



case study: independent consultant

client: independent consultant

This Organizational Development consultant wanted new business cards and stationery. Previously, she had made her own cards and wanted something that looked more professional. And she wanted to expand her practice to include more sustainability work.

I interviewed her using the Engagement Competency Model as a framework. From this conversation, I wrote her manifesto, which was then the guide for the design process.

In her interviews, the idea of a circle kept coming up, as in: a safe circle that she creates for her clients. It became clear that her design had to include a circle. And sustainability was another important theme that she wanted to build into her practice. In my designs, I incorporated the idea of a circle both as the safe haven that she creates for her clients and also as a symbol of sustainability. I also replaced bright colors with earthy, grounded tones. And I used simple, modern fonts.

My client was thrilled with the result.

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business cards

before



after



front
(French version)

back
(English version)



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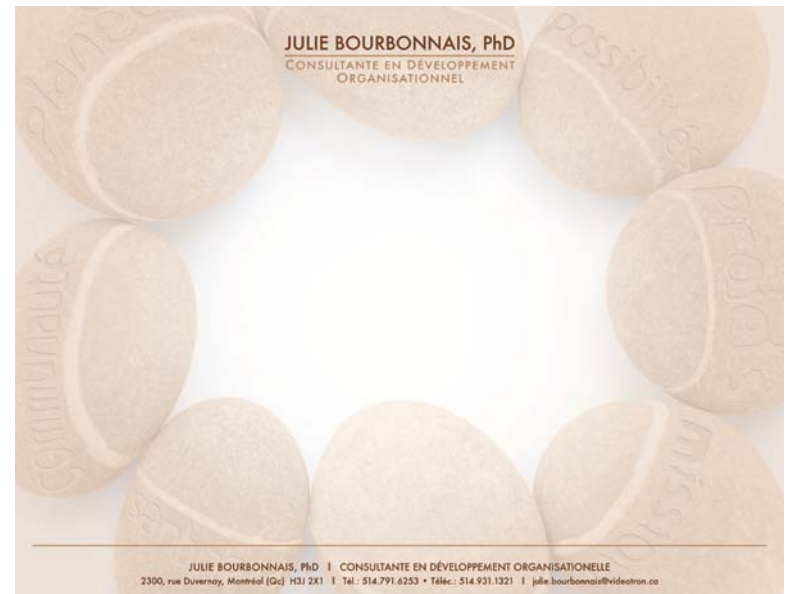
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JULIE BOURBONNAIS, PhD
ORGANIZATIONAL DEVELOPMENT
CONSULTANT

the full circle of sustainability

2300, rue Duvernay, Montreal (Qc) H3J 2X1 | Tel.: 514.791.6253 • Fax: 514.931.1321 | julie.bourbonnais@videotron.ca



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