

# Worthy cause. Strikingly clear event branding.

Work With Me

## Refined event branding to help your organization exceed its goals.

The Smith Creative helps nonprofits and community-driven organizations create meaningful change through cohesive event branding and design.

Whether you're hosting a conference, festival, gala, or virtual event, I ensure your visuals flow with your event goal, connect with your target audience, and leave you one step closer to impacting change.



## Impact-driven Services

### Branding

Unite your staff and attract your target audience with a clear event visual identity of bespoke logos, fonts, and color palettes.

### Collateral

Enhance your attendee experience and solidify support with aligned print and digital collateral, such as posters, signage, and slide presentations.

### Web Design

Welcome prospective attendees and sponsors to your virtual hub with branded visuals and features to relay key event details.

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## Let's get acquainted

I'm Stacey, founder of The Smith Creative. Previously, I worked in the corporate world as a project manager until I returned to my creative roots and transitioned my career. Now, I help changemakers energize their events through effective, intentional design. With refined visuals, we can highlight to your audience what's important—how you make a difference in your community.

[Learn more](#)



## The Ultimate Brand Checklist

Keep your event branding cohesive and organized from start to finish.

[Download the checklist](#)

## Recent Partnerships



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## Event branding designer for the changemakers

Hi, I'm Stacey, a graphic and web designer based in the Washington, D.C. area. I make refined event visuals for nonprofits and community-driven organizations.

For the last 20 years, I've handled project management and marketing tasks for corporate and nonprofit companies. I loved the benefits but realized my true passion was creating high-quality, clear visuals to support the work of changemakers. That led to my pivot into entrepreneurship and freelance brand design. Through The Smith Creative, I help people-focused organizations create impactful change through cohesive event branding.

## Everyone is capable of making an impact in this world.

For me, it's by creating event visuals that support the goals of community-driven organizations—like yours.

I understand how vital and time-consuming your work is. Adding branding and designing tasks to your growing to-do list won't cut it, especially when so many people benefit from how you make a difference in your community.

That's why I'm here—to declutter your busy schedule with a seamless event branding process and deliver clear, cohesive visuals.

Your upcoming event deserves branding that will make people not just show up but remember how you transformed their lives. I use purposeful, minimalist design that aligns with your mission and creates a lasting impression on your audience.

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# Intentional Branding and Clear-Cut Designs

The work of your organization is transformative. I believe your visuals should match.

My holistic approach to event branding aligns each piece of your event visuals to your organization's creative needs. The result can make headway on your worthy cause and bring you one step closer to improving your community.

Whether hosting a festival, gala, conference, or virtual masterclass, the right branding and design can increase public awareness, ticket sales, and loyal support.



## Here's how we can work together.

### Event Branding

Energize your upcoming event with a clear brand identity. This first step turns your event theme into a reality with aligned imaging, personality, and style that is uniquely yours. Consistent event branding can unite your staff with a collective vision. It also clearly represents your values to your target audience. No matter what platform people discover you, your event will be easily recognized by its custom visuals. With a tailored color scheme, typography, and design, we can determine the look and feel for your event that aligns with your cause and draws in attendees and sponsors.

This is your event's North Star and the first visual your audience will see. Make sure it's memorable.

Includes:

Bespoke color palette based on event theme and existing organization branding

Overall design and graphics, including logo and submarks

Detailed font selection

### Event Collateral

### Event Web Design

### Parties & Weddings

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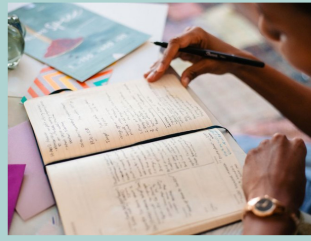
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## The Process



### 1. Consultation

We'll meet to learn about your organization and your event needs.



### 2. Strategy

In this planning session, we'll develop a project schedule and finalize your branding details.



### 3. Design

Now's the time to piece it all together. You'll receive drafts of your branding and designs to review.



### 4. Delivery

This phase includes any last revisions and the handover of your event visuals.

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## Frequently Asked Questions

How long does the process take? —

The average project timeline is 3 to 6 months. Every client's event branding needs are unique and may require varied timelines to accomplish their visual goals.

Do you offer payment plans? +

Which web design platform do you use? +

What is the value of event branding? +

When can we get started? +

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