

FÖDA STUDIO

CREDENTIALS



UPDATED 03.06.2012

We develop brands.
We provide strategy and solve problems.
We design identities and experiences.

TOWARD A MANIFESTO

Brand and design consultants should not tell you they're different because they use the latest technology, work closely with clients to develop creative solutions, or take time to learn about their clients.

All designers worth hiring owe these same minimal obligations.

And while current technology is expected, it's not always appropriate.

One should hire folks who refuse glittering generalities — who are skeptical of assumption, hyperbole, and preconception.

BRAND

A 'brand' is not designed. A brand is discovered, expressed and developed.

A brand is a promise.

It's our role to ensure that your promise is clear, claim is unique, and differences relevant.

ROLES

RESEARCH

Marketplace = Brutalplace.

In the absence of contextual information, design relies wholly on inspiration; unlikely to elicit change, doubtful to prove an advantage.

Research — *knowing* — creates advantages.

STRATEGY

A proper brand consultancy should never tell a client what they want to hear. A proper consultancy should tell a client what they *need to know*.

DESIGN

We create identities.

We illustrate concepts and produce artifacts of varying scale: from architectonics to logofoms.

We collaborate to visualize and alter places.

DISCIPLINES

PRIMARY

Brand Development
Identity Design
Research & Analysis
Graphic Design
Graphic Standards
Illustration
Environmental Graphics
Way-Finding
Architectural Rendering
& Visualization
Contextual Analysis

SECONDARY

Front End Development
Naming
Photography
Image Editing
Sourcing
Copywriting
Advertising Design
PR Coordination
Marketing Coordination



FÖDA Studio has been chosen to receive a Merit Award in 2012 from HOW MAGAZINE in their national competition “*Your Best Work*”.

FÖDA is 1 of 12 studios in the country chosen to receive this honor for our body of work.

*We're still one of the best
kept secrets in Texas.*

RECOGNITION



AWARDS & ACCOLADES

2012 How Magazine Merit Award, “*Your Best Work*”.

*1 of 12 Studios selected for this portfolio recognition in national competition.

2010 Rare Magazine, *Rarest Of Them All*, Named Top 3 Best Design Studios in Austin

2010 2nd Place, Stationary Systems, AIGA *The Texas Show* Paula Scher Jury

2010 3rd Place, Logotypes, AIGA *The Texas Show* Paula Scher Jury

2008 Best of Show Jonny Jones Excellence in Printing Award, ADDY® Awards, The Austin Show

2008 Gold ADDY® Award, Campaign, Flat, Direct Marketing Category, The Austin Show

2008 Bronze ADDY® Award, Campaign, Flat, Direct Marketing Category, District 10 (Regional Awards)

2007 1st Place: Telly Award™, Best TV Ad Campaign for the San Antonio Stockshow & Rodeo (with Revelator)

2006 Winner, Beck Prize in Digital & Hybrid Media, KRob*, Rick Brown Jury.

2005 Juror’s Citation, KRob*, Paul Lewis (LTL) Jury

2004 Winner, Best in Show, KRob*, Neil Denari Jury.

2004 Juror’s Citation, KRob*, Neil Denari Jury.

2003 Winner, Beck Prize in Digital & Hybrid Media, KRob*, Hani Rashid Jury.

2002 Juror’s Citation, KRob* Wes Jones Jury

Creative Director Jett Butler, Prior to FÖDA:

2002 First Place¹, City of Dallas “Architecture Month” Graphic Poster Competition

2002 Third Place¹, City of Dallas “Architecture Month” Graphic Poster Competition

2001 AIA Honor Award², Rave Motion Pictures Corporate Office

2001 VMSD Award², Rave Motion Pictures Theater Chain



PUBLISHED

2012 Communication Arts, Exhibits: *Violet Crown Cinema*, March 6th / *South Texas Jazz*, February 17th

2012 Design Bureau (Chicago), *Redesign: A Class Act*. February 7th

David Langton & Anita Campbell. *Visual Marketing: 99 Proven Ways for Small Businesses to Market with Images and Design*. New Jersey: Wiley, 2011

2010 Perla’s on “Heartland” Episode of Anthony Bourdain’s *No Reservations*³

2010 *Hemispheres*, (United Airlines) March issue “Three Perfect Days In Austin” print and online.³

2009 Austin-American Statesman, March 11th

2009 *Esquire* “Best New Restaurants in America”³

2009 *Fairfield House, Architectural Record*, March issue online³

2008 Best of Business Card Design 8, Rockport Publishers. *Four clients noted.*

2008 Design Boutiques, Links³

2008 *Architectural Creations* Vol. 2–AIA Honor Awards (Syria)³
2008 *Food & Wine*, February issue³

2008 *Tercera Muestra Internacional de Interiorismo Contemporaneo– Bienal Mexico* (Mexico), Plazola Editores³

2007 *Elle Decor*, June issue³

2006 *SPA.DE*, (Japan) Volume 5³

2006 *Ambientes por Obras*, (Mexico) Febrero issue, Año 2, Numero 7³

2006 *Maru* (Korea)³

2005 *Texas Architect*, September issue³

2005 *Interior Design*, June issue, Volume 7³

¹ With Nancy Weeks
² Under Cal Young, Aia
³ Client Photography, Illustration, or client featured.

JETT BUTLER

16 YEARS OF AWARD WINNING WORK EXPLORING FORM,
EXPLOITING CONTEXT & DEVELOPING NARRATIVE

FOUNDER

Jett is a cross-disciplinary designer, university lecturer and critic, a 6-time award winner in the *Ken Roberts Memorial Delineation Competition*, a published photographer and a leader or part of award winning Brand development teams in graphic design, direct marketing, print, identity, architecture, illustration and broadcast media.

He is the creative director and principal designer of FÖDA Studio, Inc.

Professional Affiliations:

Member AIGA
Member Graphic Artist Guild
Associate Member, AIA

Community Roles:

Advisory Board Member,
Candlelight Ranch

Sustainable Food Center
Sponsor, Chef Series

Art Advocate:

Five time selling artist and contributor to Arthouse 5x7.

INDUSTRY ADVISOR

2010 Invited Speaker,
PechaKucha, Austin

2010 Invited Panelist,
Marketing Expert, AIA
Summer Conference, Austin

2010 Invited Juror, Kansas City
“Monsters of Design” awards in
architecture and design. Kansas
City Young Architects Forum.

2007 Invited Speaker, TSA
Convention Host Chapter
Event, AIA Austin

2007 Invited Juror,
Ken Roberts Memorial
Delineation contest, Dallas

2006 Invited Teacher,
AIA Austin Continuing
Education Program

2005 Invited Speaker,
San Antonio Chapter
of the American
Advertising Federation

ACADEMIA

Lecturer & Critic:

2012 Invited Critic, University
of Texas School of Architecture

2011 Invited Juror,
Interior Design Educators
Council, Annual Scholarship
Awards, University of Applied
Sciences, Rosenheim, Germany

2011 Invited Speaker, University
of Idaho, School of Architecture,
two-day workshop with thesis
critique and portfolio reviews.

2011 Invited Speaker, Drury
University Hammons School
of Architecture, two-day
workshop with thesis critique
and portfolio reviews.

2010 Invited Critic, senior
critiques at the University of
Texas, School of Art and Art
History, Design Division

2010 Invited Speaker, University
of Texas, School of Art and
Art History, Design Division

2010 Invited Speaker, Drury
University Hammons School
of Architecture, two-day
workshop with thesis critique
and portfolio review.

2008 Invited Online Critic,
Miami University (Ohio),
Graphic Design Program
Blog, Samantha Perkins,
Visiting Critic

2006 Invited Critic, University
of Texas School of Architecture

2006 Invited Critic, Texas Tech
University Vis Lab program
2005 Invited critic, University of
Texas, School of Architecture

2004 Invited Lecturer,
University of Texas Arlington,
*American Institute of
Architecture Students*
lecture series

2004 Invited Lecturer,
Texas Tech University,
College of Architecture

Education:

Texas Tech University
Bachelor of Architecture,
Design Specialization

EMILY SAWTELLE

DESIGNER

Emily began her career as an intern at FÖDA Studio during her final year of college and joined the studio as a full-time designer upon graduation.

During her internship, she provided production assistance for the identities of Michael Hsu Office of Architecture and Hamilton&Associates.

Most recently she has helped develop brands and identities for Elizabeth Street Café, Tom Hurt Architect, Violet Crown Cinema, and South Texas Jazz. Emily serves as a design and production liaison for many of FÖDA's existing clients including Lamberts, Perla's, David Wilkes Builders, Jason Ryan Dorsey and Clayton&Little.

Professional Affiliations:

Emily is a member of the AIGA, as well as a professional member of the Graphic Artists Guild.

Education:

Bachelor of Fine Arts in Design *with Honors* from The University of Texas.

Honors:

Edward Triggs Endowed Scholarship for Excellence in Design

Ampla Cum Laude
College Scholar
Dean's List

Community involvement:

In 2009, Emily and a team of 50 students rode bicycles from Austin, Texas to Anchorage, Alaska to raise awareness and funding for cancer research.

She served Texas 4000 for Cancer as a director of the Coastal route, and acted as the organization's designer for three years, including during their coordinated rebrand with LIVESTRONG™.

DALE WALLAIN

DESIGNER

Dale is an experienced designer, illustrator, writer, and editor, joining FÖDA Studio shortly after completing his Master's in Design.

From his editorial internship at Marvel Enterprises, to his work as graphics Team Leader for Whole Foods Market, he has sharpened his skills in a range of disciplines which he brings to all of his professional work.

Most recently he has helped develop brands and identities for Burnish & Plumb, Fighting Fear and our work with American Classical on PBS. Dale serves as a designer, copy writer and production liaison for many of FÖDA's existing clientele.

Dale is a co-creator of *Misprint Magazine*.

Professional Affiliations:

Dale is a member of the AIGA, as well as a member of the Texas Exes.

Education:

Bachelor of Arts from Sarah Lawrence College.

Master of Fine Arts in Design from The University of Texas.

Honors:

James M. Malone Scholarship

Susan Vaughan Foundation Scholarship in Art & Art History

M.K. Hage Scholarship in Fine Arts

Doty Society Award

Adobe Design Achievement Award Semi-Finalist

LESLEY TAYLOR

PROJECT MANAGER

Lesley brings 8 years of marketing and event management experience to the studio to liaise with our clients, edit copy, manage projects and coordinate with vendors and media channels.

Prior to FÖDA Studio, Lesley served as the marketing manager for Urbanspace Realtors, coordinating marketing products, sales and advertising through various media channels, special events. Most importantly she was part of the project team responsible for bringing their praised Lifestyle Guide to market in 2010.

As a social media manager, she developed and maintained media channels for both Urban Space and Threshold Furniture.

Professional Affiliations:
Project Management Professional

Education:
PMP, University of Texas

Political Science
University of North Carolina, Wilmington

Community involvement:
Downtown Austin Neighborhood Association, 2008-2010 *DLT Volunteer*

Partners In Education, 2007 *Volunteer*

Greater Austin Chamber of Commerce, 2007 *Volunteer*

TEAMWORK

MICHELE NELSON, ACCOUNTING

Since 2006 Michele has ensured that our studio runs smoothly our invoicing is accurate, our books kept neatly. We have since day one never believed in marking up print runs for our clients, and billing reimbursable items in a timely fashion and with pre-approval.

For your information and tax purposes, FÖDA Studio is an S-Corporation. Our corporate account is held with Moody Bank, the venerated and established Texas bank in business for over 100 years.

MIKE WATSON, ATTORNEY

As a co-founder of Bissex & Watson P.C., Mike Watson counsels companies of all sizes, including several Fortune 100 and Fortune 500 companies in the technology and financial services industries, high growth companies, start-ups and family businesses.

Bissex & Watson represents FÖDA Studio and Mr. Watson is our counsel in contract negotiations. We're proud to note that his litigative prowess has never been needed as we've never had—nor given—cause for litigation.

CLIENTELE

LET'S ADD YOUR NAME.

1080, inc.
 American Classical of PBS
 American Institute of Architects, Austin Chapter
 American Society of Landscape Architects, Texas Chapter
 Andersson-Wise Architects
 Barcelona Films
 Butler Brothers Construction
 Burnish & Plumb Construction
 BWM Group (*Target and Endeavor for 1890 Ranch*)
 Caedmon's Call
 Center for Generational Kinetics
 City of Austin
 Clayton & Little
 The Cobalt Companies (*Ends on 6th, Goodrich Estates*)
 Co'Design, Austin
 Cotera + Reed
 Cypress Real Estate Advisors
 Cystic Fibrosis Foundation
 Daired's Spa & Salon Pangéa
 David Wilkes Builders
 Dawson Lupul (*Norwalk Lofts*)
 Dell
 Doon Architecture
 Dyal & Partners (*Children's Medical Center of Dallas*)
 Elizabeth Street Café
 Endeavor (*via BWM*)
 Graphisoft Corporation
 Graeber, Simmons & Cowan
 Hamilton & Associates
 Havens Construction
 Tom Hurt, Architect
 The Icon Group
 (*Malverde, La Condesa, Sway, Cinco De Mayo Block Party*)
 IDG
 International Interior Design Association

Jason Ryan Dorsey
 JHP Architects, Urban Design
 Juliet Funt (*Talking on Purpose*)
 Lake | Flato Architects Inc.
 Lamberts Downtown Barbecue
 Land Design Studio
 (*American Youthworks, Stephen F Austin State University*)
 Laurie Smith Design Associates
 Madrone LDC
 Maiko Sushi
 Make™ Productions
 Mark Odom Studio
 Maudie's Milagro
 Michael Hsu Office of Architecture
 MJ Neal, AIA
 Mohon Imber Interiors
 Moody Bank
 The Motorsports Museum, Dallas
 Onda Studios (Landscape Architecture)
 Over-Soul Films
 Perla's Seafood & Oyster Bar
 Red Arc One
 Revelator Productions (*San Antonio Rodeo, Hoovers, PGI*)
 Royal Bank of Canada, Richardson Barr
 Russell Crowe
 Seaux Pierce Architects
 South Texas Jazz
 South Sydney Media
 State National Companies
 Sundek Inc.
 Sutton, Mitchell, Beebe & Babin
 Teuscher Chocolates of Switzerland
 Violet Crown Cinema
 Webber + Studio
 Workpod 9 (*Dell*)

REPUTATION

NO BUREAUCRACY

We are a boutique studio that produces work far greater than our scale suggests.

Clients interact directly with the Creative Director and design staff. We are nimble when required, yet patient and deliberate by default.

There is no agency bureaucracy or enhanced billings.

AUTHENTICITY

We do not outsource our design work.

After 9 years, we can boast a portfolio that is nearly* 100% pure ideation, 'in-house', not a conglomeration of work from other sources or studios.

We typically generate all assets for our clients *from scratch*.

DELIVERY

No client has ever rejected our work and then terminated a contract with us.

We take pride in having a volume of work created for choosy and exacting clients—even other creatives—and for meeting expectations.

EFFICACY

Nevermind the awards, our rebrands and new brands have the weight of *fact* to demonstrate the validity of our decisions and advice. We make our clients more profitable.

Typically, we can show measurable returns on the investment in brand development our clientele make.

[Ask us for our case studies if you'd like to know more.](#)

* ~Nearly~ because international brands like Dell and Target and Teuscher have asked us to incorporate their logo when we've served them.

LET'S BEGIN.

DOWNTOWN OFFICE

FÖDA Studio, inc.
300 West Avenue, Suite 1322
Austin, Texas 78701

DON'T BE SHY

Ring 512 615.2776
or email us for specific questions:
yaya@fodastudio.com

ROI PACKAGE

Upon demand, we are happy to tender a package with return on investment data and the financial successes of our clients. Feel free to ask for this confidential document or discuss with us in person.