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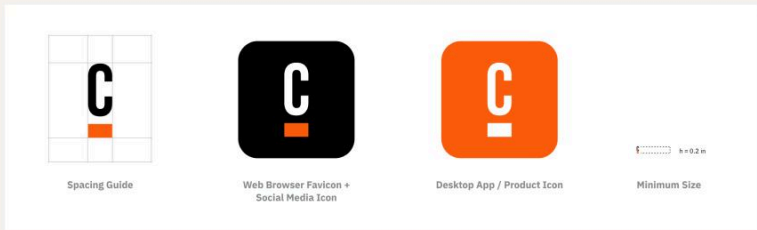
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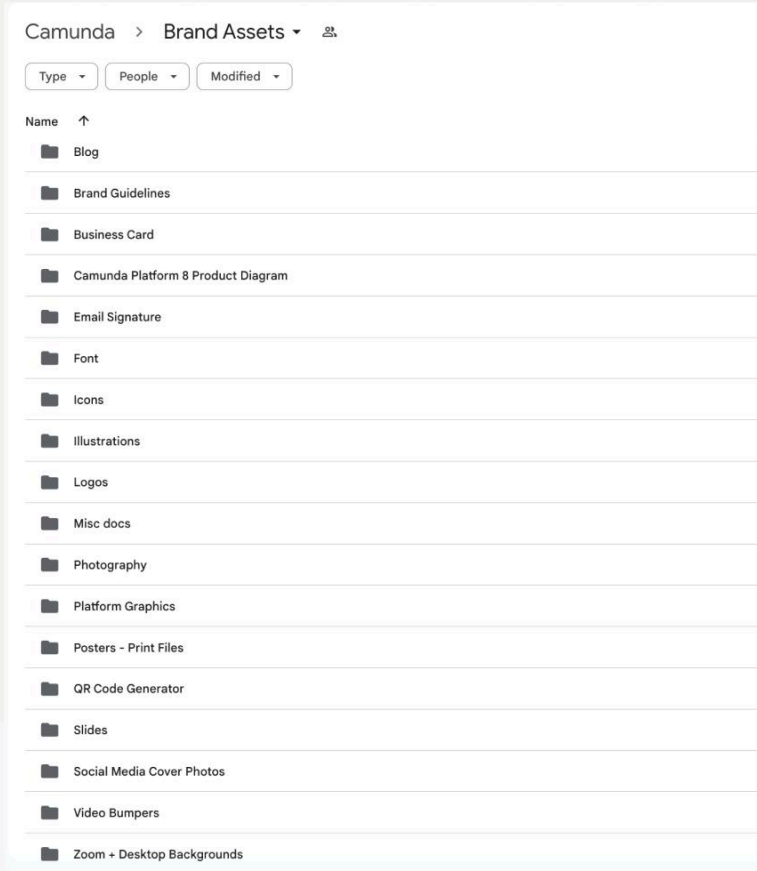
a s c i u t t o

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brand management



Consistency is key.

It's arguably the least glamorous side of design. And yet, brand management is one of the most critical skills a designer can have.

Consistent application across platforms and entities reinforces your brand's message and ensures a cohesive, professional presence over time. It requires enabling internal teams with resources like self-service templates and diligently updated documentation.

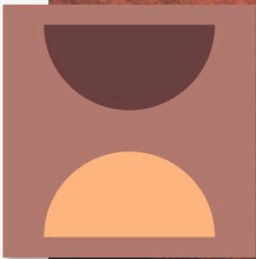
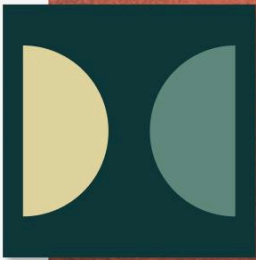
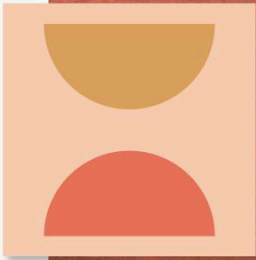
I help evolve brands with fresh visuals and ensure these new elements are properly organized, communicated, and cohesive with the existing brand.

In these examples from my work with Camunda, we see a glimpse of a company's brand structure, including its many logos and other assets:

- Brand guidelines
- Photography, icon, illustration, and other asset libraries
- Slide templates
- Editable illustrations
- Guides + tutorials
- Program + event branding
- Messaging guides
- Social media templates
- Product graphics
- Email signatures
- Live catalog of sub-brands



Examples of Camunda's various products and programs that exist under the main brand umbrella, each with its own set of sub-brand guidelines and assets.



Strahm

strategy + storytelling

Mini Brand Style Guide



Primary Logo

Secondary Logo

Submark

Favicon

Use a secondary logo, submark, or favicon for small and/or text-heavy spaces.

Logo + Background Colors

PRIMARY LOGO COLORS

- #0F383A Use for dark backgrounds.
- #E87259 Use for light, non-white backgrounds.

SECONDARY LOGO COLORS

- #FFECD9 Use for dark backgrounds.
- #0F383A Use for light, non-white backgrounds.
- #E87259 Use on occasion for decorative purposes.

03

Application Examples

visual identity

I design visual identities by combining creativity and clarity, with the goal of building a unique brand that connects emotionally with its audience.

The Strahm Strategy + Storytelling brand features organic shapes and painterly effects, symbolizing the fluid, interconnected nature of great storytelling. This mirrors Strahm's approach to content marketing, which emphasizes the organic flow of strategy and narrative to create meaningful connections.

My visual identity experience includes:

- Logos + wordmarks
- Color palettes
- Usage guidelines
- Font selection
- Custom-painted backgrounds + accents
- Custom shapes, textures, and icons
- Application examples
- Social media + email branding





event branding

No two brands, no two events.

I started designing event spaces in 2017, when I learned the ins and outs of large format signage and installation at a local print shop. Since then, I've had the chance to turn heads with a guerrilla-style sponsorship at Internet Summit'18, strategize trade show booth messaging across industries, design virtual events, and launch and host a local networking series.

However, when it comes to event branding, my biggest undertaking (and source of pride) has been leading the design of Camunda's annual international tech conferences.

In these examples, we'll look at two of my favorites:

1. **CamundaCon 2022** (inspired by Berlin's graffitied landscape)
2. **Camunda Community Summit 2023** (inspired by the launch of Camunda's community-centered brand strategy)

Brand style elements | CCon 2022 / Summit 2023



What goes into an event brand?

I work closely with cross-functional teams to ensure each event brand not only looks exceptional, but also supports the event's goals and intended tone.

- Event brand guidelines + custom graphics
- Branded slide templates
- Social media + ad promotion
- Messaging strategy
- Swag / merchandise design
- Venue branding + signage strategy
- Booth design
- Management of freelance design support and print vendors



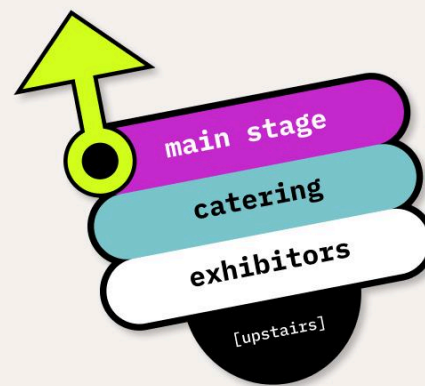
Countdown animation | CCon 2022

Print Formatting + Functional Signage

For these multi-day conferences, I managed relationships with print/venue vendors and collaborated with the event and production teams to create clear signage that helped attendees navigate the large venues seamlessly.



Outdoor agenda display | CCon 2022



Directional signage | Summit 2023 / CCon 2022



Speaker stage backdrop | Summit 2023

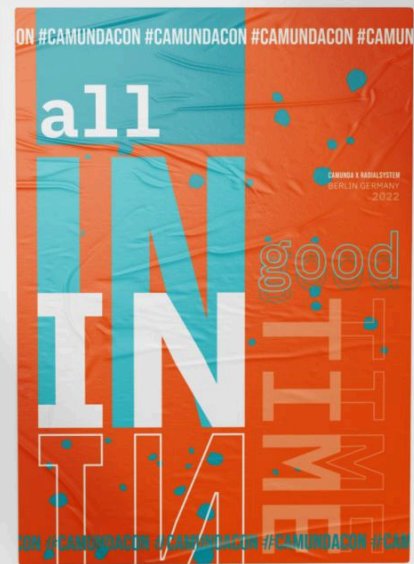
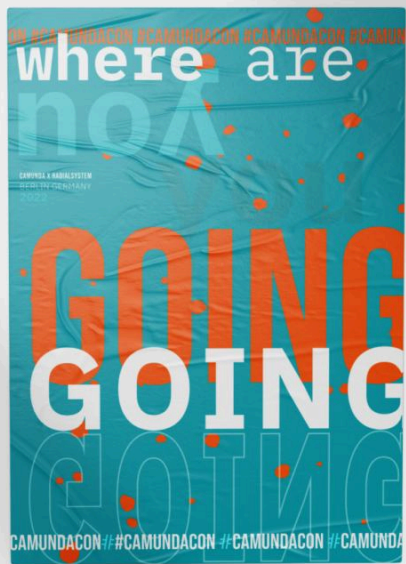


Photo Backdrops + Interactive Displays

I ideate and design interactive experiences and visually striking backdrops that make events more engaging.

By creating tactile displays and photo-worthy moments, I ensured Camunda's conference attendees had memorable, shareable experiences that encouraged participation and brought each event's energy to life.

A **signature wall** played into CCon 2022's graffiti theme, allowing visitors to literally make their mark on a map of the surrounding cityscape.



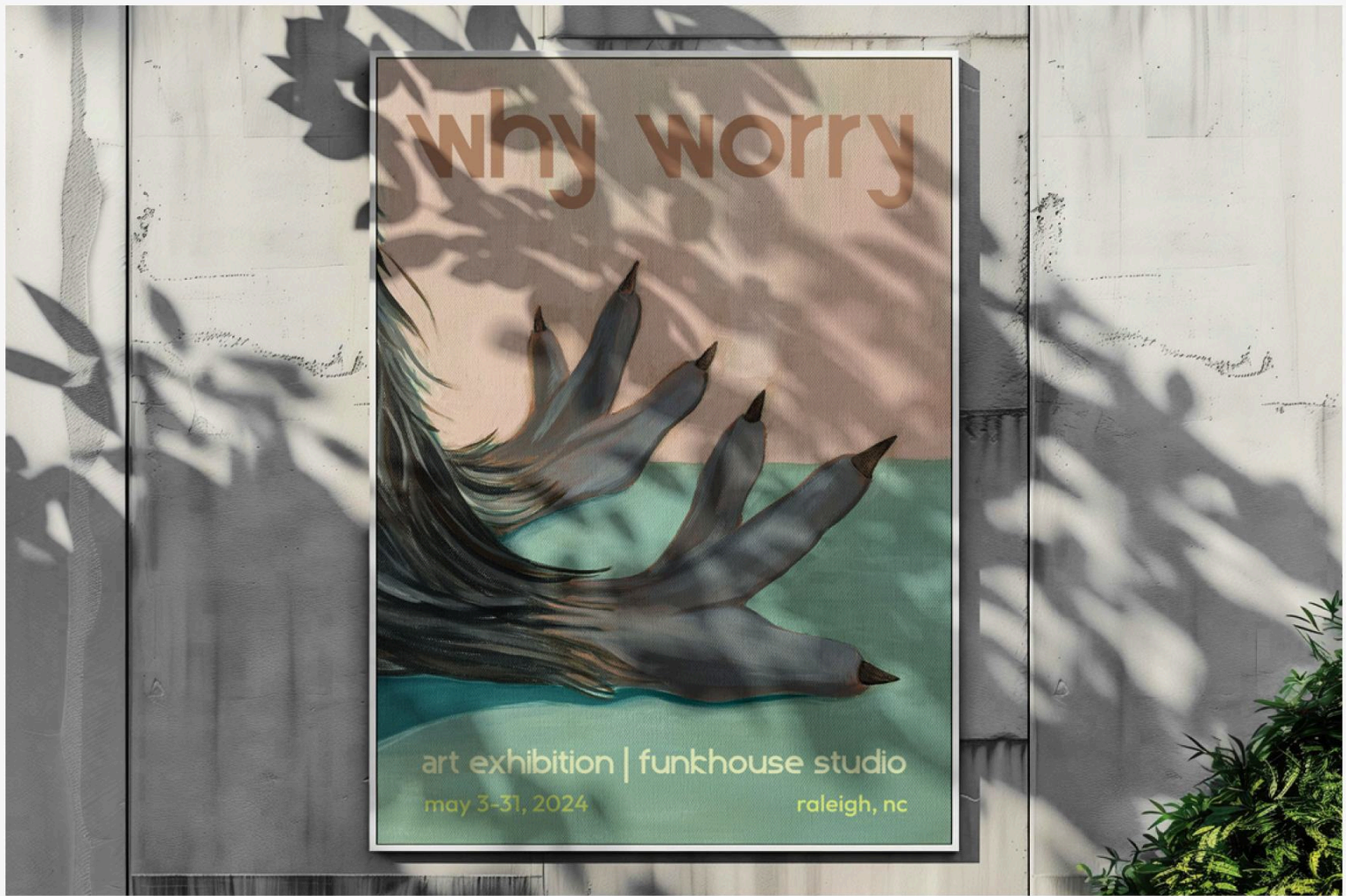
Repeating facade posters | CCon 2022

typography + poster design

The more eye-catching, the better.

Over 30 unique, intriguing poster designs were created for CCon 2022 to give the Berlin event a graffiti-plastered edge (this seemed like a really cool idea until I had to install all of the prints...but it was worth it).

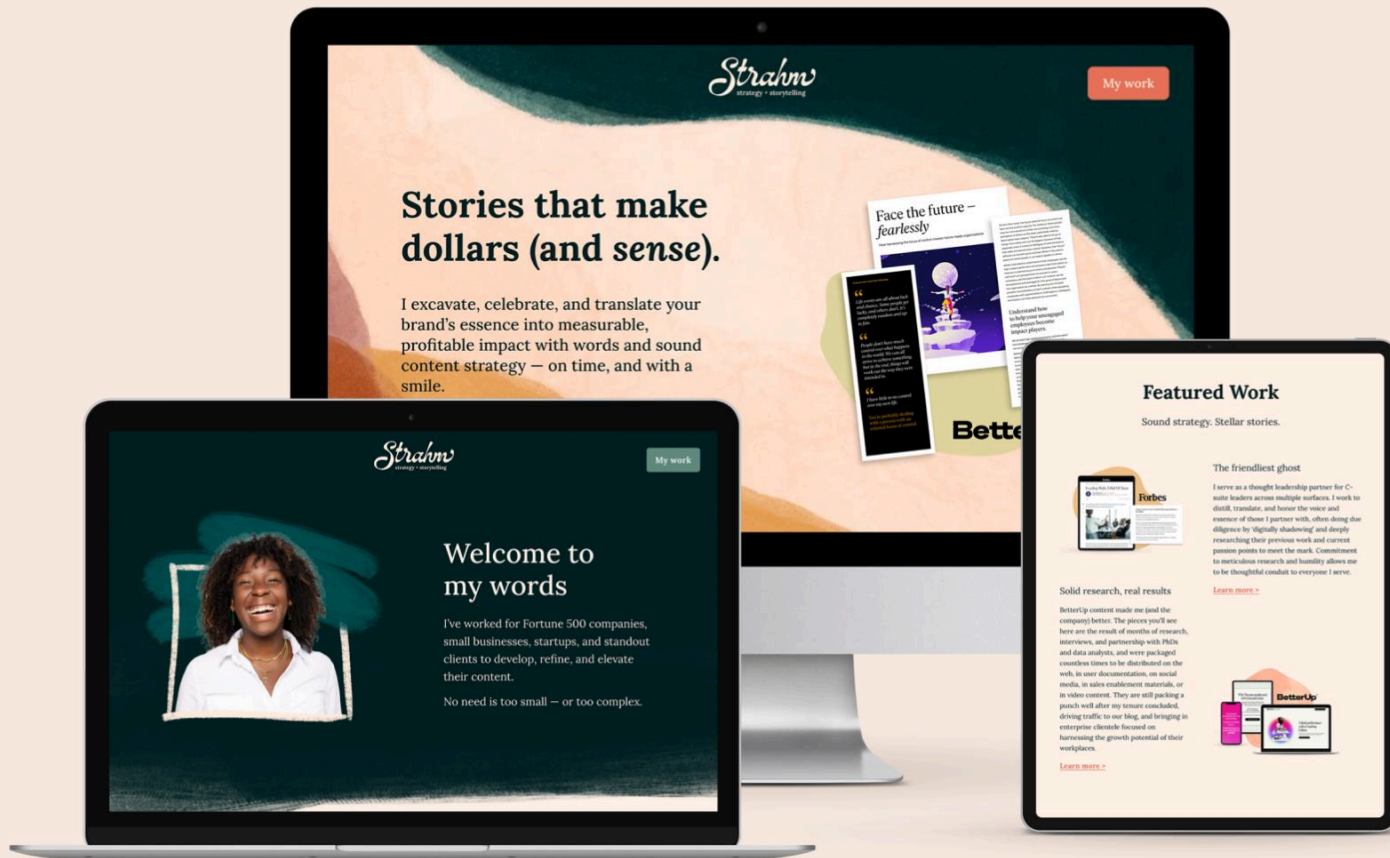




Art exhibition poster | "why worry" exhibition



Street ad concept | Third Friday Durham



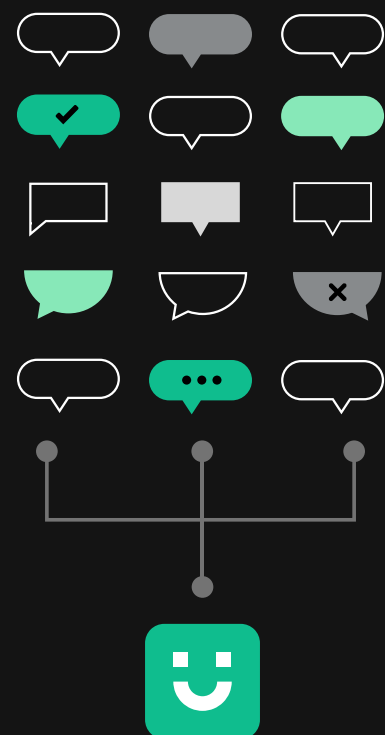
Website design | Strahm Strategy + Storytelling

web design + custom graphics

With the rise of drag-and-drop website builders, anyone can create a website — but not everyone can create a *great* one.

Great web design goes beyond templates; it requires a careful balance of color, content, and negative space. It's all about custom illustrations, stand-out text, and intuitive navigation to guide the user experience.

Having worked on a wide range of websites, I understand how to bring these elements together to create sites that are not only visually stunning but also functional and engaging.



Web illustration | Camunda

digital content

Balancing the **serious** and the **not-so-serious**.

I design content that strikes a balance between serious and playful, adapting to any tone, occasion, or style.

By mixing up the approach, I ensure a dynamic range of visuals that keep audiences informed, entertained, and coming back for more.



IT and business leaders continue to see the value in process automation and accelerating digital transformation efforts.

Process orchestration maturity is on the rise as teams consider how to scale automation efforts.

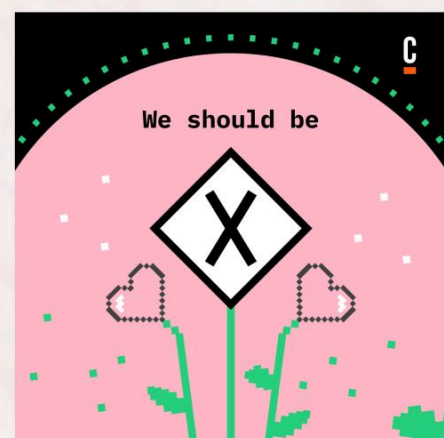
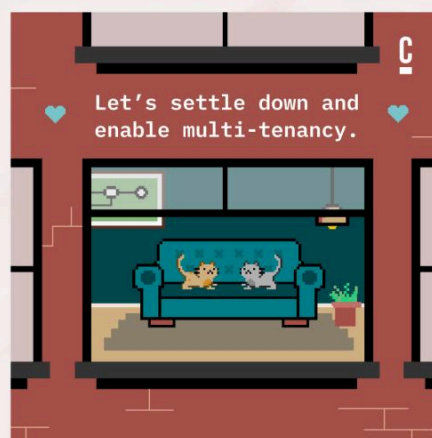
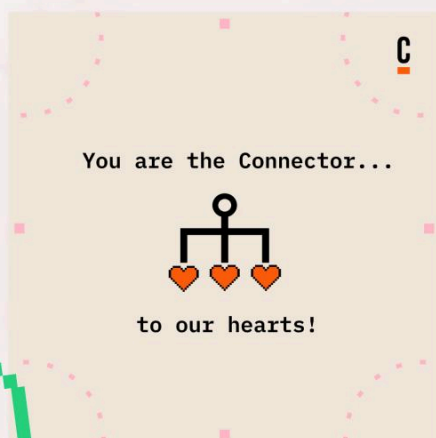
How have things changed?

- 51% say that **processes spanning multiple systems** is a reason for process automation complexity in 2024, vs. 45% in 2023.
- 34% say **lack of budget** is a roadblock to achieving digital transformation in 2024, vs. 25% in 2023.

There is still **disagreement** among software architects, IT decision-makers, and business leaders.

LinkedIn carousel | Camunda whitepaper promo

BPMN-themed digital Valentine's cards for Camunda's niche developer audience





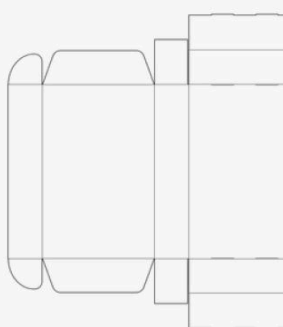
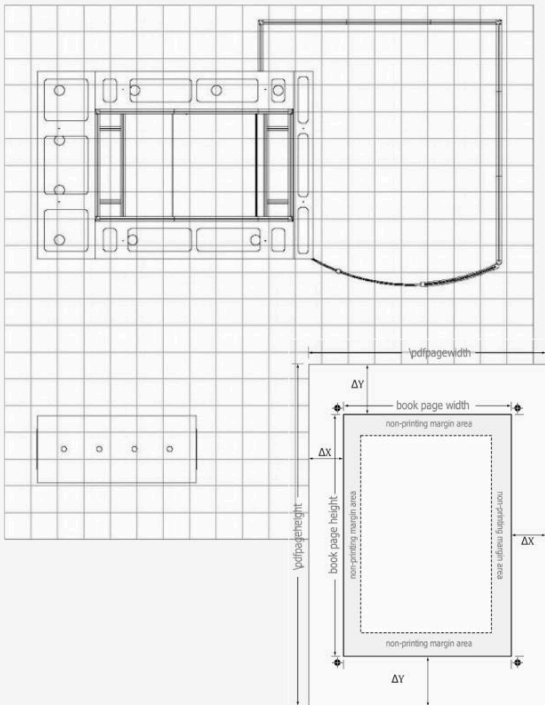
Art portfolio page layouts

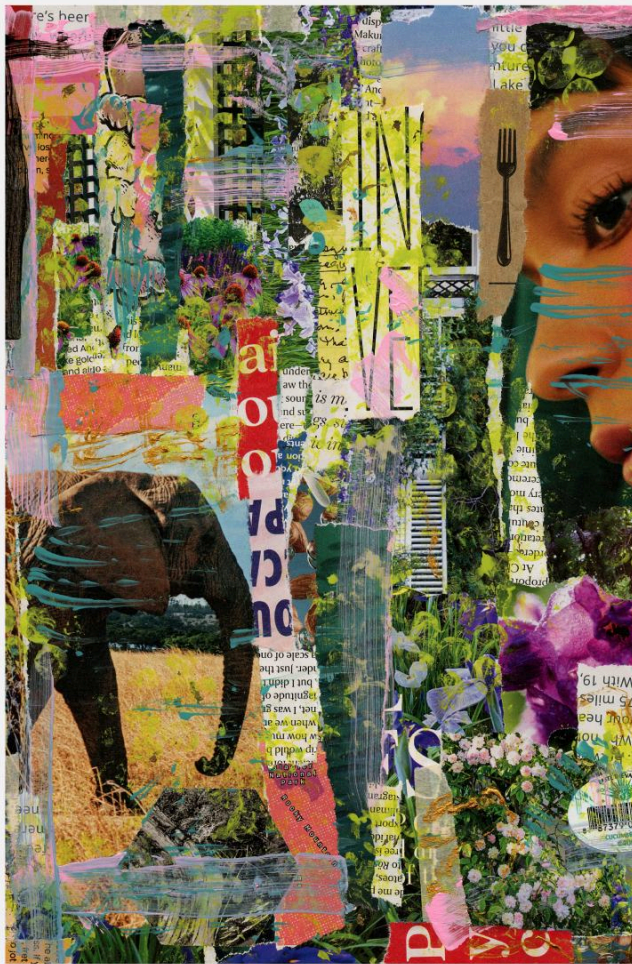
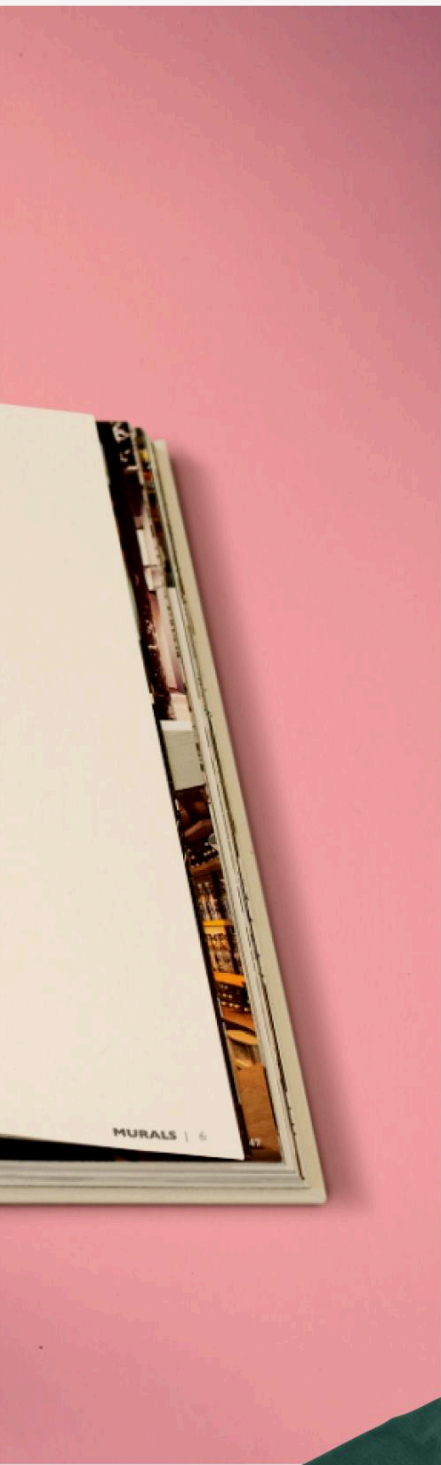
print + merch

From booklets to billboards.

I navigate the complexities of venue layouts and print specs, working closely with vendors to ensure all print materials align with the final vision. My experience includes:

- Brochures + handbooks
- Conference booths
- Vinyl stickers
- Packaging
- Printed murals
- Shirts, tote bags, etc.
- Directional signage
- Window decals
- Vehicle wraps
- Postcards





EARTH DIVINE
Acrylic paint and found paper on cardboard
2024
Work: 8x12 in

A collage that explores how we interact with the fruits of Mother Earth.



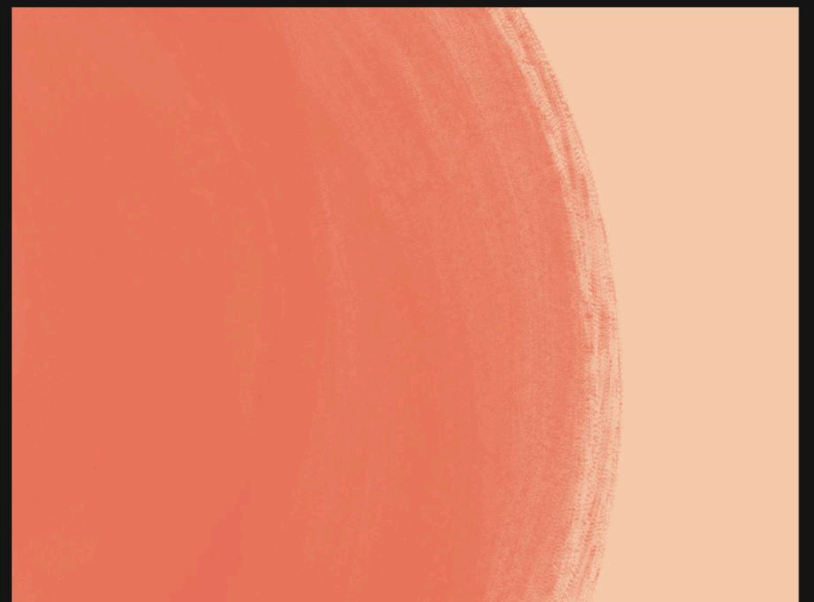
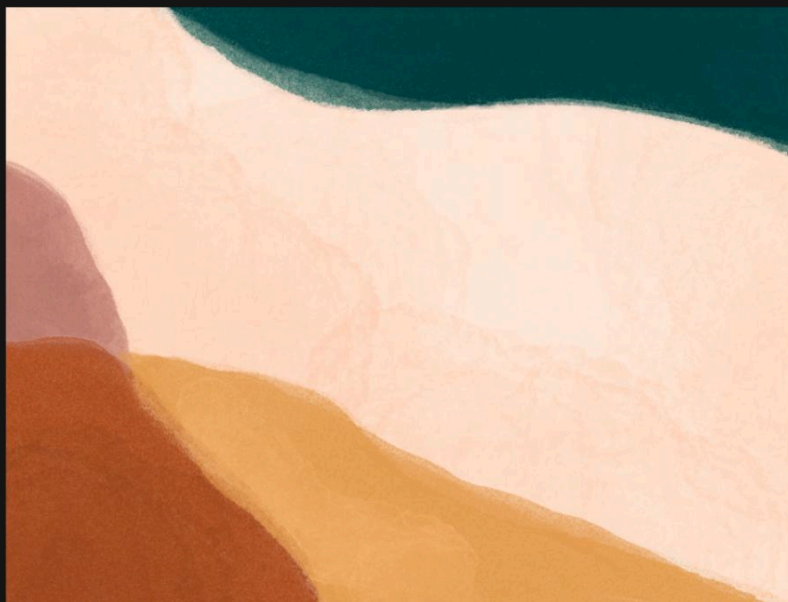
Merch concepts
Third Friday Durham



Mural concept | Funkhouse Studio

illustration

My artistic illustrations feature vibrant paint textures, quirky characters, and playful, energetic designs.



Digitally painted backgrounds | Strahm Strategy + Storytelling

Event flyer
"Will's Send-off" party



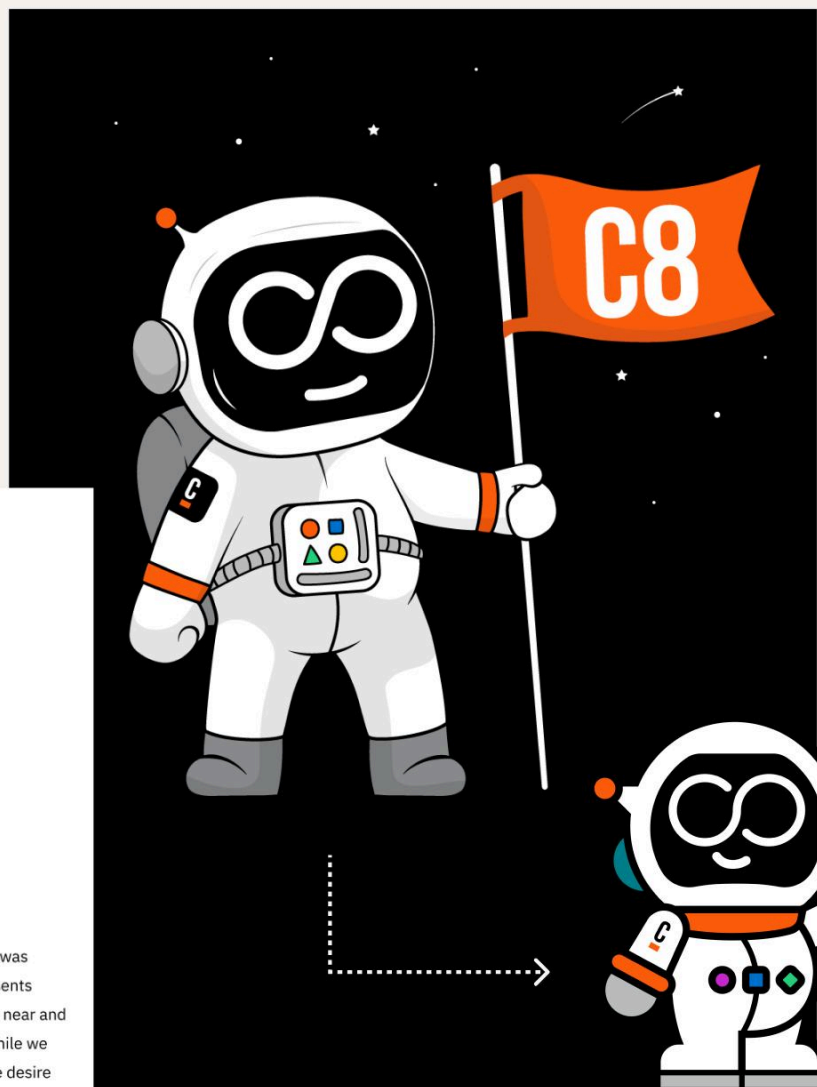
Character design + redesign, in
collaboration with Grant Eaton
Camunda C8 Astronaut ("Zee")

Project prompt



Where did Zee come from?

Our astronaut character, currently called "Zee," was inspired by an old product logo. This logo represents Camunda's workflow engine (Zeebe) and is very near and dear to the hearts of many of our employees. While we no longer use this logo, there is a company-wide desire to preserve this beloved astronaut figure.



about Jen

The **art** of design

I'm Jennifer Ascianto, an illustrator, painter, and graphic designer based in Raleigh, North Carolina. As a self-taught artist and creative branding professional, my work spans from traditional painting to digital design, with Funkhouse Studio serving as my practice. Through Funkhouse, I offer creative services and unique art products to clients and collectors, blending my passions for visual storytelling, brand design, and marketing.

For me, the intersection of visual art and graphic design is where creativity truly thrives. As an artist, I have a deep understanding of color, composition, and the power of visual expression. In my branded work, I aim to balance freedom with structure. I approach each project with the belief that design isn't just aesthetics — it's also communication. Graphics and text feed meaning to each other. Together, they tell a story.

The physical and digital forms of my work constantly influence one another, allowing me to pull from a wealth of visual art experience that sparks fresh ideas and innovative solutions for every project.



Poster collage installation | CCon 2022, Berlin, Germany



At the studio | Raleigh, NC



Original paintings by Jennifer Ascianto

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