





## A little bit about the Vega Project.

We're a small but mighty design studio located in the heart of San Francisco. Our focus is on creating diverse and inspired solutions for our clients, and the people who matter most to them. Through strong partnership and collaboration we push the boundaries to achieve stellar results.

Jeff Caldwell has a Bachelors in Fine Arts with a concentration in graphic design. His vast experience in branding, environmental design and new media brings a unique dimensionality to our work. Jeff is also an accomplished artist and can draw a mean horse.

Danielle Guthrie has a Bachelors in Fine Arts with a concentration in graphic design and printmaking. On top of Danielle's creative and conceptual talents, she has a gift of understanding a client's long-term needs and goals, and creating the path to get there.

Jeff founded the Vega Project in 2000 after relocating from Detroit to San Francisco. Danielle joined the Vega Project in 2004. Both partners have been active in the field of design for over 13 years. Together, they lead a team of talented creatives to deliver the highest standard of service and design.

## How we do what we do.

Our objective is to inspire and enable companies to think about themselves differently, and to approach projects from the perspective that we are not there to create a standard solution. To do this we have a dynamic approach that involves using a variety of creative methods and working sessions. Creating a unique environment that helps us break away from the obvious. In turn, making our ideas and solutions better.

## Design for the greater good.

We extend our dedication to creativity and design for the greater good with their involvement with Project M. Project M is a program designed to inspire young graphic designers, writers, photographers and other creative people that their work can have a positive and significant impact on the world. Recently we have been involved in the development the M BLITZ - a way to bring the experience of Project M to a broader audience. An M BLITZ is a crazy, chaotic, energizing, rapid and satisfying project that uses design thinking for the greater good. Comprised of a 5 member team of designers, or other creative collaborators, the BLITZ team is challenged to produce a completed project in a weekend's worth of time.



## Some nice things our clients have said about us

Sarah Larson — Levi Strauss & Company

"At LS&CO. we have high standards for our partners. They must be extremely talented, creative and dedicated to delivering results. We also look for partners who deeply understand our culture, brands, and preferred work practices. Finally, its critically important for our partners to deliver exceptionally high quality deliverables on time and within budget. On two occasions we've engaged the Vega Project to lend their creative branding services to two highly visible and global programs at LS&CO. On both initiatives Vega delivered and exceeded our expectations. Across LS&CO's 110 countries the product and materials produced by the the Vega Project team have been widely praised for their fresh and creative look and feel. It has been a pleasure to work with the team - they are committed to results, flexible in their style, and fun to partner with. They take their work incredibly seriously but don't take themselves too seriously which is important. Their technical skills are flawless and their attention to detail is outstanding. We couldn't have been successful with these two global initiatives without the creative brainpower of the Vega Project. LS&CO. stands behind the Vega Project are are proud to recommend them to other companies and vendors."

Gordon Rudow — CEO, Bonfire Communications

"I have been profoundly happy the design work of the Vega Project team and continue to enjoy their creative concepts and fabulous execution."

Chris Hawkins — Owner , Hawkins Communications

"I can't give the Vega Project enough praise for their amazing, creative designs. They are truly innovative, I believe the most talented designers I have worked with in my 15 years in the Graphic Arts Industry. I have partnered with the Vega Project on four very successful projects in the past two years. I highly recommend them."

Tanya Candia — Owner , Candia Communications

"Danielle is an accomplished graphic artist and excellent communicator with an uncanny ability to translate concepts and values into compelling visual representations. Whether websites, demos, corporate branding or product packaging, the Vega Project delivers extraordinary results based on a solid understanding of the business world. I have worked with Danielle and the Vega Project on numerous projects and keep coming back for more."

Kathleen McVey — Director of Marketing, Sigaba

"I have worked with the Vega Project many times while employed at various companies over the last 4 years. They are extremely creative, work is always completed on time, and you can always count on them, even when your schedule is limited."

[www.vegaproject.com](http://www.vegaproject.com) [creativeconspirator@vegaproject.com](mailto:creativeconspirator@vegaproject.com)  
415 401 7221  
375 Alabama Street Suite 440 San Francisco CA 94110