



HAVE YOU
**MET
ME?**

**DON'T WORRY,
YOU'RE ABOUT TO!**

CURRICULUM VITAE
2017

YOU KNOW HIM, YOU LOVE HIM and you've done okay living without him, but that's about to change! Over the years he's worked for some of the biggest brands, sharpening his design teeth and marketing skills in a world that didn't know quite what to do with him. It's tough being ahead of the curve and trapped in a world you never made. But he did it, and he did it his way. He gets people talking, and that's his lucky charm!

THAT'S WHY WHEN YOU THINK BRANDS, YOU THINK E H. HOWARD. You don't want just anyone touching your brand. You want someone with experience, right? Someone with a proven track record. You need some who won't burst in and grab you by the brand. You want someone who will treat your brand right. The way it should be treated, gently. That's what E H does best...treats brands right!! It's just uncouth if you don't".

SETTING OUT TO CHANGE THE WAY SMALL BUSINESS ENGAGES in their day to day practice, he founded the Design Office. It was and is a lofty goal but it's working! He knows brands aren't for the rich and powerful. Brands are for you! The little man! The average joe! People like us. You get a brand, and you get a brand....small businesses, the self employed, home business' they all get a brand. E. H. wants to share his knowledge of brands with those who need his help the most. His client list reads like a panel at a small business administration summit.

E. H. CAN'T MAKE EVERY PROBLEM IN YOUR BUSINESS LIFE GO AWAY, but he certainly can make a lot of them disappear. That's why when we say: "your brand is his business!" you know it's true! He's knows his stuff and he's helped a lot of businesses grow and succeed. How can he help you?

E. H. Howard
Brand Genius

EDUCATION

ADOBE CERTIFIED ASSOCIATE

SAVANNAH COLLEGE OF ART & DESIGN
Savannah, GA

ACADEMY OF ART
San Francisco, GA

ART CENTER COLLEGE OF DESIGN
Pasadena, CA

UNIVERSITY OF THE ARTS
Philadelphia, PA

ASSOCIATIONS

BNI
Placentia, CA

LETIP INTERNATIONAL
Orange, CA

AIGA
Orange, CA

PUBLISHED WORKS

THE SCIENCE OF BRANDING
A Practical Guide To Taking Control Of Your Brand

THE POLITICS OF BRANDING
A Primer To Put Your Brand To Work For You!

THE ART OF BRANDING
A Visual Guide To Revitalizing Your Brand

THE WORK OF BRANDING
A Self-Guided Workbook To Develop Your Brand

FUN FACTS

- Though I've made the claim that we created and designed the question mark... I can't back that up.
- I LOVE design.
- Coffee is the rocket fuel I use to design.
- I learned how to design back in the days before digital, if you remember stat cameras and printing presses, we have lots to talk about.
- I firmly believe that design can, will and has changed the world

CLIENTS

THEY ARE THE MARK OF A MAN AND A BUSINESS. Your client list says more about you and you're business than any one thing can. At the Design Office we are incredibly honored and flattered to have worked such a variety of small businesses. We've helped so many businesses you'd think we're the SBA.

WE ARE DRIVEN BY ONE GUIDING PRINCIPLE – empower small business with the branding and marketing tools they need to be successful. We like to say, our clients don't need us for everything...just the important stuff.

AFB Photography
Atlanta, GA

Law Offices of Christa M. Hill
Huntington Beach, CA

Three Bears Bake At Home
Anaheim, CA

AIM Mail Centers
Dana Point & Huntington Beach

LANDIMU
Miami, FL

Tustin Marathon
Tustin, CA

Anaheim's Dead
Anaheim, CA

Larsen Benefit Professionals
Seattle, WA

SummitHill Sales & Marketing
Placentia, CA

Art Center College of Design
Pasadena, CA

LevelCloud
Corona, CA

Jean Tietgen, Realtor
Huntington Beach, CA

Ballard & Ballard Fine Jewelers
Huntington Beach, CA

LeTip Int'l
Mesa, AZ

Tridus Magnetics & Assemblies
Dominguez Hills, CA

C.R. Beinlich & Sons Const.
Fullerton, CA

Liberty RE Network
Huntington Beach, CA

Val & Mikes Auto Repair
Huntington Beach, CA

Chrysalis Insurance Agency
Costa Mesa, CA

Natural Balance Pet Food
Burbank, CA

Valentine Chiropractic
Costa Mesa, CA

Directed Photonics Inc.
Chicago, IL

Orange County Dept. Of Ed.
Costa Mesa, CA

Warner Bros. On-Line
Burbank, CA

Edindale Tuxedo & Tailoring
Huntington Beach

PIH Health
Whittier, CA

Zephyr Networks
Mission Viejo, CA

Faster Fitness
Brea, CA

PowerStorm ESS
Rancho Palos Verdes, CA

Jim Grigas - Farmers Insurance
Tustin, CA

Showtime
Santa Monica, CA

ADD'L EXPERIENCE

GOLDEN WEST COLLEGE

Adjunct Faculty

August 2009 - Present

- Taught upper level, project based design courses in page layout, portfolio development and marketing and self promotion for artists and designers.

ART CENTER COLLEGE OF DESIGN

Director of Recruitment

August 2001 - 2009

- Primarily responsible for all of the recruitment/marketing efforts of the colleges Admissions office to prospective students and other interested markets.
- Managed Admissions staff and counselors on messaging and marketing.
- Produced, developed and executed monthly newsletter and other messaging.

AT A GLANCE

COMPANY EST.

2005

A FEW OF THE PEOPLE WE WORK WITH

BACKGROUND

Every business exists to succeed. No business opens its doors with the intention of closing. This couldn't be more true for your business. Every day you walk the fine line between keeping "the doors open and the lights on" and closing up for good. It's a constant challenge even when the economy is robust, but it's a nightmare when the economy is a rollercoaster.

Stop selling. start branding! is a philosophical change in how you engage and talk about your business. By taking a brand first approach you ensure that every marketing campaign has maximum impact and is always successful. It's an approach that makes marketing and sales easier to maintain and sustain. It gives you something tangible and real to sell and market. You no longer need to feel like your on a marketing treadmill, barely keeping up. We put you in the drivers seat. We put you in control of your business. You run your business, not the other way around...

We help businesses reach their full potential.

Artists, Designers + Freelancers
Consultants
Dry Cleaners
Home Based Businesses
Real Estate Agents
Retailers & Single Person Storefronts
Sales People
Small Businesses
Switching Careers

WHO KNOWS US

AIGA
BGI | Business Growth Innovators
Anaheim Chamber of Commerce
Golden West College Digital Arts Dept.
LeTip International

The **FACTS...** JUST THE FACTS

75

WON'T SEE A FULL YEAR IN BUSINESS

That's a fact! Three quarters of all businesses won't survive the first year. The first year!

Why? Well we don't really know why, we aren't here to blame, what we do know is a brand improves the odds, considerably.

That's a fact!

20%

OF THOSE WON'T SURVIVE

Are you sitting down? If not, sit down, right now. Of that, less than a quarter of those survivors make it to five years.

If your doing the math..let us know the numbers, math isn't our thing. Brands are our thing! We just know it's not good, not good at all.

That's a fact!

04%

WILL CELEBRATE TEN YEARS

Seriously, are you sure you can handle this? We lost count on the math, we just know brands give you a better than average chance to make it from day one.

A business that brands should be able to survive any storm

That's a fact!

The **Design Office**

stop selling. start branding!

SOCONA.US