

Case Study ^{No.}3



Robert Mott • creative director

CLIENT:

Paul & Layne Cutright

RELATIONSHIP COACHES FOR HOME AND WORK

PROBLEM:

"We need a complete re-branding of our business to facilitate not only our name change, but also our conversion from traditional print publishing to Web-based, downloadable and print-on-demand products."

"Clients come to me with all sorts of problems. In each case, I try to respond with strategic thinking and intelligent design solutions."

SOLUTIONS:

I designed a completely new identity for the Cutrights centered around their names, their portraits, and their new tagline, "Secrets and Strategies for Successful Relationships at Home and Work". As they had categorized their product lines into four main areas: *Authentic High Performance Communication, Enlightened Conflict Resolution, Emotional Well Being, and Secrets & Strategies for Successful Relationships*, I applied a categorical color theme approach to their complete line of book covers, audio/visual product covers, and workbooks. In addition, a set of unique icons were designed to quickly describe what type of deliverable the customer would receive.

LOGO IDENTITY: As one of a handful of husband-and-wife relationship coaches around the world, Paul and Layne Cutright have developed a solid reputation as intelligent, insightful, and gifted teachers. Their life's work has been shaped by their more-than-thirty-year personal and professional relationship. For years, they operated their seminar business and published their materials under such trade names as "Heart to Heart, International" and "The Center for Enlightened Partnership": descriptive of their intention and purpose, yes, but not particularly memorable to the general public.

After more than twenty-five years in business, they realized that *they had become an entity unto themselves*; that is, when they presented at seminars, workshops and speaking events around the world, people easily remembered them as "Paul and Layne". My design for their image reflects the personal and valuable nature of their work; the creative and spiritual quality of their processes; and their friendly, trusting, and unique personalities.



FINAL PRESENTED LOGO

The cupid-like "love archer" was used as an ampersand to give a unique and visually descriptive quality to the logo. The "Secrets & Strategies" icon was designed as a benefit seal to quickly target the value of their products and coaching services.

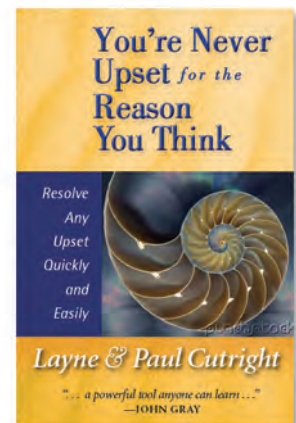
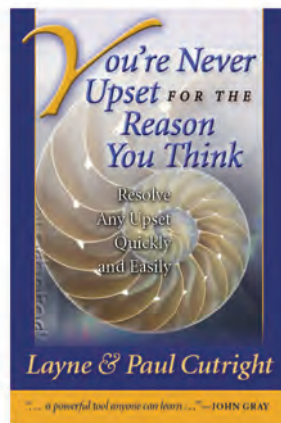
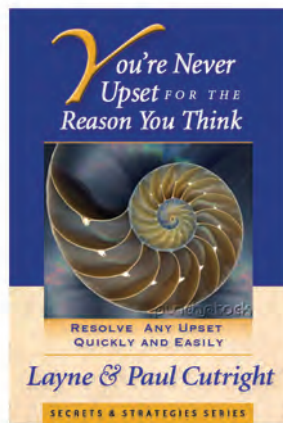
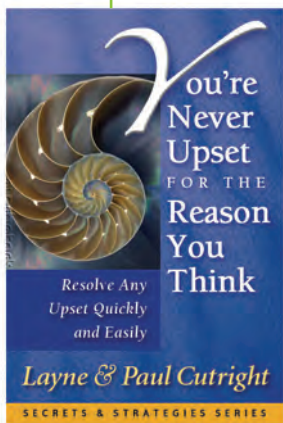
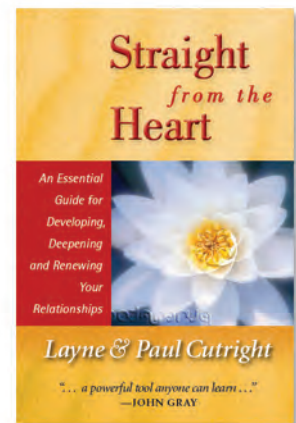
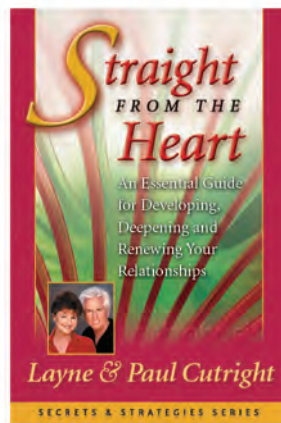
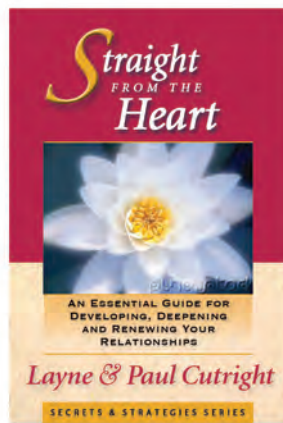
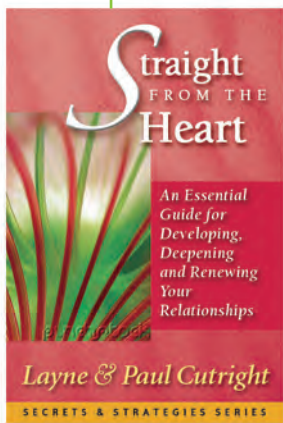
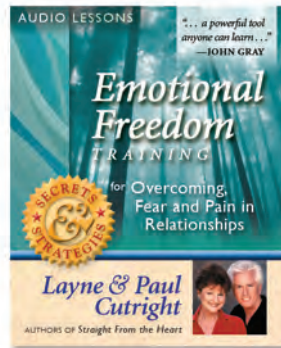
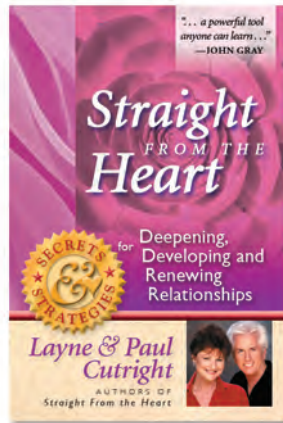
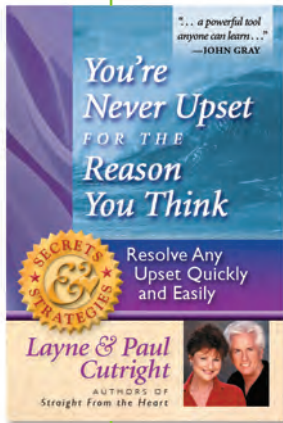


Robert Mott Designs

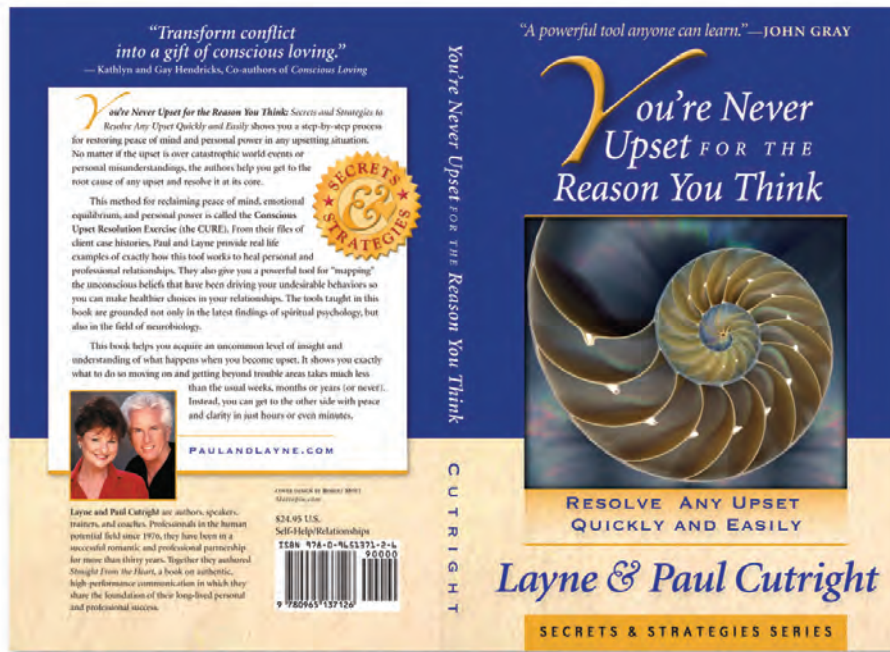
PROJECT:

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PRODUCT DESIGN SKETCHBOOK: Having worked with Paul and Layne for over ten years as both a designer and a client, I had a unique vantage point from which to interpret their new image. This “sketchbook” shows the evolution of the thought process as the final umbrella visual solution was developed and applied to the first two book covers.



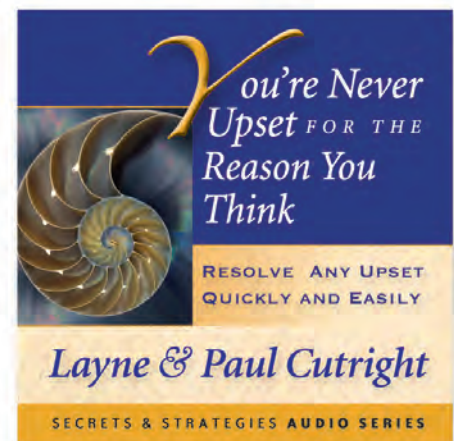
“Converting our product line to Web-based digital downloads and print-on-demand products was no small feat. But Robert collaborated with us every step of the way, always with one eye on the big picture of our new brand, and the other on the small details that make each product stand out. **When it was all finished and the site was launched, our first month's sales were higher than the previous twelve months combined!** Our Website is now a passive income generator that yields in the mid- to high-five-figures in annual sales.” ▶ Paul Cutright



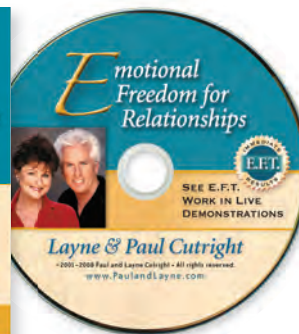
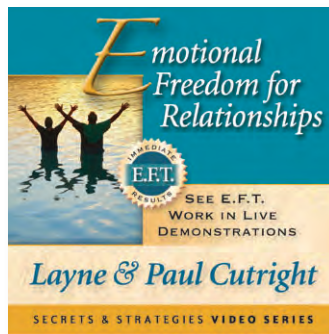
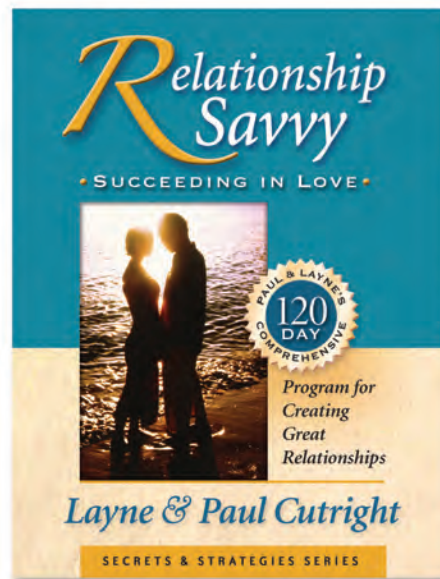
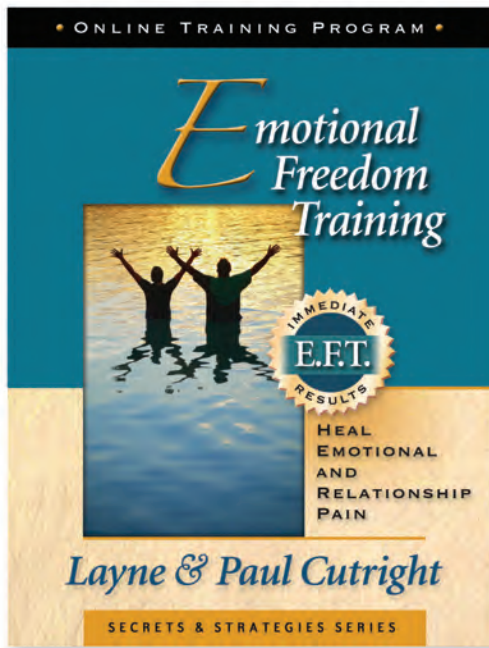
The final print-on-demand book cover (shown at left) established the umbrella look of the entire product line which includes a dominant, bold color field (here it's blue); a soft and tactile rice-paper background used to connote peace and serenity; gold color elements to emphasize the quality of the content and teaching; and a dominant photograph to artistically and/or emotionally represent the concept of the content.

PRINT-ON-DEMAND BOOK COVER

PRODUCT DELIVERABLE ICONS: To help reduce customer service calls, we developed a set of quick-read icons to differentiate each product's deliverable format—whether that be a physical product that's shipped or a downloadable file in a variety of media formats.



MP3 AUDIO DOWNLOAD PRODUCT



These products focus on emotional health and well-being, self-esteem, relationships, giving and receiving, and sexuality, and include instructional videos of powerful, positive change procedures.

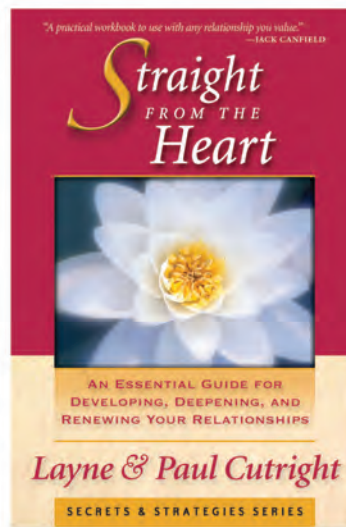
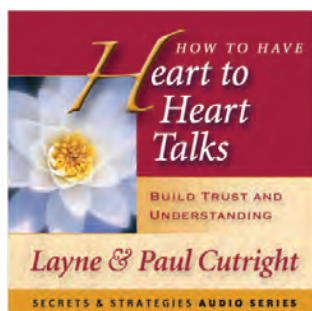


Workbook PDF

eAudio MP3

WebVideo FLASH

One of Paul and Layne's foundational teaching techniques, Heart to Heart Talks, helps create more trust, understanding, and cooperation in your most important relationships. The colors and the imagery were chosen to conjure intimate, "heart" emotions.

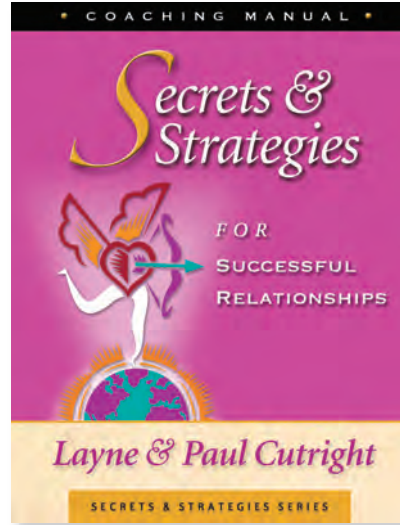


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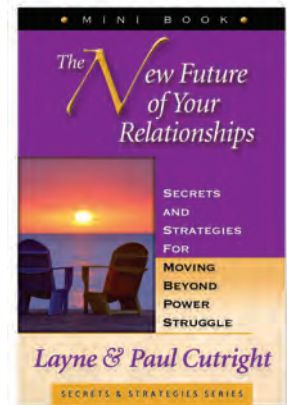
eBook PDF



BUSINESS CARD



COACHING MANUAL COVER



MINI-BOOK COVER

MULTIMEDIA COMPONENTS: I designed a series of custom slide backgrounds that could be imported into PowerPoint for use not only in live speaking engagements, but also in *virtual teaching sessions* that Paul develops to support their online product sales.



POWERPOINT SLIDES

LAYNE AND PAUL CUTRIGHT on working with Robert Mott



"Robert is a masterful designer. **He tuned into exactly what we wanted and brought it forth with style and elegance.** He is quite simply the BEST designer we have ever worked with in over thirty years in business."

► Layne and Paul Cutright • Authors, Educators and Relationship Coaches

► To find out how Robert Mott & Associates can design the perfect solution for your marketing problems, visit www.RobertMottDesigns.com, or call (540) 290-1677.



strategic thinking. intelligent design. nice people.