



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

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### 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

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**BNI**  
Placentia, CA

**LETIP INTERNATIONAL**  
Orange, CA

**AIGA**  
Orange, CA

## PUBLISHED WORKS

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**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

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- 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

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## 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

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# 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