



STEVE DONATELLI IS AN INDEPENDENT, INTEGRATED BRAND COMMUNICATIONS CONSULTANT. DONATELLI BUILDS AND STRENGTHENS BRAND MESSAGING AND IMAGERY SYSTEMS FOR ORGANIZATIONS SEEKING TO ADVANCE CORPORATE VALUE AND IMPROVE HUMAN EXPERIENCE.



**BACKGROUND**

Steve Donatelli engages in the transformation or enhancement of individuals, teams, and organizations in order to enable them to achieve their brand marketing and communication goals.

He fuses design thinking, business savvy and creativity to help organizations in times of transition: the formulation of a new brand strategy; a merger or acquisition; the rise of a new CEO; or the introduction, clarification, alignment or refresh of a product or service offering.

**PURPOSE**

Design firms, marketing agencies, brand managers, creative directors and entrepreneurs rely on Donatelli to define a distinctive story, positioning and offering, design an authentic and flexible brand system of assets, and deliver a comprehensive solution that promotes business growth, advances corporate value while improving human experience.



**PARTIAL CLIENT EXPERIENCE**

- Aerojet
- AT&T Wireless
- All Conditions Gear
- Front Range Solutions
- Genesis Financial
- Giant Bicycles
- Hewlett-Packard
- Leupold+Stevens
- Lightspeed Technology
- Logitech
- Human Experience Lab
- Intel
- Kodak
- London Pacific Life & Annuity
- Microsoft
- Mindscape Software
- Nautilus
- NFL Properties
- Nike
- Omni Healthcare
- Sony Electronics
- Sony-Ericsson
- Prudential
- Umpqua Bank
- Research In Motion
- Sony
- Symantec
- Sutter Health
- WECO Aerospace Systems
- ZRT Laboratory

**KEY INDUSTRIES**

- Healthcare
- Life Sciences
- Retail
- Technology

**BRAND PROGRAMS**

- Development
- Alignment
- Refresh
- Adoption

**DESIGN DISCIPLINES**

- Advertising
- Collateral
- Content
- Digital
- Exhibit
- Identity
- Information
- Merchandising
- Packaging
- Retail
- Signage

DONATELLI

