

eSOPH BRAND CONSISTENCY

A COHESIVE BRAND ACROSS EVERY CUSTOMER TOUCHPOINT.

Maintaining a cohesive brand across trade shows, collateral, digital touchpoints, and supporting marketing assets.



THE CHALLENGE

Miller Mendel needed a cohesive visual language for eSOPH—a secure, cloud-based background investigation platform created specifically for public safety agencies. As the brand expanded across sales materials, product education, digital campaigns, trade shows, and related offerings, every piece needed to remain recognizably eSOPH while communicating complex information with clarity, credibility, and authority.



MY ROLE

- Graphic Design
- Brand Stewardship
- Brand Extension Design
- Information Design
- Campaign Design
- Print & Environmental Production



THE VALUE

I extended the eSOPH identity into a flexible visual system that could scale from business cards and social advertisements to brochures, comparative sales materials, technical information graphics, and a complete 20-foot trade-show environment.

The result was a consistent and recognizable brand presence across print, digital, and physical applications—without sacrificing clarity, authority, or cohesion.

“ Ian has been working with us since 2021 and was hired to help us rebrand with stronger, more engaging visuals. He understands our style and direction and it shows every time we need to add a new asset or refresh an old one.

JESSICA GUITON

Marketing Coordinator

PROJECT SNAPSHOT



INDUSTRY

Public Safety
Technology /
SaaS



DELIVERABLES

Integrated Brand
Communications



AUDIENCE

Law Enforcement &
Public Safety
Agencies



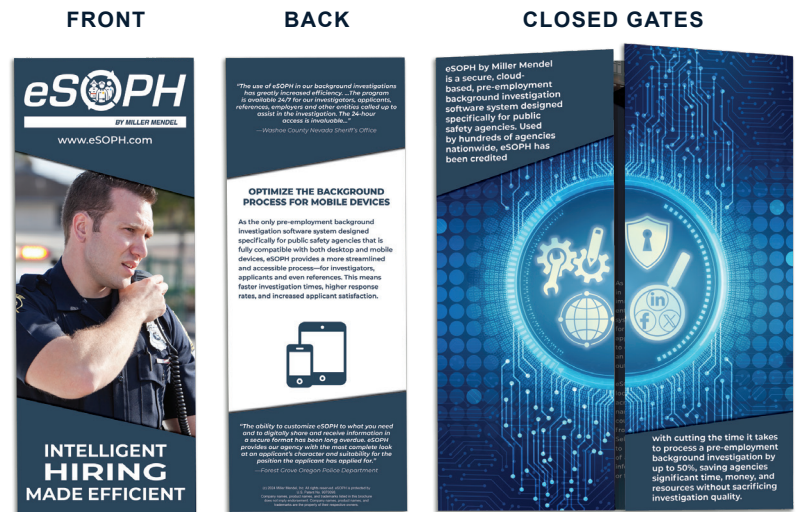
FORMAT

Print, Digital &
Environmental

eSOPH DOUBLE-GATE BROCHURE SYSTEM

TURNING COMPLEX SOFTWARE CAPABILITIES INTO CLEAR PRINT COMMUNICATION

eSOPH needed a comprehensive sales piece that could explain a technically detailed software platform without overwhelming prospective clients. I developed a custom, double-gate brochure that guides public safety decision-makers from high-level positioning and client validation through product customization, integrated capabilities, agency connectivity, and security.



A custom double-gate brochure designed so the exterior panels form a continuous branded composition when closed.

THE CHALLENGE

Translate a large volume of technical and operational information into a brochure that remained approachable, visually consistent, and useful to both first-time prospects and informed agency decision-makers.

MY ROLE

- Brochure Style Selection
- Visual Hierarchy
- Brand Consistency
- Typography
- Custom Iconography
- Print Production

THE VALUE

The finished brochure gives eSOPH a comprehensive sales tool that can support conversations at trade shows, demonstrations, meetings, and direct outreach.

EXTERIOR SYSTEM



The exterior was designed as a continuous visual system, with each panel functioning independently while contributing to the complete folded and unfolded presentation.

INTERIOR SYSTEM



The interior organized the platform's capabilities into four clearly differentiated sections, helping readers move from product customization and integrated tools to network functionality and security.

 **DELIVERABLE**
Double-Gate
Brochure

 **FORMATS**
Print / Digital PDF

 **AUDIENCE**
Public-Safety
Agencies

 **FOCUS**
Information Architecture
/ Product Marketing

EXTENDING THE BRAND FOR CLIENT EDUCATION

Miller Mendel launched eSOPH EDU, a monthly webinar series designed to provide software updates, refresher training, and continuing education for existing clients.

The company needed a customized identity that would be immediately recognizable in client inboxes while remaining clearly connected to the established eSOPH brand. The visual identity also needed to work across email headers, Zoom backgrounds, training videos, and future educational materials.

“ We’re really liking this. We really like the graphic you designed to connect the eSOPH logo to the EDU extension and think it works well with our other marketing pieces.

– Jessica Guiton, Marketing Coordinator
Miller Mendel, Inc.



A distinct identity that communicates education, training and support while remaining unmistakably eSOPH.

ORIGINAL BRAND



BRAND EXTENSION



PRESERVED

Core typography, the original eSOPH mark, and established brand recognition.

INTRODUCED

Core typography, the original eSOPH mark, and established brand recognition.

ACHIEVED

Core typography, the original eSOPH mark, and established brand recognition.

APPLICATIONS IN ACTION

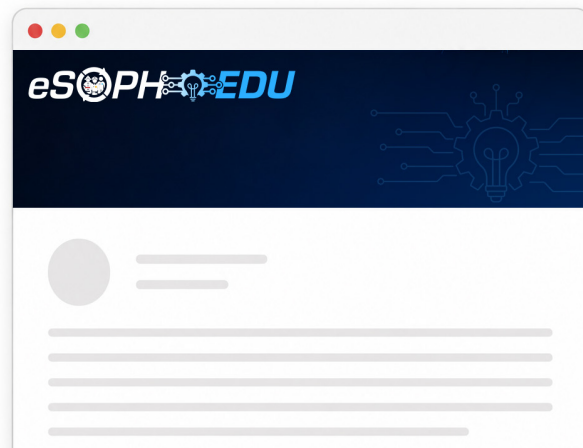
ZOOM BACKGROUND

A professional, on-brand presence for live training and webinars.



EMAIL HEADER

eSOPH EDU eblasts stand out in the inbox while maintaining trust and brand familiarity.



MAKING A COMPLEX PRODUCT INTEGRATION EASY TO UNDERSTAND

A co-branded brochure that introduced social media screening within the eSOPH workflow.



THE CHALLENGE

Explain a specialized screening service in a way that felt clear, credible, and easy for law enforcement agencies to understand without overwhelming readers with technical or procedural details.

MY ROLE

- Editorial Design
- Information Architecture
- Co-Brand Integration
- Custom Iconography
- Report Visualization
- Print and Digital Production

THE VALUE

I translated a complex software partnership into a clear educational piece that guided readers from understanding the service's value to evaluating screening criteria and interpreting reports.

A THREE-STAGE INTEGRATION JOURNEY

1 WHY IT MATTERS



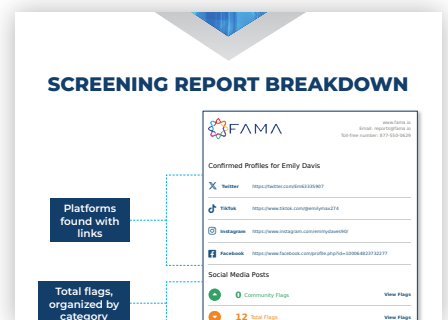
Introduced the service and explained how screening reports integrate with the existing eSOPH system.

2 WHAT IS SCREENED



Organized sensitive categories such as harassment, threats, crime, violence, and drugs into a clear, reader-friendly matrix.

3 HOW IT WORKS



Annotated report pages help investigators quickly understand flags, platform links, categories, and details from social posts.



BALANCED CO-BRANDING

Preserved eSOPH brand recognition while giving Fama a credible presence.



CLEAR INFORMATION ARCHITECTURE

Guided readers logically from the need for the service through the workflow and interpretation.



SENSITIVE CONTENT MADE APPROACHABLE

Used clear visual structure and labeling to simplify complex screening criteria.



DECISION-READY COMMUNICATION

Helped agency leaders quickly understand the service and its role.

GEOFENCING DISPLAY CAMPAIGN

eSOPH needed a large, coordinated suite of digital advertisements for a geofencing campaign aimed at prospective public safety clients. The campaign required two distinct creative sets, each adapted across 21 digital dimensions.

I designed a flexible visual system that maintained eSOPH’s identity, campaign messaging, and calls to action while rebuilding each composition to accommodate the unique proportions and communication constraints of every format.

		
2	21	42
CREATIVE SETS	DIMENSIONS EACH	FINAL ASSETS

THE CHALLENGE

Develop a coordinated geofencing display campaign that could maintain clarity, recognition, and persuasive impact across 21 dramatically different ad dimensions.

The smallest placements allowed only seconds of attention and minimal content, while larger formats provided room for supporting statements, product-interface imagery, credibility messaging, and stronger calls to action. Each composition needed to function independently while remaining unmistakably part of the same eSOPH campaign.

THE CAMPAIGN SYSTEM

TWO DEMOGRAPHIC-FOCUSED SETS

Sets 1 and 2 were intentionally built around different demographics to broaden the campaign’s visual appeal. Although the featured individuals changed, both sets followed the same strategic messaging, brand standards, and conversion goals.

MESSAGE ARCHITECTURE BY AVAILABLE SPACE

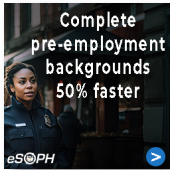
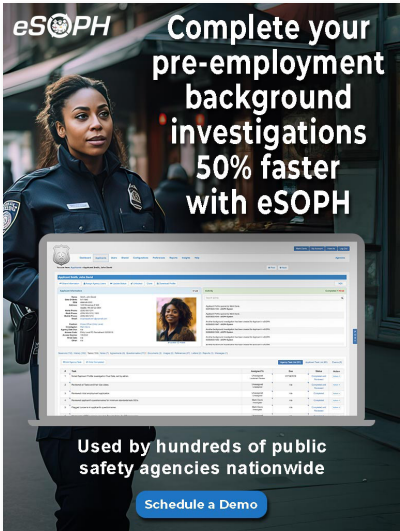
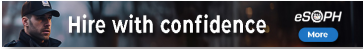
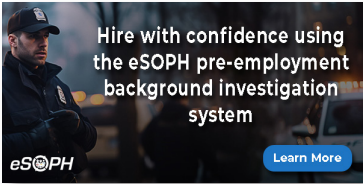
Messaging was adapted to the communication capacity of each format. Compact banners used abbreviated headlines and concise calls to action, while larger placements supported fuller benefit statements, credibility messaging, and software-interface imagery. The featured officer imagery was also repositioned and cropped to remain effective within each proportion.

CONSISTENT IDENTITY ACROSS BOTH SETS

Typography, color palette, logo treatment, button styling, and message hierarchy remained consistent across both sets. This allowed the campaign to introduce demographic variety without fragmenting the overall eSOPH brand or making the two creative directions feel unrelated.

PRODUCTION CONSISTENCY AT SCALE

The campaign required more than aesthetic consistency. Every file needed to be prepared at its exact required pixel dimensions, checked for readability, and reviewed to ensure important content remained safely visible within radically different proportions.



BRAND PRESENCE AT SCALE

A cohesive visual system applied across trade shows, sales collateral, print marketing, and digital campaigns.



Trade Show Environment

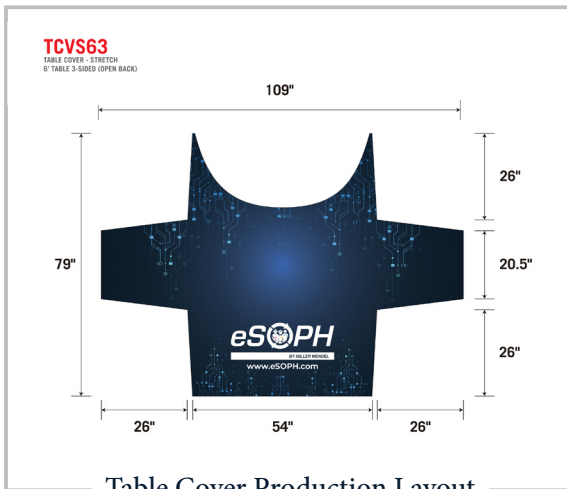


Table Cover Production Layout



Digital Ads



LinkedIn Ad Campaign

System in Practice



Consistent Identity
The eSOPH brand remained recognizable across environmental, print, and digital applications.



Multi-Format Execution
Assets were adapted for trade shows, brochures, flyers, posters, and social media campaigns without sacrificing cohesion.



Brand Stewardship
Typography, iconography, color, and messaging were carefully aligned to create a unified brand presence.