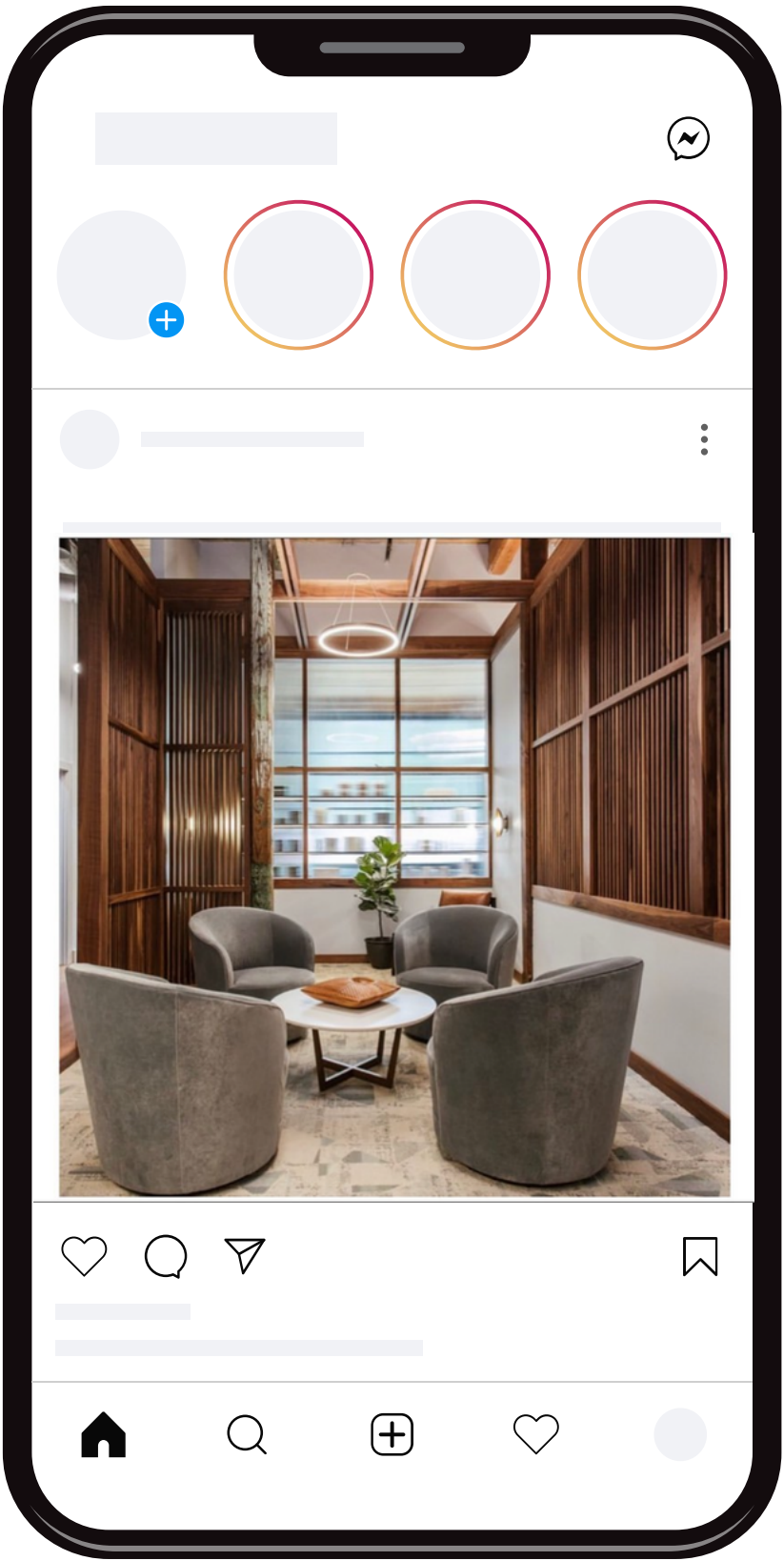


HIGHLIGHT COVERS

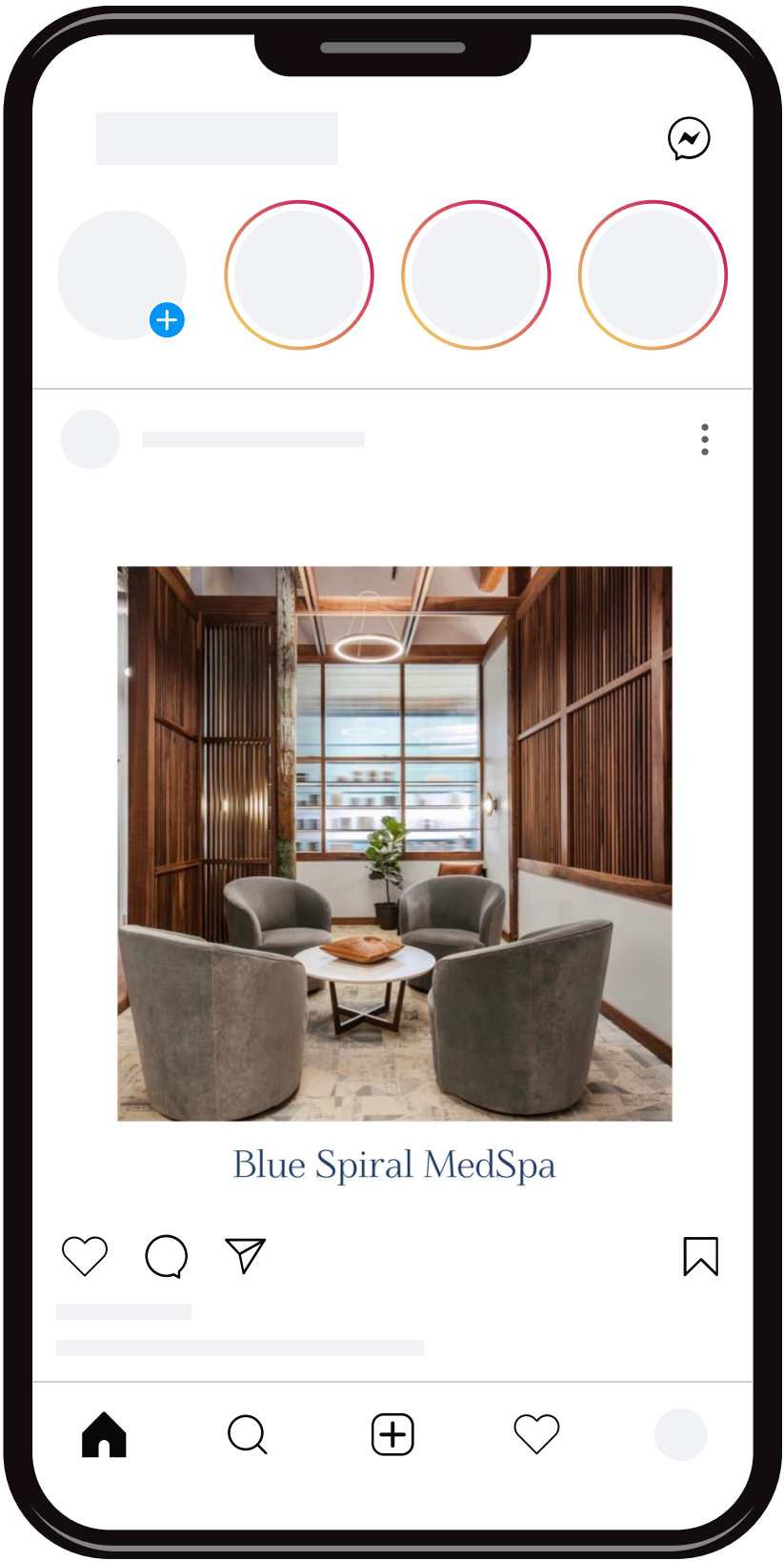


INSTAGRAM POST

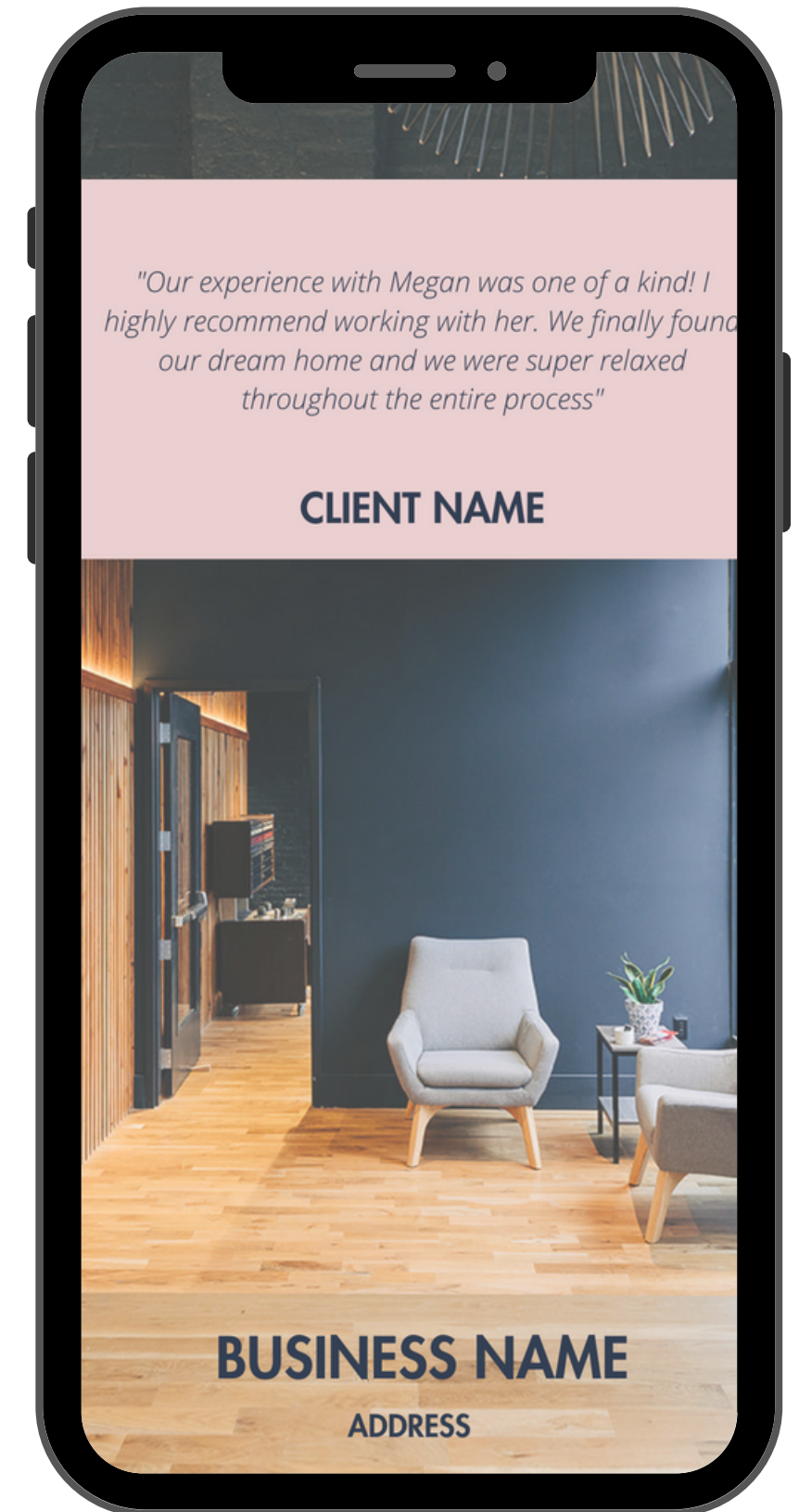
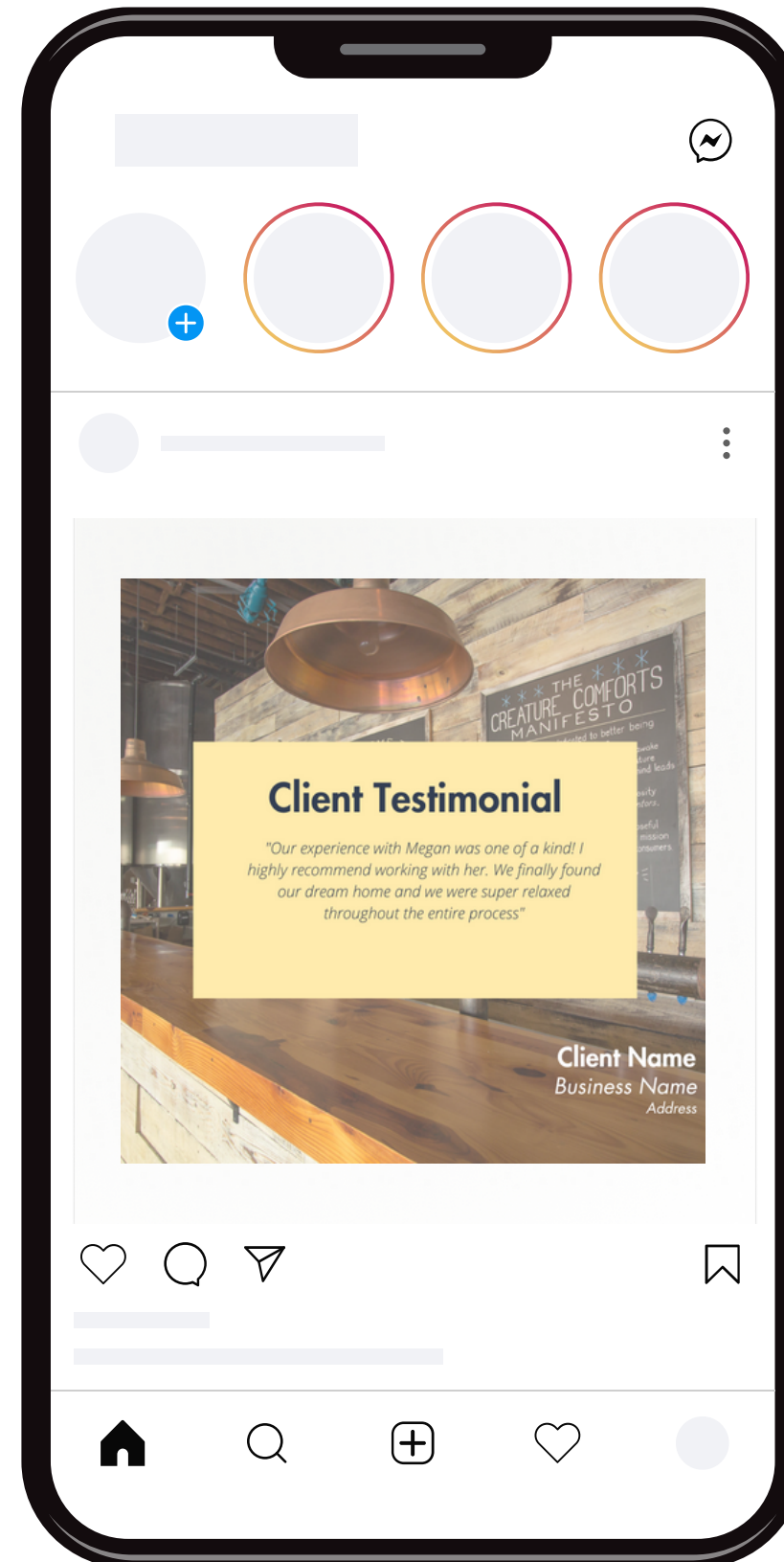
BEFORE



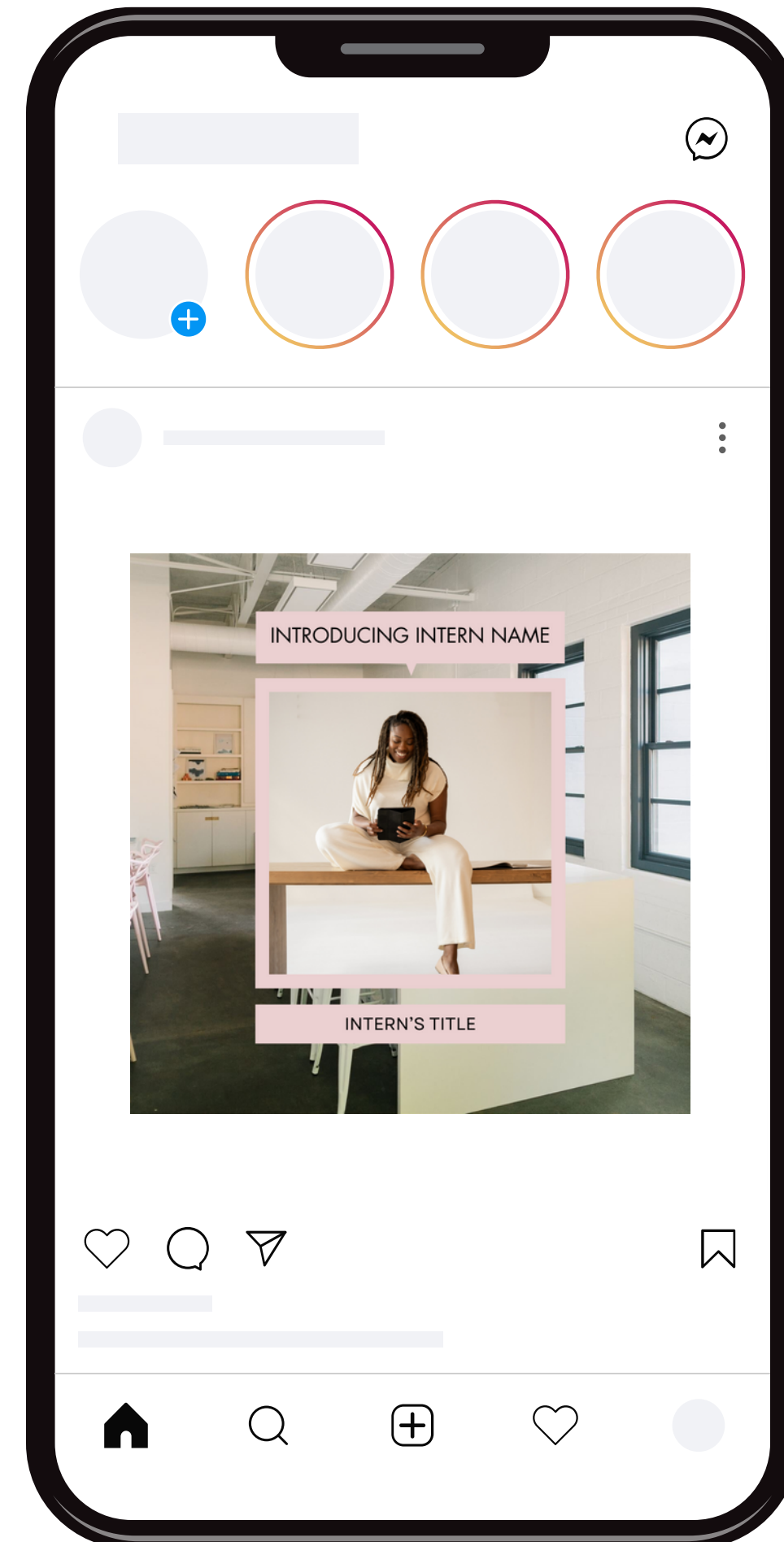
AFTER



MOCK UPS: CLIENT TESTIMONIALS



POST MOCK UP: INTERN INTRODUCTION



The background image shows a modern architectural facade. On the left, there are dark blue, rectangular panels with two vertical gold-colored handles. To the right, a wall of square tiles in a similar dark blue color is visible. These tiles are highly reflective, mirroring the sky, clouds, and surrounding environment, creating a shimmering, watery effect. A small, green, leafy plant is visible in the bottom left corner, partially obscured by the building's structure.

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



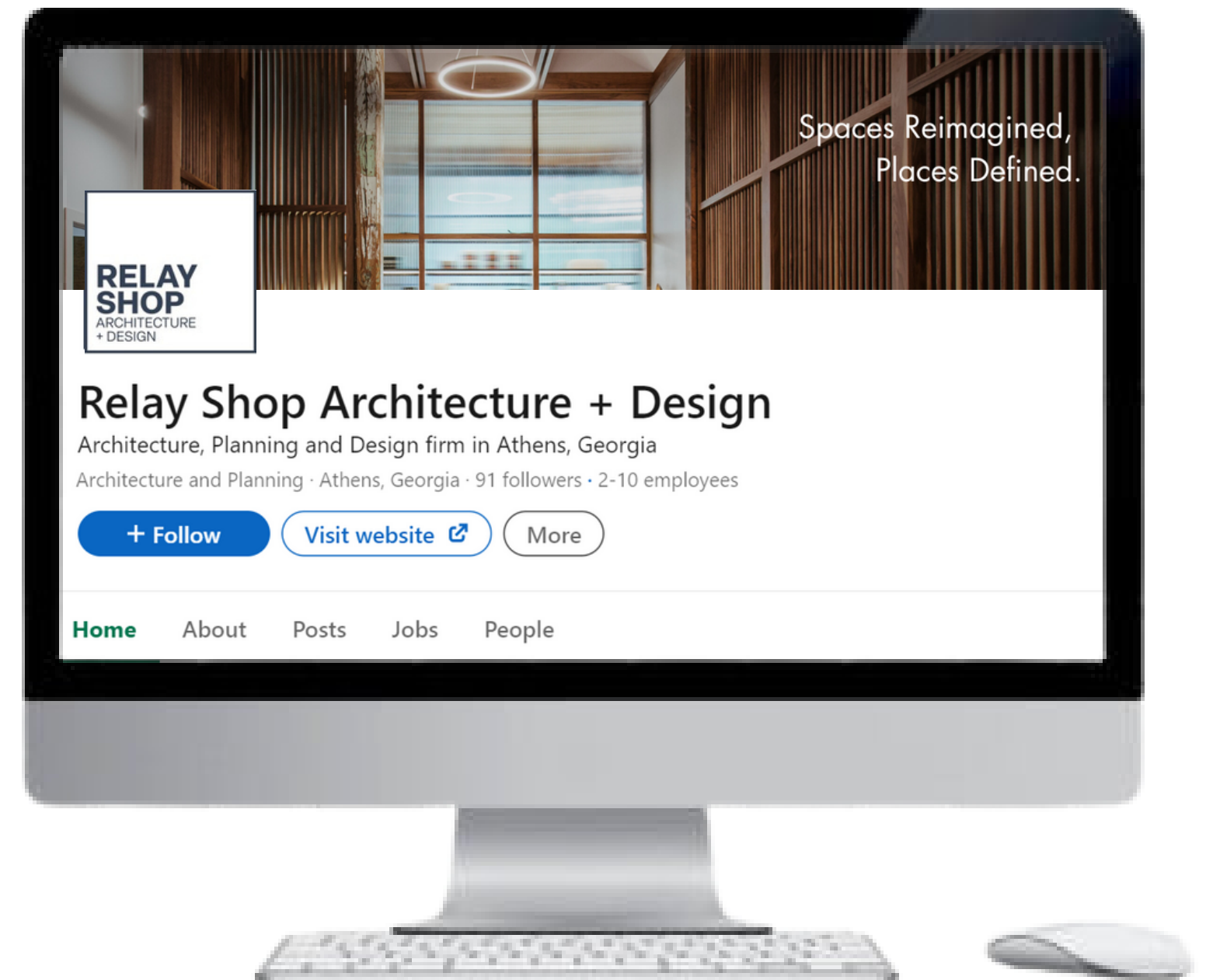
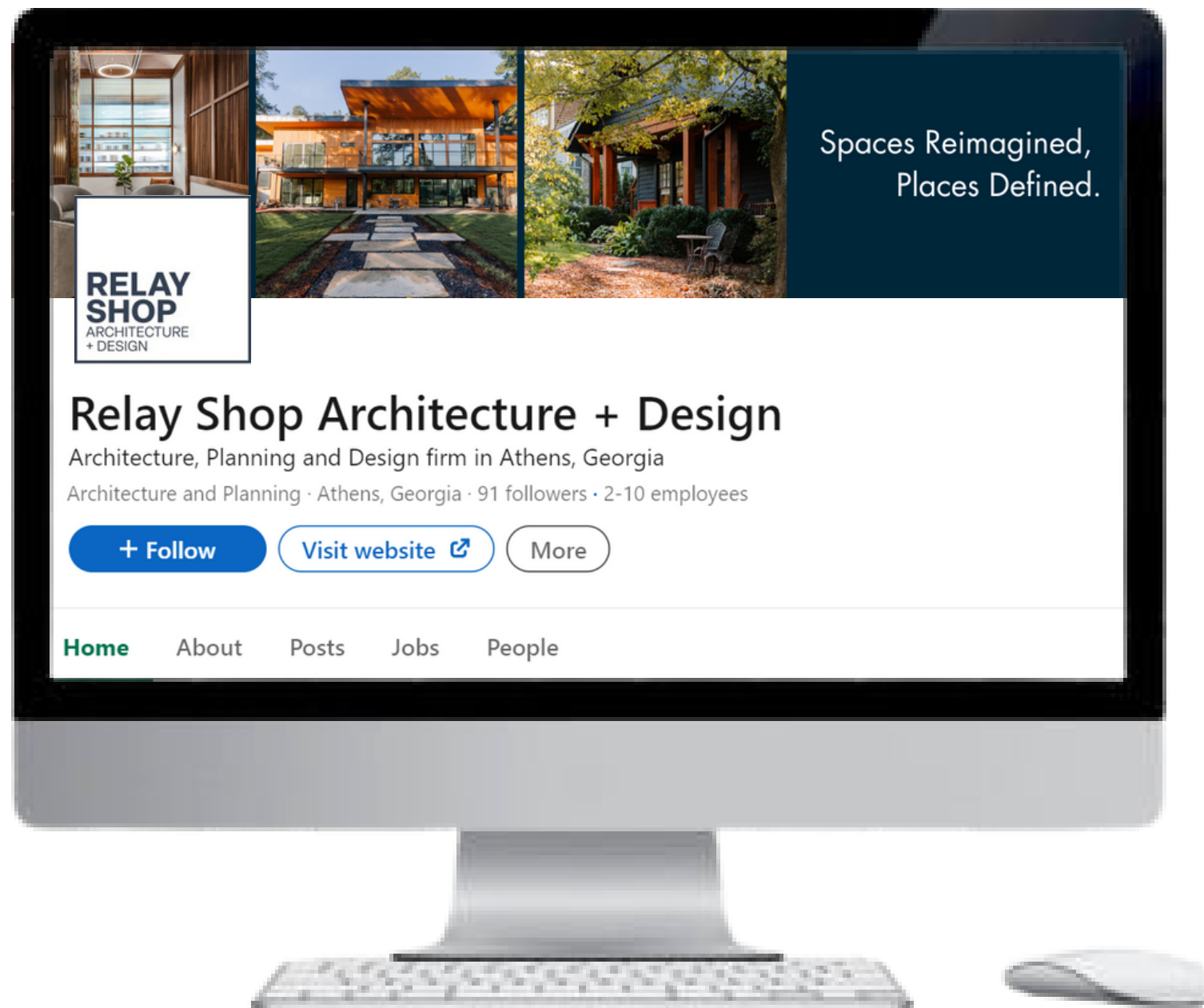
LINKEDIN BIO - REVISIONS

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.

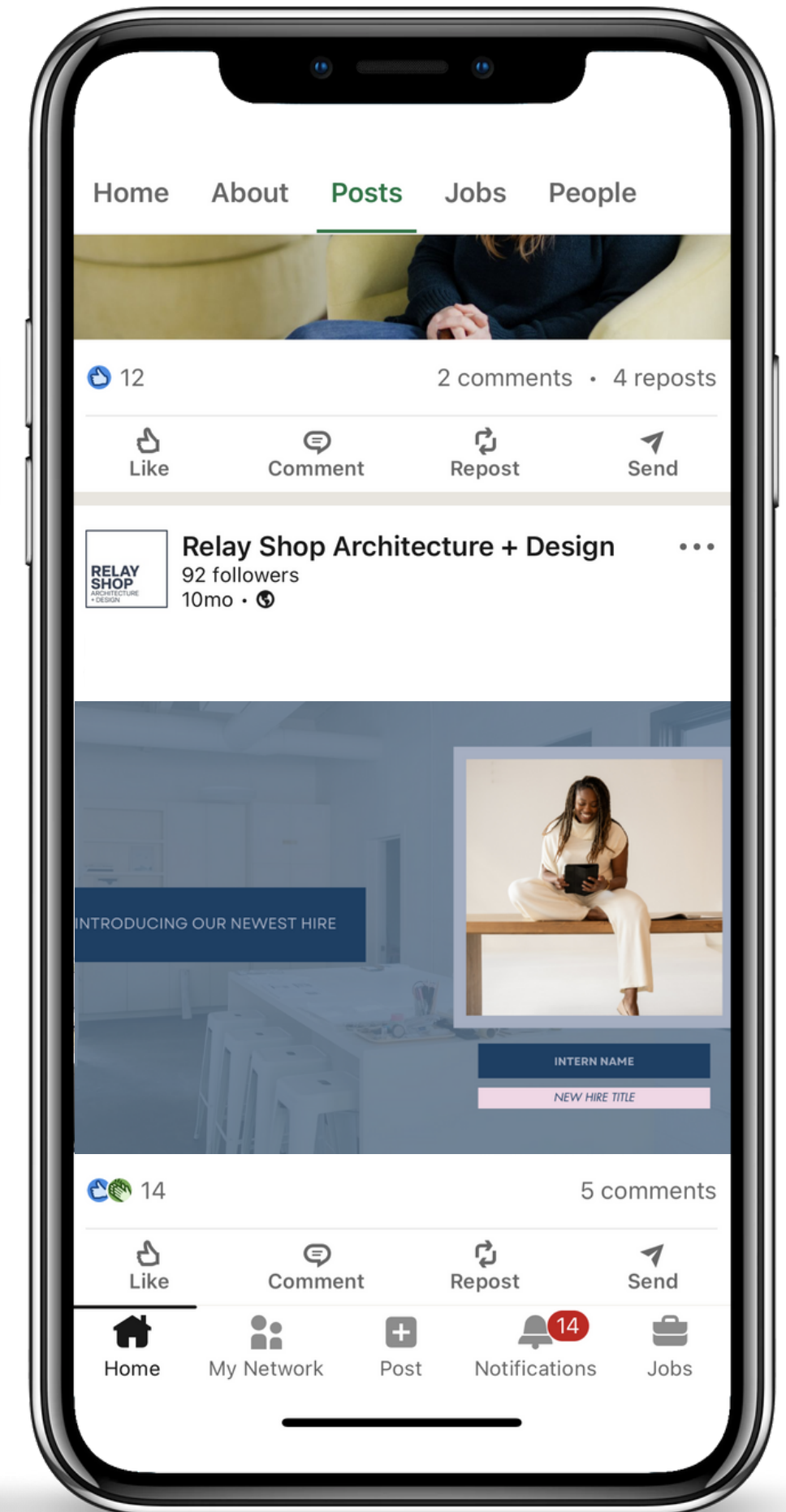
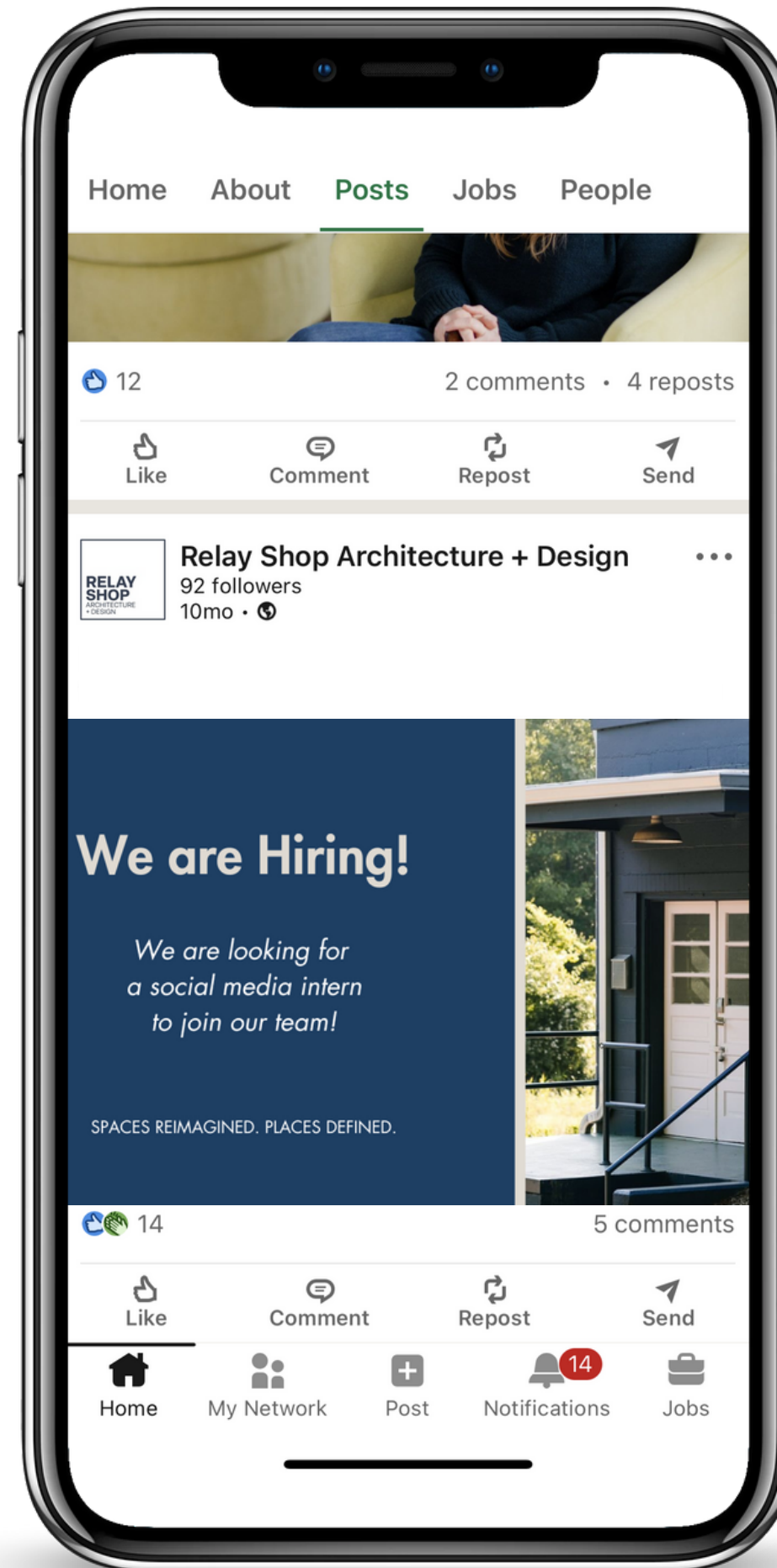
We relay; information, design ideas, visual graphics and technical drawings. Our shop is where we create your vision.



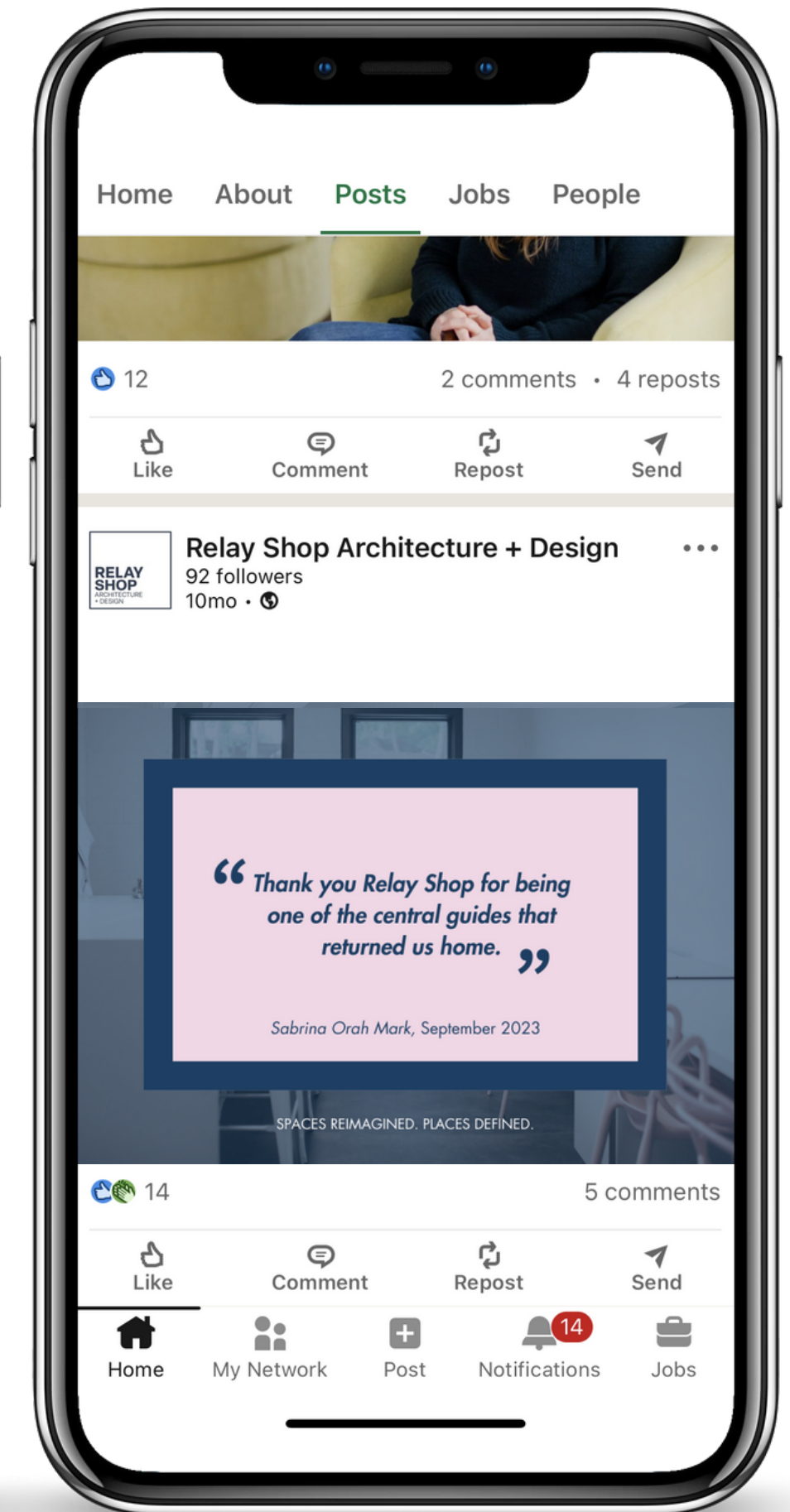
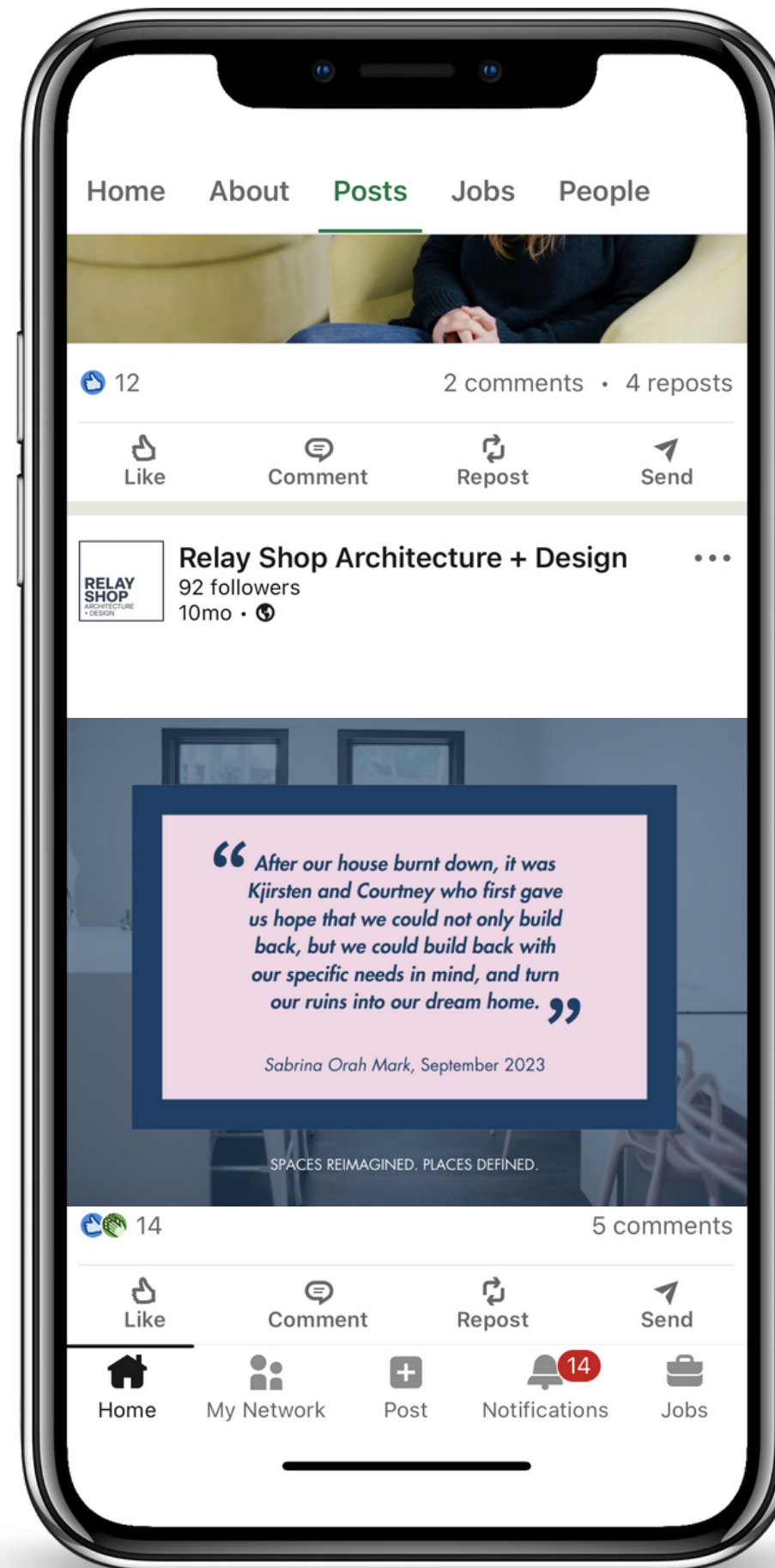
MOCK UP: LINKEDIN BANNERS



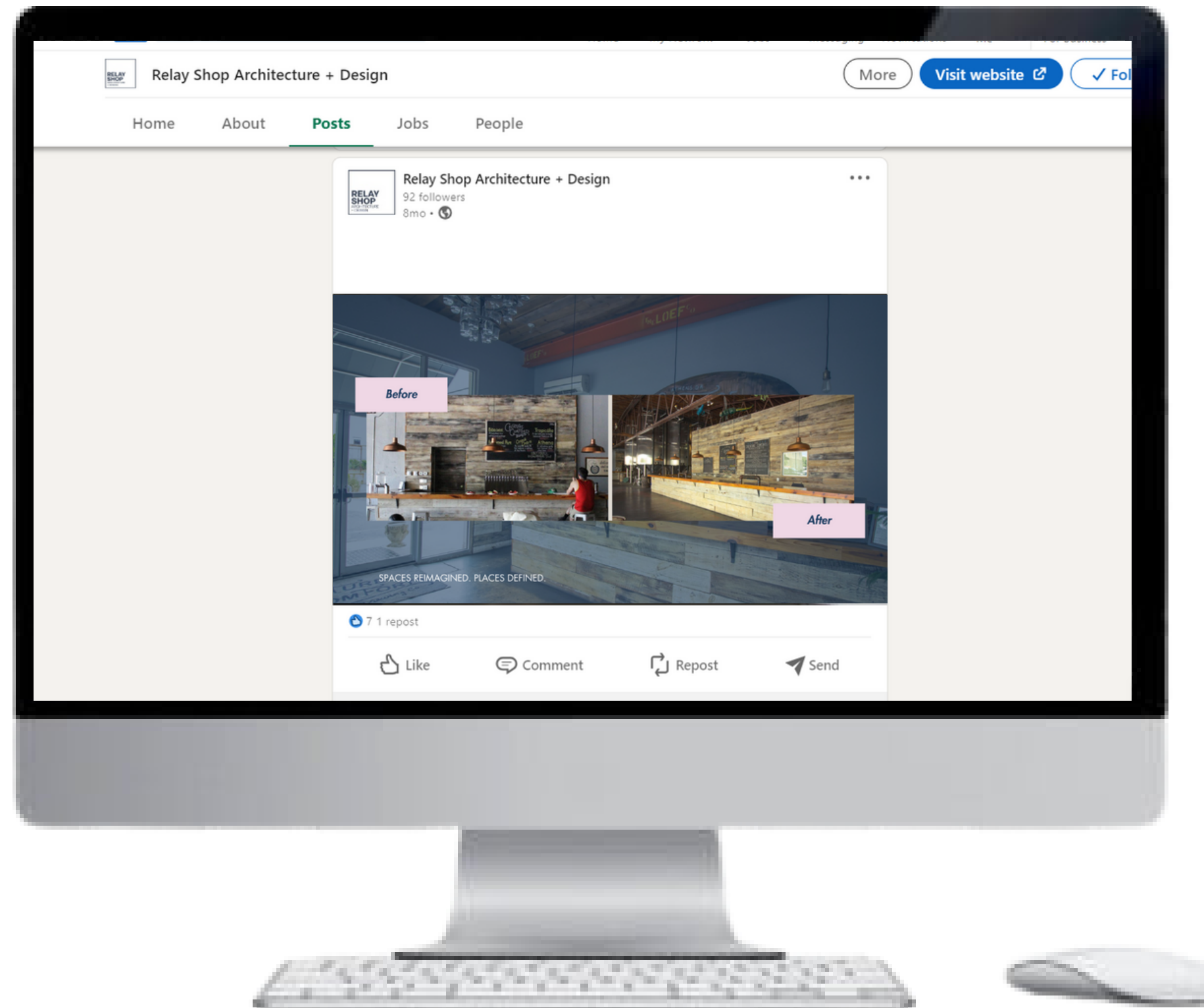
POST MOCK UP: NEW HIRE



POST MOCK UP: CLIENT TESTIMONIAL



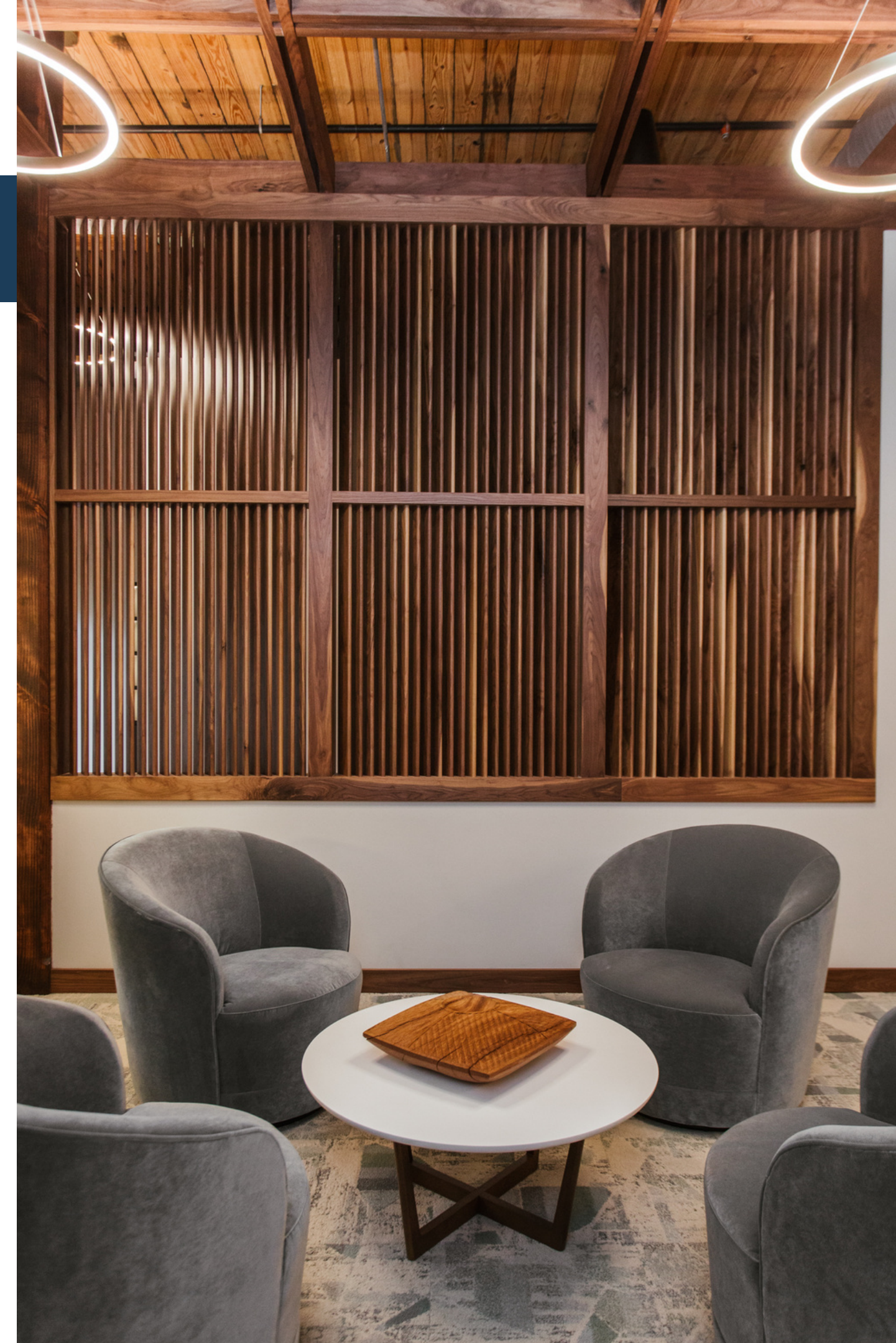
POST MOCK UP: BEFORE & AFTER



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