

HELLO.

Thank you for requesting work samples!

I know that perusing a website is much easier than passing around a pdf document. So, I appreciate your patience as I get my site up and running again after it was hacked the first week of February.

In the following pages, you will learn a bit about 2 Fold Studio and the graphic design and illustration services that I provide for my clients.

Keep reading to find out more.



INTRODUCTION

Get to know 2 Fold Studio.



Who is 2 Fold Studio?

I am Lisa Scheideler, and I own **2 Fold Studio**, a small design and illustration studio located near downtown Denver. I started my graphic design career over 18 years ago in environmental graphics where I designed and provided detailed drawings for signage and exhibits. From there, I worked in three different design studios in Denver which helped me build the knowledge and experience I needed to start my own design business. Since 2006, logos, branding, print, web, illustration, signage, email marketing and social media are the bulk of my current projects. I love the design process of taking a client's idea to the "I love it!" stage.

What is 2 Fold Studio's approach?

I've had the pleasure of working with most of my clients for many years. I strive for three things in every existing and new client relationship: good design, on time delivery and being easy to work with. All of these things are a product of good communication and collaboration with you, the client. My approach is simple - the main goal is to build a trusting partnership to meet the needs and aspirations of your organization. With a good relationship, design and feedback becomes natural and enjoyable.

How do we start?

I request a meeting to kick-off the initial projects to brainstorm, listen to your ideas and determine your target audience and demographics. All of these pieces help guide the design into the right direction.

Are you equipped?

You might be thinking, how can a one-person studio accomplish our ever-growing design needs? I'm incredibly efficient, thorough and provide personal attention. I also have a set of freelancers that I call upon to keep projects on schedule. You'll find that with less people and one main contact, the message doesn't get muddled!

Who are your clients?

My clients consist of a variety of small businesses and non-profit organizations including Amanda Snitker Real Estate, Beautify Earth, Bicycle Blue Book, Colorado Commercial Services, Colore Restaurant, Curious Theatre Company, Discovery Education, IMBA, Metro Caring, Metro Community Provider Network, Mountain Midwifery Center, Peregrine, Project Angel Heart, SmartEtailng, and The Well Sessions.

What is your specialty?

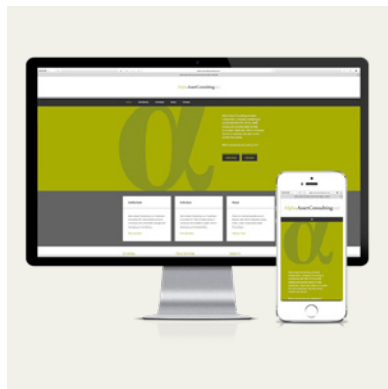
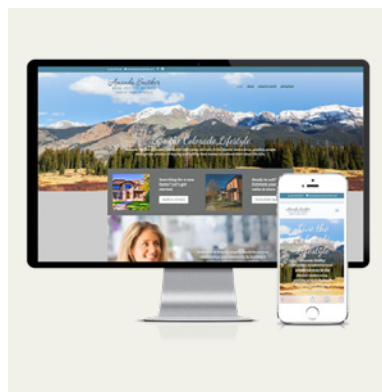
I love to combine design and illustration into projects. I believe it makes them richer, more unique and results that are, well, two-fold.

PORTFOLIO

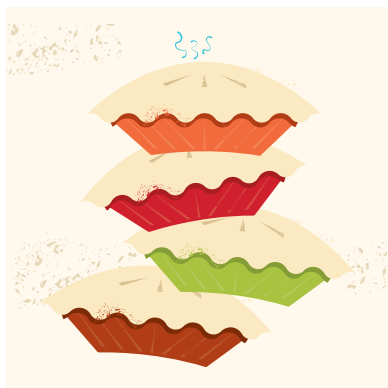
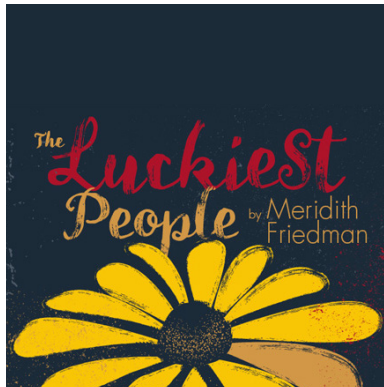
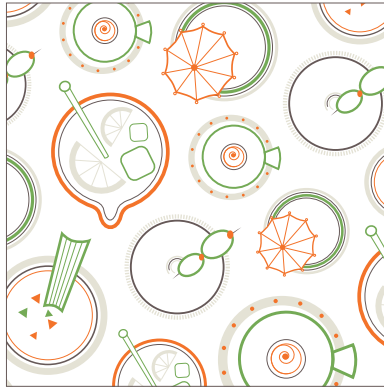
Logos galore from 2 Fold Studio



PORTFOLIO *Print, Web, & Signage*



PORTFOLIO *Illustration*



*"You can't use
up creativity.
The more you use,
the more
you have."*

Maya Angelou