

florville catalyst



Patrick Florville

Brand Strategy
& Visual Identity

ideas
into impact

Hi... I'm Patrick Florville

A brand strategist and creative director with 25+ years of cross-sector success, I engineer enterprise value for Fortune 100 corporations, global advertising networks, non-profits, and federal institutions. Following are curated excerpts of the branding and marketing programs I've architected. Take a look at how I translate complex strategic insights into compelling, market-dominant impact.



Highnote — Strategic Brand Position for Corporate Acquisition

Looking to break away from a national franchise network of over 700 owners, the executives of this organization retained me to recreate and refresh their brand. The strategic objective was to reposition the enterprise to attract premium corporate buyers. I architected a fresh corporate identity from the ground up, increasing the company's market stature and **driving the successful corporate acquisition and sale of the enterprise.**

highnote™
Your Brand. Elevated.

<https://bit.ly/3erk7E7>



Burch Energy Services

Burch Energy Services operates at the intersection of energy engineering and inclusive clean-energy advocacy. I architected a corporate identity that positions the firm as a leader in environmental consciousness. The comprehensive identity system was deployed across executive presentations, brand collateral, and corporate messaging frameworks.



Spectrum Personal Communications Corp.

Spectrum Personal Communications bridges the public and private sectors by providing consulting to Fortune 100 companies and government agencies. I developed a visual brand identity and integrated communication system to reflect their corporate influence across renewable energy, training, and conference development sectors.



Spectrum Personal Communications Corp



DMD Marketing Corp. — Strategic Brand Position for Corporate Acquisition

As a leader in digital data for healthcare professionals, DMD Marketing Corp. needed to completely refresh their brand value proposition to attract potential buyers. I engineered a total brand transformation and inbound marketing ecosystem, crystallizing their competitive edge, driving a 128% increase in web traffic, and doubling qualified leads. This strategic brand recreation **successfully positioned the company for a highly lucrative corporate acquisition.**



JPMorgan Chase Community Development Group

To unify disparate business lines, including Commercial, Residential, and Real Estate Lending, I helped develop a high-impact, multicultural and multilingual marketing program for JPMorgan Chase. My services spanned brand strategy, positioning, content development, and the end-to-end production of product brochures, exhibit booths, and bilingual print and digital communications.



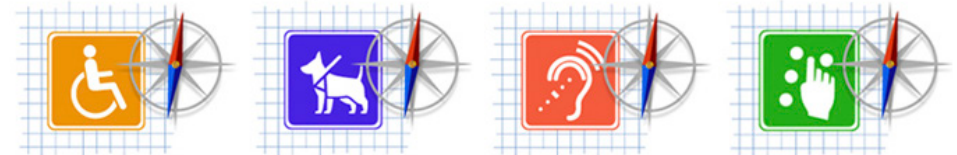
JPMorgan Chase UNCF/United Way Giving Campaigns

Benefiting The UNCF and the United Way, I helped develop the JPMorgan Chase Nationwide Giving Campaigns. These engaging internal giving campaigns consisted of print and intranet-based communications, posters, training guides, and animated web banners. I am proud to have helped the organization exceed previous years' contributions by over 50%, year over year.



Mid-Atlantic ADA Center, Accessible Meetings, Events & Conferences Program

This program translates complex regulatory updates from subject-matter experts into actionable guidance, ensuring absolute inclusion and full participation for all event attendees and presenters. My mandate was to architect and scale a comprehensive branding system across diverse digital platforms. Deliverables included an optimized web presence, educational infographics, accessible architectural floor plans, targeted outreach campaigns, and strategic social media frameworks.



Mid-Atlantic ADA Center, Customer Service Etiquette Program

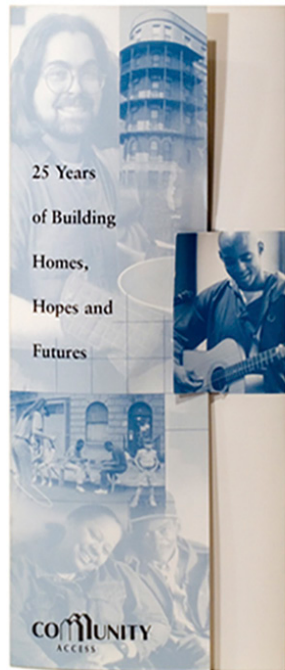
At Your Service is an award-winning customer service etiquette training initiative for businesses and government agencies. I created its enduring cinematic brand identity, serving as the foundation for an expansive, multi-tiered educational rollout. The integrated program encompassed the design of physical training manuals, quick-reference frontline guides, stakeholder outreach toolkits, and dynamic social media campaign assets.



Community Access

As a premier housing and mental health advocacy organization, Community Access provides high-impact rehabilitation, supportive housing, and community reintegration for individuals transitioning out of homelessness. The identity system and core theme, "Community Access is where the heart is", vividly capture their human-centric mission. I designed a warm, tactile needlepoint aesthetic across high-visibility fundraising collateral to celebrate 25 years of building homes, hopes, and futures.

COMMUNITY ACCESS



YMCA of Greater New York Campaign for Youth

To drive corporate sponsorships for the YMCA's vital youth initiatives, I developed an engaging, emotionally resonant fundraising campaign. By seamlessly integrating playful children's silhouettes with corporate content, the collateral established a powerful, upbeat, and persuasive narrative that motivated donor engagement.



Colgate Palmolive Bright Smiles, Bright Futures Program

This multifaceted, multilingual global initiative promotes oral health to underprivileged children around the world. My objectives were to rebrand the program to lessen its clinical nature, project a friendly image that engages a juvenile audience, and develop a comprehensive branding platform conducive to global partnerships with schools, retail chains, and communities.



Forgotten Children of Haiti

Forgotten Children of Haiti mobilizes private philanthropic capital to fund critical pediatric relief, healthcare infrastructure, schooling, and clean water projects via the St. Luke Foundation. To amplify their narrative and maximize donor engagement, I developed a distinct visual brand identity. The system captures the reality of vulnerable populations through the gradual effacement of a classic paper-doll chain, driving emotional connection and advocacy.



Friends of Paradis Des Indiens

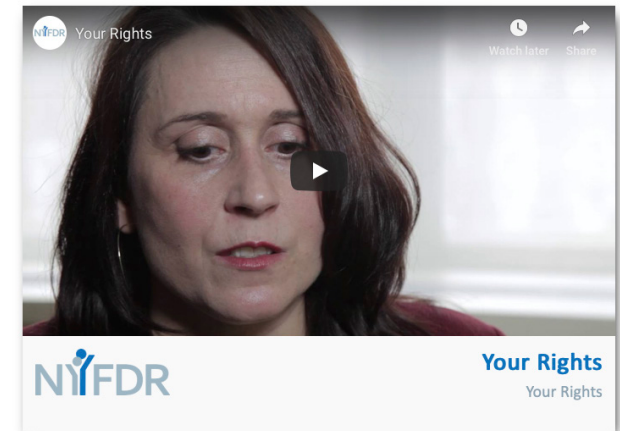
Supporting thousands of children in Abricots, Haiti, this foundation provides financial assistance, education, and daily nutrition while driving regional self-sufficiency through artisanal entrepreneurship. I developed a branding system that honors the local community's spirit. The visual architecture highlights both the educational mission and the economic impact of their regional woodworking, embroidery, and arts programs.



Friends of Paradis Des Indiens

New York Families for Disability Rights (NYFDR)

NYFDR connects, informs, and empowers families of individuals with developmental disabilities across New York State to make critical advocacy decisions. I positioned the family unit at the absolute core of the visual brand identity. To support the organization's statewide scale, I engineered a clear, color-coded branding and corporate identity system that seamlessly unifies various regional NYFDR chapters.



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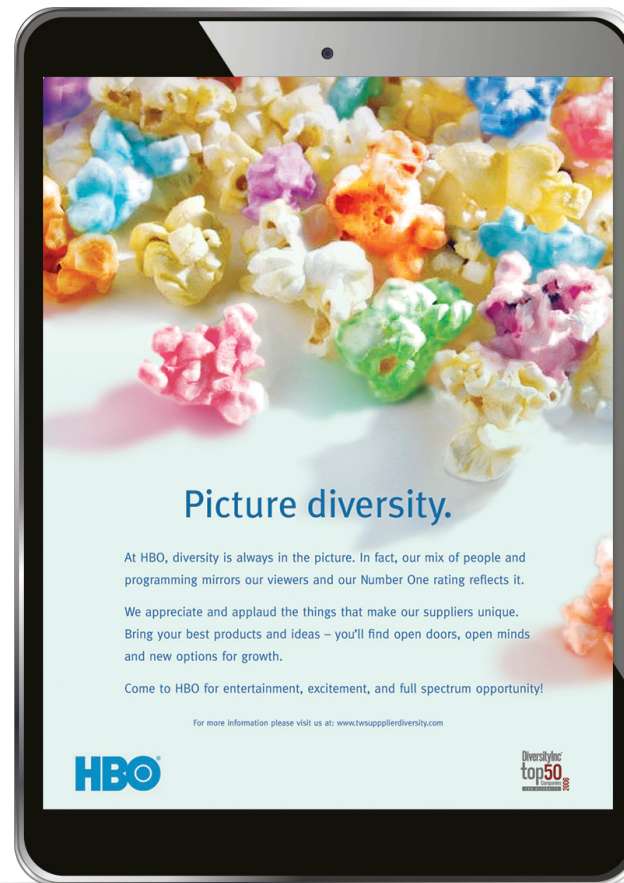
New York Council of Nonprofits (NYCON)

As a policy voice and capacity-building organization, NYCON empowers New York's vast nonprofit sector to scale community impact. The corporate identity I developed utilizes an illuminating torch to visually anchor NYCON's mission as a guide and market leader. I extended this visual architecture across their entire ecosystem of family affiliates, creating a cohesive, branded corporate system for BoardStrong, Council Services Plus, and Good Causes.



HBO Diversity Program

To position the HBO Diversity framework as a market-leading initiative, my strategy went beyond standard corporate representations of gender and ethnicity. I conceptualized the experiential theme, "Picture Diversity," and brought it to life using vibrant, multi-colored popcorn assets representing entertainment and full-spectrum inclusion. Deployed seamlessly across physical event spaces, corporate collateral, and custom environmental packaging, the campaign flawlessly mirrored HBO's diverse audience and suppliers.

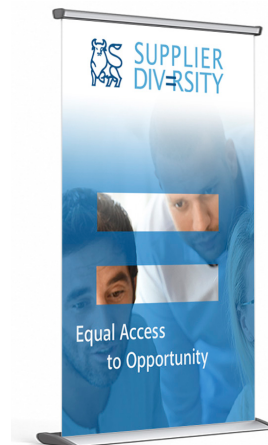


Merrill Supplier Diversity

Operating under the strategic banner "Equal Access to Opportunity," I engineered a minimalist, corporate brand identity for the Merrill Supplier Diversity Program. The visual system elevates the universal equal sign, instantly communicating fair corporate access while subtly mirroring the quantitative, financial nature of Merrill's core business. The authoritative mark cleanly anchors all internal and external print collateral and digital communication assets.



SUPPLIER DIV=RSITY



What Leading Brands Say:

Citi: "...Patrick Florville listens and asks the important questions that make business managers further refine their marketing plans."

HBO: "... working with Patrick is a wonderful experience and his expertise added to the overall value and outstanding service to HBO."

JPMorgan Chase: "...great professionalism, quality work and – especially important in our business – grace under pressure."

MasterCard: "...performs outstandingly, keeping the tensions and problems inherent in producing an annual report to an all-time low."

Ogilvy: "...Patrick Florville's ingenuity, commitment and stamina are rare in the industry."

Pfizer: "...He goes above and beyond to ensure projects are in on time, within budget and of the highest quality."

US Dept. of Commerce: "...always provides a distinctive approach."

Verizon: "...a keen sense for strategic marketing, allowing us to assign him our most important projects with total confidence."

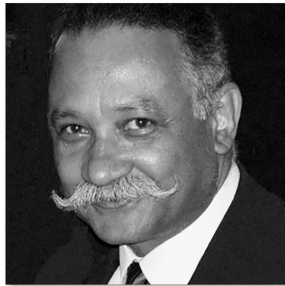
White Space Marketing: "...for an expanded definition of branding and unmatched work ethic, call Patrick. You won't be disappointed."

New York Council of Nonprofits: "...Patrick Florville is a consummate professional, delivering high-quality branding on time and on budget."



Let's Connect

My creative approach is actually rooted in science. Before studying graphic design and media communications at the School of Visual Arts in NYC, my background was in pre-med, focusing on biology, physics, and calculus. That training instilled a sharp, analytical discipline that guides my work today, giving me a rare left-brain, right-brain ability to solve complex creative, branding, and communication challenges. Ready to command a compelling market presence and accelerate your impact? Let's connect.



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