

REDLINE
creative co.



ABOUT RED LINE

Red Line Creative LLC is a graphic design and advertising business located in Lincoln, Nebraska.

I, Rachel Podraza, started Red Line as a way to help local businesses fortify their brand and make an impact on their respective industry. Red Line offers an affordable product that will produce highly professional results. With services from design to campaign development to photography, you can really personalize the marketing potential of your relationship with Red Line. My business got its name as it gets its customers where they need to be in the most effective manner possible, just like a bus or subway. You want to grow your social media presence? I can get you there. You want a more recognizable and cohesive brand? I can do that. You want more interactions with the ads you are placing? Hop aboard the Red Line.

ABOUT RACHEL PODRAZA

Hello! My name is Rachel Podraza and I founded Red Line Creative Co. in 2022. I am passionate about design and marketing. I have studied the best practices for both and am now excited to share my talents and expertise with businesses that are looking to set their company apart. I was born and raised in Omaha, Nebraska, moved to Lincoln in 2019 and have such a special place in my heart for companies making a go of it in the cornhusker state.

WHAT CAN I DO FOR YOU?



Graphic Design.....pg. 3

Branding.....pg. 4

Campaign Concepting.....pg. 5

Photography.....pg. 6

G RAPHIC DESIGN

I offer high-quality graphic designs at an quick draft price. If you have been looking for someone to help with the design of a poster for your next event or social media graphics to make your instagram account pop, you have arrived at the right place.

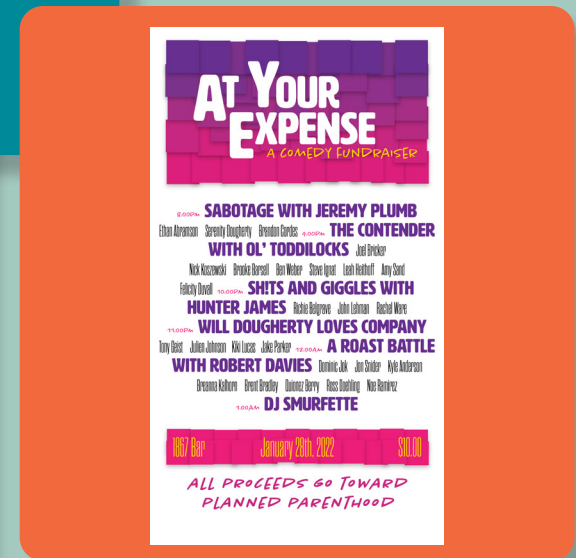
I am availabe to sit down with you and discuss all of your needs from multiuse illustrations to logo design to social media graphics. Make as many revisions as you see fit to make sure your design meets the exact specifications you need.



BRANDING

Sometimes one of the best things you can do for your product or organization is to create a cohesive and recognizable design that is shared across multiple platforms and marketing pushes. I can help your business come up with ideas and implement those concepts into different formats.

Here is an example of some branding I did for a comedy show fundraiser. Notice how each design features similar elements, fonts, and information. This way if a potential customer sees the marketing one place, they are more likely to be interested if they see the information again.



CAMPAIGNS

Creating a campaign is very similar to branding, but it is more focused on one particular message. That message could be about brand recognition, an upcoming sale, a new service, a season, etc...

Campaign concepts can be a great time to experiment with new, fun ideas, while keeping in mind the brand image and goals of the campaign.

In the campaign below, there is a message - Yia Yia's offers worldwide tastes - and it carried out in many mediums as a way to accomplish the brand's goal of getting their audience aware of this message.



PHOTOGRAPHY

Photographs are a great way to communicate with other people. You can share a message or a personality all through just one image. It is a powerful way to connect. I want to help you tell your story with high-quality photos you can share.

Not to mention, having great photos is an essential for any business especially in the age of social media. It is important to share your work and your business with potential customers. This is how your customer can feel connected to you and feel confident in your quality of work.

I offer photo sessions for individuals, businesses, and products.





Thank You!

For any questions, comments, or inquiries please email
redlinecreativeco@gmail.com or call (402) 660-9239

