Cathee Frazer

Strategic Brand, Marketing & Creative Leader

SELECTED WORK & PORTFOLIO LINKS

Please note that this is an interactive experience – many portfolio images are hyperlinked and can be viewed in full.

Branding Systems

U.S. National Science Foundation, federal government brand restructure

NSF Brand Standards Manual



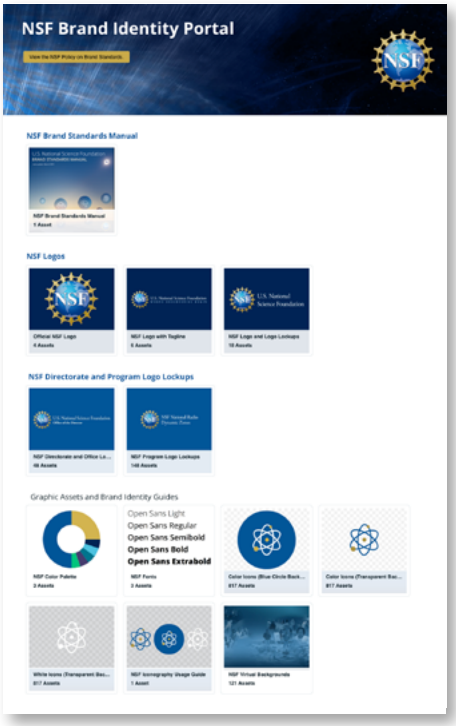
Fact Sheets



International Efforts and Cobranding



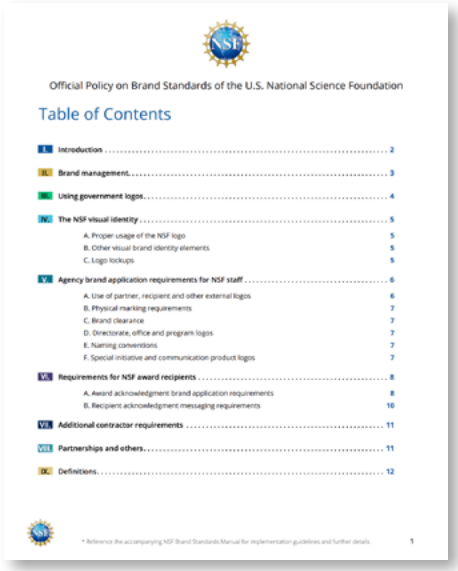
Brand Identity Asset Management



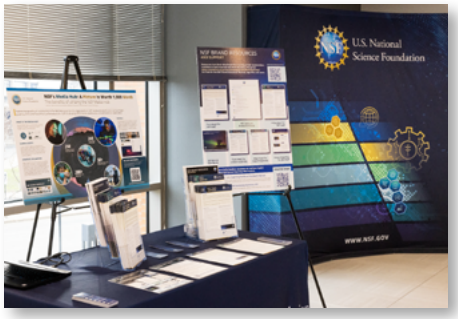
Educational Materials



Federal Policy Writing



Brand Outreach





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Branding Systems and Marketing

Rainforest Trust, international nonprofit

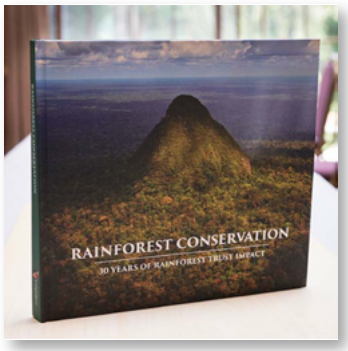
Email marketing



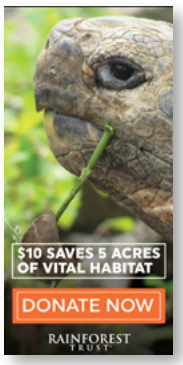
Brand Standards Manual



Anniversary Book



Digital Marketing





Reports





Newsletters









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Events

U.S. National Science Foundation Awards Gala

Specialized promotional and event materials for a cobranded awards ceremony.







U.S. National Science Foundation Director's Awards

Specialized brand implementation for a sub-branded awards ceremony.









U.S. National Science Foundation Rubin First Look

Specialized marketing for an international release and surrounding event.







