

# Rob Adams Portfolio

[Logos](#)

[Saga Education](#)

[United Black Agenda](#)

[Ortho](#)

[Anthony & Sylvan](#)

[ETS](#)

[Testimonials](#)



## Your Brand Means Nothing...Until It Means Something.™

A logo and tagline alone won't set you apart—what matters is how your audience feels when they experience your brand. *Visually. Intellectually. Emotionally.*

I help brands move from forgettable to unforgettable by building identity, relevance, and emotional connection.

Have a look at my work, and more importantly, the stories behind the work.

Need a champion for your brand and a creative leader on your team? Let's move your brand forward with clarity and connection!



*You won't meet many people like Rob in this business. He offers clarity in the midst of confusion, and a high-level perspective that draws a perfect path to the right conclusions. He's a true mentor, who's always urging you forward, even when you don't realize it. Especially when you don't realize it. And his informed, well-placed sense of humor makes him a joy to work with.*

— Rebecca Gardner  
Writer, Editor, Creative Director (Direct Report)

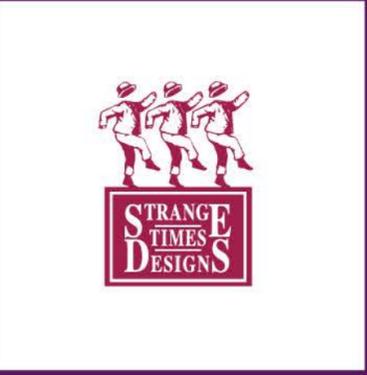
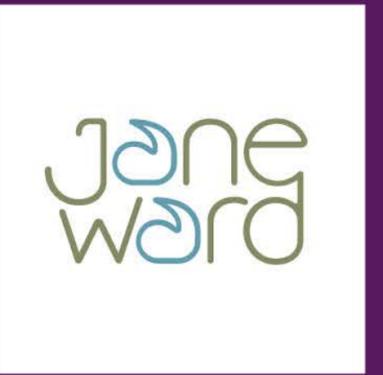


# Brand Identity

Distinctive. Relevant. Versatile. Unique.

A good logo needs to have it all, yet work well when animated or produced in its simplest form.

I've created logos and brand identity for nonprofits, globally recognized brands, TV programs, tech startups, retail chains, brand launches and refreshes, and celebratory events. My logos capture the attention of the intended audience—and on occasion, the eyes of the awards judges.



# Saga Education

Created and led the center of excellence as Director of Brand and Creative; increased brand awareness with the award-winning “Change the Equation” campaign; positioned Saga as the nation’s most trusted partner in high-impact tutoring:

- Drove and implemented a comprehensive creative vision and brand strategy (messaging, brand guidelines with new brand promise and pillars, editorial standards, brand training, brand ambassador campaign, and trademark strategy)
- Doubled LinkedIn followers in under 2 years and raised Saga’s search ranking from 78 to 9 for “high-impact tutoring”
- Directed the team to create accessible materials including e-newsletters, emails, collateral, event support, grants communications, RFPs, web design, social media, video, motion graphics, marketing campaigns, podcasts, and a brand library with icons, photos, and templates for use in MS Office, Google, Canva, Adobe CC, and HubSpot



# Brand Foundation

Saga Education, the original creator of high-impact tutoring for math, faced brand hurdles post pandemic:

- Low awareness of the Saga brand and the “high-impact tutoring” category
- Lack of trust for online learning
- Being 100% remote presented obstacles to uniting the organization behind the Saga brand

The solution was to position Saga as a “People First” brand and the nation’s proven leader in high-impact tutoring. We also leveraged compelling RCT data and founder credibility.



Saga Education Brand Promise Video [\(view video\)](#)



## Brand Elevation

Brand Identity | Brand Strategy | Brand Standards | Brand Library | Brand Training | Brand Building

## Thought Leadership

Product Architecture | Messaging | Communications Strategies | Named, Branded, and Edited “EdHeads” Podcast | Trademark Strategy

## Creative Excellence



### BRAND PILLARS

Brand pillars are the fundamental tenets that differentiate our brand experience from competitors and help deliver our brand promise.

The combination of these three brand pillars drives every internal and external brand experience.

**EVIDENCE-LED**

**RELATIONSHIP DRIVEN**

**SYSTEMIC CHANGE**

### COLOR SYSTEM

A consistent mix of our brand colors breathes energy and diversity into the Saga Education brand. When putting text over the brand colors, assure the contrast meets accessibility standards using the [WebAIM color checker](#).

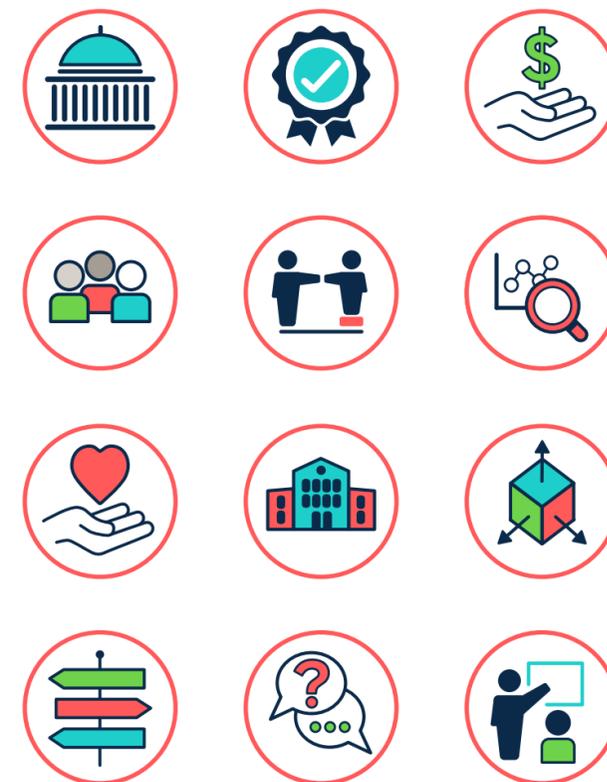
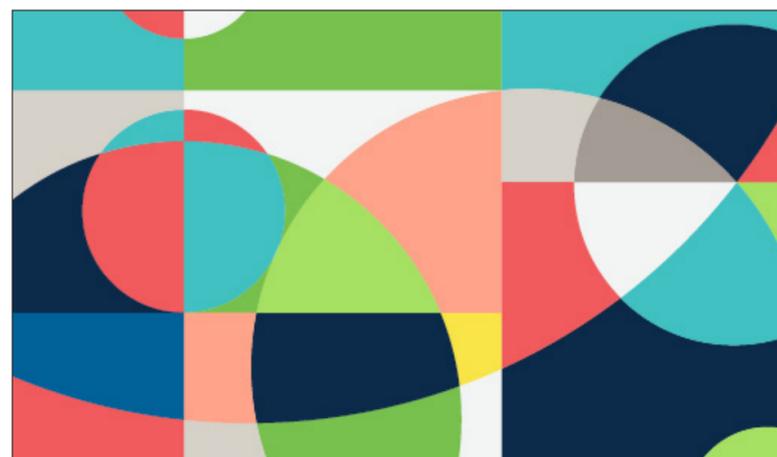
For quick reference, the color swatches included in this guide show the color combinations that meet accessibility standards. Only the colors that have white text on them should be used on a white background.

#### Color Ratio

This visual guide demonstrates the relationship between primary color versus secondary color usage (75% primary color, 25% secondary color). Download the Saga color palette to customize [Microsoft Office Themes](#) or [Adobe CC Swatch Libraries](#) for consistency and ease of use.

Dark Blue	
Green	
Red	
Blue	
Beige	
Dark Beige	
Purple	Orange
Yellow	Light Green
Coral	Medium Blue
Clay	Dark Green
Light Gray	Dark Gray
Dark Orange	

saga | 21



# Brand Awareness

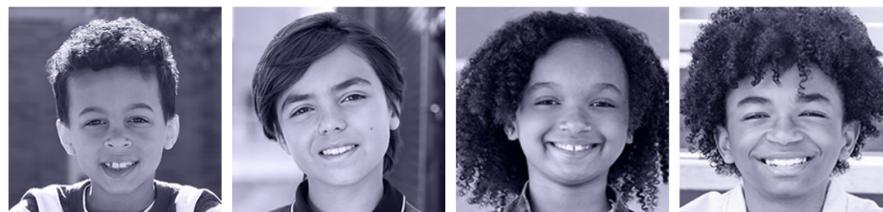
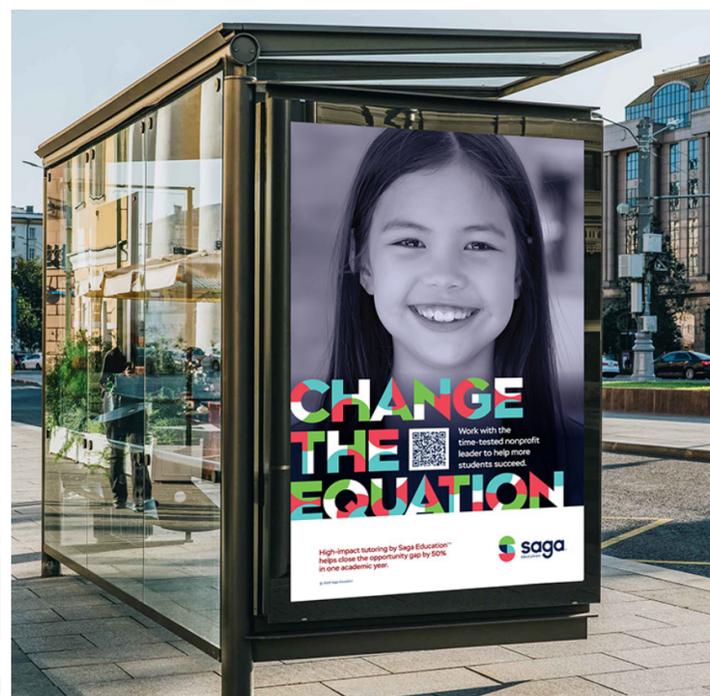
In addition to developing the Saga brand foundation, we launched the brand campaign “Change the Equation”.

Saga increased brand awareness with all audiences, raising its search ranking from 78 to 9 for “high-impact tutoring” and doubling the number of LinkedIn followers in under 2 years.

2x LinkedIn followers  
#9 search ranking



Saga :60 National TV/Streaming [\(view video\)](#)



# CHANGE THE EQUATION

## The Relevance of “Change” by Audience:

### For Students

You'll gain confidence and increase your math grades.

### For Parents

Your child will become confident and graduate high school.

### For Teachers

You can focus on your class because your most challenged students will show up more confident and skilled in math.

### For Districts

You'll make a difference with a program that is proven to help students succeed in math.

### For Talent Acquisition

You'll be fulfilled applying your talents to a mission that is proven to make a difference for students.

### For Employees

The work you do every day advances the Saga mission of providing educational equity.

### For Policymakers

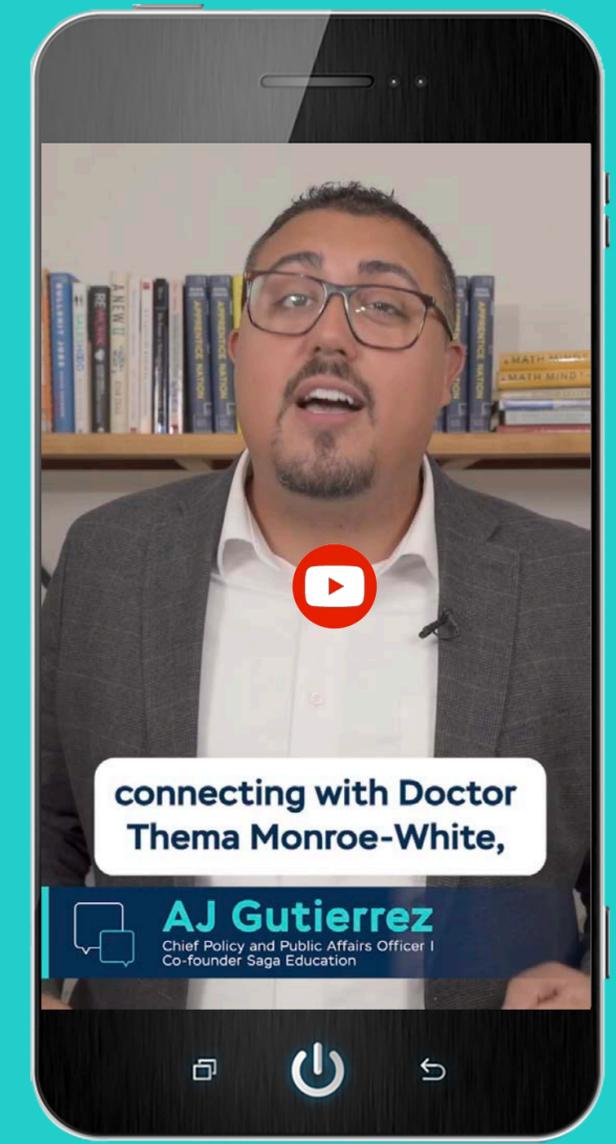
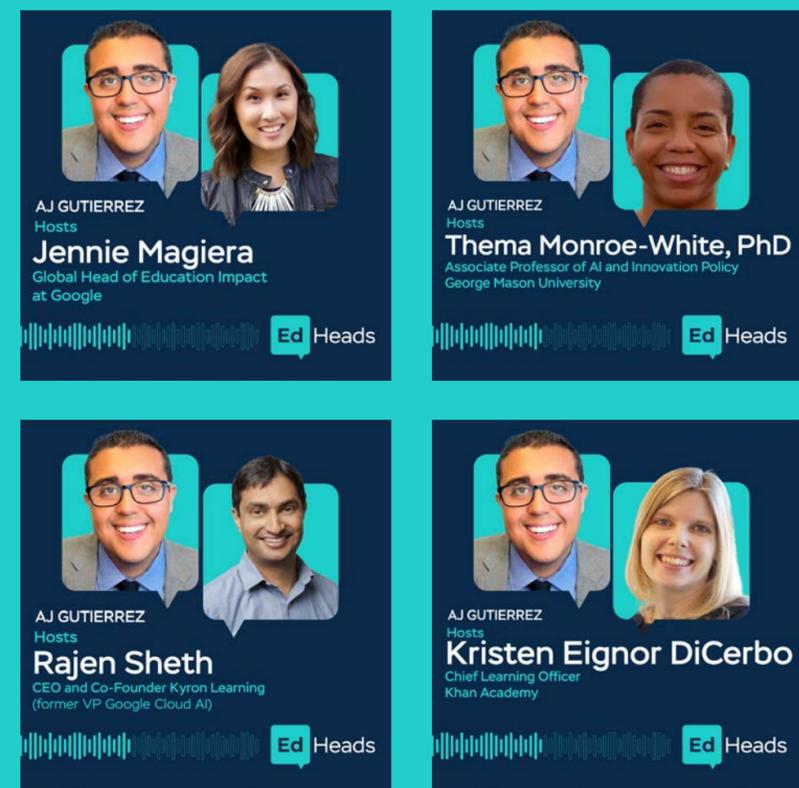
You'll make a difference with legislation that provides a proven solution for student success.

### For Funders

Your support will provide a program that is proven to help students succeed.



**EdHeads Podcast**  
To position Saga as an industry thought leader, host AJ Gutierrez, Co-Founder of Saga Education, met with leading experts (including organizations like Google, Khan Academy, InnovateEDU, and more) for a podcast series that explored ways to harness AI to improve students' learning.



[\(view episodes\)](#)

# Brand Activation

It's nearly impossible to build a brand externally if your internal organization is not aligned. Saga rallied team members around our "People First" brand promise and our mantra "Change the Equation" in service of the mission.

An easily accessible brand library, a brand store, a brand ambassador community on the company intranet, and brand training helped Saga keep colleagues engaged.

**60%** Brand Community membership

**98%** brand training completion rate

**60%** brand survey response rate



- A. Brand Library**  
Workvivo intranet site with tools, assets, and guidance.
- B. Brand Training**  
LMS learning module for all new hires.
- C. Brand Community**  
One of the top three internal communities for collaboration.
- D. Brand Reference Guide**  
Direct downloads from Google Drive for all tools, assets, and templates.
- E. Saga Swag Store**  
Branded items for personal use, events, and team rewards and recognition.

BRAND GUIDANCE		BRAND TOOLS & ASSETS	
ASSET	DESCRIPTION	ASSET	DESCRIPTION
<a href="#">Brand Standards</a>	Understand and use our visual identity	<a href="#">Logo Guide</a>	Guide to logo formats and file types
<a href="#">Editorial Guide</a>	Guide to consistent style and voice	<a href="#">Logo Suite</a>	Full suite of Saga logo variations
<a href="#">Corporate Messaging</a>	Consistent messaging, internally and externally	<a href="#">Logo and File Details</a>	RGB with transparent background
<b>BRAND TEMPLATES</b>		<a href="#">Logo and File Details</a>	CMYK vector
ASSET	DESCRIPTION	<a href="#">Fonts</a>	Human Geometric Sans 2 and Slans
<a href="#">PowerPoint</a>	Branded PowerPoint template	<a href="#">Brand Colors (Hex, File)</a>	Swatch library for Adobe CC apps
<a href="#">Google Slides</a>	Branded Google Slides template (please select File>Make a Copy>rename and choose your folder) to avoid changing the original template	<a href="#">Brand Colors (Hex, File)</a>	Color theme for MS Office apps
<a href="#">Letterhead</a>	MS Word file, no contact name	<a href="#">Icons</a>	PDF with icons for all communications
<a href="#">Letterhead</a>	Google Docs, no contact (please select File>Make a Copy>rename and choose your folder) to avoid changing the original template	<a href="#">Meeting Backgrounds</a>	Use with Zoom, Teams, Google Meet, etc.
<a href="#">Letterhead</a>	MS Word file, modifiable contact name	<a href="#">LinkedIn Profile Headers</a>	Brand your profile the Saga way
<a href="#">Letterhead</a>	Google Docs, modifiable contact name (please select File>Make a Copy>rename and choose your folder) to avoid changing the original template	<a href="#">Desktop Backgrounds</a>	Branded wallpaper for home and lock screens
<a href="#">Email Signature</a>	Guidance and modifiable template	<a href="#">Brand Photos</a>	Display our brand identity and key messages
		<a href="#">Brand Ads</a>	Print and digital brand advertising
		<a href="#">Photos</a>	Full library of on-brand Saga images
		<a href="#">Video Assets Guide</a>	List of video assets and files
		<a href="#">Video Assets</a>	Ask and show files for video creation graphics



# United Black Agenda

The United Black Agenda provides a shared space for organizations dedicated to promoting the welfare of Black New Jerseyans and addressing the state's history of discrimination, marginalization, and subjugation.







# Ortho Clinical Diagnostics

Created and led the global center of excellence as Director of Creative and Brand on our journey from launching Ortho as an independent brand post carve-out from J&J through going IPO:

- Empowered and guided global stakeholders to amplify the creative vision and brand strategy with a comprehensive suite of assets
- Consistently won prestigious industry awards including an International Stevie Award for brand renovation, Economic Times Best Asian Healthcare Brands Award, and an IABC Gold Quill Award



# Brand Refresh



Ortho, a pioneer in the field of in vitro diagnostics, had journeyed from Kodak to J&J ownership. The question: Who would Ortho become next?

After research and interim positioning (“Reimagining What’s Possible”) earned multiple global awards, we defined a new brand promise: “Because Every Test Is A Life.”

This human-centric message connected lab work to real-world positive patient outcomes.

### Brand Elevation

Brand Identity | Brand Strategy | Brand Standards | Brand Library | Brand Training | Brand Building

### Thought Leadership

Product Architecture | Messaging | Internal and External Communications Strategies | Product Digital Interface | C-Suite Support | Investor Presentations

### Creative Excellence



Trade Booth



Ortho New Employee Welcome [\(view video\)](#)



Ortho Brand Story [\(view video\)](#)





Hero Image Global Library

Ortho Clinical Diagnostics  
Because Every Test Is A Life™

## Confidence counts.

You need confidence in the results coming out of your lab. Our Clinical Chemistry and Immunodiagnosics portfolio provides labs with innovative tools that eliminate obstacles and deliver consistently fast, accurate and reliable results that help expedite treatment decisions and improve patient care. **Because Every Test Is A Life™**

OrthoClinicalDiagnostics.com

Ortho Clinical Diagnostics  
Because Every Test Is A Life™

## We never lose sight of the patient.

They are why improving and saving lives through in vitro diagnostics remains the driving force in everything we do. They inspire our future innovations and are at the heart of why we deliver fast, accurate, reliable results to support exceptional patient care. **Because Every Test Is A Life™**

OrthoClinicalDiagnostics.com

Ortho Clinical Diagnostics  
Because Every Test Is A Life™

## Our Mission

We improve and save lives with diagnostics. We enable our customers to optimize the long-term value for patients through our innovative IVD solutions and services.

OrthoClinicalDiagnostics.com

Ortho Clinical Diagnostics  
Because Every Test Is A Life™

## We're here to help you focus on what matters most.

For more than 80 years, blood bankers have trusted us to ensure the safety of patient transfusions. Now they also look to us for the tools and expertise to help them tackle today's complex challenges so that they can improve efficiencies, optimize resources and trust in their results. **Because Every Test Is A Life™**

OrthoClinicalDiagnostics.com

Ortho Clinical Diagnostics  
Because Every Test Is A Life™

## We care for people who care for patients.

Our holistic, award-winning Ortho Care® Service and Support is known industrywide for providing real-time, personalized, mission-critical support and services. Count on our people and technologies to empower you at every turn so you can support the delivery of exceptional patient care. **Because Every Test Is A Life™**

OrthoClinicalDiagnostics.com

### Customer Issues Letter System: Before and After

Ortho Clinical Diagnostics **URGENT FIELD SAFETY NOTICE**  
enGen™ Laboratory Automation Systems Using All TCAutomation™ (TCA) Software Versions with the InOut communication Interface

Date Issued: **March 2017**

Products Affected	enGen™ Laboratory Automation Systems (ENGEN) with:	Product Code
All TCAutomation™ (TCA) Software with the InOut communication Interface		N/A
PARALLEL BYPASS FOR VITROS 5.1 FS AT VITROS® 5600 Integrated Systems and VITROS® 3600 Immunodiagnosics System use this		6864932

Ortho Clinical Diagnostics **IMPORTANT NOTIFICATION**  
Updated Protocol for VITROS® Immunodiagnostic Products Anti-HBe Assay

Date: **March 28, 2017**

Topic: This notification provides information regarding an update to the VITROS® Immunodiagnostic Products Anti-HBe Assay. A protocol update will enable the assay to be run on additional VITROS Systems in the future.

Products	Product Codes	Lots with Updated Protocol
VITROS Immunodiagnostic Products Anti-HBe Reagent Pack	6802836	Lots 5890 and above
VITROS Immunodiagnostic Products	6803817	

Ortho Clinical Diagnostics **FURTHER CORRECTIVE ACTION to URGENT FIELD SAFETY NOTICE**  
Reformulated VITROS® Electrolyte Reference Fluid (ERF) to Restore Reagent Preparation Instructions for VITROS® Chemistry Products Na<sup>+</sup> Slides

Date: **April 10, 2017**

Topic: This is a follow up to [Urgent Field Safety Notices](#):

- In December 2016, Ortho Clinical Diagnostics (Ortho) issued a notification ([Ref. CL2016-226](#)) regarding the potential for biased results to be generated over the 10 day on-analyzer limit using VITROS Na<sup>+</sup> Slide cartridges warmed between 10 to 8 hours. Ortho informed you that we were working to restore the minimum cartridge warm up protocol to previously specified limits through improvement projects underway.
- In October 2013, Ortho issued a notification ([Ref. CL13-299](#)) regarding positively biased serum or plasma sample results using specific generations (GENs) of VITROS Na<sup>+</sup> Slides. The amount of bias was dependent upon multiple sources of variability that included slide GEN, Calibrator kit lot, ERF lot, calibration event and VITROS System.
- In December 2016, to minimize biased VITROS Na<sup>+</sup> results, Ortho advised that unopened cartridges must be stored at room temperature, 18-28 °C (64-82 °F) for a minimum of **8 hours** regardless of whether cartridges are stored frozen or refrigerated, then loaded on the VITROS System within 24 hours after they are removed from the refrigerator or freezer.
- In 2013, Ortho discontinued the use of specific lots of VITROS Calibrator Kit 2 and GENs of VITROS Na<sup>+</sup> Slides that did not meet acceptable criteria (i.e., successful calibration, acceptable Quality Control results and normal distribution of results within your established reference interval).

Resolution: Ortho is introducing VITROS Electrolyte Reference Fluid (ERF) 300 and VITROS Electrolyte Reference Fluid (ERF) 800 with a revised formulation that:

- Restores the Na<sup>+</sup> cartridge warm-up protocol to 90 minutes when taken from the refrigerator (120 minutes from the freezer) as defined in the VITROS Na<sup>+</sup> Slides Instructions for Use.
- Reformulated ERF helps to reduce sources of variability (e.g., calibration variability) observed when using VITROS Na<sup>+</sup> Slides.

**IMPORTANT REMINDER:** Lot(s) using VITROS Electrolyte Reference Fluids 300 and 800, unopened cartridges of VITROS Na<sup>+</sup> Slides must be warmed at room temperature for a minimum of **8 hours** regardless of whether cartridges are stored frozen or refrigerated.

Impact to Results: When crossing over to either of the reformulated ERF products, there is a potential for an average shift in results of 0.5 mmol/L (positive or negative) depending on the specific GEN of VITROS Na<sup>+</sup> Slides, lot of Calibrator Kit and type of ERF currently in use. The shift in results observed is within our release specifications and overall process capability. For VITROS K<sup>+</sup> Slides or VITROS CL Slides, there is no shift in results expected using VITROS ERF 300 and VITROS ERF 800.

Ref. CL2017-053\_EU Page 1 of 2

### Previous Letters:

- Impersonal tone
- Non-branded
- Confusing, unclear in purpose

Ortho Clinical Diagnostics

**IMPORTANT**

Month DD, YYYY

**URGENT**

Ortho Clinical Diagnostics

Month DD, YYYY

**FOLLOW UP**

Ortho Clinical Diagnostics

Month DD, YYYY

**RESOLUTION**

Ortho Clinical Diagnostics

Month XX, 2021

TITLE OF THE LETTER

Dear Valued Customer,

Using CK IFU update as an example....This is a follow up to a previous notification (Ref. CL2019-090) issued in April 2019 regarding the potential for negative drift in results when using VITROS Chemistry Products CK Slides on VITROS 250/350 Systems. The issue is related to the humidity control of Slide Supply 2 on the VITROS 250/350 Systems, affecting the on-analyzer stability (OAS) of VITROS CK Slides (all lots). Other VITROS Systems and VITROS Chemistry Products are NOT affected by this issue.

Resolution

Product Name	Product Code	Configuration
VITROS® Chemistry Products CK Slides	8479396	60 Slides/Cartridge
	8478034	18 Slides/Cartridge
VITROS® Chemistry Products CK Slides (Japan)	6802012	60 Slides/Cartridge
	6802011	18 Slides/Cartridge

VITROS CK Slides quantitatively measure creatine kinase (CK) activity in serum and plasma using VITROS

250/350/5.1 FS/4600/XT 3400 Chemistry Systems and the VITROS 5600/XT 7600 Integrated Systems.

The on-analyzer stability for VITROS CK Slides has been revised to ≤ 2 days when used on VITROS 250/350 Chemistry Systems (only). The OAS for VITROS CK Slides for use on all other VITROS Systems remains ≤ 7 days.

Revised Instructions For Use

The VITROS Chemistry Products CK Slides Instructions for Use (IFU) has been revised with this information.

Revised IFUs are located on our website: <https://www.orthoclinicaldiagnostics.com>. Our website is the official source of information for all VITROS Products.

Refer to the Revision History section included at the end of each IFU for a comprehensive list of changes. Technical changes in each IFU are marked by a change bar (|) to the left of the edited text.

Contact Information

We apologize for the inconvenience this has caused your laboratory. If you have further questions, please contact our Ortho Care™ Technical Solutions Center at [insert number](#). **Insert signatory if appropriate in your region.**

Ref. CL2021-xxxx Page 1 of 1

### Newly Designed System:

- Customer-friendly tone
- Brand colors, motifs, and icons
- New "Resolution" letter closes the loop on issues
- At-a-glance headers define purpose

Corporate Posters and Ads

# Anthony & Sylvan

Leveraged the 75-year-old brand reputation of Anthony & Sylvan Pools to drive interest and conversion with target prospects by demonstrating the pure joy that an investment in a beautiful Anthony & Sylvan pool delivers.



# Brand Campaign



Anthony & Sylvan Out-of-Home

During the pandemic, pools practically sold themselves as homeowners canceled vacation plans but still wanted to enjoy family fun. Post-pandemic, the market grew highly competitive. We helped Anthony & Sylvan with a geo-targeted brand campaign.

We leveraged the 75-year-old brand reputation of Anthony & Sylvan Pools to drive interest and conversion with target prospects by demonstrating the pure joy that an investment in a pool delivers.

## Brand Elevation

Customer Satisfaction | Referral Incentives | National Brand Campaign

## Thought Leadership

Industry Newsletter | Safety Social Campaign | Gamification | Interactive Project Planning Tools

## Creative Excellence

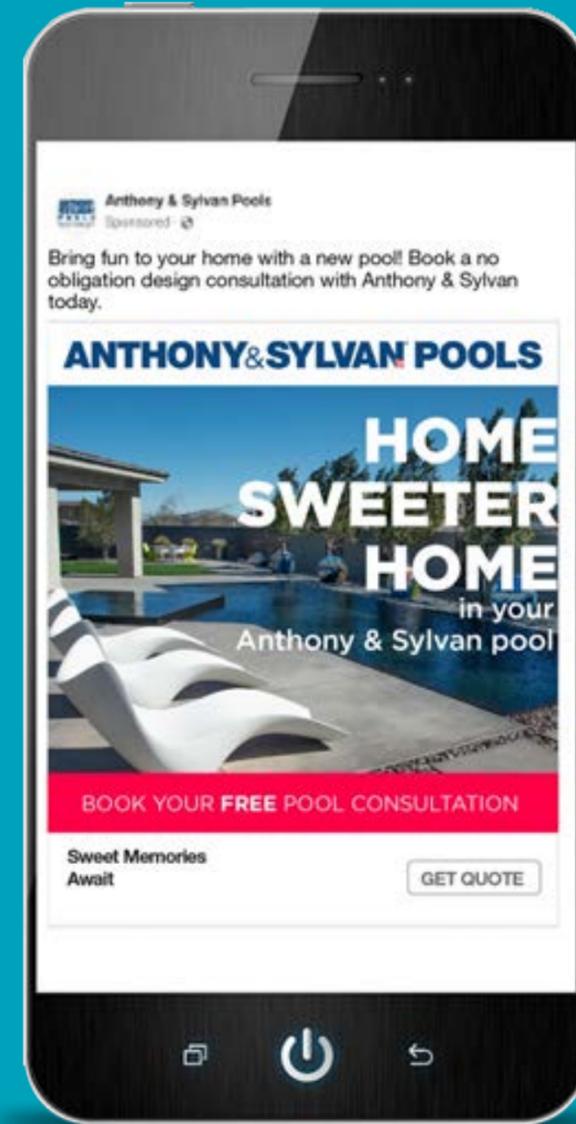
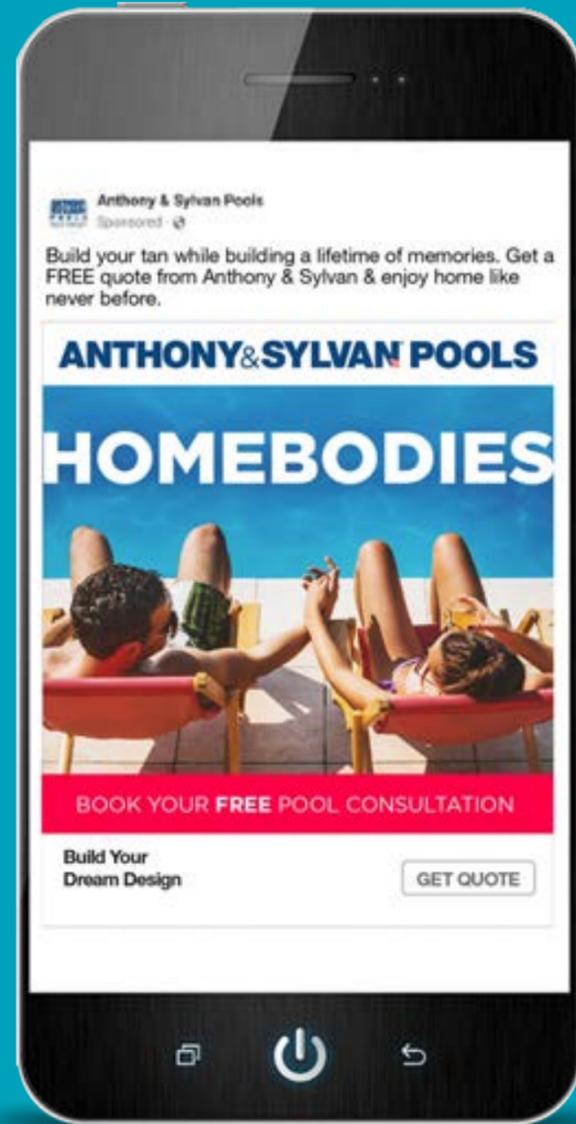
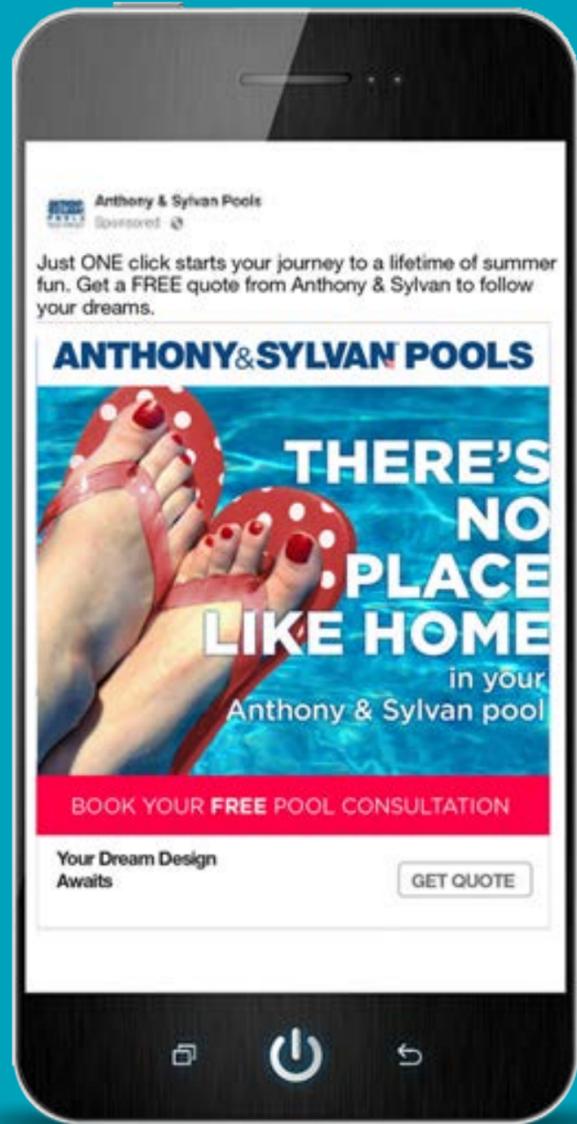
Wrote and Designed for All Media: National TV/Streaming Spots | Direct Mailers | OOH | Nurture Email Campaigns | Radio and Print Ads | Websites | Organic and Paid Social Media Campaigns



Anthony & Sylvan :30 National/Streaming [\(view video\)](#)



Anthony & Sylvan Door Hangers



“Pure Joy at Home” Paid Social Media Campaign

# Gamification

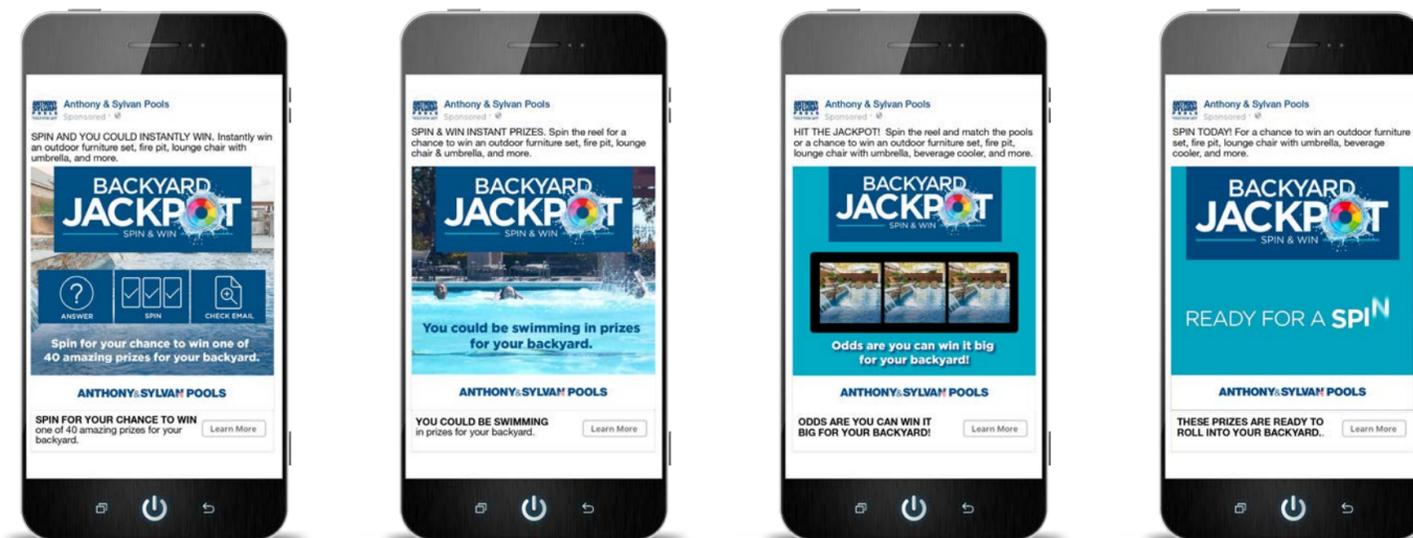


Anthony & Sylvan used the “Backyard Jackpot” Spin & Win game to increase customer engagement and conversions by making interactions more fun and rewarding.

By utilizing a Spin and Win, they tapped into human psychology to build stronger relationships with their audience and build a more memorable brand experience.



“Backyard Jackpot” Spin & Win Game



[\(view video\)](#)

[\(view video\)](#)

[\(view video\)](#)

[\(view video\)](#)

“Backyard Jackpot” Paid Social Media Motion Graphics

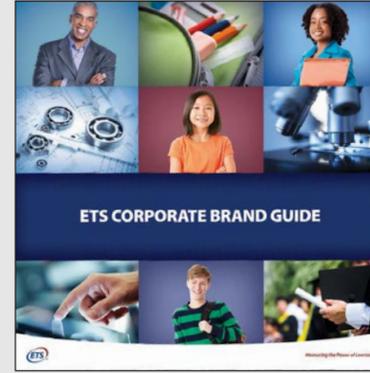
# Educational Testing Service (ETS)

Served as Director of Creative Services and Multimedia Initiatives; improved brand reputation and engagement by leading the team of 35 writers, designers, video producers, and project planners to create compelling content:

- Reshaped the global ETS brand and product brands vision, establishing brand guidelines, value propositions, and brand training for global channels to build better emotional connections with audiences; transformed the ETS brand from a house of brands to a branded house
- Motivated teams to create award-winning work in nearly every medium for promotions, advertising, direct marketing, social media, video, print, digital marketing, B2B, and B2C



# Brand Strategy



*“We make tests. People hate tests. We’re not a likable brand.”*

This was the mindset I encountered when I joined ETS. The belief? “Test takers HAVE to take our tests—they don’t choose to. We don’t need to ‘sell’ them.”

To make the emotional connection undeniable, we built a brand around human potential, not just assessments.

It was about enabling life-changing moments: ensuring qualified teachers are in our schools; helping students access the college of their dreams—regardless of background; validating the effectiveness of academic programs; empowering individuals to apply for their dream job.

This led to award-winning creative that shifted ETS from distant to relevant while transforming it from a house of brands to a branded house.

## Brand Elevation

Brand Identity | Brand Strategy | Brand Standards | Brand Library | Brand Training | Brand Building

## Thought Leadership

Product Architecture | Messaging | Internal and External Communications Strategies | “Branded House” Transition

## Creative Excellence



## Transition to a “Branded House”

ETS was known in some regions as a research giant, while in other regions only some of the products were known. Replacing disparate logos with an ETS Logo+Product Name system grew brand recognition of both ETS and its products globally.





**Brand Pillars**

Trust | Commitment | Quality | Integrity



**Value Proposition**

ETS measures English for academic success.



**Value Proposition**

ETS gives you the power of knowing workplace English.



**Value Proposition**

Move forward with confidence.



**Value Proposition**

Qualified teachers make a difference.

# “The Power of Knowing”

**The Relevance of “Knowing” by Audience:**

**Institutions**

You have the confidence of knowing that your candidates are qualified. ETS quality standards ensure the critical skills have been assessed and the results are accurate.

**Test Takers**

You know you have the qualifications institutions are looking for and that the power of an ETS score report is highly valued by decision-makers.

**Policymakers**

You know that the quality of ETS research is second to none. You have the confidence that you are crafting policy armed with the most accurate information available.

**General Public**

You know that you can trust ETS. Their nonprofit mission requires that they never compromise the quality of their work or their commitment to candidate success.

# Brand Recognition



*Rob Adams is one of the top most talented people I've worked with in the industry. His brilliant personality and high professional standards are why I brought him with me to three different agencies. I would work with him again in a heartbeat!"*

— **Ron Badum**  
Creative Director,  
Ron Badum Creative



*Rob's strategic leadership helps organizations to thrive. During my 10 years as a member of his team, he motivated cross-functional groups to deliver solutions that were meaningful, brand aligned, and compelling.*

*He truly excels at sparking innovation and leading diverse teams of creative professionals. I was always inspired to do my best work under his leadership!"*

— **Shanay T. Bell**  
Content Creator and Strategist,  
ETS



*The quality and caliber of his work truly speaks for itself, and his ability to lead others and positively impact teams and customers is what puts him above the rest.*

*Rob is the individual who can make an organization a great place to work, and I would place him amongst the top 3% of colleagues I have worked with in my career."*

— **Christina Rodriguez**  
Healthcare Diagnostics  
CX Leader, Ortho



*Rob made you feel the brand. He understands that brand isn't just about color palettes and fonts — it's about how you show up, how you move, and how you make people feel. Reporting to him made me feel more connected to the heart of the brand than ever before.*

*Rob is innovative, intentional, and inspiring — he'd be an incredible asset to any team lucky enough to have him."*

— **Vonsia Brantley**  
Social Media Manager,  
Saga Education



*From day one, Rob brought clarity, creativity, and collaboration to the table. He played a pivotal role in reimagining Saga's brand identity—partnering across departments to align our visual and narrative storytelling with our mission.*

*What sets Rob apart is not just his creative talent, but his character. He leads with authenticity, treats everyone with kindness, and handles tough conversations with integrity, professionalism, and grace. He is a people-first leader who inspires trust and fosters a culture where creativity can thrive.*

— **AJ Gutierrez**  
Co-founder at Saga Education

