PÉTER CHARBONNEAU CREATIVE PORTFOLIO

PUBLICATIONS
EVENT MATERIALS
LOGO DESIGN
DIGITAL GRAPHICS
VIDEO
ADVERTISING COLLATERAL
INVITATIONS
POSTERS
+ MORE!

PETERCHARBONNEAUDOTCOM

PRINT COLLATERAL



PHYSICIAN DIRECTORY

The Johns Hopkins All Children's Hospital Physician Directory is one of the premier publications we produce as a marketing department. This is a resource that not only lists all the physicians and their disciplines, but serves as a marketing piece to highlight the hospital's institutes and departments as well as some of the other services provided, such as out Lifeline team (spread pictured). This is a true collaborative effort and I've been in charge of the art direction and design on this publication for three years.



This expert team is ready to mobilize within 15 minutes using one of the following modes of transport

Senior Director; Nursing: Michele R. Moran, M.S.N., R.N.

Program Manager and Chief Flight Nurse: Julie L. Bacon, M.S.N.-H.C.S.M., R.N.C.-L.R.N., N.E.-B.C., C.P.E.N., C.P.N., C-NPT

Contact Us

To learn more about the LifeLine program and outreach education: Call the LifeLine office at 727-767-4333.

PCF

BRAND/IDENTITY SYSTEM



ealthy babies contribute to thriving communities and at Johns Hopkins All Children's Hospital the path to good health starts with caring for expectant mothers. Prabhu Parimi, M.D., M.B.A., C.P.E., is director of the Maternal, Fetal & Neonatal Institute, leading a team of OB-GYNs, maternal-fetal medicine specialists and neonatologists who follow a value-based care model that begins from preconception and continues through birth and into the child's early development years. The team believes it is on a journey with families, striving to provide the leading perinatal and neonatal care in the region and nation through clinical innovation, education and research. The institute provides seamless, less-complicated options for expectant mothers and their babies, eliminating the all-to-common fragmentation of care. The experienced team guides women through high-risk pregnancies and provides innovative follow-up care for their babies in specialty areas such as cardiac disease, neonatal abstinence syndrome and intestinal rehabilitation.

Learn more at HopkinsAllChildrens.org/MFNI

Johns Hopkins All Children's Hospital rated as the top neonatology program in Florida and among the top 50 in the nation in U.S. News & World Report children's hospital rankings for 2018-2019. The hospital ranks as the top pediatric hospital on Florida's west coast, rating among the nation's best in five total categories.



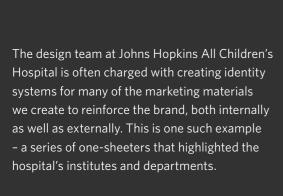














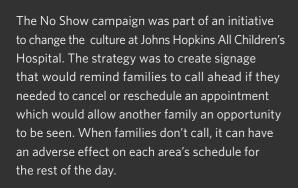


'NO SHOW' CAMPAIGN





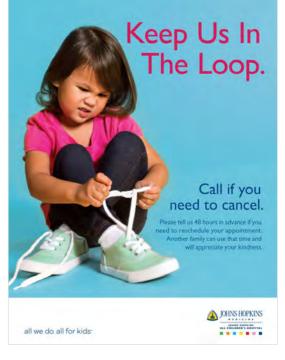




Our idea was to utilize kids with a vibrant, playful tone to get this message across, marrying clean, quick headlines and direct calls to action with the imagery.







DIRECT MAIL CAMPAIGN

After a three-year run producing a similar piece, I was tasked with coming up with a new concept for a direct mail campaign with the goal of increasing appointments for back to school physicals.

The chosen concept was the backpack idea featured here. With a strict budget in mind, but with the goal of producing a very different design from what came before, I introduced a die cut along the zipper line of the backpack on the card where a reminder card was partially inserted. The front and back of the card were folded on top of one another, creating a pocket that allowed the insert to fit in. We used a clear envelope to avoid and post office issues with the mailing.



GFWC MAGAZINE DESIGN & LAYOUT



One of the primary responsibilities in my position was the production of GFWC's bi-monthly magazine. We had a small, but dedicated staff that contribute content for each issue, while I was in charge of budgeting space, managing advertising and ultimately layout and design. I also handled editing and occasional writing duties. Such was life at a small non-profit organization!

As the sole designer of all things GFWC, I didn't get the luxury of spending a lot of time crafting layouts and ideas as I juggled the dual titles of Art Director and Communications Director. I did, of course, enjoy the creative aspect, and given our tight time frames, I did my best to produce the best publication we could.



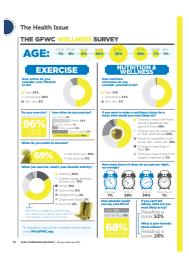
Clubwoman

CREATE A VISION









PCI

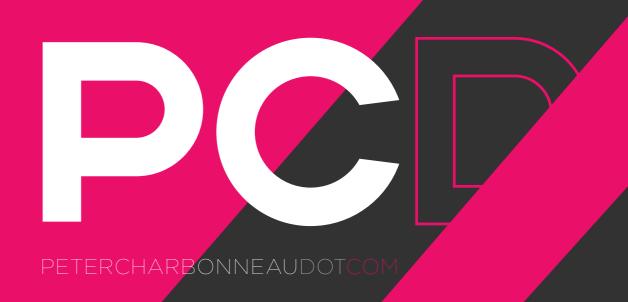
LOON MOUNTAIN BROCHURE



While working as a studio artist for allen & gerritsen, I was given the assignment to art direct and design the seasonal brochure for Loon Mountain resort in New Hampshire.

Featured on the page is the cover to the brochure, as well as a pair of inside spreads.





LIGHTS, CAMERA, AUCTION!



The VIP Auction was an annual fundraising event through the Johns Hopkins All Children's Foundation. Each year a committee voted on a theme and encouraged attendees to dress the part. For 2020 the theme was Hooray for Hollywood and I was assigned as creative lead. My design married an art deco font with a Saul Bass 1960s movie poster feel as shown in the collateral to the right. Unfortunately, the pandemic forced the cancellation of the event, which was scheduled in April of 2020. Much of the materials were already produced, including what you see here.

Clockwise from top:

VIP Passes

Save the Date

Event backdrop Invitation

Digital Event Banner















RED HOT HOCKEY



Red Hot Hockey is a biennial event pitting two perennial college hockey powers, Boston University and Cornell University, on the grand stage of Madison Square Garden in New York City.

I had the privilege of working on the marketing materials for the Red Hot Hockey events which took place in 2007, 2009, 2011 and 2013. Not only was the initial Red Hot Hockey game the first collegiate hockey game to ever sell out the renowned 18,200-seat arena, but the 2009, 2011 and 2013 editions also managed to fill the building to capacity.

Featured are some of the materials from the Red Hot Hockey events in 2009, 2011 and 2015. They are:

RHH logo

RHH game program cover

RHH game program inside spread

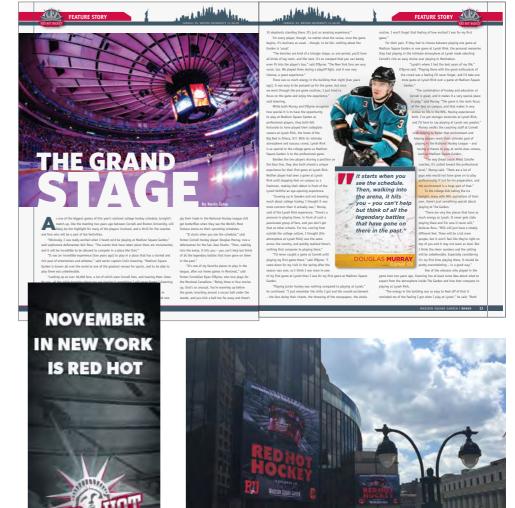
RHH 2015 digital graphic (horizontal)

RHH 2015 digital ad (vertical)

RHH digital signage outside Madison Square Garden







MADISON SQUARE GARDEN.

NOVEMBER 28

GET

TICKETS

RADIOTHON

Radiothon is a two day event that takes place in December and is one of Johns Hopkins All Children's Hospital's most visible fundraising events of the year. Partnering with US 103.5 FM, radio hosts conduct interviews with patients, families, doctors and staff to raise money to ensure the children have the best care.

I was privileged to work on a concept that would carry through a three-year span and the materials featured here are a product of that exploration. We were able to use a local radio station to do a photo shoot with three former patients (flyer, pictured) that became the promotion campaign. In addition, I designed the event t-shirt as well as digital signage that ran during and after the event on the hospital's website and intranet.









GFWC ANNUAL CONVENTION



The General Federation of Women's Clubs is a 125-year old non-profit organization based in Washington, D.C. Each year, usually towards the end of June, GFWC holds its annual Convention, based on the choice of the International President, who serves a two-year term. In 2013 the Convention was be held in Hollywood, Florida, so I was tasked with designing a concept that evoked a 'Gold Coast' theme, 'Gold Coast' being the nickname for the region.

In 2012, the convention was held in Charlotte, N.C. The butterfly concept was about the seventh one I created that finally got the green light. I think it mirrors the 'Transforming' aspect of the tagline really well though, so all smiles in the end. As our international president kept telling me when I presented her with a new concept, "This isn't it, but I'll know which one is when I see it."

Gotta love detailed feedback.





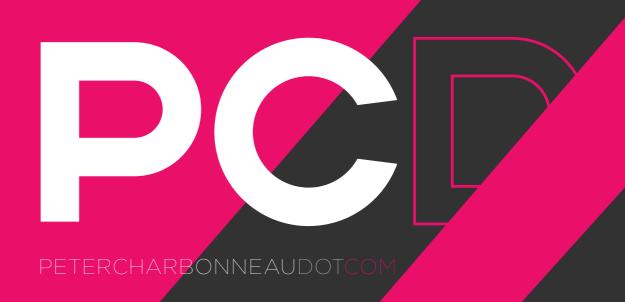












SAFE RETURN INFOGRAPHICS

The pandemic created an understandable apprehension in people to return to places where risk of catching or spreading the Coronavirus was seen as a risk and that included hospitals and healthcare facilities.

Unfortunately, ones or a child's health can't and shouldn't be put off. To that end, Johns Hopkins All Children's came up with a safe return campaign to alleviate parents' fears and to show that we were taking extra precautions to ensure a safe visit to our hospital.

Working with our social media manager and one of our copywriters, we came up with a series of infographics that have run on Instagram, Facebook and Twitter meant to engage and inform in a visual way.

We've seen engagement on these perform well across the social platforms and as our daily census continues to return to previous levels we are seeing much of that apprehension lifting.

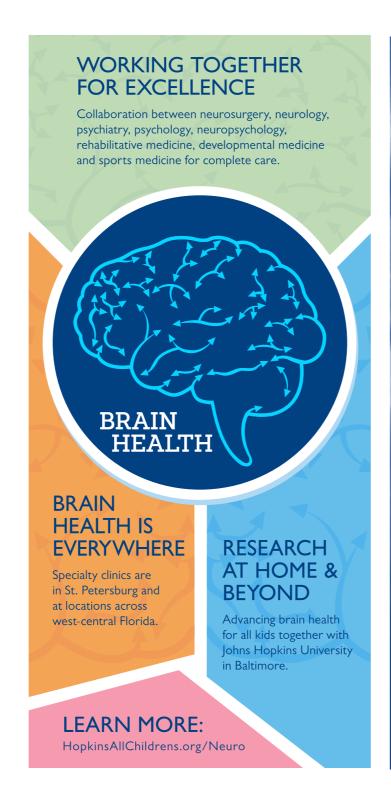
The infographics were well received internally and Johns Hopkins Medicine in Baltimore has taken the design and adapted it for use across its network.



KIOSK PANELS

Working with our copywriting team as well as our marketing liaisons, I get to create quarterly panels for our kiosks, which are placed in various high-traffic areas throughout the hospital and select Outpatient Care Centers.

We submit content through the liaisons, who work with their service lines to identify information that can live for three month intervals around the hospital. We often focus on the patient experience, but we leave room to also highlight the hospital's history or people and areas of the hospital that otherwise go unheralded.





SCREENSAVER/CAMPUS SIGNAGE



I collaborate with our writers and marketing liaisons to produce batches of monthly screensavers that get displayed on monitors throughout the hospital. Messaging can be informational, educational or it can simply be a warm greeting to a child spending his or her first night in a room. The screensavers are very front-facing and can hit several targeted groups, from patients and families to our clinical staff.





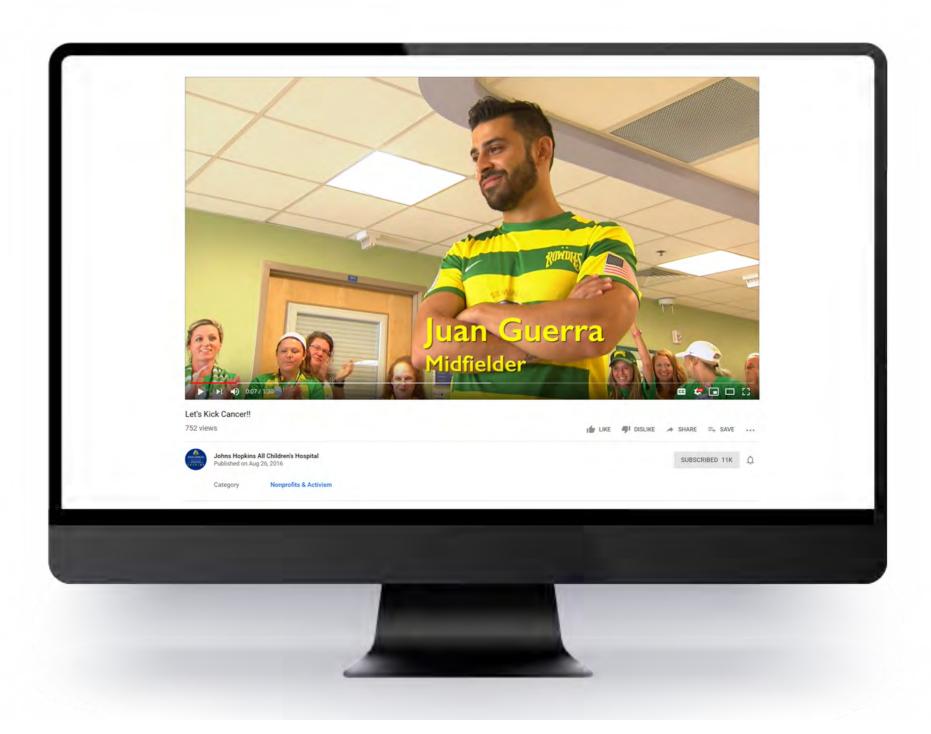
PCF

LET'S KICK CANCER

Perhaps the piece I'm most proud of in my time at Johns Hopkins All Children's, the Let's Kick Cancer video featuring members of the Tampa Bay Rowdies was a collaborative effort with our videographer Juan Zayas. Juan and I brainstormed an idea to utilize our partnership with the Rowdies and were given the green light by leadership to pursue it. We had nearly full creative control, and built the video idea from storyboard to script to shoot.

The video pits one of our patients, Vance against then-Rowdies midfielder Juan Guerra. The vision I pitched was the classic scene in Raiders of the Lost Ark where Indiana Jones is confronted by the giant swordsman. Weary and tired, Indy watches the swordsman show off his deft skills, only to shoot him in a scene very much played for laughs. I was looked at a bit funny in pitching this scene for our video at a children's hospital, but it was in tone only. The video shows Juan showing off with a bunch of juggling techniques, motioning to Vance with an 'Ok, show me what you've got" gesture. Vance steps up and just boots the ball right between Juan's legs and into the goal.

The video was shown at halftime at a Rowdies match during Childhood Cancer Awareness Month.

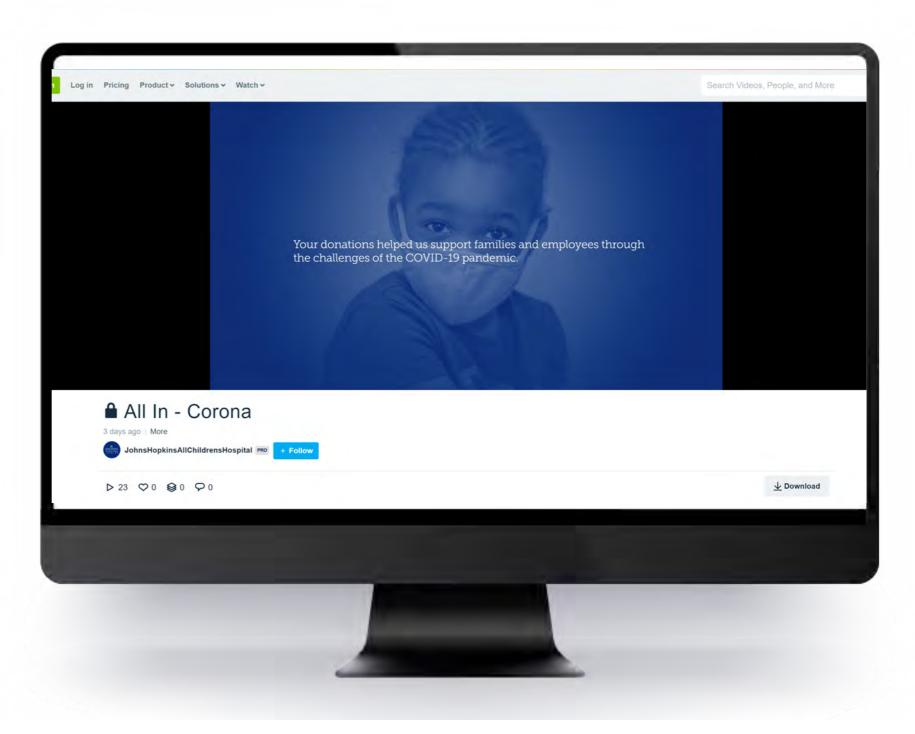


Let's Kick Cancer Video
Tampa Bay Rowdies at Johns Hopkins All Children's Hospital

https://youtu.be/mUBtPZQ9Fyg

'ALL IN' EMPLOYEE GIVING

I'm always looking to hone and expand my skills in my chosen profession and I used the pandemic to take a deeper dive into AfterEffects. I was able to see the need for more animated typography in the hospital's video projects and have begun collaborating in earnest with our videographer to enhance our already well-received productions. The video linked here is an example of that. Our AllIn campaign asks staff at the hospital to give back to fellow colleagues who are or may end up in need during the year. During the pandemic, this kind of ask is a little more challenging, so the tone was shifted to more of a 'Thank You' to those that have given and continue to give.



All In Employee Giving Campaign Johns Hopkins All Children's Hospital

https://vimeo.com/457074458/d1d269bafc

'HOW TO POWERPOINT' VIDEO

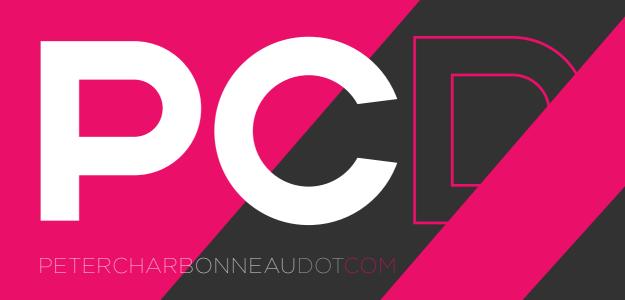
Everyone knows PowerPoint. Not everyone loves PowerPoint. Still fewer may even know the basics of PowerPoint. With these statements in mind, my colleague Nannette and I were asked to create a brief how-to video that would allow hospital employees to grasp the basics in setting up a PowerPoint project that was brand compliant. It allowed us to collaborate with Juan our videographer, write a script, record video, play with AfterEffects and observe the editing process in FinalCut Pro – essentially art direct this piece from start to finish. The video has been well-received and we since it was an internal piece housed on the hospital's intranet, it afforded us the opportunity to be a bit more playful and add our personality to it.



How To PowerPoint
Johns Hopkins All Children's Hospital Extended Learning

https://vimeo.com/allchildrens/review/329635574/7fce985657





PCF

T-SHIRT DESIGN

Everyone wants a t-shirt! We get a lot of requests for t-shirt designs at the hospital and we often have to be strategic as to where we can devote our efforts to promote the entity while still protecting the brand. To the right are two examples of t-shirt designs I've had the privilege to design. Our Trauma Care team recently broke from a joint collaboration with Bayfront Hospital to become its own entity which will allow our patients quicker, more effective trauma care.

To celebrate, the team requested a t-shirt to promote the visibility of it's new solo designation. I worked with the Trauma Care leadership team to design a graphic for the back of the shirt that showed the team's range of care throughout Florida.

The second example is a t-shirt design promoting Sickle Cell Awareness Month, which takes place in September.

At the bottom are a series of concept t-shirt designs for local non-profit organization Girls Rock Camp - St. Pete which raises money to provide instruments for young girls to pursue their love of music. The camp culminates in a concert at the end of the summer featuring all the campers. I had reached out about a potential fundraiser idea and after a conversation with the organization's leaders, ended up working on these concepts. The pandemic unfortunately halted the camp for the summer.









LOGO DESIGN - VARIOUS







ENHANCING FEDERATION
FOSTERING FRIENDSHIP











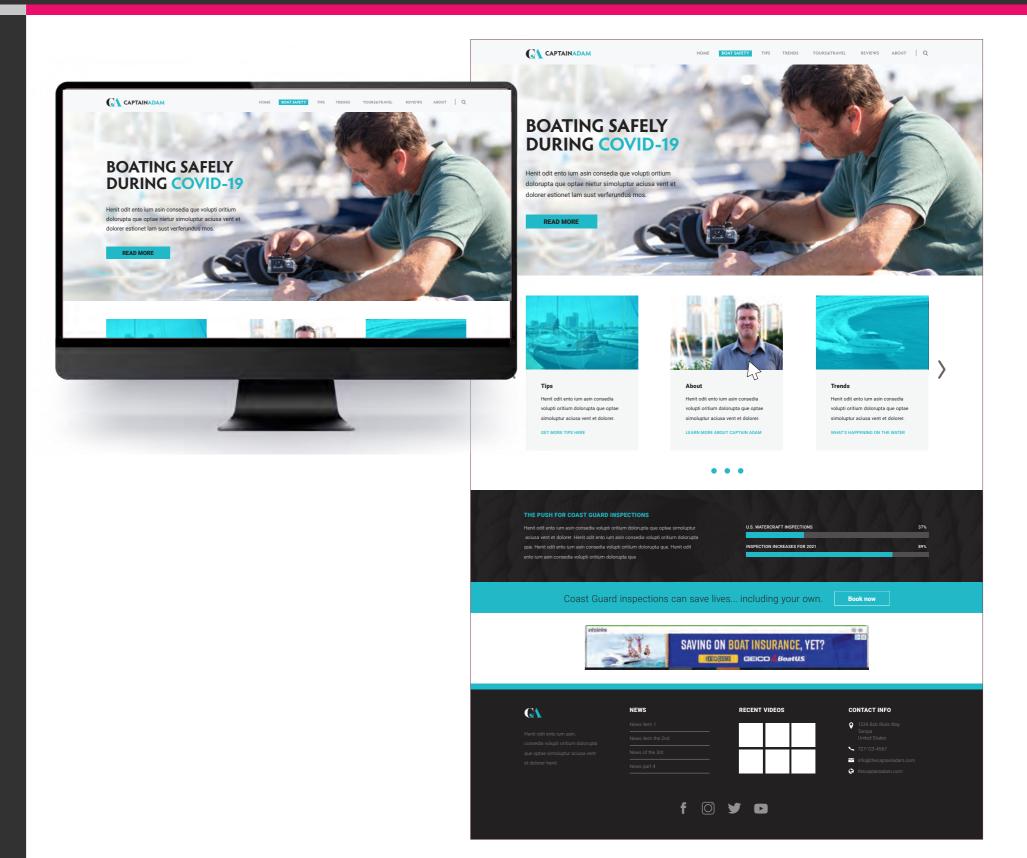




PREELANCE & SPECWORK



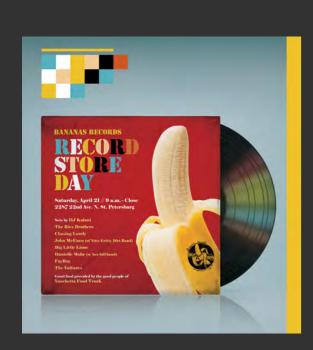
CAPTAIN ADAM



Website design concept for my friend Adam - the Captain Adam of said piece. I had previously designed a logo for his charter boat startup, Greenflash Charters and in the midst of working with he and my friend Allycen on a startup boating app, I pitched him this website idea to help build his personal brand.

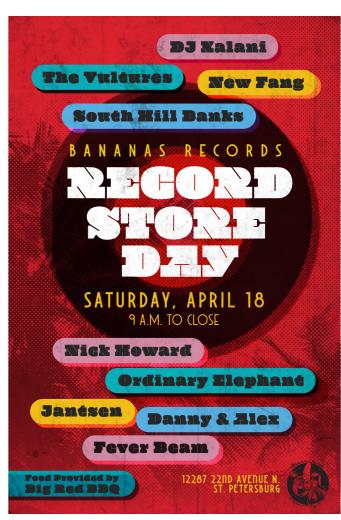
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RECORD STORE DAY



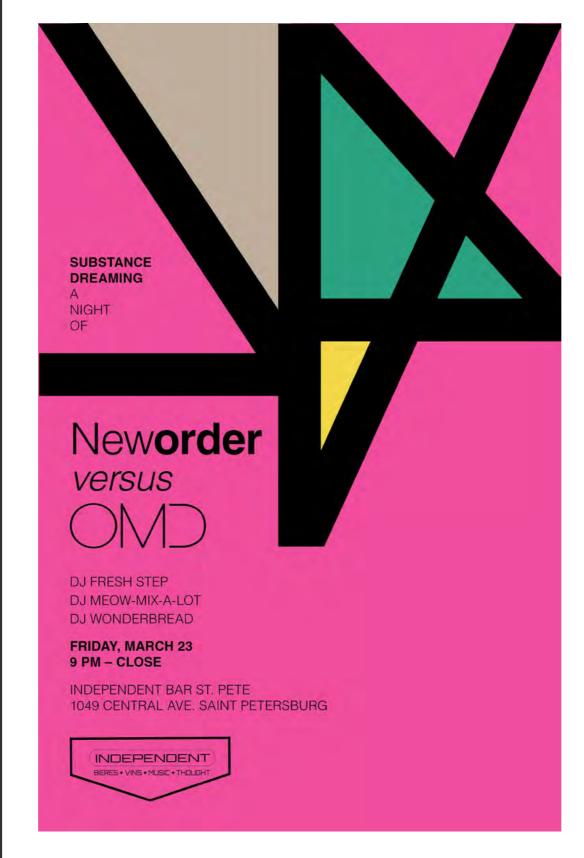
My work at the hospital is both challenging and fulfilling, but I am always happy to get to flex my creative technique, especially if it revolves around music. I have a great relationship with the good people of Bananas Records in St. Petersburg and for the past three years they have asked me to design the poster and t-shirt promoting Record Store Day. RSD is an annual event that is very popular among vinyl enthusiasts where popular artists release special edition vinyl singles and albums that are pressed exclusively for the day.







FREELANCE POSTER DESIGN



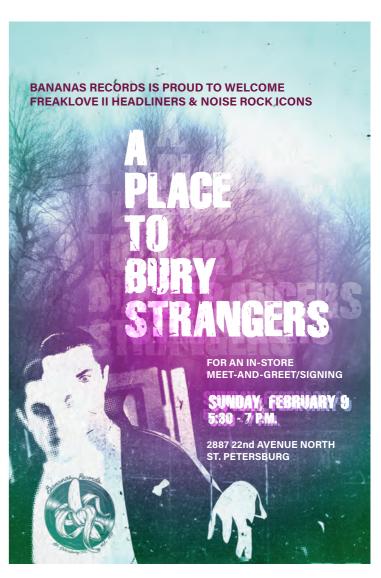




Music is essentially in my bloodstream. I jumped at the chance to do poster design to promote music nights for local St. Pete bar, The Independent. There are often eclectic poster designs adorning the walls of the Indie, and I'm pleased that my designs are among them. To the right are a few examples of the work I've done. I have really enjoyed the process on these freelance designs and I feel it's some of my best work.

FREELANCE POSTER DESIGN





Two more examples of the freelance poster design I've been lucky to create.

SPEC WORK - VARIOUS

Top left: concept design for Technical Skate Shops, Boston, MA. Technical Skate Shops was owned by Aerosmith drummer Joey Kramer and my creative director at allen & gerritsen, Gary Greenberg and I put together some ideas for apparel in the store.

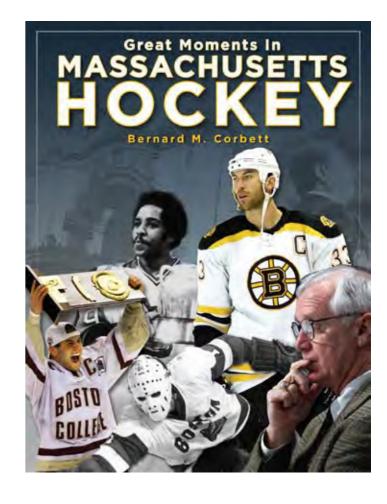
Top right: cover design for *Great Moments in Massachusetts Hockey* book. The book was an idea for a local youth hockey league to sell as a fund raiser. I was brought in through a relationship with Bernie Corbett, the BU radio play-by-play talent who worked with the organization.

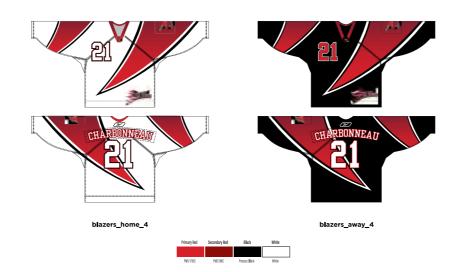
Bottom left: jersey design for Boston Blazers indoor lacrosse team. The Blazers were making their National Lacrosse League debut in 2008 and allen & gerritsen was on board to provide design and brand consulting.

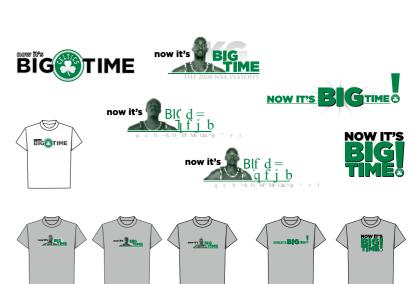
Bottom right: Boston Celtics playoff t-shirt concepts. During the Celtics' championship season of 2008, the team, a client, reached out to allen & gerritsen to come up with some ideas for t-shirt designs during the playoff push.











PETER CHARBONNEAU CONTACT INFORMATION

PETERCHARBONNEAU.COM
PCHARB21@GMAIL.COM
@PCHARBONNEAU21 → ©
LINKEDIN.COM/PCHARBONNEAU21
FACEBOOK.COM/PCHARBONNEAU21
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